



## Tool Kit - Module 7

**PHASE**  
**2** **ACTION ITEM 7** *Notice of Community Engagement Opportunities*

**Key Task 1:** *Facilitator Undertakes Logistical Activities for Community Notification*

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**Key Task 2:** *Strategies Developed, Approved, and Implemented to Address Community Questions Following Notification and Review of Materials*

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**Key Task 3:** *Notify the Community and Address Questions*

**1 KEY TASK**

**Facilitator Undertakes Logistical Activities for Community Notification**

**Objective**      »      *To take the necessary steps to ensure the community is aware of the opportunity to participate in the engagement session(s), which will facilitate the development of the Community's Sustainability Vision.*

**Overall Responsibility**      »      **Facilitator / Visioning "Champion"**

- Activities**
- » Review the approved notification plan developed in Action Item 3, Key Task 2.
  - » Facilitator develops a press release and notification fliers listing all the dates, times, and location of sessions, the location of the Reference Centre, and identifies key contact details. Example notices are included on page 2.
  - » Facilitator submits press release and advertisement/mail out to the Visioning "Champion" and the Community's Leadership for review, input, and approval.
  - » Facilitator addresses all input and edits and finalizes the press release and advertisement/mail out.
  - » Facilitator contacts the general public and stakeholders (e.g. local media, local schools, local organizations ) and informs them of the opportunity to participate in the process.
  - » A media campaign (i.e. radio, print, social media) is initiated.
  - » Facilitator manages the entire process to ensure the correct information is being shared with the community at the appropriate times.

### **Advertisement / Mailout – (Community) Sustainability Visioning Exercise (for Media & Interested Parties)**

*“The **(insert community name)** is developing a Sustainability Vision! This vision will help to guide the development of our community over the in the next 5 – 10 years. We would like to ask and invite all members of the community to come out and share their ideas with us! We want to make sure that our community reflects the interests, goals, and needs of you, the residents!*

*We will be happy to meet with you at:*

- ***(insert location)** for a **(insert type of event)** on **(insert date)** at **(insert time)**;*
- ***(insert location)** for a **(insert type of event)** on **(insert date)** at **(insert time)**;*
- ***(insert location)** for a **(insert type of event)** on **(insert date)** at **(insert time)**;*

*If you would like more information, please visit our website at **(insert website address)**.*

*If you have questions or concerns, please contact – **(insert contact name)** at **(email address and telephone)**.”*

### **Advertisement – (Community) Sustainability Visioning Exercise (for Students)– Optional**

*“The **(insert community name)** is developing a Sustainability Vision! A Vision tells us what you want the community to look like in the future (for example, do you want more soccer fields? Do you want more parks?).*

*We would like you to help us design the new **(insert community name)**. We will be coming to your school on **(insert date)** at **(insert)** to hear your ideas!*

*If you would like more information, please visit our website at **(insert website address)** or speak to your teacher.*

*If you have questions or concerns, please contact – **(insert contact name)** at **(email address and telephone)**.”*



## 2 KEY TASK

### **Strategies Developed, Approved, & Implemented to Address Community Questions Following Notification & Review of Materials**

**Objective** » *To ensure that appropriate strategies and protocols are in place to address enquires made regarding the Community's Sustainability Visioning exercise.*

**Overall Responsibility** » **Facilitator / Visioning "Champion" / Community Leadership**

#### **Activities**

- » Develop a strategy for addressing community questions. This strategy could include:
- A series of identified individuals who are assigned the responsibility of addressing questions;
  - Established mechanism through which enquires can be made (e.g. postal address hotline, email, weekly office hours);
  - Educating identified individuals on the Sustainability Visioning exercise, Frequently Asked Questions, the Community, NWMO, the APM siting process and NWMO project the Workbook (e.g. members of the local Community Advisory Group);
  - Ensuring identified individuals know when to direct a question to a senior member associated with the undertaking (e.g. the Facilitator, the Visioning Champion, the Community Leadership); and
  - Outlining the process to be undertaken when passing a question to a senior member.

**3** KEY TASK**Notify the Community & Address Questions****Objective**

*The community is sufficiently informed of the Community Sustainability Visioning engagement session(s), supporting materials, and all questions regarding the exercise are appropriately addressed.*

**Overall Responsibility**

**Facilitator / Visioning “Champion” / Community Leadership**

**Activities**

- » Implement the plans outlined in Action 7: Key Task 1 and 2 above.
- » Notify the community.
- » Ensure Community’s Leadership is available to address questions as required.
- » Assemble all questions, and schedule a meeting with the Community’s Leadership to discuss next steps and potential answers.
- » At the meeting, outline trends which can be seen in the questions and discuss ways in which to address these findings as the Sustainability Visioning exercise moves forward.