# Overview

The [First Nation] is dedicated to building community awareness around key community planning and decision-making processes including asset management, water and sewer servicing, and capital planning. Providing community members and leaseholders with knowledge about community infrastructure will build a foundation of future support for decision-making processes and outcomes.

This Community Awareness Strategy was first developed and implemented in [Year]. The Strategy was developed by Asset Management staff in alignment with steps shown in Figure 1.

Figure 1: Strategy Development Process

# Communication Goals

The Strategy is designed to build community awareness around ongoing processes relating to asset management.

[An example of a Communication goal is shown below. Please remove this item once you have created your own community goals. Create “SMART” (specific, measurable, achievable, relevant, and time bound) goals regarding how items will be communicated to the community. These communication goals may tie in directly to your asset management goals that may be found in your comprehensive community plan (CPP), your asset management policy, or your nation’s vision statement which may be found on their website.]

* **[Goal 1]** – [description of goal 1]
* **[Goal 2]** – [description of goal 2]
* **[Goal 3]** – [description of goal 3]
* **[Goal 4] –** [description of goal 4]
* **E.g. Tailor Key Messages to Community Interests** – develop strategies to adapt Key Messages so they are relevant to different groups in our community. Develop messages specific to the target audience.

The Strategy provides a framework for celebrating successes around proactive infrastructure management, telling the story of the community's infrastructure, sharing the relevance of providing services as it relates to individuals in the community, and understanding the needs, wants and willingness of leaseholders to pay for the services they're receiving.

# Guiding Principles

Guiding principles are used to support decision-making. They can be a helpful reference when tough decisions need to be made, when there is disagreement among the team, and to focus conversation. The following principles, in order of importance, have been identified by the asset management advisory committee for building community awareness: [A few examples of Guiding Principles are shown highlighted below. Feel free to use these as guiding principles or come up with your own that are relevant to your community.]

* **[Guiding Principle 1] –** [description of guiding principle 1]
* **[Guiding Principle 2] –** [description of guiding principle 2]
* **[Guiding Principle 3] –** [description of guiding principle 3]
* **[Guiding Principle 4] –** [description of guiding principle 4]
* **[Guiding Principle 5] –** [description of guiding principle 5]
* **[Guiding Principle 6] –** [description of guiding principle 6]
* **[Guiding Principle 7] –** [description of guiding principle 7].
* **E.g. Proactive –** sharing information the community cares about before they ask for it
* **E.g. Accuracy –** of information, using facts and stats to back-up statements
* **E.g. Consistency –** in communicating information across groups
* **E.g. Relevance** – presenting messages tailored to target audience(s)
* **E.g. Flexibility** – remaining responsive to stakeholder interests by adapting messaging with time
* **E.g. Simplicity** – starting with simple messages, and laying a baseline for longer term communication
* **E.g. Vetted** – through Chief and Council to ensure there are no surprises

These principles can be reviewed and adjusted as needed in order to ensure they remain relevant for implementation in subsequent years.

# Intended Audiences

The Strategy is intended to reach a broad audience including staff, on- and off-reserve community members, business partners, local contractors, government agencies, and leaseholders that the [First Nation] communicate with. In some cases, communication initiatives will attract many different audiences, while in other cases initiatives will be developed to specifically target one or two particular group(s). The key audiences to be reached through this Strategy are illustrated in Figure 2.

**Target Audiences**

Figure 2: Community Awareness Strategy Target Audiences

# Key Messages

[The Key Messages should align with your communication goals and principles. These need to be created by your asset management committee or team. An Example is highlighted below.] The Community Awareness Strategy is designed to effectively deliver a set of key messages to all target audiences. These key messages include a core, overarching message, and a series of supporting sub-messages to be shared with the public through communication initiatives throughout [Year]. While core messages will be the same for all target audience groups, their delivery will be tailored to reflect each group’s unique character. These key messages include:

***Overarching Message***

*[Overarching Message to all target audiences]*

*[E.g. [FIRST NATION] is committed to managing municipal infrastructure in a way that is proactive and efficient, meeting the standards of service necessary for a vibrant and sustainable community.]*

**Sub-Messages**

Sub-messages to accompany this overarching message are summarized below, along with background information that the [First Nation] asset management advisory committee and Chief & Council can refer to when delivering messages to the public:

* ***[Sub-message 1]***
* [Detail of sub-message 1].
* [Detail of sub-message 1].
* [Detail of sub-message 1].
* ***[Sub-message 2]***
* [Detail of sub-message 2].
* [Detail of sub-message 2].
* [Detail of sub-message 2].
* ***[Sub-message 3]***
* [Detail of sub-message 3].
* [Detail of sub-message 3].
* [Detail of sub-message 3].
* ***[Sub-message 4]***
* [Detail of sub-message 4].
* [Detail of sub-message 4].
* [Detail of sub-message 4].
* ***[Sub-message 5]***
* [Detail of sub-message 5].
* [Detail of sub-message 5].
* [Detail of sub-message 5].
* ***E.g. Community infrastructure provides essential services now and in the future***
* This statement is intended to reinforce the idea that infrastructure makes living in our community possible.
* Parks and recreation infrastructure make this a better place to live, improving our quality of life.
* Essential assets include infrastructure that is above ground and east to see, as well as infrastructure out of site and below ground.

