

---

## Public Engagement Policy

---

**Policy Number:** CP267/2025  
**Approval Date:** December 9, 2025  
**Supersedes Policy:** CP284/2021

---

### SECTION A

#### 1.0 Policy Purpose

- 1.1 The purpose of this Policy is to establish the foundation for the Town of Morinville's (Morinville) approach to and guidelines for conducting Public Engagement. The Policy provides direction to Administration on how to involve the Public and Affected Parties in providing input into decisions, where appropriate, that affect the community.

#### 2.0 Definitions

- 2.1 "Public Engagement" is a formal, defined, interactive process between Morinville, the Public and Affected Parties, designed to increase mutual understanding and gather information, exchange ideas, and/or solve problems with the goal of making better, more informed decisions.
- 2.2 "Public" is anyone (including groups and individuals) who has an interest in or may be affected by a topic, issue, or decision under consideration. The Public includes people who are not acting as representatives of any organization or interest group, such as residents, community members, or individuals within an organization.
- 2.3 "Affected Parties" are individuals or groups who have a specific interest or may be impacted by a topic, issue or decision. Affected Parties typically represent governments, organizations, associations, or interest groups and may influence how decisions are made.

### **3.0 Policy Statement**

- 3.1 Morinville is committed to engaging the Affected Parties in a way that is transparent, inclusive and meaningful that supports informed and effective decision-making.
- 3.2 Public Engagement is a planned process through which Morinville works with the community to gather input, share knowledge, and involve people in decisions that affect them. It emphasizes listening, learning, and collaboration to achieve better outcomes for the community.
- 3.3 Public Engagement is distinct from one-way communication. It goes beyond simply providing information by creating opportunities for dialogue and meaningful influence on how decisions are made.
- 3.4 This Policy applies to both employees and external consultants/contractors.
- 3.5 The Public and Affected Parties of Morinville:
  - 3.5.1 Have the right to be informed, consulted, and engaged in decisions that affect them.
  - 3.5.2 Are encouraged to meaningfully engage so their voices strengthen decisions and help build a stronger community.
  - 3.5.3 Are encouraged to increase their understanding and knowledge about local issues, their role in Morinville's decision-making process, and how they can participate in meaningful ways.
- 3.6 Morinville:
  - 3.6.1 Will provide Public Engagement opportunities that are transparent, inclusive, and reflect the appropriate level of public participation.
  - 3.6.2 Will give serious consideration to participants' input gathered and clearly report back on how input was used.
  - 3.6.3 Is committed to working together with the Public to continuously improve its Public Engagement processes.
  - 3.6.4 Supports Morinville employees to build their skills and knowledge to engage the Public in a meaningful way.
  - 3.6.5 Believes that public participation leads to better decision making and is a shared legislative and civic responsibility of Council and Administration, and a civic responsibility of the community.

- 3.6.6 Will provide reasonable support to enable meaningful engagement and develop plans which respond to identified barriers to ensure equitable opportunities for participation.

## 4.0 Guidelines

4.1 Public Engagement in Morinville will be planned, implemented, evaluated and reported using these nine guidelines:

- 4.1.1 Public Engagement is proactive and timely: Engagement is initiated early in the decision-making process, with information provided in a timely manner to enable The Public and Affected Parties to participate and meaningfully contribute to sustainable decisions and outcomes.
- 4.1.2 Public Engagement is relevant and effective: The process is effectively planned, communicated, and implemented to encourage public participation with the aim of balancing public input with organizational needs and supporting better, more sustainable decision-making.
- 4.1.3 Public Engagement is equitable and accessible: Members of the Public are provided with a fair and reasonable opportunity to participate in engagement opportunities and contribute to developing a balanced perspective.
- 4.1.4 Public Engagement is clear and focused: The roles of Morinville and the Public in the Public Engagement process are clearly defined, including how input will be used to inform decisions and the level of influence participants have in the process.
- 4.1.5 Public Engagement is inclusive: It uses a range of methods to engage various audiences to reach diverse audiences to maximize participation, particularly of those most affected or least likely to be engaged and ensure a broad range of perspectives.
- 4.1.6 Public Engagement increases understanding: Mutual understanding is increased through two-way interaction, where information is presented in plain, accessible language that is easily understood by the intended audience(s).
- 4.1.7 Public Engagement is responsive and ongoing. Public Engagement has an ongoing focus on relationship building, active listening, and increased understanding.
- 4.1.8 Public Engagement builds capacity: Employees, the Public and Affected Parties are better equipped for future engagement opportunities.

