

POLICY 25-15

PUBLIC PARTICIPATION

DATE OF ADOPTION:	August 12, 2025	MOTION NUMBER:	25/08/108
DATE OF AMENDMENT:		DEPARTMENT:	Administration

PURPOSE

To establish the ways in which the Town of Vermilion shall engage municipal stakeholders and to ensure that the Town of Vermilion achieves a consistent, effective and efficient public participation process that adheres to the public engagement requirements under the Municipal Government Act and any other applicable legislation.

DEFINITIONS

CAO is the Chief Administrative Officer for the Town of Vermilion.

Employee is an employee of the Town of Vermilion.

Employer is the Town of Vermilion.

MGA is the Municipal Government Act, RSA 2000, c M-26, as amended from time to time.

Public means any resident, landowner or stakeholder within the Town of Vermilion who has an interest in or is affected by a Town of Vermilion decision or outcome.

Town is the Town of Vermilion in the Province of Alberta.

Town Business is professional services rendered for or on behalf of the Town of Vermilion.

SCOPE

This policy applies to All Members of Council and/or all Employees of the Town of Vermilion.

TASK	TITLE OR DEPARTMENT OF PERSON RESPONSIBLE
APPROVAL OF POLICY & AMENDMENTS	Council
HANDLING INQUIRIES & COMMUNICATING POLICY	Chief Administrative Officer
MONITORING REVIEWS & IMPLEMENTATION	Chief Administrative Officer

GUIDING PRINCIPLES

- **Public Engagement**
 - The Town will engage the public by applying the most suitable method amongst those described in Schedule A, attached hereto.
 - Schedule A outlines the degree of public involvement and levels of participation based on the scope, timeframe, resources and level of complexity of a particular project and/or endeavor.
 - The Town is committed to informing its residents and notifying the public of matters requiring their participation.
- **Core Values**
 - *Responsibility*
 - Creating a viable and sustainable community between the Town, residents, landowners, business owners and stakeholders within our municipal boundary.
 - *Public Participation*
 - Meaningful engagement practices that support community values, perspectives and experiences that foster strong relationships between the Town and its residents.

- *Proactive, timely and transparent*
 - Initiation of conversations, seeking input and providing feedback to the public on information gathered and how it shapes the decisions of the Town.
- *Consistent and accessible*
 - Utilizing clear and simple methods to carry out meaningful conversations to ensure people feel heard and know their input is valued.
- *Innovation and improvement*
 - Using best practices, tools and tactics based on recognized approaches to public participation and evaluation of process.

SCHEDULE “A”

INFORM	INPUT	LISTEN	COLLABORATE	EMPOWER
Provide the public with balanced and objective information to assist them in understanding problems, alternatives, opportunities, and/or solutions.	Obtain feedback from citizens and stakeholders to test ideas and/or concepts, clarify issues, and identify possible solutions.	Create opportunities for Town staff, citizens, and stakeholders to enter a dialogue together to explore each others’ perspectives, goals, plans, concerns, expectations and possible situations.	Partner with citizens and stakeholders in each aspect of the decision-making process, including development of alternatives, recommendations and preferred solutions.	Delegate some or all aspects of decision making to citizens and stakeholders.
IMPLEMENTATION				
Provide ways and opportunities to communicate with the community in print and digital means.	Provide ways and opportunities to collect input from the public with the assurance that their input will be considered in the decision-making process.	Provide ways and opportunities to engage the public in conversations with assurance that their ideas, concerns, and aspirations will be reflected in the alternatives developed.	Provide ways and opportunities for the public to contribute directly through advice, developing solutions and alternatives, and making recommendations regarding decisions or outcomes.	Provide opportunities to the public to make decisions with assurances that they will be implemented.
EXAMPLES				
Advertising, website, fact sheets, social media, brochures, etc.	Public surveys, comment cards, public meetings, open houses, etc.	Workshops, focus groups, one on one conversations, discussion boards, etc.	Citizen advisory committees, working groups, steering committees, etc.	Authorized committees, voting, citizen juries, etc.