

Policy Title: PUBLIC ENGAGEMENT

Policy # A-004

ADMINISTRATIVE PROCEDURES

Effective Date: August 6, 2013

CAO Initials: _____

SCOPE

This policy is a guideline for Council, management, employees and the public with respect to public engagement activities.

RESPONSIBILITY

Primary responsibility for the administration of this policy shall rest with the Manager, Communications.

Each Director shall be responsible for ensuring correct application of this policy with respect to public engagement initiatives.

ADMINISTRATIVE PROCESS

Those involved in designing and implementing public engagement processes will demonstrate the following standards of practice:

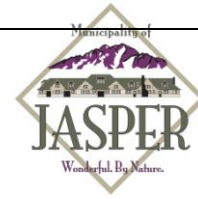
Values-based

- Effective public engagement acknowledges that all parties bring their values to the process. Individuals and groups perceive problems, opportunities and solutions based on their perception of the issue at hand. Municipal engagement processes will strive to identify, research and analyze community values and include them in the decision making process, without advocating for a specific stakeholder position.
- Values of the Municipality in the issue at hand will be clearly identified and communicated to the public to establish an honest basis for discussion.
- Public engagement initiatives will follow the process values identified in the IAP2 Core Values for the Practice of Public Participation and the IAP2 Code of Ethics.

Decision-oriented

A clear statement of the problem to be solved, the opportunity to be explored or the decision to be made is essential to meaningful public engagement. For each engagement initiative, the Municipality will:

- Clearly and accurately define the decision to be made or the potential outcome;
- Determine if and how the public can contribute to the decision; and
- If the public can be involved in the decision making, clearly define its role in the process and the level of participation (IAP2 Spectrum of Public Participation).



Policy Title: PUBLIC ENGAGEMENT

Policy # A-004

ADMINISTRATIVE PROCEDURES

Effective Date: August 6, 2013

CAO Initials: _____

Goal-driven

For each public engagement initiative, a public engagement goal will be defined in relation to the level of participation selected on the IAP2 Spectrum of Public Participation. The engagement goal will drive the engagement process, and define the Municipality's commitment to the public.

IAP2's PUBLIC PARTICIPATION SPECTRUM

The Municipality of Jasper public engagement process is based on the International Association for Public Participation (IAP2) model:

