

2026 - 2029



Municipality of Jasper

Public Participation Strategy



Our Commitment

The Municipality of Jasper values the ideas, knowledge, and commitment of community members, groups, and organizations. We recognize that public input is an essential part of local decision-making and helps us better serve our diverse community.

**This commitment is reflected in Policy A-104 – Public Participation.
Council adopted this policy on August 5, 2025.**



Purpose of the Strategy

The Public Participation Strategy provides a framework for fostering meaningful, transparent, and inclusive participation between the Municipality of Jasper and its residents. It underscores the municipality's commitment to making informed decisions that consider the diversity of voices in the community.



Why Do We Need a Public Participation Strategy?

Public participation enriches decision-making and strengthens trust between residents and the municipality. Public input ensures that decisions are rooted in local experiences, knowledge, and values, and demonstrates a commitment to accountability and transparency.



Continuous Improvement

We will update our approach based on community feedback, staff experience, and best practices. The Public Participation Strategy itself will be revised every four years following the review and adoption of Policy A-104 – Public Participation. This practice is in line with the Public Participation Policy Regulation (Alta. Reg. 193/2017) within the Municipal Governance Act (MGA).



When do we need to ask residents what they think?

- When we create municipal budgets.
- When we start new programs, services, or capital projects.
- When we develop or change municipal policies and bylaws.
- When we prepare or update strategic or operational plans.
- When we review existing programs, services, or service levels.

Our Strategic Goals (2026 – 2029):

1. Build Trust and Transparency:

- Ensure all participation opportunities are open, honest, and clear.
- Communicate how input is used in decision-making.

2. Ensure Inclusive Access:

- Actively seek input from all community members, especially those historically underrepresented or at risk of exclusion.
- Offer varied and accessible ways for people to participate.

3. Strengthen Community Connections:

- Use participation activities to build relationships, foster respect, and encourage ongoing dialogue.

4. Support Informed Decision-Making:

- Use participation activities to build relationships, foster respect, and encourage ongoing dialogue. Provide clear, balanced information to help community members offer meaningful feedback.
- Use community input to inform, shape, and improve municipal decisions.

5. Grow Organizational Capacity:

- Equip staff with the tools, skills, and confidence to lead effective and inclusive participation activities.
- Reflect and learn from every engagement effort to continually

Our Approach



We use a mix of methods tailored to each situation with a commitment to hearing from harder-to-reach residents.



We learn from what others are doing and embrace new approaches.

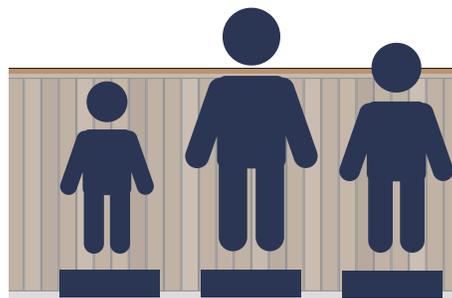


We follow the International Association for Public Participation (IAP2) Spectrum to determine the right level of engagement.

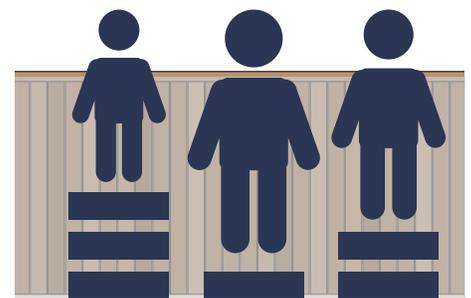


We embed **equity** in our work every step of the way, from the design phase through the deployment and into the debrief phases.

Equity means making sure everyone has a fair chance to participate, even if that means offering extra support to those who face barriers. It's about creating opportunities for all voices to be heard, not treating everyone the same.



Equality: People are given the same level of support. Some people still can't participate.



Equity: People are given different levels of support so they can all participate.

IAP2 Spectrum

The IAP2 Spectrum of Public Participation is a tool developed by the International Association for Public Participation (IAP2) to guide organizations on how to involve the public in decision-making processes.

It outlines different levels of public participation, from simply providing information to empowering the public with decision-making power, and helps clarify the public's role and the promise being made to them at each level.

	Inform	Consult	Involve	Collaborate	Empower
Our goal for public participation	Provide you with balanced and objective information to help you understand the problem, alternatives and/or solutions.	Gather your feedback on the analysis presented, alternatives and/or decision.	Work with you directly throughout the process to make sure your ideas and advice are consistently understood and considered.	Partner with you in each part of the decision, including the creation or alternatives and finding a preferred solution.	Give you the final decision-making power.
Our promise to you	We will keep you informed	We will listen to your feedback and ensure that it is reflected in the alternatives. We will tell you how your input influenced the decision.	We will seek your ideas and advice and use them as much as possible. We will tell you how your input influenced the decision.	We will work with you to create alternatives and identify solutions.	We will implement what you decide.

Desired Public Participation Outcomes (2026-2029):

Over the next four years, we will:

- 1 Increase awareness of and participation in public participation opportunities.
- 2 Increase the number of ways the public can participate.
- 3 Increase the number of accessible public participation opportunities.
- 4 Increase the public's understanding of public participation opportunities and how the input is used in decision-making.
- 5 Increase the number of requests for decision that include results from public participation related to the topic.
- 6 Increase staff understanding and ability to carry out public participation activities.

