



CITY OF ST. ALBERT CITY COUNCIL POLICY

NUMBER	TITLE
C-CAO-18	Public Communication
ORIGINAL APPROVAL DATE	DATE LAST REVISED
January 21, 2013	

Purpose

To provide guidance and direction to Administration for communication with the community.

Policy Statement

The City shall empower the community to become more involved in municipal government by providing timely, accessible, accurate, complete, clear and objective information, using various communication channels related to City programs, services, as well as its business and governance activities; and through Open Data efforts that increase the transparency and accessibility of municipal information and promote economic opportunity.

Definitions

“Accessible Information” means the design of information products (printed and electronic) to be accessible, perceptible and usable by people of all ages and abilities.

“Brand” means the “The Botanical Arts City” and the tagline “Cultivate Life”, which are the registered trade marks of the City.

“City” means the municipal corporation of the City of St. Albert.

“Community or Public” refers to the City, residents, businesses, schools and all other institutions and agencies that make up St. Albert.

“Communications” means the interaction between two or more persons or entities, or any combination of them, where information is provided, sent or received.

“Data or Open Data” means machine-readable structured data that has been collected and stored by the City, used and built-on without restrictions, and is publicly available with an open data license.

“Information” includes unstructured data, facts and knowledge that exist in any format, including text, audio, digital or images, and that convey meaning.

“Media” means organizations and their representatives (such as, journalists, editors, publishers, photographers and videographers), including radio and television, newspapers, magazines, and their online versions, that report news and provide editorial commentary for public consumption.

“Open” means publicly available.

“Public Participation” means processes through which the City provides opportunities for the community to have input into decision-making through public meetings, surveys, open houses, workshops, polling, resident advisory committees and other forms of engagement.

“Stakeholder” means an individual, organization or group that has an interest in an issue, will be or is likely to be affected by an issue, or has the ability to affect a decision or outcome.

Responsibilities

1. City Council shall:
 - a. Ensure appropriate resources are available to allow for ongoing implementation of public communication strategies consistent with this policy.
2. City Manager shall:
 - a. Prepare administrative directives, practices and procedures to support the provision of municipal Information and Communication efforts.
 - b. Evaluate and improve practices and processes to continuously meet the needs and preferences of the Community, Stakeholders and groups within the community with special needs.
 - c. Bring forward resourcing requirements to ensure sufficient and effective public Communication and Information provision.

Service Standards/ Expectations

1. The City shall work proactively with the Media, when appropriate, to promote Public awareness and understanding of Council proceedings and decisions, policies, programs and services.
2. The City shall offer a variety of methods to meet the Community’s specific needs and preferences as determined through evidence-based evaluation of needs.

3. The City shall, upon request, provide or arrange for the provision of Accessible Information and/or alternate formats and communication supports for persons with disabilities and/or to meet specific social or cultural needs. Notwithstanding, the City shall endeavour to design and offer Information in consideration of accessibility requirements, wherever possible and reasonable.
4. In support of Public Participation, processes for receiving input and responding to feedback shall ensure the processes are accessible by providing or arranging for the provision of accessible formats and communications supports, upon request.
5. Information related to public Council proceedings shall be made available to the Public using webcast of Council meetings when possible, including related documents, through the City’s website, and in printed format upon request.
6. The City shall establish customer service principles and service levels to respond to community questions and concerns for different methods of Information sharing or Communication, and in Accessible formats when requested.
7. The City shall maximize the release of Information, and Open Data, subject to applicable restrictions associated with privacy, confidentiality and security. All such Information or Data is Open by default.
8. City communications efforts shall incorporate and reflect the Brand.

Legal References

Freedom of Information and Protection of Privacy Act

Cross References

Policy C-CG-03, Council Governance Approach
 Policy C-CG-05, Mayor and Councillor Role
 Policy C-CG-08, Council Members’ Code of Conduct
 Policy C-CAO-20, Public Participation Policy
 Policy C-P&E-01, Public Consultation Requirements for Planning and Development Processes;

City Manager Directive A-COM-03 Media Relations Protocol and Guidelines
 Municipal Emergency Management Plan

REVIEW	REVISION
February 2, 2017- Corporate Planning and Communications	Date – Resolution No.
REVIEW DATES	

