

Planning and Public Engagement

EVDP 631 H (3-0)

Winter 2015

Wednesday 09:30 - 12:20 PF 3160

Instructors:

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Introduction

This course provides students with an understanding of the principles and practice of public participation in community development. Various methods/approaches are analyzed in terms of their characteristics, advantages and limitations. Practices to support facilitation, negotiation and conflict management are examined. Development and implementation of public engagement plans is also discussed. Note that this course may not be repeated for credit.

Objectives

- Students will gain understanding of the history and evolution of public engagement as we know it today
- Students will be aware of and able to conduct critical evaluation of theories, methods, and strategies employed to engage the public in various circumstances
- Students will gain exposure to a range of practical public engagement tools and methods
- Students will gain experience in developing a public engagement plan for a particular planning project

Teaching Approach

The course will consist of a series of inter-related lectures, illustrative examples, reading assignments, and practical exercises, culminating in the preparation of a public engagement plan.

Content

The course will be organized around a series of lectures, skill and knowledge-building sessions, and assignments, and will build towards the preparation of a public engagement plan that is linked to the EVDP 637 Community Planning Studio project. (Students not enrolled in EVDP 637 will be given a comparable assignment.) Integration with the studio project will allow students to synthesize knowledge by making linkages between the material covered and the milestones in each course.

1. Introduction

- overview of public engagement and its evolution
- approaches to public engagement in various contexts

2. Approaches and techniques of public engagement

- public engagement in practice - teaching faculty and guests will provide an overview of several project examples illustrating approaches and issues of public engagement, including some practical workshop(s) on engagement processes
- the use of social media and surveys; contemporary tools for public engagement
- students (in pairs or small groups) will conduct research on and present to the class one method, tool or approach for public engagement (to be selected from a circulated list)

3. Public engagement as part of community planning

- designing a process for public engagement
- to be prepared as a chapter in the Area Structure Plan completed in EVDP 637 Community Planning Studio (note: although the chapter is part of the ASP, it will be evaluated separately for the purposes of evaluation of EVDP 631).

Evaluation

Evaluation will be based on the project assignments, completed during the term. There will be no final examination. Writing and the grading thereof will be a factor in the evaluation of the student’s work, and students are encouraged to be familiar with the University of Calgary academic regulations regarding matters such as plagiarism.

Work will be completed individually, in pairs, or in groups, according to the project briefs. Students will receive a common grade for work done in pairs or groups, unless it is clear to the instructors the balance of work has been unfairly distributed between team members. In this case, the distribution of work and grades will be discussed with the students.

Students will be able to calculate their grade currently earned by one week before the withdrawal deadline, according to the grading scale and allocation of assignments as below.

The assignments will be evaluated as letter grades. Final grades will be reported as letter grades, with the final grade calculated according to the 4-point range. (see Grading Scale)

1. Participation (assessed through attendance of classes, participation in discussions, attendance of workshops (individual)	10%
2. Presentation of a public engagement tool/method (pair/group)	25%
3. Preparation of an analytical matrix of engagement techniques (individual)	25%
4. Preparation of a public engagement plan and process (group)	40%
Total	100%

Grading Scale

Grade	Grade Point Value	4-Point Range	Percent	Description
A+	4.00	4.00	95-100	Outstanding - evaluated by instructor
A	4.00	3.85-4.00	90-94.99	Excellent - superior performance showing comprehensive understanding of the subject matter
A-	3.70	3.50-3.84	85-89.99	Very good performance
B+	3.30	3.15-3.49	80-84.99	Good performance
B	3.00	2.85-3.14	75-79.99	Satisfactory performance
B-	2.70	2.50-2.84	70-74.99	Minimum pass for students in the Faculty of Graduate Studies
C+	2.30	2.15-2.49	65-69.99	All final grades below B- are indicative of failure at the graduate level and cannot be counted toward Faculty of Graduate Studies course requirements.
C	2.00	1.85-2.14	60-64.99	
C-	1.70	1.50-1.84	55-59.99	
D+	1.30	1.15-1.49	50-54.99	
D	1.00	0.50-1.14	45-49.99	
F	0.00	0-0.49	0-44.99	

A student who receives a "C+" or lower in any one course will be required to withdraw regardless of their grade point average unless the program recommends otherwise. If the program permits the student to retake a failed course, the second grade will replace the initial grade in the calculation of the GPA; both grades will appear on the transcript.

Readings

There is no required textbook. The following are some recommended resources:

- Friedman John (1987) *Planning in the Public Domain: From Knowledge to Action*, Princeton University Press, Princeton, New Jersey
- Hodge, Gerald (1998) *Planning Canadian Communities 3rd ed. Nelson*, part three: Participation and Decision Making in Community Planning
- Kingwell, Mark. 2000. Rights and Duties, Chapter 2 in *The World We Want: Vice, Virtue and the Good Citizen*. Penguin Books, Toronto
- Wates, Nick (2014) *The Community Planning Handbook: how people can shape their cities, towns and villages in any part of the world*. Routledge
<http://www.communityplanning.net/index.php>
- Zeisel, John (1981) *Inquiry by Design: tools for environment-behaviour research*. Cambridge University Press

Notes:

