

Title: COMMUNICATION AND CITIZEN ENGAGEMENT POLICY

Resolution: 2017-0013, Jan 23/17

Revised:

Special Notes/Cross Reference:

Next Review Date:

Purpose of Policy

Council believes communication is the foundation of building a positive relationship between the Town and the citizens of Westlock. Good communication also increases the openness and transparency of Town operations.

Public input is essential to certain municipal decision making processes. Council believes it would be advantageous to identify the levels and process of communication and citizen engagement required prior to making certain levels of decisions.

Goals

Communication and public engagement will:

1. Lead to greater satisfaction and better relationships with citizens.
2. Reduce complaints and concerns that arise late in the process.
3. Lead to better solutions and decision making.
4. Exceed the requirements of the Municipal Government Act.
5. Provide residents an opportunity to be involved in decisions that may impact their community.

Procedures

1. The Town will communicate to the citizens to ensure they are aware of key activities, major decisions and other items that Council deems important to communicate.
2. Council will engage the citizens to allow for input throughout the decision making process for events identified in this policy.
3. The event will determine the type and level of engagement or communication. The events are listed in Schedule "A".
4. If two types of engagement are identified in schedule "A", Council will determine the type required.
5. The process of engagement that Council can select is listed in Schedule "B".

6. Council will communicate back to the public after a decision has been made for an event that involved engagement.
7. The requirements of the Municipal Government Act for communication or engagement will be done in accordance to the Act even though alternate communication methods may be identified in this Policy.



Ralph Leriger, Mayor



Chief Administrative Officer Dean Krause

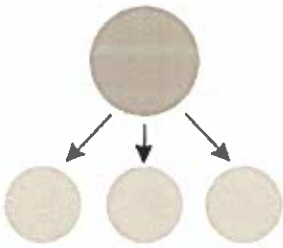
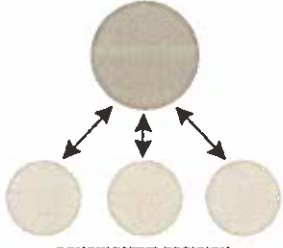
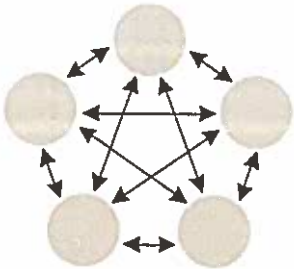
SCHEDULE "A"

Category	Event	Type of Engagement
Council	Annual Budget	2
	By-Law Review, Development or Amendment	1 or 2
	Policy Review, Development or Amendment	1 or 2
	Strategic Plan	1
	Regional Plans	2
	Council Agenda and Minutes	1
Planning and Development	New or Amended Area Structure Plans, MDP, Land-Use By-Law	2
	New or Amended Area Redevelopment Plans	2
	Planning Documents ie. Pedestrian Plan, Downtown Revitalization	3
	New or Amended Community Sustainability Plan	3
	Off-site levy Bylaw and Amendments	3
Protective Services	Change in Service Level from Fire Department or By-Law Enforcement	1
	Municipal Emergency Plan	1
	Major Emergency Exercises	1
Operations	Public Works Affecting Adjacent Landowners (eg. water main break)	1
	Construction of Infrastructure affecting adjacent landowners for more than one month.	1 (Bi-weekly)
	Traffic Management and Studies	2
	Infrastructure Master Plans	1
Community Services	Trail Development	2 or 3
	Development of Park or Green Space	2 or 3

	Public Facility Development or Closure	2 or 3
	Recreation Plans ie. Facilities or Master Plans	3
Finance	Financial Statement	1
	Change in Fees or Rates	1



SCHEDULE "B"

TYPE AND LEVEL OF ENGAGEMENT		
Activity or Direct Decision (1)	Consultative Decision (2)	Collaborative Decisions (3)
Activities and Decisions that are made should be informed to the public in a timely manner	Gathering public input prior to making a decision	Municipal representatives act in partnership with the community
Characteristics		
<ul style="list-style-type: none"> Decision is routine and part of the operations Decisions are dictated by law There is an urgent need to respond to public A person with Authority is acting within their authority An activity or event that may impact the public or portion thereof An item of general interest to the public. 	<ul style="list-style-type: none"> Public notification and input are required by law The decision is a known concern to other parties The decision will affect the lifestyle or habits of citizens Risk is perceived to be associated with the decision Council or Administration requests public input prior to making a decision 	<ul style="list-style-type: none"> Municipal representatives acting in partnership Sharing the decision making process Allowing decisions by consensus
Process		
<ul style="list-style-type: none"> News paper Website Radio Social Media Letter to owner Direct verbal communication 	<ul style="list-style-type: none"> Survey Polls Open House Public Hearing Council meeting delegation Committee of the Whole 	<ul style="list-style-type: none"> Task force Steering Committee Workshops
 <p>DIRECTIVE DECISION</p>	 <p>CONSULTATIVE DECISION</p>	 <p>COLLABORATIVE DECISION</p>

