

Wheatland County
COMMUNICATIONS & PUBLIC RELATIONS POLICIES
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COMMUNICATIONS & PUBLIC RELATIONS POLICY SECTION 14.1	RECOGNITION PLAQUE Page 1/1
PURPOSE	To recognize birthdays, anniversaries and other special occasions.
Effective Date: August 5, 2008 (Res. 08-417)	Revised: May 5/20 CM – Res. 2020-05-27 (Policy Restructure)

1. Upon request, the County will order and present anniversary and/or birthday plaques to recognize the following milestones:
 - a. Birthdays: 75th and every 5 years thereafter.
 - b. Wedding Anniversaries: 50th and every 5 years thereafter.
2. Family Farms: 100th and 125th anniversaries.
3. Plaques incorporating photographs may be requested for 100th anniversary or birthday plaques. Other requests for milestone plaques incorporating photographs will be at the discretion of Council.
4. To qualify, a person must be a resident of Wheatland County. Special consideration will be given to former residents. Immediate relatives or other interested parties may request this recognition plaque from the County office.
5. Family members may make arrangements with the local Councillor or other elected official to present the recognition plaque, otherwise arrangements must be made with the County office for pickup and/or mail.
6. The County may, upon approval by Council Resolution, present a plaque to recognize grand openings, anniversaries or other appropriate milestones of local organizations in the municipality.
7. The County may present a plaque in recognition of other achievements by local organizations, other municipalities or persons, as approved by Council Resolution.

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COMMUNICATIONS & PUBLIC RELATIONS POLICY SECTION 14.2	MARKETING AND PROMOTIONS Page 1/3
PURPOSE	To provide items that increase awareness of Wheatland County, promote County Sponsored events, and provide a tool for recognition and expressing appreciation.
Effective Date: Feb. 5, 2013 (Res. 13-02-56)	Revised: October 1/13 CM – Res. 13-10-10 Revised: May 5/20 CM – Res. 2020-05-27 (Policy Restructure)

The purpose of this policy is to:

- Dispense promotional items to partners, organizations, community groups and others as indication of appreciation and support for their partnership and service;
- Authorize dispensing of promotional items that recognize and market Wheatland County as a great place to live, work and play;
- Authorize the maintenance of an inventory of approved marketing and promotional items for dispensing as a part of the normal course of business and at County sponsored events.
- Maintain an inventory of items available for the purpose of recognizing and rewarding Councillors, Appointed Members and Employees for their service and contribution to Wheatland County.

Procedures:

- Wheatland County will purchase and provide a selection of Council approved promotional items for distribution.
- All promotional items will have permanent identification of one or a combination of the following identifiers:
 - a) Wheatland County
 - b) Wheatland County Logo
 - c) Wheatland County Brand - G
- Council will maintain an annual marketing and promotions budget.
- For the purpose of inventory management, requests for promotional items (internal and external) will be processed through the Chief Administrative Officer or Manager of Administrative Services. Items provided will include, one item, or items valued at approximately a maximum of \$100.00 per event. Requests exceeding this limit require the approval of the Chief Administrative Officer.

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- Other County promotional items may be presented or donated at the discretion of the Reeve, Councillor, Chief Administrative Officer, Manager and Department Head, provided that the following conditions are met:
 - a) The group requesting the item is a non-profit group;
 - b) The item is being used as a prize or silent auction item for a fundraising event open to the general public;
 - c) Any proceeds generated from the item will be used to support the operations of the requesting group; or
 - d) The item is being given in recognition or thanks for a presenter or instructor who has performed a service for the County.

Any donation of County promotional items not meeting the criteria outlined herein shall be at the discretion of the Chief Administrative Officer.

- The Reeve, Councillors and Chief Administrative Officer have discretion to distribute County pins to individuals or groups. A report is provided to Council noting the number of pins and group when more than 25 or more pins are issued.
- The Chief Administrative Officer has authority to approve distribution of promotional items requested by Managers and Staff for County hosted events (workshops, zone meetings, conferences) to a value not exceeding \$500.00. This cost is accounted for by the County Department responsible for the event.
- Promotional and marketing items are available for purchase by anyone at cost.
- The Purchasing Agent maintains the inventory of items and reports to the Chief Administrative Officer on a monthly basis items distributed to councilors and departments. The inventory is reconciled annually and reported to the CAO by the Chief Financial Officer. All marketing and promotional items must be reported to and approved by Council annually.
- The County shall ensure the County Logo is copyrighted to provide protection and the rights to its exclusive use.
- The County shall ensure County Logo's and the County Brand on merchandise and promotional products will be used by parties that have the express written consent of Wheatland County.
- Marketing and promotional materials will be of high quality and clearly identified with "Wheatland County" the Wheatland County logo, and or the Wheatland County Brand permanently engraved or stitched on the item.
- The Chief Administrative Officer has authority to amend the inventory list based on need and opportunity that may arise from time to time. Council will be advised of any changes.