Objective 1:

Increase awareness of and participation in public participation opportunities.

What we do:	The result:	What we look for:
<p>A. Promote participation opportunities through multiple channels: posters, website, social media, community bulletin boards, and word-of-mouth.</p>	<p>Public participation opportunities are visible through a diversity of formats and channels using different tools and approaches.</p>	<ul style="list-style-type: none"> • # of channels used to promote opportunities. • # of responses.
<p>B. Write all announcements and invitations in plain language.</p>	<p>All public participation materials are written at a Canada Learning Benchmark (CLB) level 5-8.</p>	<ul style="list-style-type: none"> • # of opportunities communicated using plain language.
<p>C. Reach out directly to underrepresented groups, including youth, seniors, newcomers, 2SLGBTQIA, Indigenous residents, and those living with barriers.</p>	<p>Groups at risk of exclusion are aware of and participate in public participation activities.</p>	<ul style="list-style-type: none"> • # of responses from residents who identify as a member of a group at risk of exclusion.
<p>D. Report on Public Participation activities regularly.</p>	<p>An annual summary of public participation activities, results and outcomes is presented publicly to Council.</p>	<ul style="list-style-type: none"> • # of public participation reports shared with council.

Objective 2:

Increase the number of ways the public can participate

What we do:	The result:	What we look for:
<p>A. Use different public participation tools depending on the project: surveys, open houses, workshops, interviews, online tools, advisory groups, and Community Conversations.</p>	<p>Public Participation activities are available in a variety of formats that align with the level of engagement sought and the groups we wish to hear from.</p>	<ul style="list-style-type: none"> • # of formats used. • # of responses. • # of responses from residents who identify as a member of a group at risk of exclusion. • # of new formats tried. • # of new formats tried. • # of elements used to reduce or remove barriers.
<p>B. Explore new public participation tools and try new approaches in line with best practice in the field of public participation.</p>	<p>New tools are explored and tried to see if they are effective.</p>	
<p>C. Make sure engagement options are accessible — considering childcare needs, language barriers, transportation, and accessibility.</p>	<p>Elements are incorporated into public participation activities to reduce or remove barriers to participation.</p>	

Objective 3:

Ensure accessible public participation opportunities

What we do:	The result:	What we look for:
A. Check all venues, materials, and formats for accessibility.	Venues, materials and formats are accessible.	<ul style="list-style-type: none"> • # of responses. • # of responses from residents who identify as a member of a group at risk of exclusion. • # of Equity Sequence assessments done on Public Participation Plans. • # of IAP2 Spectrum assessments done on Public Participation Plans. • # of elements used to reduce or remove barriers.
B. Plan with community needs in mind — including timing, location, and language.	Activities are at various times and locations. Information is in plain language.	
C. Utilize the inclusion tool to assess public participation opportunities for inclusivity and make improvements where possible.	Equity Sequence is used and results incorporated into public participation opportunities.	
D. Choose the right level of engagement using the IAP2 Spectrum.	IAP2 Spectrum is used to determine the level of engagement.	

Objective 4:

Provide clear and helpful background information

What we do:	The result:	What we look for:
A. Share background information in clear, simple language.	Background information is clear, simple and writing in plain language.	<ul style="list-style-type: none"> • # of responses. • # of responses from residents who identify as a member of a group at risk of exclusion.
B. Explain what decision is being made, what feedback we need, and how feedback will be used.	There is clarity around how feedback will influence a decision.	

Objective 5:

Increase the number of council and administrative decisions that include results from public participation.

What we do:	The result:	What we look for:
A. Summarize results and share the results of public participation in decision-making contexts related to the topic.	<ul style="list-style-type: none"> • Decisions at the Council level include a review of related public participation results. • Decisions at the Senior Leadership Team (SLT) level include a review of related public participation results. 	<ul style="list-style-type: none"> • # of requests for decision that include public participation results. • # of administrative decisions that are influenced by public participation results.

Objective 6:

Increase staff understanding of and ability to carry out public participation activities.

What we do:	The result:	What we look for:
A. Embed public participation roles and responsibilities into job descriptions where appropriate.	Public Participation roles and responsibilities are clearly defined within the organization.	<ul style="list-style-type: none"> • # of roles that include public participation elements. • # of staff training sessions that take place. • # of accessible, inclusive public participation activities that take place. • # of opportunities for improvement identified. • # of public participation activities that straddle multiple departments. • # of responses. • # of responses from residents who identify as a member of a group at risk of exclusion. • # of standards of practice developed.
B. Invest in public participation to ensure staff have the resources and capacity to implement the Public Participation Strategy.	The practice of public participation is resourced and staff have the capacity to design and deploy accessible activities.	
C. Train staff on topics that promote inclusive public participation, IAP2, plain language writing, and accessibility.	Staff receive training on topics that will support public participation activities.	
E. Review and reflect on each participation activity to learn and improve.	Quality improvement activities are embedded in the public participation process.	
F. Work together across departments on public participation initiatives.	There is organization-wide awareness and collaboration on public participation topics, activities and efforts.	
G. Work with departments and service areas to identify opportunities for public participation and to develop standards of practice (SOP) for departmental use.	<ul style="list-style-type: none"> • Departments have a plan to engage on areas relevant to their work. • Departments have procedures and standards of practice to use in their public participation efforts. 	



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