

Council Policy -

Policy Number: (PLY_GOV_Pubic_Engagement_2016)

Public Engagement Policy

Date Approved by Council: October 11, 2016 County Commissioner:

1. Purpose

To establish a framework for a consistent and effective approach to public engagement and, outline expectations for public engagement with residents and stakeholders.

2. Revision History

Approval Date	Revision Number	Modification
TBD-Year/Month/Date	1.0	New Document

3. Persons/Areas Affected

All County staff and external consultants responsible for projects and initiatives will be accountable to following this Policy.

4. Policy Statement

Sturgeon County is committed to open, accountable and responsive decision-making, which includes appropriate and timely levels of engagement with the public, as outlined in the public engagement continuum IAP2 found within the foundations of International Association for Public Participation.

This Policy covers public engagement processes inclusive of all external and internal public engagement opportunities such as; statutory, non-statutory and other proposed applications, plans, projects, and studies that may have an impact on the residents of the County.

5. Definitions

External Public Engagement - a formal, defined, interactive process between Sturgeon County, the public and stakeholders, designed to increase mutual understanding, gather information, exchange ideas, and/or solve problems with the goal of making better, more informed decisions.

Internal Public Engagement - a formal, defined, interactive process designed for employees to increase mutual understanding, gather information, exchange ideas, and/or solve problems with the goal of making better, more informed decisions.

The Public - Anyone (including groups and individuals) who may have an interest in a specific topic or issue under discussion. The public may, or may not, be directly impacted by a decision on the issue.



Council Policy

Policy Number: (PLY GOV Pubic Engagement 2016)

A Stakeholder - An individual or group who has a specific interest or is impacted by a topic or issue. Stakeholders may include residents, non-residents, groups, organizations, individuals, industry representatives and/or County staff, depending on the issue.

6. Roles and Responsibilities

Role of Public and Stakeholders

- Are encouraged to meaningfully engage with the County so their voices strengthen decisions and their involvement helps build a stronger community.
- Are encouraged to increase their understanding and knowledge about local issues as well as their role in Sturgeon County's decision-making process so they can participate meaningfully.

Role of Sturgeon County

- Responsibility to inform, consult, and engage the public about decisions that affect them.
- Provide public engagement opportunities that are open and transparent.
- Give consideration to the Public's input gathered in public engagement processes.
- Enable staff to build skills and knowledge to engage the public in a meaningful way.
- Are committed to working together with the public to continuously improve its public engagement processes.
- Believes that involving the public and stakeholders in public engagement leads to better, more informed decisions.

Guiding Principles

Public Engagement in Sturgeon County will be planned, implemented, evaluated and reported using these guidelines.

- 1. Public Engagement is ACCOUNTABLE and TRANSPARENT: public engagement outcomes are measured, evaluated and reported in a timely manner.
- 2. Public Engagement is PROACTIVE: it is initiated early enough for participants to make informed decisions and impact the outcomes.
- Public Engagement is CLEAR and FOCUSED: Sturgeon County and the public understand their respective roles in a public engagement process, including the level of involvement and how input will be used to inform decisions.



Council Policy

Policy Number: (PLY_GOV_Pubic_Engagement_2016)

Engagement Policy Spectrum of Strategies and Commitment to Stakeholders

The Engagement Policy includes a spectrum of five strategies and associated commitments that follow the Spectrum of Engagement of the International Association of Public Participation (IAP2). When Sturgeon County embarks on an engagement process for planning, policy, and project purposes, the scope of engagement and the commitment to stakeholders will be clarified at the beginning of the process.

Increasing Level of Public Impact

	•	•			
Inform	Consult	Involve	Collaborate	Empower	
To provide the	To obtain	To work	To partner with	To place final	
public with	public	directly with	the public in	Decision making	
balanced and	feedback on	the public	each aspect of	in the	
objective	analysis,	throughout	the decision	hands of the	
information to	alternatives	the process to	including the	public.	
assist them in	and/or	ensure that	development		
understanding	decisions.	public	of alternatives		
the problem,		concerns and	and the		
alternatives,		aspirations are	identification		
opportunities		consistently	of the		
and/or		understood	preferred		
solutions.		and	solution.		
		considered.			
Commitment to Stakeholders					
We will	We will keep	We will work	We will work	We will	
keep you	you informed,	with you to	together, seek	implement	
informed.	listen and	ensure your	your advice and	what you	
	acknowledge	concerns and	innovation in	decide.	
	concerns and	aspirations are	formulating		
	provide	directly	solutions and we		
	feedback on	reflected in the	will incorporate		
	how public	alternatives	your advice and		
	input	developed and	recommendations		
	influenced the	provide	into the decision		
	decision.	feedback on	to the maximum		
		how your input	extent possible.		
		influenced the	1		
		decision.			
Engagement Tools					
• Fact sheets	Focus groups	 Workshops 	Citizen advisory	Ballots	
•Web sites	• Surveys	 Deliberate 	committees	• Plebiscites	
Open Houses	Feedback forms	polling	Consensus-building	Delegated	
• Media	Online and		Participatory	decisions	
• Face-to-face	personal		decision-making		
meetings •Reports	comments		• Workshops		
περυιτο	Public meetings		(World Café, etc.)		



Council Policy

Policy Number: (PLY_GOV_Pubic_Engagement_2016)

- **7.** Procedures Not Applicable
- **8.** Cross Reference Alberta Municipal Affairs, "Public Input Toolkit for Municipalities."