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- Staff may work with the Chief Administrative Officer and Purchasing Agent to select, order and purchase the branded item or merchandise. All items must be approved by the Chief Administrative Officer and reported to Council.

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COMMUNICATIONS & PUBLIC RELATIONS POLICY SECTION 14.3	ADMINISTRATION OFFICE BULLETIN BOARD Page 1/1
PURPOSE	To advertise extension materials for County and WFCSS services and programs.
Effective Date: Feb. 19, 2013 (Res. 13-02-112)	Revised: May 5/20 CM – Res. 2020-05-27 (Policy Restructure)

Administration Office Bulletin Board:

County Council authorizes placement of extension, education and awareness materials within the Bulletin Board mounted adjacent to the main entrance doors on the County Administration Office.

The Bulletin Board is utilized to increase awareness of services and programs offered to Wheatland County taxpayers and residents.

Use of the Bulletin Board is restricted to extension materials that advertise services and programs offered by Wheatland County and/or the Wheatland Family & Community Support Services.

The County Receptionist ensures the information placed in the Bulletin Board is current and meets policy guidelines.

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COMMUNICATION & PUBLIC RELATIONS POLICY SECTION 14.4	PUBLIC ACTION REQUEST POLICY Page 1/3
PURPOSE	To ensure that questions, comments and concerns are raised in a clear format for processing and are responded to promptly, transparently and fairly.
Effective Date: July 15, 2014 Res. 14-07-64	Revised: May 5/20 CM – Res. 2020-05-27 (Policy Restructure) Revised: July 7/20 – Correction (CAO Approved)

WHEATLAND COUNTY PUBLIC ACTION REQUEST POLICY

PURPOSE:

Wheatland County exists to serve its citizens with services to maintain, enhance and promote community. Our employees strive to provide the general public with a high level of service in the act of carrying out our mission.

This policy is intended to ensure that questions, comments and concerns are raised in a clear format for processing and are responded to promptly, transparently and fairly in accordance with Wheatland County's high standards. Primarily, reference will be made to questions, concerns, and action requests involving road conditions, infractions observed, illegal activities, land use issues and the like. Formal action requests must be received in writing and /or electronically.

Guiding Principles:

- It is in the interest of all parties that questions, comments and action requests are dealt with promptly and resolved as quickly as possible.
- Questions are responded to accurately, efficiently, and effectively.
- Comments are received, considered and responded to in an effective, efficient and timely manner. Acknowledgement of action request shall be confirmed with complainant within two business days.
- Review of action requests is fair, impartial and respectful to all parties.
- Complainants are advised of their options to escalate their action request to a more senior staff person if they are dissatisfied with treatment or outcome.
- Updates are provided to complainants during review processes.
- Action requests are used to assist in improving services, policies and procedures.

Definitions:

A "question" is an enquiry submitted to the County where information is being sought.

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A “comment” is a suggestion or remark in regards to the services provided by or within Wheatland County.

An “action request of organization” is an expression of dissatisfaction about the service, actions, or lack of action by Wheatland County as an organization, or by a staff member acting on behalf of Wheatland County.

A “formal action request” is a request from the general public, employees, service providers, and/or volunteers and should be in writing wherever possible and shall reflect the nature of the action request. An “action request” may be related to the actions of another rate payer or resident (could be a renter).

An “informal action request” is a request for information which is directed toward an individual staff member to deal with and is deemed to be a day to day work related matter where the individual filing the request is satisfied with results obtained without proceeding to a formal action request.

Procedure:

Many concerns or informal action requests can be resolved easily and quickly, often at the time they arise, by speaking with the appropriate contact at Wheatland County (informal action request).

If a problem cannot be resolved in this way or if a member of the public wishes to make a formal action request, they may do so in writing to the Chief Administrative Officer (CAO) by email at admin@wheatlandcounty.ca mail to: Chief Administrative Officer, Wheatland County, Hwy. 1, R.R. 1, Strathmore, AB T1P 1J6.

A formal action request shall be deemed to mean any written statement of any person either acting on their own behalf or acting on behalf of an client alleging a concern, complaint or question in regards to any matter within Wheatland County or a grievance involving the conduct, business or affairs of Wheatland County or any employee or representative of Wheatland County.

Although the definition of “formal action request” refers to only written action requests, there may be instances where Wheatland County receives a verbal action request from a client which will warrant the same treatment as a written formal action request. Such situations depend upon the nature and severity of the client’s allegations and require the professional judgment of the individual who received the action request.

All action requests concerning potential violations of Bylaw(s) shall be in writing and specify:

- (a) the complainant’s contact information including name, address and phone number,
- (b) detail and description if possible of the violation including:
 - (i) the name(s) of all person(s) involved,
 - (ii) the legal description of all property(s) involved or location of the claimed violation(s),

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- (iii) date(s) and time(s) of the claimed violation(s)
- (iv) description of the vehicle(s) and/or person(s) involved including license plate information where possible.
- (c) Advise complainant that if appropriate contact information and/or details are not provided, action request and/or issue(s) may not be effectively resolved.
- (d) Anonymous action requests may be investigated if emergent, however enforcement action will not be pursued without witness statements and contact information.

