AGENDA
9:00 a.m. – 12:00 p.m.
Alderlea, 40 Elizabeth Street South, Brampton, Ontario

| Mayor Linda Jeffrey                      | Marilyn Ball, Acting Chief Administrative Officer |
| City and Regional Councillors            | Executive Leadership Team (ELT) and required staff |

Light breakfast and lunch to be provided at the Workshop.

Workshop Agenda:
The Role of Community Engagement within the City of Brampton

8:30 a.m.  Light breakfast

9:00 a.m.  Opening Remarks
Mayor Linda Jeffrey
Acting CAO, Marilyn Ball
Senior Manager, Office of Community Engagement, Olga Lukich

9:15 a.m.  New Approaches to Public Engagement
Peter MacLeod, Principal, MASS LBP
Jane Farrow, Director, Learning and Participation, MASS LBP
- Why engage the public?
- Public engagement and public learning
- Complementing and supporting elected representatives
- Tools and techniques: From digital to deliberative to co-design
- Canadian and international perspectives
- Creating an engaged community and creating a mandate for tough decisions

10:00 a.m. Break

10:15 a.m. Group Discussion A: Brampton Residents Today - Interests and Perspectives

11:00 a.m. Group Discussion B: Issues and Opportunities During the Current Term

11:45 a.m. Final Observations and Wrap-up

12:00 p.m. Lunch

Agenda materials will be distributed at the Workshop.

Council Workshop Rules

Attire for the workshop is 'business casual’

Section 20 of Procedure By-law 160-2004, as amended, applies:
- A workshop can include open session and closed session business, in accordance with the Procedure By-law and The Municipal Act, 2001.
- Workshop notice is to be made available to the public.
- After Workshop notice is provided, no new matters can be added to an agenda.
- Quorum of Council is not required for a Workshop.
- Members of the public attending a Workshop are permitted to observe the public session.
- No decisions or directions to staff can be made at the Workshop. Any matter requiring a Council decision must be reported back to Committee or Council for consideration and approval.
- The City Clerk’s Office will prepare “minutes” from the Workshop. Public session “minutes” are available for public review if a request is received.
New Approaches to Public Engagement
Peter MacLeod & Jane Farrow

February 16, 2016 | 10:00 — 12:30
Conversation 1: Brampton residents today: Interests and perspectives
Conversation 2: Issues and opportunities during the current term

MASSLBP

MASS celebrates its 25th pane: making Canada a modern leader in deliberative democracy.

DEFINITIONS

PARADOXES

EXAMPLES
ENGAGEMENT

WITH / FOR

INFORM CONSULT INVOLVE COLLABORATE EMPOWER

INCREASING IMPACT ON THE DECISION

MARKETING PARTICIPATION
SOCIAL LICENSE

ENGAGEMENT

SOCIAL LICENSE

LEGITIMACY

TRUST

BETTER DECISIONS

ESTRANGEMENT
Representative democracy

Municipal elections
We waste our time.
We waste the public’s time.
We go through the motions.

We’re not governed by the people.

We’re governed by our assumptions about the people.
Many of these assumptions are reinforced by poorly designed public experiences.

Townhall = Democracy.

Townhall = Aneurysm.
Web = Democracy.

Web = Comments section.

Polarized.
Volatile.
Emotional.
Uninformed.

= Risk Management.

Caring.
Reasonable.
Purposeful.
Curious.

= Resource
EYES LIGHTING UP
USEFUL RESOURCE
PUBLIC-MINDED

1 IN 32 VANCOUVER RESIDENTS
More than 100 communities to house privately sponsored Syrian refugees, new map shows

"It is so encouraging to see communities, large and small, coming together," Immigration minister says

THE PROBLEM ISN'T THAT WE ASK TOO MUCH OF PEOPLE, BUT TOO LITTLE
PUBLIC ENGAGEMENT

PUBLIC LEARNING
PUBLIC CULTURE
PUBLIC SERVICE

PUBLIC LEARNING IS ABOUT MAKING THE INVISIBLE VISIBLE

Population Pyramid for Canada, 2011

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<thead>
<tr>
<th>Females</th>
<th>Males</th>
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<tr>
<td>1919-1940: Parents of Baby Boomers</td>
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<td>1946-1965: Baby Boomers</td>
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<td>1975-1995: Children of Baby Boomers</td>
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<td>1996-2011: Generation Z</td>
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AR
PUBLIC CULTURE IS ABOUT PARTICIPATION
PUBLIC SERVICE IS ABOUT PROBLEM-SOLVING
DESIGNING FOR ENGAGEMENT:

1. Who's in the room and how did they get there?
2. Are you asking for their opinion or to represent the views of others?
3. Is there a real task?
4. What learning needs to occur?

PEOPLE WANT A SAY, BUT ARE ALSO WILLING TO SERVE

(BUT WE HAVE TO SUPPORT THEIR PARTICIPATION, JUST AS WE SUPPORT OUR ELECTED REPRESENTATIVES)
Conversation 1:
How have the concerns and perspectives of Brampton residents changed over the past 25 years?

Conversation 2:
Which issues will Council address this term that are most likely to benefit from public input?