4.1.9 Public Engagement is accountable and continuously improved: Public Engagement outcomes are measured, evaluated, and reported. Morinville communicates what was heard, how input influenced decisions, and uses lessons learned to continuously improve future Public Engagements.

4.1.10 Public Engagement is co-designed: Whenever appropriate, Morinville works with participants and Affected Parties to collaboratively shape the engagement approach.

4.1.11 Public Engagement is sustainable: Morinville designs engagement processes that support durable, informed decisions and create repeatable, adaptable practices that strengthen future engagement efforts.

4.2 Public Engagement is required when:

4.2.1 Legislation requires it (i.e., provincial and federal statutory requirements).

4.2.2 Council or Morinville Administration requests it.

4.3 Public Engagement may be required when:

4.3.1 Requested by the Public or Affected Parties.

4.3.2 Formulating recommendations to Council on business plans or budgets.

4.3.3 Reviewing existing or establishing new programs, services, and associated service levels.

4.3.4 Impacts on citizens' quality of life or the natural environment are anticipated.

4.3.5 Specific communities or communities of interest may be affected.

4.3.6 There is strong public interest or diverse viewpoints on the issue.

4.3.7 Administration would benefit from the Public's and Affected Parties' input, local knowledge or lived experience to improve decision-making.

4.4 Public Engagement is not required when:

4.4.1 The decision has already been made, and the Public and Affected Parties' input will not be considered.

- 4.4.2 Administration is only sharing information or educating the Public and/or Affected Parties, but not involving them in making a decision.
  - 4.4.3 There is no demand or interest from potential participants in getting involved.
  - 4.4.4 The issue is related to the development of an internal or administrative policy that does not require public consultation.
- 4.5 The Public Engagement continuum gives guidance to Administration on how to determine the level of engagement for a particular project. The levels represent increasing degrees to which the Public can impact the decision or outcome.
- 4.5.1 *Inform* – To provide balanced, clear information to the Public and Affected Parties to support their understanding of an issue, without collecting feedback to inform a decision. Morinville will keep the Public and Affected Parties informed.
  - 4.5.2 *Consult* – To educate and collect the Public's and Affected Parties' opinions to improve decisions. Morinville will keep the Public and Affected Parties informed, listen to their concerns, and report back on how input influenced decisions.
  - 4.5.3 *Involve* – To work directly with the Public and Affected Parties throughout the engagement process to clarify values, understand interests, and gather feedback to inform and improve decisions. Morinville will work with the Public and Affected Parties to ensure their concerns and feedback are reflected in decisions and will report back on how input influenced the outcome.
  - 4.5.4 *Collaborate* – Partner with the Public and Affected Parties in each aspect of the decision, including the development of alternatives, recommendations and preferred solutions. Morinville will gather feedback and insights from the Public and Affected Parties to inform and shape decisions to the greatest extent possible.
  - 4.5.5 *Empower* – This level supports the decision-making authority of The Public and Affected Parties rather than the Administration. This approach is rare and would be used only when legislation allows Morinville to delegate decision-making authority to the Public or Affected Parties (for example, during an election or plebiscite). Morinville will implement the decision of the Public and Affected Parties.

## **5.0 Review Date**

5.1 For the purpose of ensuring this Policy is reviewed for ongoing relevancy and necessity, with the option that it may be re-passed in its present or an amended form following a review, this Policy expires December 31, 2029.

5.2 This Policy shall remain in effect if the review date passes prior to formal review.

## **SECTION B**

### **1.0 Reference to other Policy and Legislation**

*Municipal Government Act*  
IAP2 Spectrum of Participation

### **2.0 Persons Affected**

Council, Administration, Employees, Consultants/Contractors, Public, Affected Parties

### **3.0 Divisional/Departmental Responsibility**

Corporate and Planning Services / Communications & Legislative Services

### **4.0 Review/Revision History and Author**

CP284/2021

---

Simon Boersma  
Mayor

---

Michelle Hay  
Chief Administrative Officer