The enforcement process will be carried out in accordance with the provisions set out in the Enforcement Section of the applicable Bylaw.

Action request Log:

1. All action requests must be logged in the action request Log to be maintained by the CAO or his/her designate. The action request Log must, at least, include the following information:
 - Date of action request;
 - Complainant's name;
 - Nature of the action request and the circumstances;
 - Location of the issue for the action request;
 - Name of the person who is the subject of the action request;
 - The product or the services which are subject of the action request; and
 - The date and conclusions of the decision rendered in connection with the action request.
2. Action requests in the action request Log must be maintained for a period of 7 years, following the resolution date.

Change of Procedures and Disciplinary Measures:

The Chief Administrative Officer shall monitor the action request log and ensure that appropriate disciplinary measures are taken if necessary and provide recommendations for change in Wheatland County policy and/or procedures if appropriate.

All information received is kept confidential. Investigations will be based on a priority basis with Officer/Staff discretion determining the action that is warranted in each situation, unless an assigned committee and/or Council resolution is deemed to be required as set out in the relevant Bylaw(s) and Policies. The focus of Wheatland County shall be to achieve compliance according to the rules and guidelines set out by the Municipality. Ultimately, the goal is to protect public health and safety, protect the Environment, and protect public and private property. Upon receiving a valid action request, an appropriate County department representative will be in contact with the client. Bylaw violations are generally not immediate in nature however, should the issue be an urgent matter and contact with the County beyond regular business hours cannot be obtained, please contact your local RCMP detachment.

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COMMUNICATIONS & PUBLIC RELATIONS POLICY SECTION 14.5	PUBLIC PARTICIPATION POLICY Page 1/8
PURPOSE	
Effective Date: June 16/15 CM Res. 15-06-38	Revised: March 6/18 CM – Res. 18-03-25 Revised: May 5/20 CM – Res. 2020-05-27 (Policy Restructure)

I. PURPOSE AND APPLICATION

In accordance with Section 216.1 of the *Municipal Government Act*, this Public Participation Policy has been developed to recognize the value of public participation and create opportunities for meaningful public participation in decisions that directly impact the public.

The Public Participation Policy is in addition to and does not modify or replace the statutory public hearing requirements in the *Municipal Government Act*, or any other statutory requirement.

II. GENERAL POLICY PRINCIPLES

Council recognizes that good governance includes engaging Municipal stakeholders in Public Participation by:

- 1) Creating opportunities for Municipal Stakeholders who are affected by a decision to influence the decision;
- 2) Promoting sustainable decisions by recognizing various Municipal Stakeholder interests;
- 3) Providing Municipal Stakeholders with the appropriate information and tools to engage in meaningful participation; and
- 4) Recognizing that although councilors are elected to consider and promote the welfare and interest of the Municipality as a whole and are generally required to vote on matters brought before Council, facilitating Public Participation for matters beyond those where public input is statutorily required can enrich the decision making process.

1. DEFINITIONS

- 1.1 Stakeholders, means the residents of Wheatland County, as well as individuals, organizations or persons that may have an interest in, or are affected by, a decision made by the Municipality.
- 1.2 Municipality means Wheatland County.
- 1.3 Stakeholder Involvement – the term used to cover the continuum of purposes or phases for engaging stakeholders in municipal issues. The

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process continuum includes sharing information, consultation to test ideas and collaborating to build solutions and active participation in decision making.

- 1.4 Stakeholder Engagement – empowering stakeholders to decide more directly what the policies should be and what procedures will be used to carry them out.
- 1.5 Stakeholder Participation – non-statutory processes by which stakeholders take a leadership role along with Wheatland County administration and elected officials in making decisions and developing policies that directly affect daily life of their communities.
- 1.6 Stakeholder participation tools means the tools that may be used, alone or in combination, to create public participation opportunities including, but not limited to:
 - (a) in-person participation which may include at-the-counter interactions, door-knocking, interviews, meetings, round-tables, town halls, open houses and workshops;
 - (b) digital participation which may include online workbooks, chat groups, webinars, message boards/discussion forums, online polls or surveys;
 - (c) written participation which may include written submissions. Email, and mail in surveys, polls, workbooks; and
 - (d) representative participation which may include being appointed to an advisory committee, ad hoc committee or citizen board.

2. BENEFITS OF EMPOWERING STAKEHOLDER PARTICIPATION

- 2.1 Stakeholders tend to be more active, participate more fully, and can offer much needed support for local government.
- 2.2 Stakeholders more fully understand the complexities of issues and appreciate the patience and perseverance required to work through public issues.
- 2.3 Problem solving is enhanced when people work together as a team.
- 2.4 Stakeholders included in the problem-solving and decision-making processes share in the ownership of solutions to their community's problem and "buy in" to the solutions.
- 2.5 Involving everyone who has a stake in a community issue in win-win problem-solving processes, reduces the likelihood of conflict, of "we-they" perspectives, and of coalitions forming in opposition to one another.

