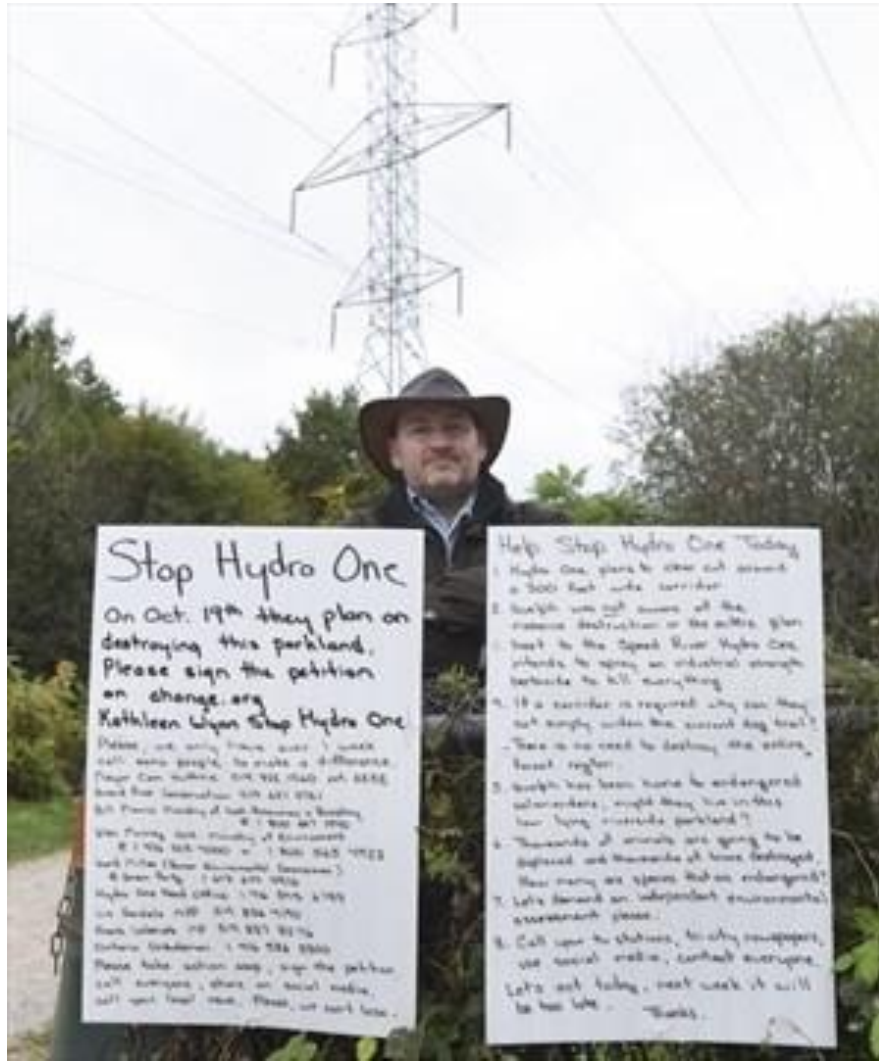
A photograph of a dirt path winding through a dense forest. Two people are walking away from the camera on the path. The trees are tall and leafy, creating a canopy overhead. The ground is covered in brown leaves and dirt. The overall tone is somewhat somber due to the dark lighting and the text overlay.

“we will be using heavy machinery such as grinders and bulldozers in order to remove all vegetation”



**Hydro One
Clear-Cutting**



Inform



Consult



Involve



Collaborate



Empower



Inform

Low level of
public engagement



Involve

Mid level of
public engagement



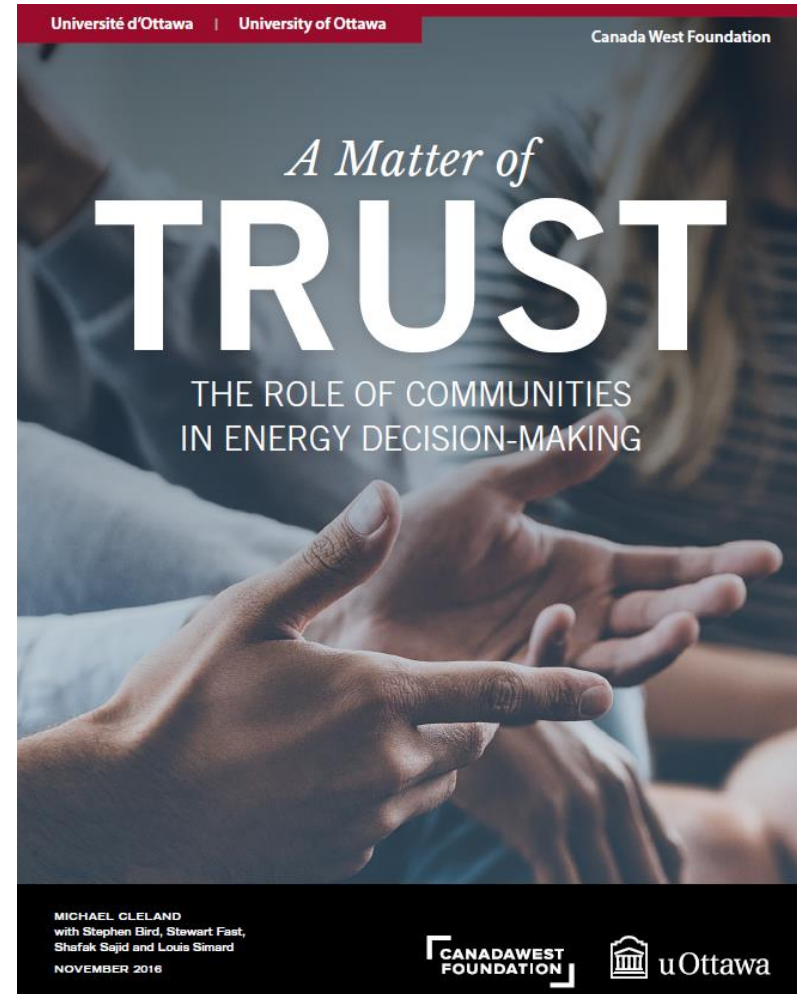
Empower

High level of
public engagement



A MATTER OF TRUST

- Context matters
- Values matter
- Information matters
- Real engagement matters



Karen Farbridge
& ASSOCIATES

WE ARE URBAN CONNECTORS

Build relationships.
Find win-wins.
Communicate clearly.



Karen Farbridge
& ASSOCIATES

WE ARE URBAN CONNECTORS

“When you show up offering change, understand that the status quo isn’t the enemy of the bureaucracy, it is their entire reason for being.”

Seth Godin



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