Guide and Resources for Engagement Planning

Real Property Branch (RPB), Accessibility and Inclusivity Office (AIO)

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Version 1

Overview

This Guide and its accompanying resources provide a practical, accessible approach to developing inclusive engagement plans for all types of Real Property Services (RPS) projects throughout Canada where an opportunity has been identified (refer to Section 4.3 of the [GCworkplace Accessibility and Inclusivity Guide in the Built Environment](#)). It supports the implementation of the Accessible Canada Act (ACA), the Accessibility Strategy for the Public Service of Canada, and PSPC's departmental Accessibility Strategy with a specific focus on Goal #2: enhancing accessibility in the built environment.

Developed by the Accessibility and Inclusivity Office (AIO), this Guide and Resources aims to support PSPC teams in engaging stakeholders, including persons with disabilities, in a manner that is both meaningful and compliant with relevant legal requirements.

The following content is designed to support real property professionals in the planning, development, and implementation of engagement strategies that effectively include diverse community members, with a focus on accessibility considerations.

Who is this document for?

This Guide and Resources are intended for RPS practitioners, including Accommodations Managers and Project Managers, who have identified opportunities for involvement in project planning and delivery. These materials support PSPC's commitments under the Accessible Canada Act and uphold the principle of "Nothing Without Us." They are designed to complement existing PSPC resources, such as Project Navigator and the GC Workplace Accessibility and Inclusivity Guide.

This Guide provides step-by-step guidance on identifying stakeholders, selecting engagement methods, and conducting accessible engagement activities. The Resources section, integrated within the Guide, includes practical tools to assist in developing your engagement strategy.

This Guide and Resources outline key factors to consider when determining the most appropriate course of action, considering the specific context and requirements of your organization. Please note that this document is not an exhaustive list of all considerations and is not intended to be prescriptive. Each project should be evaluated individually.

The [Accessibility and Inclusivity Office](#) is dedicated to collaborating with RPS teams and stakeholders to meet these objectives, offering guidance and support to promote accessibility and inclusivity in the built environment. You may also refer to the [GCworkplace Accessibility and Inclusivity Guide in the Built Environment](#).

What is engagement, and why do we do it?

Engagement is a process that facilitates effective two-way communication, collaboration and information sharing. It supports proactive decision-making and contributes to the following positive outcomes:

- Alignment around shared goals;
- Enhances trust and transparency with stakeholders;
- Early identification and mitigation of risks;
- Stronger decision-making through diverse perspectives.

The guide promotes meaningful engagement with the participation of persons with disabilities. Recognized as both a best practice and legal obligation, it emphasizes integrating equity and inclusive participation throughout the project lifecycle.

Engagement step-by-step

This section offers a structured guide to developing engagement plans that align with the Accessible Canada Act, the Accessibility Strategy for the Public Service of Canada and the PSPC departmental Accessibility Strategy, in relation to accessibility in the built environment.

Engagement plans should be developed by project teams, with guidance from accessibility leads and regional coordinators, for projects identified as having potential for stakeholder engagement, particularly those related to accessibility

The table below outlines the key steps in planning and implementing an engagement strategy. This visual overview helps illustrate the recommended sequence and reinforces the importance of each stage.

Step 1: Define Scope, Stakeholders and Approach
Step 2: Conduct Engagement Activities
Step 3: Organize and Analyze Feedback
Step 4: Respond, Act and Follow-up

Step 1: Define Scope, Stakeholders and Approach

The **Engagement Plan Template** provides an optional format and practical resources to support the development of an effective engagement strategy. It is recommended to use the five W's to shape your engagement and communication activities.

1. **What:** Define the purpose of engagement.
2. **Why:** Clarify the expected outcomes and the overall rationale behind the engagement.
   o The **Communication Plan Template** is a resource to support the development of key messages and methods of communication.
3. **Who:** Identify the target audience and stakeholders. Prioritize engagement with persons with disabilities.
   o The **Key Stakeholders** tool is a resource to support stakeholder identification.

4. **When:** Set a clear schedule and timeline.
5. **Where & How:** Choose the most appropriate venues and platforms.
   - The **Engagement Techniques** tool is a resource to help you select the most effective strategies to reach your audience.
   - The **Accessibility Tips and Etiquette** tool and etiquette is a resource to support accessibility considerations in various communications and activities.

Step 2: Conduct Engagement Activities

Engagement activities are actions or events that help you connect with stakeholders, listen to their feedback, share information and build strong relationships. These activities should help meet the goals of your engagement plan and make stakeholders feel heard and valued. Implementing structured data collection techniques allows for improved engagement strategies and more informed decision-making.

   - The **Feedback Tracking Log** is a bilingual resource to support documenting feedback.

Step 3: Organize and Analyze Feedback

Organizing and analyzing feedback is essential for the following reasons:
- Facilitates a clear understanding of stakeholder needs and perspectives;
- Enables the identification of trends to inform strategic decision-making;
- Enhances accountability through the provision of evidence-based insights.

Make sure to use an effective system to track and analyze feedback.

   - The **Data Collection Template** is an effective resource system to track, analyze, and summarize feedback from engagement activities.

Step 4: Respond, Act and Follow-up

Reinforce trust by closing the loop by acknowledging received feedback and clearly communicating how it will influence subsequent actions and outcomes.
- Clearly communicate how input was used to shape decisions, or explain why certain feedback could not be applied;

- Reconnect with stakeholders after engagement activities, including follow-up emails, clarifications, or updates.
- Adjust strategies based on levels of participation, response rates, and lessons learned.
    - The **Results and Data Sharing Plan** is a resource for making sure the right people get the right information at the right time. It helps share what was learned, shows how feedback was used, and supports better decisions and clear communication.

Enquiries and Feedback

Enquiries and feedback relating to this document should be directed to the Accessibility and Inclusivity Office, Workplace and Sourcing Solutions, Real Property Branch, Public Services and Procurement Canada at:

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