3. RESPONSIBILITIES

Council Responsibilities shall include:

- i. Review and approve Public Participation Plans developed by CAO in accordance with this Policy or as directed by Council;
- ii. Consider input obtained through Public Participation; and
- iii. Review this Policy to ensure the Policy complies with all relevant legislation, municipal policies and the spirit and intent of Public Participation;

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- iv. Ensures appropriate resources are available to solicit Public Participation in accordance with this Policy, this may include but not limited to staff training on IAP2 and other initiatives;
- v. Promote and support Public Participation within Wheatland County;
- vi. Request and review information from the CAO on the scope, timing, appropriate methods and resources required for Public Participation prior to directing the development of a Public Participation Plan.

Administration Responsibilities:

- i. In accordance with this Policy or as directed by Council, develop Public Participation Plan, for Council approval;
- ii. Implement approved Public Participation Plans; and
- iii. Report the findings of the Public Participation to Council.

All employees will be expected to take a strategic approach for every project in which public involvement is a consideration by using a Public Involvement Framework which includes:

Standards of Practice:

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

Stakeholder Engagement:

- Public involvement processes will be designed to involve the appropriate people at the appropriate time in the appropriate way through the completion and communication of a public involvement plan for all processes.
- The continuum of public involvement will be used to ensure involvement processes align with the scope, complexity, and outcomes of the decision being made.
- A balance and range of public perspectives will be provided to decision makers for consideration in the decision process.
- Processes will be appropriately resourced to ensure effective implementation.

Respecting People:

- The purpose and goal of the involvement will be identified at the outset of the process.
- Participants will know what is included in the discussion and what isn't, and what decisions will be made or have been made, and who will make the final decision.
- Timing, location, and format reflect considerations for effective participation.
- Where appropriate, outreach processes are used to include the public who need support to participate.

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4. PROCEDURE

4.1 Process

- a. It starts with a good idea. This idea may come from the public, Reeve, members of Council or County staff. That's the strength of democracy – everyone can be involved.

The idea is then explored by County staff who:

- ❖ Research the subject
- ❖ Get input from different people and/or groups, and
- ❖ Look at options to make the idea work.

If the research shows that the idea can be accomplished and is in line with Council's vision then the idea becomes part of a report prepared by County staff.

County staff will then present all the information and provide recommendations in regards to the idea to County Council for direction and/or a decision to proceed forward.

County Council asks the five W's in regards to the idea. Who, What, Where, When, and Why? Once they know the answer to these questions they make a decision.

Once a decision is made then County staff are charged with implementing Council's decision in regards to the idea.

- b. Public Participation/Involvement:

Before any planning process begins, there is a need to inform the residents and taxpayers of Wheatland County. It is crucial to clearly communicate to the public the objective – to test reactions and gather feedback. Public Involvement involves five stages: informing, public education, testing reactions, generating ideas and seeking consensus.

The following Contemporary Public Involvement guide outlines which public objective may be appropriate for what type of stakeholder, when to use each and conditions for which objective may not be appropriate.

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Contemporary Public Involvement

Objective	Stakeholder Analysis	When to Use	Not Appropriate For
To Inform	<ul style="list-style-type: none"> ▪ 'general public' or ▪ Specific stakeholder group which is unaware of the issue or project. 	<ul style="list-style-type: none"> ▪ Introducing a new idea, initiative or project. ▪ As a first stage in further public involvement. ▪ Keeping the wider public informed of progress of higher-level stakeholder processes. 	<ul style="list-style-type: none"> ▪ An already informed group which believes their input is desired, or necessary for success.
Public Education	<ul style="list-style-type: none"> ▪ General public or stakeholder group is aware of the issue or initiative, but requires background information in order to create an informed opinion or make an informed choice. 	<ul style="list-style-type: none"> ▪ To raise level of awareness of an issue. ▪ To provide background information. ▪ To prepare a stakeholder group for a higher level of involvement. 	(Nearly always appropriate, on an ongoing basis, and when combined with higher-level processes.)
Objective	Stakeholder Analysis	When to Use	Not Appropriate For
Test Reactions	<ul style="list-style-type: none"> ▪ Must already be aware of the issue ▪ Must have some background knowledge. ▪ Should be representative of some wider group. 	<ul style="list-style-type: none"> ▪ When the organization has options to evaluate. ▪ When input is sought on existing ideas. ▪ 'Trial balloon' to test public reaction to an idea. 	<ul style="list-style-type: none"> ▪ Stakeholders lacking knowledge or misinformed about the initiative or issue – return to public education stage.
Seek Ideas or Alternative Solutions	<ul style="list-style-type: none"> ▪ An 'expert panel'. ▪ Stakeholders should be well informed and have expertise or special knowledge. ▪ Should have the commitment for this level of involvement. 	<ul style="list-style-type: none"> ▪ When the organization desires creative solutions. ▪ When local or specialized knowledge can supplement in-house expert's opinions. 	<ul style="list-style-type: none"> ▪ Stakeholders lacking knowledge or misinformed about the initiative or issue – return to public education stage.
Shared Decision Making	<ul style="list-style-type: none"> ▪ Well informed and knowledgeable. ▪ High level of commitment. ▪ Belief in the process. ▪ Willingness to share information. ▪ Trust in the organization and other stakeholders (or willing to build). 	<ul style="list-style-type: none"> ▪ When the organization desires or needs consensus of stakeholders. ▪ Where ongoing conflict prevents implementation of organization-driven solutions. 	<ul style="list-style-type: none"> ▪ Stakeholders who are unwilling to take responsibility for decisions. ▪ Those who lack commitment to work within such a process. ▪ Organizations which are unwilling to implement decisions of the group. ▪ Organizations which lack commitment to supplying necessary time and resources.

