



COUNCIL REPORT

Policy C-191: Public Participation

Electoral Division: All

File: N/A

Date:	March 12, 2024		
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Department:	Communications & Engagement		
Approved by:	<input checked="" type="checkbox"/> Executive Director / Director	and/or	<input checked="" type="checkbox"/> Chief Administrative Officer

REPORT SUMMARY

This report presents revisions to Public Participation Policy C-191 which aims to ensure the County's continued compliance with section 216.1 of the *Municipal Government Act* (MGA) requiring the establishment and regular review of a public participation policy.

ADMINISTRATION'S RECOMMENDATION

THAT Council approve the amended Public Participation Policy C-191 as presented in Attachment A.

BACKGROUND

The first and current iteration of Public Participation Policy C-191 was approved by Council on July 3, 2018, following the provincial requirement for every municipality to institute a policy under section 216.1 of the MGA which came into effect in 2017. Since the adoption of the original policy, Administration has identified gaps within the existing policy and process and have addressed them in this policy review.

Furthermore, as per Alberta Regulation 193/2017 of the MGA, it is required for municipalities to review their public participation policy once every four years. Administration has identified this policy for prompt review and renewal due to unforeseen staff resource shortages during the scheduled review period.

ANALYSIS

The revision of Policy C-191 underscores Rocky View County's adherence to provincial requirements, with a focus on public participation, distinguishing it clearly from the broader concepts of engagement and market research, which will be encapsulated in a forthcoming public engagement plan and policy.

Public Participation: This revised policy emphasizes grassroots approaches, enabling residents to initiate involvement in municipal decision-making processes. It highlights the importance of making public participation accessible and meaningful to facilitate direct influence on decisions that affect the community. By clarifying procedures and establishing transparent mechanisms for participation, the policy aims to enhance civic engagement and foster a collaborative relationship between the County and its residents.

Engagement and Market Research: The delineation of engagement and market research into a separate future policy reflects a strategic decision to organize and articulate the County's approach to community interaction more effectively. Engagement, as defined in the forthcoming policy, will outline proactive strategies for consulting and involving the community in its initiatives, adopting a top-down perspective that complements the bottom-up ethos of public participation. Market research, meanwhile,

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will detail the strategies by which the County gathers information and insights from the community to inform policy and decision-making without consulting on any potential outcomes.

This approach ensures a balanced framework for understanding and responding to community needs and preferences. It allows each policy to focus on its core objectives, ensuring that public participation is distinctly facilitated as an empowering tool for residents, while engagement and market research strategies are developed with an emphasis on comprehensive, informed, and strategic communication.

COMMUNICATIONS / ENGAGEMENT

No communication or engagement is required. Should the policy be adopted by Council, it will be published on the County website and housed with all other Council policies.

IMPLICATIONS

Financial

There are no financial implications.

STRATEGIC ALIGNMENT

Key Performance Indicators			Strategic Alignment
Effective Service Delivery	SD3: Citizens are satisfied with Public Engagement opportunities and availability of information	SD3.2: Percent of citizens satisfied with the public engagement opportunities provided by the County	The implementation of this policy will enhance transparency in Public Participation.
Effective Service Delivery	SD4: Services are continually assessed for improvements in cost efficiency, effectiveness, and customer experience	SD4.1: Percent of services that are assessed annually for innovation opportunities and have demonstrable efficiency improvements	The amendments aim to provide clarity and expectations for all individuals impacted by Public Participation.

ALTERNATE DIRECTION

Administration does not have an alternate direction for Council's consideration.

ATTACHMENTS

Attachment A: Amended Public Participation Policy C-191

Attachment B: Public Participation Policy C-191 redline version