1. Written work, term assignments and other course related work may only be submitted by e-mail if prior permission to do so has been obtained from the course instructor. Submissions must come from an official University of Calgary (ucalgary) email account.
2. Academic Accommodations. The Academic Accommodations Policy can be found at: <http://www.ucalgary.ca/access/accommodations/policy>. It is the students' responsibility to request academic accommodations. If you are a student with a documented disability who may require academic accommodations and have not registered with Student Accessibility Services, please contact them at 403.220.6019. Students who have not registered with Student Accessibility Services are not eligible for formal academic accommodations. More information about academic accommodations can be found at www.ucalgary.ca/access. You are also required to discuss your needs with your instructor no later than fourteen (14) days after the start of this course.
3. Plagiarism - Plagiarism involves submitting or presenting work in a course as if it were the student's own work done expressly for that particular course when, in fact, it is not. Most commonly plagiarism exists when:(a) the work submitted or presented was done, in whole or in part, by an individual other than the one submitting or presenting the work (this includes having another impersonate the student or otherwise substituting the work of another for one's own in an examination or test), (b) parts of the work are taken from another source without reference to the original author, (c) the whole work (e.g., an essay) is copied from another source, and/or, (d) a student submits or presents work in one course which has also been submitted in another course(although it may be completely original with that student) without the knowledge of or prior agreement of the instructor involved. While it is recognized that scholarly work often involves reference to the ideas, data and conclusions of other scholars, intellectual honesty requires that such references be explicitly and clearly noted. Plagiarism is an extremely serious academic offence. It is recognized that clause (d) does not prevent a graduate student incorporating work previously done by him or her in a thesis. Any suspicion of plagiarism will be reported to the Dean, and dealt with as per the regulations in the University of Calgary Graduate Calendar.
4. Information regarding the Freedom of Information and Protection of Privacy Act (<http://www.ucalgary.ca/secretariat/privacy>) and how this impacts the receipt and delivery of course material
5. Emergency Evacuation/Assembly Points (<http://www.ucalgary.ca/emergencyplan/assemblypoints>)
6. Safewalk information (<http://www.ucalgary.ca/security/safewalk>)
7. Contact Info for: Student Union (<http://www.su.ucalgary.ca/page/affordability-accessibility/contact>); Graduate Student representative(<http://www.ucalgary.ca/gsa/>) and Student Ombudsman's Office (<http://www.su.ucalgary.ca/page/quality-education/academic-services/student-rights>).

EVDP631 - Schedule

january 2015

Week 1	Wed, Jan 14, 2015	9:30 - 10:45	Course Intro – review outline	Bev
		11:00 - 12:20	Public engagement in history - evolution, aims, values	Bev
Week 2	Wed, Jan 21, 2015	9:30 - 10:45	Various cultural contexts for public engagement. Public engagement in the 21 st C	Mark
		11:00 - 12:20	Social media, visualization techniques, modeling, surveys, etc.	Mark
Week 3	Wed, Jan 28, 2015	9:30 - 10:45	How to develop a method and choose tools/techniques. Sample worksheets. Students select topic for assignment. Presentation order is set	Bev
		11:00 - 12:20	Designing a public engagement process - defining goals, identifying stakeholders, selecting tools, tackling challenges.	Francisco
Week 4	Wed, Feb 4, 2015	9:30 - 10:45	Public engagement in Calgary: The City of Calgary Planning Department experiences	Mary
		11:00 - 12:20	Public engagement in rural Alberta	Harry Harker
Week 5	Wed, Feb 11, 2015	9:30 - 10:45	Process Example – Card Method for Collaboratively Developing Principles	Bev/Francisco This will tie into the Analysis due in Studio
		11:00 - 12:20	Card Method continued	
Week 6	Wed, Feb 18, 2015	9:30 - 10:45	BLOCK WEEK	
		11:00 - 12:20	BLOCK WEEK	
Week 7	Wed, Feb 25, 2015	9:30 - 10:45	Tool/Method Student Presentations p.1	
		11:00 - 12:20	Tool/Method Student Presentations p.1	
Week 8	Wed, Mar 4, 2015	9:30 - 10:45	Tool/Method Student Presentations p.2	
		11:00 - 12:20	Tool/Method Student Presentations p.2	
Week 9	Wed, Mar 11, 2015	9:30 - 10:45	Project Examples	Fco
		11:00 - 12:20	Guest	TBA
Week 10	Wed, Mar 18, 2015	9:30 - 10:45	Guest	TBA
		11:00 - 12:20	The psychology of participation - perception, visualization, etc.	Mark
Week 11	Wed, Mar 25, 2015	9:30 - 10:45	Negotiation/Mediation/Conflict	Community Mediation Calgary Society (CMCS)
		11:00 - 12:20	Analytical Matrix Due	
Week 12	Wed, Apr 1, 2015	9:30 - 10:45	Plan preparation and Crits	
		11:00 - 12:20	Plan preparation and Crits	
Week 13	Wed, Apr 8, 2015	9:30 - 10:45	Plan preparation and Crits	
		11:00 - 12:20	Plan preparation and Crits	
Week 14	Wed, Apr 15, 2015	9:30 - 10:45	Public Engagement Plan Due	
		11:00 - 12:20		