Reference: Jackson, Laurie S. (2001). Contemporary Public Involvement: toward a strategic approach. Local

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Environment, Vol. 6, No. 2, 135-137. Retrieved from: 1354-983 9 Print/1469-6711 Online/01/020135-1 3 © 2001 Taylor & Francis Ltd.

4.2 Accessible Involvement

- a. *Information is accessible*: Information is always provided to municipal stakeholders in the simplest form possible – in plain language or understandable graphic formats.
- b. *Facilities are accessible*: Location and physical accessibility are always considered.
- c. *Information is readily available* so the public may participate in an informed discussion. Utilize multiple means of providing information. i.e.: Internet, website, social media, newsletter, newspaper, flyers, mailers, information signs, bulletin boards, etc.

4.3 Stakeholder Engagement

- a. *Sharing Information*: Council must share information to build awareness. Also Council may present information about issues that may affect citizens.
- b. *Consultation*: Council may test ideas or concepts to build knowledge. Collaborate with the citizens to build commitment. Provide information and receive feedback or comments. Council may choose to involve citizens in the development of solutions.
- c. *Active Participation/Empower*: Sharing decision making to build ownership.
Partner with stakeholders in developing recommendations. This will give stakeholders the responsibility to make decisions.

4.4 Stakeholder Involvement

- a. *Understand* the overall project, item or issue.
- b. *Define* the purpose and outcomes of stakeholder involvement
- c. *Clarify* the public involvement commitment
- d. *Details* of the public involvement process need to be developed
- e. *Develop* the public involvement plan

4.5 Our Promise to Wheatland County Residents

- a. Consultations – listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.
- b. Involvement – ensure concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.
- c. Consultation/collaboration – look to the public for direct advice and innovation in formulating solutions and incorporate public advice and recommendations into the decisions to the maximum extent possible.

4.6 Getting Involved

Input and involvement from residents is very important in building our County. Wheatland County Council encourages citizens to participate in the affairs of the County.

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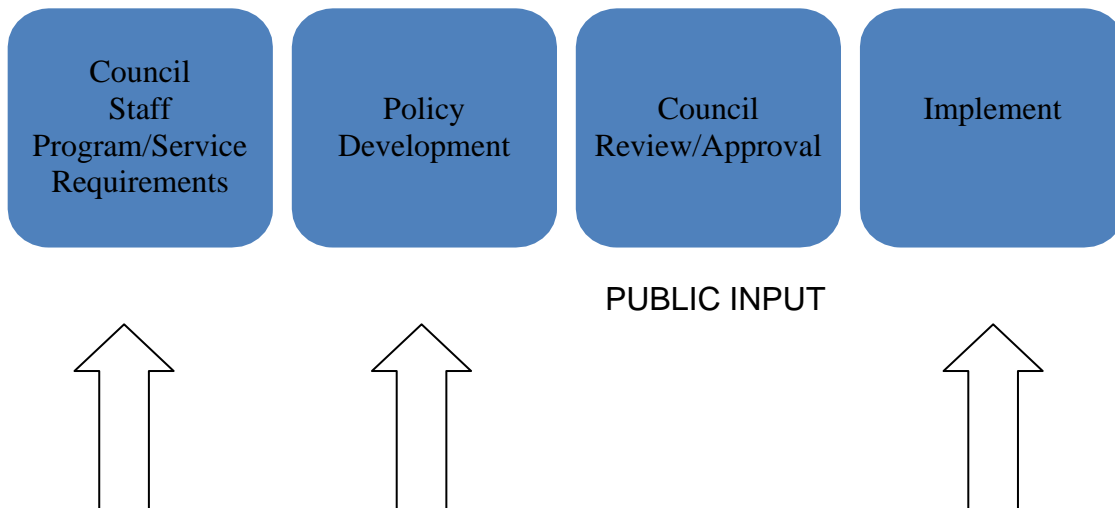
How can you make an impact on the County's decision-making process?

- Tell us your concerns and make suggestions
- Give us your feedback
- Attend public consultations
- Attend Council meetings (they are always open to the public)
- Contact your Councillor or Reeve
- Write a letter to Council
- Request to meet with Council as a delegation at a Council meeting
- Serve on a board or committee

We encourage everyone to participate.

