



Public Engagement Framework Development Update

Parkland County
May 5, 2026

Who We Are

Since 2019, Catalyst Communications has worked in specialized areas of local government communications and strategy development, including:

- Communications, Engagement Program, and Crisis Communications Reviews
- Public Engagement (design, execution, analysis)
- Crisis, Reputation, and Issues Management
- Communications, Engagement, and Crisis Communications Planning
- Organizational Strategy Development and Reviews
- Process Streamlining and Efficiency Design
- Emergency Communications
- Administration and Council Workshops
- Strategic Advisory Services



Process

Since fall 2025, we have been reviewing the County's public engagement program, with three core phases completed to this point.

Research & Discovery

- Review of current policies, procedures, plans, channels, and structures.
- Municipal comparator scan.
- Identification of best practices and emerging trends.

Internal/External Engagement

- Public survey (269 responses) & focus groups (3)
- Staff survey (35 responses) & facilitated session
- Council session

Analysis & Reporting

- Current state and gap analysis across six dimensions
- Maturity modelling against comparator municipalities
- Draft Policy & Admin Directive

What We Heard

Trends across all engagement (public and internal) include:

1

Awareness & Access Gaps

Residents voiced concerns over how engagement processes are promoted, noting they don't hear about opportunities.

Consistency from one project to the next is lacking.

2

Trust & Accountability Expectations

Residents want to see how their input influences decisions.

Clearer expectations are required across engagement processes, to build consistency and establish cohesion across a complete program.

3

Demographic & Geographic Equity Needs

Engagement across large geographic areas, with different community cultures throughout, can create inequity in opportunity access.

Youth engagement is notably low, despite County efforts.

What We Heard

Public survey results ($n=269$) were validated across facilitated focus groups.

100%

Of residents say public input is important to municipal decision-making.

81% want engagement on land-use planning and development.

72% prefer email newsletters for engagement updates.

60% ranked transparency as the #1 engagement principle.

54% say understanding how input is used would increase participation.

What We Found

The County has a strong foundation to build on:

- Dedicated strategy and loose accountability framing.
- Established public engagement platform (yourparkland.ca), used effectively.
- Strong communications, strategy and engagement team members.
- Clear alignment across Council Members and SLT on priorities, triggers, and accountability.

Approaches vary from one department to the next, creating inconsistency in execution

Understanding of engagement best practices varies greatly across the organization.

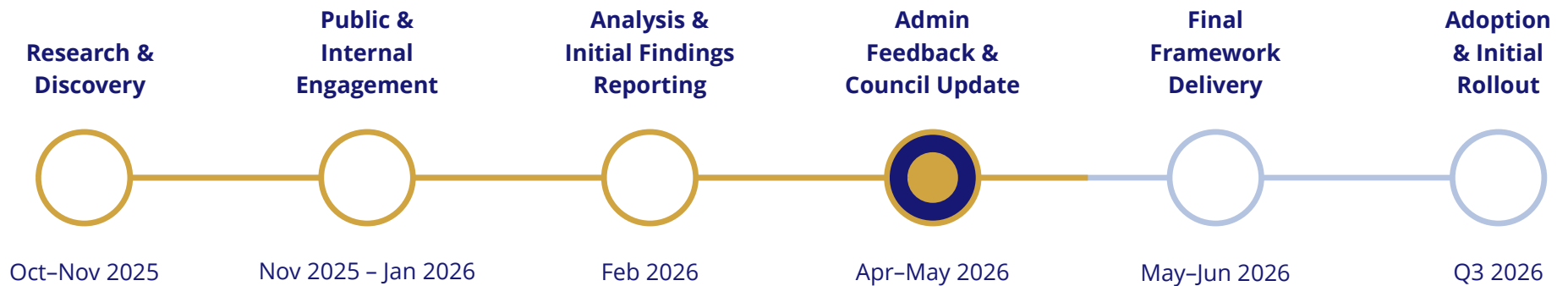
Public engagement expectations are continued to climb significantly over the coming 3–5 years.

Engagement Maturity Assessment

Across six dimensions, Parkland County rates as a Level 2: Foundational, with elements of Level 3 maturity in place.

	CURRENT STATE	TARGET YEAR 2		
Level 1	Level 2	Level 3	Level 4	Level 5
Ad Hoc	Foundational	Structured	Integrated	Mature
No formal policy. Reactive and inconsistent.	Policy exists. Some tools. Training limited.	Triggers, roles. Standardized templates.	Whole-org coordination and capacity.	Engagement-first culture. Ongoing learning.

What Comes Next





Thank you

Questions?