# Lines of Communication

The delivery of the Community Awareness Strategy will be led by [First Nation]’s Asset Management Advisory Committee. The Asset Management Advisory Committee is made up of a cross-section of key [First Nation] staff from different departments, this can be found in the Team Terms of Reference document.

|  |
| --- |
| **Asset Management Advisory Committee** |
| **Chair:** [Name of Chair]  **Vice-Chair:** [Name of Vice-Chair]  **Members:** [Name1], [Name2], [Name3], [Name 4], [Name 5], [Name 6] |

Figure 3: Team Members

Small breakout groups will be established as needed, to implement specific features of the public engagement program. Chief and Council will play a dynamic role in the engagement program, serving as both an essential target audience for awareness materials and communicating key messages to the public.

# Engagement Approaches

A variety of approaches will be used to engage groups in diverse and meaningful ways. The engagement continuum shown in Figure 4 was developed by the International Association for Public Participation (IAP2) Canada and reflects the full spectrum of engagement approaches, which vary according to the level of group decision making impact. As shown in the continuum, initiatives intended to *inform* the engagement participants involve the sharing of information and educating participants about decisions that have already been made. *Consultation* involves providing information and gathering feedback, while *involving* participantsmeans that their feedback is directly used to inform decision-making. *Collaboration* involves working together with engagement participants to make a decision (i.e. through working groups), and *Empowering* means placing the final decision in hands of participants.

**Increasing level of decision making**

Figure 4: Engagement Continuum

For the [First Nation]’s Community Awareness, engagement approaches identified focus on informing and consulting community members to set a foundation for higher levels of membership participation in future years. Engagement will be primarily through existing channels to promote program simplicity and effectiveness over the long term. These engagement approaches have been selected in order to meet the Strategy’s core goals [INSERT GOALS HERE].

It is essential that the level and type of input solicited from community members, and the way this information will be used is very clearly and consistently communicated to set realistic expectations among membership. Information on service levels will be collected in the future after the [Year] program is complete.

Table 1: [First Nation] Engagement Approaches

|  |  |  |
| --- | --- | --- |
|  | **Engagement Approach** | **Target Audience** |
| **INFORM** | [E.g. Newspaper Ads | E.g. On reserve residents, off reserve residents, business community, local contractors |
| [Engagement Approach #1] | [Target Audience for Engagement Approach #1] |
| [Engagement Approach #2] | [Target Audience for Engagement Approach #2] |
| **CONSULT** | [Engagement Approach #3] | [Target Audience for Engagement Approach #3] |
| [Engagement Approach #4] | [Target Audience for Engagement Approach #4] |
| [Engagement Approach #5] | [Target Audience for Engagement Approach #5] |
| **INVOLVE** | [Engagement Approach #5] | [Target Audience for Engagement Approach #5] |
| [Engagement Approach #6] | [Target Audience for Engagement Approach #6] |
| [Engagement Approach #7] | [Target Audience for Engagement Approach #7] |
| **COLLABORATE** | [Engagement Approach #8] | [Target Audience for Engagement Approach #8] |
| [Engagement Approach #9] | [Target Audience for Engagement Approach #9] |
| [Engagement Approach #10] | [Target Audience for Engagement Approach #10] |
| **EMPOWER** | [Engagement Approach #11] | [Target Audience for Engagement Approach #11] |
| [Engagement Approach #12] | [Target Audience for Engagement Approach #12] |
| [Engagement Approach #13] | [Target Audience for Engagement Approach #13] |

Communication material developed for each event/medium will be easily transferrable into other forms.

# Schedule for Implementation

The Community Awareness Strategy has been designed around a series of key communication initiatives (milestones) throughout [Year]. These initiatives are outlined in Table 2 [An example highlighted in the table below].

Table 2: Schedule for Implementation

|  |  |  |
| --- | --- | --- |
| **Date** | **Milestone** | **Responsibility: Community Awareness Group Lead** |
| [Month], [Year] | E.g. Defining Service Levels | E.g. Member(s) of Asset Management Advisory Committee |
| [Month], [Year] | [Milestone 2] | [Person/People Responsible] |
| [Month], [Year] | [Milestone 3] | [Person/People Responsible] |
| [Month], [Year] | [Milestone 4] | [Person/People Responsible] |
| [Month], [Year] | [Milestone 5] | [Person/People Responsible] |
| [Month], [Year] | [Milestone 6] | [Person/People Responsible] |
| [Month], [Year] | [Milestone 7] | [Person/People Responsible] |
| [Month], [Year] | [Milestone 8] | [Person/People Responsible] |

Outcomes from the [Year] engagement program will be used to inform the development of ongoing communication initiatives in subsequent years.

# Evaluating the Program

The Community Awareness Strategy is intended to provide an iterative framework to guide community engagement activities throughout [Year] and to fine tune public engagement programs in future years. For [Year], evaluation of the Program will be an assessment of the level of participation in engagement events and views of distributed media.

*[Guidance: To evaluate your community’s knowledge regarding your asset management program the following methods can be used. These can be used to collect data regarding current knowledge, build awareness around asset management, or learn about community expectations or preferences:*

* *Surveys distributed to the community*
* *Electronic polling or show of hands at meetings*
* *General word of mouth or community dialogue*

*New questions can be added each year to tailor the questionnaire to the communication goals and key messages of that year’s communication program. It is recommended that public response be encouraged by providing prizes or other incentives to participating. The results can be used to update next year’s community engagement].*

[Enter this year’s plan for evaluating the community awareness plan].