Let's continue to build our County together.

DECISION MAKING PROCESS



5. PUBLIC PARTICIPATION PLANS

Wheatland County will endeavor to provide information to stakeholders via the use of the internet, County website, County newsletter, newspaper, mailers, bulletin boards, and where appropriate social media throughout each and every calendar year.

Wheatland County will solicit input via the use of surveys, questionnaires, open houses, and where appropriate, social media.

Upon receiving feedback from information provided to citizens, based on the issue, Council may choose to establish a consultative body or committee including residents from each electoral division to provide advice and recommendations to

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County Council. Selection of individuals will be based on the following principles:

- a. Council will strive for broader representation – attempting to strike a reasonable balance between divisions, interests, origins, and aspects of social identity (e.g. gender, race, ethnicity, age, etc.).
- b. Consideration will be given in respect to the diverse demands of all residents as well as industrial interests.
- c. Consideration will be given to recruit consultative members who do not directly represent special interests and who at least attempt, to the extent possible, to listen actively and openly to and weigh competing perspectives.
- d. Council will establish a Terms of Reference for all committees or consultative bodies that outline a clear task with roles and responsibilities of the members on the committee.

Wheatland County will annually have at least one open house to present the Strategic Plan and interim budget for discussion and input by the citizens. Council will consider feedback provided at the open house and utilize this information to modify, if Council so deems, and finalize the Strategic Plan and annual budget. Upon approval of the annual budget the County shall provide the detailed budget on the County website and a summary document shall be mailed to every citizen summarizing the annual approved budget. An annual report will be produced and available.

The County will hold landowner meetings and inform all directly affected parties in instances where construction projects are undertaken.

6. POLICY EXPECTATIONS

- i. Legislative and Policy implications
 - a) All Public Participation will be undertaken in accordance with the *Municipal Government Act*, the *Freedom of Information and Protection of Privacy Act* and any other applicable legislation.
 - b) All Public Participation will be undertaken in accordance with all existing municipal policies.
 - c) This Policy shall be available for public inspection and posted to the County website.
 - d) This policy will be reviewed at least once every four years.

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COMMUNICATIONS & PUBLIC RELATIONS POLICY SECTION 14.6	Honouring Volunteers From Outside Wheatland County Communities Page 1/1
PURPOSE	To recognize and encourage Rural Community Volunteerism
Effective Date: July 7, 2015 Res. 15-07-07	Revised: May 5/20 CM – Res. 2020-05-27 (Policy Restructure)

HONOURING VOLUNTEERS FROM OUTSIDE WHEATLAND COUNTY COMMUNITIES

A written request shall be submitted to Wheatland County CAO for issuance of Honorary Citizenship certificates to individual names as submitted. The request must be sponsored by two community volunteer organizations. A current dated list of community volunteer organizations must accompany the request.

Rationale for Policy: Decline in rural population jeopardizes the future of Canada's rural way of life and those values that built this country. Rural municipalities need to encourage creative solutions that enhance rural community volunteerism. The example of Honorary Citizenship, set by Wheatland County, may encourage other rural municipalities to follow suit.

This policy places the burden of proof for eligibility with the sponsoring community. With two sponsoring volunteer organizations, no one organization can use this privilege to its advantage.

Certificate: Wheatland County will issue a certificate of Honorary Citizenship, signed by the Reeve, in recognition of volunteer community service provided within Wheatland County by non-resident volunteers.

Note: Rather than writing an expansive governance policy that attempts to predict and control all outcomes, rural community values (communitarianism) are built on common law with development based on common sense and precedence.

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COMMUNICATION & PUBLIC RELATIONS POLICY SECTION 14.7	Social Media Policy Page 1/3
PURPOSE	To promote Wheatland County and increase/improve lines of communication with current and potential rate payers, local and potential businesses and the general public.
Effective Date: Sept. 15, 2015 Res. 15-09-64	Revised: May 5/20 CM – Res. 2020-05-27 (Policy Restructure)

Social Media Policy

Purpose:

Wheatland County recognizes that social media platforms are important tools for communicating and engaging with the public. It is also understood that there are risks involved in engaging in any communications activities, including social media, as misunderstandings and misinterpretations may occur between people. It is important to mitigate such risks as much as possible.

This policy is intended to encourage a positive approach to the use of social media and support appropriate, professional use of social media for County business purposes.

Access to Social Media Sites

Wheatland County employees must obtain approval to use social media for all County business purposes. This includes using social media to gather information, represent the County in online interactions and manage a site/account to support a County initiative.

To obtain authorization, an application must be approved by the employee's Department, the Communications Officer, and the CAO.

The three levels of access to social media sites, which must be approved by management, include:

- *Read:* this level of access is used by staff to gather information or conduct research. Staff are able to access content on social media sites but do not have permission to contribute to them.
- *Contribute:* Staff with approval for this level of access are able, with supervision and support, to act as a County representative on an external site. In addition to gathering information and conducting research, staff will use social media to reply to public inquiries, communicate with the public or to comment on social

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media sites (e.g. on a discussion forum or blog).

