



Community Engagement

Community Engagement and Change

Local government is the sector of government that is closest to and in constant contact with the community. There are many opportunities to involve the community in issues concerning transport, and continued engagement should enable better outcomes with greater acceptance for implementation.

Building more sustainable transport practices will require significant changes to well established daily practice. The community can be reluctant to accept change unless convinced that outcomes are in their broader best interest. A community engagement program can:

- Inform and build interest
- Develop understanding of the complex problems and environmental threats
- Tap into a broad range of solutions
- Align the community
- Develop a support base for implementation
- Build resilience to better manage challenges and sustain commitment
- Increase capacity throughout the community on transport issues

The link between knowledge and implementing change is strongest when people who are expected to implement change are involved in developing the knowledge that provides the capacity to act.

Further Resources

(If viewing this document online, click the links to download the documents.)

The VLGA has produced 2 documents on effective community engagement:

Best Value Community Consultation Resource Guide (2001), aka "Red Book"

Let's Talk (1997)

Both publications are available from the VLGA website.

The Department of Sustainability & Environment (DSE) has developed an Effective Engagement handbook, available on their website; accessible [here](#). The handbook includes reference to the Public Participation

Spectrum developed by the International Association for Public Participation (IAP2).