



Policy No.: 1100.15

Topic: <p style="text-align: center;">Public Engagement & Communications</p>	Effective Date: February 24, 2009
Subject Area: <p style="text-align: center;">Governance</p>	Approved By: RES 061-02-24-09 RES 410-12-10-13 RES 25-01-23-18 Date of Next Review: December 2022 Date(s) Revised: January 23, 2018

Policy Statement:

Communication both to and from the public is necessary to maintain an open and transparent government structure. Yellowhead County Council is committed to communicating with the public in a variety of manners in order to provide good governance.

Purpose:

To articulate the various mediums in which Council wishes to communicate to and receive feedback from its constituents relative to fostering participation in the municipal decision making process.

Council Principles:

- Yellowhead County Council values Accountability, Transparency and Fairness
- Recognizing the value of quality communication initiatives, Council will provide sufficient funding in the annual budget for communication coordinator positions and communications initiatives.

Managerial Guidelines:

Communication Goals:

- To distribute information to and receive feedback from the ratepayers of Yellowhead County with respect to existing or proposed programs, services or changes or creation of policies.



- To develop transparency and openness in the governing process of Yellowhead County.
- To inform residents of council decisions and administrative actions that may affect them, their business and/or their property.

Communications Methods:

Information will be disseminated to ratepayer and other interested parties using one or more of the following:

- Bi-annual Newsletter – a newsletter will be sent to residents of Yellowhead County twice annually with updates regarding new county initiatives, current projects and human interest articles from around the County.
- Weekly Newspaper Ad - Yellowhead County will run a weekly ad in one of the local newspapers with council information, upcoming events, tender information and planning and development updates.
- Council Highlights and Media Release – Administration will distribute information on council decisions, upcoming events and county initiatives to the media on an as-needed basis
- Website - Yellowhead County will maintain a website with up-to-date information on all public information, highlighting programs, services, important policies and Council decisions, meeting dates etc.
- Fact Sheets – on an as-needed basis, Yellowhead County will mail out fact sheets directly to affected residents on specific topics.
- Brochures – on a variety of topics, including planning regulations, community peace officers initiatives and campgrounds, distributed on an ongoing basis at strategic locations.
- Social Media – Yellowhead County will maintain a presence on social media to distribute information on events, emergencies, official notices and public interest notices/pictures.

Administration may also develop and utilize any other methods of communication at the discretion of Council, the Mayor or the Chief Administrative Officer.

Information/feedback will be received from ratepayers and other interested parties using one or more of the following;

- Public hearings as may be required from time to time pursuant to the requirements of the Municipal Government Act.
- Open Houses in which Council will host an event on a global or specific issue seeking feedback from its constituents.
- Citizen engagement surveys/forums.
- Public presentations to council's Governance & Priorities Committee meeting or Council meetings.
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- Public Input Sessions – Council may schedule a public input session during a regular meeting for the purpose of obtaining public opinion on any resolution or bylaw or other matter.
- Telephone/e-mail/letter.

Jack Ramme, Chief Administrative Officer

January 23, 2018

Date