- *Create/Maintain:* A limited number of staff will have permission to create and/or maintain an account for County business. This level of access may include, for example, the creation of a Facebook page or Twitter account for project-specific communication or a public consultation. Staff authorized to use social media also ensure that related County policies are followed including:
 - Records Management: If using social media as a means of communicating County actions or decisions, or transacting County business, staff are required to retain a record of that business.
 - Communications: When using social media to communicate with the public, County staff will coordinate with the Communications Officer to get advice about effective social media use, and to ensure communications are coordinated and aligned with related County priorities.
 - Privacy and Personal Information: County social media sites will avoid collecting personal information or posting the personal information of users.

Monitoring of Social Media Sites

Wheatland County will ensure that County-maintained social media sites will be monitored at all times by the Communications Officer, CAO and/or designated back-up personnel. Where possible and applicable, filters will be applied so that any contributions/comments coming from the public require approval before being posted.

The County reserves the right to monitor content posted on its social media sites or accounts and to modify or remove any postings that it deems, in its sole discretion, to be in contravention of County policies or guidelines or relevant provincial and federal legislation. The County also reserves the right to remove and further ban any users that it deems, in its sole discretion, to be inappropriate, abusive or otherwise in contravention of County policies or guidelines or relevant provincial and federal legislation.

Employee Conduct in using Social Media

All posts to County social media sites will be made by authorized personnel and in accordance with Wheatland County Social Media procedures and Code of Conduct. All content will be in alignment with goals, priorities and procedures specifically developed for each topic, event or area of interest with approval of the CAO.

Personal Use of Social Media

The County acknowledges that County employees, in their private capacity as citizens, may use social media to share information and communicate with friends, family and co-workers.

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Employees are reminded that even though they are using social media for personal purposes, some County policies apply to off-duty conduct. These policies are listed in the (upcoming/in-development) *Wheatland County Code of Conduct*. Employees using social media for personal purposes should consider the following:

- An individual using social media may be identified as a County employee by the posting of their name, their place of work, their photograph, or by the content they post.
- Identifiable Wheatland County employees should avoid discussing County-related matters. When discussing matters that indirectly concern the County, employees shall make it clear that their position does not officially represent the County's position. This can be accomplished by using phrases such as "in my personal opinion..." or, "Personally...".
- Employees must avoid placing themselves in a conflict of interest, including revealing confidential or privileged County information.
- Employees must not reveal personal information gained through work, such as rate payer or employee information.
- Employees should not identify and/or comment about other County employees without their consent.
- Employees should avoid the appearance of officially representing the County on their personal sites or accounts. They must avoid posting County owned identifiers including logos, photographs, graphics or other media without the County's authorization.

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COMMUNICATION & PUBLIC RELATIONS POLICY SECTION 14.8	LOCATION FILMING Page 1/5
PURPOSE	Wheatland County recognizes the importance of the film and television production industry to our area's economic strength. Wheatland County understands the need to balance the rights and wishes of our residents with the unique nature and requirements of the film production industry.
Effective Date: May 3, 2016 Res. 16-05-05	Revised: May 5/20 CM – Res. 2020-05-27 (Policy Restructure) Revised: July 17/20 – Correction (CAO Approved)

General

1. Goals of this Policy include:

- 1.1 To ensure that every potential filming production is reviewed by all affected agencies to enable coordination with other activities that occur within the boundaries of Wheatland County and to minimize the disruption to these agencies and residents.
- 1.2 To confirm that the film Production Company has sufficient property damage and public liability insurance coverage, thereby ensuring that, in the event of an accident, all persons including participants are protected from any possible claim or suit arising from the filming project.
- 1.3 To ensure that all costs incurred by Wheatland County as a result of the filming production are recovered from the applicant.
- 1.4 To establish an administrative process that is effective, efficient and adaptable.

2. Applicability:

- 2.1 All location filming and commercial photography activities within the boundaries of Wheatland County must be coordinated through the Chief Administrative Officer as follows:

CAO
Wheatland County
Hwy 1, RR1
Strathmore, AB T1P 1J6
Telephone: (403) 934-3321
Fax: (403) 934-4889
Email: admin@wheatlandcounty.ca

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Guidelines

1. Projects for Consideration:

Feature films, television films, television programs/series, television commercials, documentaries, educational films, music videos, commercial photography, and other projects as approved by Wheatland County.

2. Exemption:

Television news and current affairs programming.

3. Notification to Wheatland County:

Written correspondence (ie. letter, email) must be submitted to the Wheatland County's CAO not less than five (5) business days in advance of filming activity. Filming that involves the use of facilities and/or parks, roadways or sidewalks, dedicated parking arrangements, special effects, firearms, and alteration to street signage requires a submission of not less than ten (10) business days in advance of filming activity. Upon receipt, approval will be issued within three (3) business days.

Notifications that are 'emergent' and time sensitive in nature may be dealt with on a case by case basis at the discretion of the Chief Administrative Officer.

4. Notification to Residents/Businesses:

- 4.1 Affected residents and/or businesses must be notified in writing, submitted to the CAO of filming not less than five (5) business days in advance for approvals prior to the commencement of filming activity. Information such as location and duration of filming, planned special effects, road and land closures, sidewalk obstruction and street parking restrictions must be communicated by means of the signed letter. The letter must be printed on company letterhead and must include the name and telephone number of the Location Manager.
- 4.2 In situations where filming activity impedes access to a business or businesses, it is the responsibility of the Production Company to approach affected owners in order to identify means of limiting disruption and/or to determine appropriate levels of compensation for lost business. If a mutually acceptable agreement cannot be made, Wheatland County will attempt to determine a solution directly or through the alternative dispute resolution process.
- 4.3 The Location Filming approval letter may be revoked if it is discovered that affected residents and/or businesses have not been adequately notified of filming activities.

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5. Consideration of Residents/Businesses:

- 5.1 It is the Production Company's responsibility to ensure that there is a minimum of disruption to residents and businesses resulting from filming activity. This includes ensuring uninhibited access to property and freedom from environmental conditions that include, but limited to spill over lighting, exhaust fumes or excessive noise.
- 5.2 Lighting: Lighting should be oriented away from neighboring residences and businesses.
- 5.3 Generators: All generators used on streets or in public areas must be equipped with silencing attachments.
- 5.4 Idling: Every attempt must be made to limit excessive vehicle idling.
- 5.5 In the event of long-term filming activities, measures taken to limit disruption must be deemed satisfactory to all affected residents and businesses.

6. Traffic and Traffic Stoppages:

- 6.1 Wheatland County is prepared to close streets, alleys, lanes and sidewalks for filming activity. Requests for closures must be stated clearly in writing and must receive signed approval from the CAO.
- 6.2 It is the Production Company's responsibility to arrange for all required traffic control personnel and to make arrangement with the Chief Administrative Officer or representative to cover, alter, remove and/or reinstall traffic or street signs as may be necessary. All costs associated with these arrangements are the responsibility of the Production Company.

7. Parking:

- 7.1 Wheatland County will attempt to provide dedicated space within County owned lots for all essential film unit vehicles.
- 7.2 In all circumstances, production vehicles must not block fire hydrants, pedestrian crosswalks, road intersections, driveways, ramps and priority parking stalls.

8. Development/Building Permits:

- 8.1 Development or building permits issued by Wheatland County, pursuant to the Land Use Bylaw may be required on a case by case basis upon review of the CAO.

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9. Special Effects/Firearms:

- 9.1 Use of firearms, explosives, flash powder, detonators, flammable liquids and the filming of dangerous stunts must be stated clearly in writing and have the signed approval of the CAO.
- 9.2 The attendance of the Fire/Rescue Department personnel may be required for the use of fire or pyrotechnic effects. All costs associated with these requirements and related clean up are the responsibility of the Production Company.
- 9.3 All dangerous/hazardous materials must be stored and used in accordance with all applicable Federal and Provincial Laws, Regulations and Guidelines.

10. Clean Up:

- 10.1 Production crews are responsible for cleaning the project site at the end of every working day. Upon completion of filming activity, the Production Company must ensure that the site is returned to its original condition. An inspection of the project site by Wheatland County personnel will be conducted in order to ensure compliance.

11. Conduct:

- 11.1 It is the responsibility of the Production Company to ensure that their staff and all individuals associated with the production operate in a safe and professional manner in the course of their duties.

12. Fees/Expenses:

- 12.1 The Production Company is responsible for all administrative fees and out-of-pocket expenses related to the use of Wheatland County roads, properties, parks, equipment or personnel if required.

13. Damage Deposits:

- 13.1 A deposit in the form of a letter of credit or certified cheque must be provided to Wheatland County in advance of filming work and shall not be returned until all conditions, including cleanup of filming location, and full payment of expenses incurred by Wheatland County have been fulfilled.

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14. Indemnification/Save Harmless:

- 14.1 The Production Company shall indemnify and save harmless Wheatland County from and against all claims, actions, damages, injuries, costs, expenses or losses whatsoever, which may arise or be brought against Wheatland County as a result of, or in connection with the said use of the location(s) by the Production Company, its employees, contractors, agents, or representatives; and specifically, Wheatland County will not be responsible for any liability arising from these activities with respect to advertising or any copyright or trademark infringements.

15. Insurance:

- 15.1 The Production Company shall, at it's own expense, including the cost of deductibles, provide and main:
- i. Commercial General Liability Insurance insuring against claims, providing coverage in an amount of not less than Five Million (\$5,000,000) dollars per occurrence naming Wheatland County as additional insured.
 - ii. Automobile Third-Party Liability Insurance in an amount of not less than One Million (\$1,000,000) dollars covering all owned/leased vehicles used.
 - iii. Any other form of insurance (aircraft liability, pyrotechnics liability, fire legal liability) as may be applicable.
 - iv. Proof of coverage must be submitted to the CAO as part of the approval process.