



The Town of

Tofield Viking  
ALBERTA



## Municipally Controlled Corporation (MCC) Public Hearing Communications Plan (April 16<sup>th</sup>, 2020)

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### i. Overview

The member municipalities of the Beaver Regional Waste Management Services Commission, also known as Beaver Municipal Solutions (BMS), are moving forward with a work plan that would see each municipality hold a public hearing to consider a formal resolution that, if passed, would transition BMS from a regional services commission to a municipally controlled corporation (MCC) under the operating name of Claystone Waste. This communications plan has been developed by BMS for consideration of the MCC Steering Committee for review, approval and implementation.

A public hearing to consider a resolution to establish an MCC is a regulated process under the *Municipal Government Act (MGA)* and the *Municipally Controlled Corporations Regulation*. Therefore, several communication activities associated with holding public hearings must be done in compliance with the Act and the regulation. These are referred to as 'regulated communications' in this plan. Regulated communications represent a legal minimum of communication activity to support a public hearing. Member municipalities of BMS have favoured a proactive approach to consultation and engagement with Beaver region residents that exceeds the legal minimum standard in an effort to be transparent and forthcoming with the community about the proposal to transition BMS to an MCC. This plan therefore recommends activities that augment the minimum regulated communications and will serve to provide regional residents with greater context and understanding of the proposal under consideration. These are referred to as 'practical communications' in this plan.

The communication objectives this plan is designed to achieve are as follows:

1. Comply with all legislative and regulatory provisions that are required to hold a public hearing for this purpose.
2. Ensure that all regulated communications and technical information related to the resolution proposal are augmented by plain language and accessible communication materials to ensure that all components of the proposal are clearly communicated to residents.

3. Utilize all available mediums including BMS and municipal websites, weekly newspapers, and social media channels to ensure residents of the Beaver region have knowledge of the public hearing process and have access to all information relevant to the council resolutions.

Below are the following subsections which describe:

- A Regulated Communications Compliance Plan
  - This details what legislative and regulatory requirements must be met to hold a public hearing, and describes how these requirements will be satisfied and supported by additional communication activities.
  
- A Practical Communications Plan
  - This describes how regulated communications, promotion of the public hearing, and dissemination of relevant information about the resolutions will occur.
  
- Communication Product Work Plan
  - This details what communication products are required to support the activities of both regulated and practical communications.

**ii. Regulated Communications Compliance Plan**

Legislation / Regulation	Proposal Component	Action Required	Compliance Plan / Status	Supporting Communications Materials
<i>Municipal Government Act 75.1(4)</i>	Business Plan	The Business Plan must include information on:  (a) the costs related to establishing and controlling or obtaining control of the corporation,  (b) the value of any	Finalized business plan includes all prescribed information.	The Claystone Waste Business Plan is supported by a summary fact sheet describing key components of the business plan for a public audience and include information on where technical information

Legislation / Regulation	Proposal Component	Action Required	Compliance Plan / Status	Supporting Communications Materials
		<p>assets of the municipality or group of municipalities that are to be transferred to the corporation</p> <p>(c) a cash flow projection for the next 3 years of the corporation's operation,</p> <p>(d) the corporation's financial statements and operating and capital budgets for the most recent 5 years, or if the corporation has existed for less than 5 years, the financial statements and operating and capital budgets for each year it has existed, and</p> <p>(e) any other information prescribed by the regulations.</p>		<p>relevant to legislative requirements can be found within the business plan.</p>
<p><i>Municipal Government Act 606 (2)</i></p>	<p>Public Hearing</p>	<p>Notice of the public hearing must be:</p> <p>(a) published at least once a week for 2 consecutive weeks in at</p>	<p>Recommendation is to utilize (a) and advertise public hearing in Tofield Mercury and Viking Weekly Review to satisfy s. 606 requirements.</p>	<p>Notification of public hearing dates will also be promoted on BMS social media and through articles in Tofield</p>

Legislation / Regulation	Proposal Component	Action Required	Compliance Plan / Status	Supporting Communications Materials
		<p>least one newspaper or other publication circulating in the area to which the proposed bylaw, resolution or other thing relates, or in which the meeting or hearing is to be held,</p> <p>(b) mailed or delivered to every residence in the area to which the proposed bylaw, resolution or other thing relates, or in which the meeting or hearing is to be held, or</p> <p>(c) given by a method provided for in a bylaw under section 606.1.</p>		Mercury and Viking Weekly Review.
<i>Municipal Government Act 606 (6)</i>	Public Hearing	<p>(6) A notice of public hearing must contain:</p> <p>(a) a statement of the general purpose of the proposed bylaw,</p>	A consistent draft notice of public hearing has been prepared for municipalities to use to satisfy S. 606 requirements.	Notification of public hearing dates will also be promoted on BMS social media and through articles in Tofield Mercury and Viking Weekly Review.

Legislation / Regulation	Proposal Component	Action Required	Compliance Plan / Status	Supporting Communications Materials
		<p>resolution, meeting, public hearing or other thing,</p> <p>(b) the address where a copy of the proposed bylaw, resolution or other thing, and any document relating to it or to the meeting or public hearing may be inspected</p> <p>(c) in the case of a bylaw or resolution, an outline of the procedure to be followed by anyone wishing to file a petition in respect of it, and</p> <p>(d) in the case of a meeting or public hearing, the date, time and place where it will be held.</p>		
<p><i>Municipally Controlled Corporations Regulation 2(2)</i></p>	<p>Government of Alberta engagement</p>	<p>The Minister of Municipal Affairs must be notified if a council(s) pass a resolution to establish a Municipally Controlled</p>	<p>Should Councils pass resolutions, Councils to send joint notification including copies of the resolutions passed to the</p>	<p>If resolutions are passed, a letter and copies of the council-endorsed resolutions will be sent to</p>

Legislation / Regulation	Proposal Component	Action Required	Compliance Plan / Status	Supporting Communications Materials
		<p>Corporation (MCC).</p> <p>The notification must include a copy of the resolution and be sent to the Minister within 60 days of the passing of the resolution.</p>	<p>Minister within 60 days of the council meeting in which the resolutions were passed.</p>	<p>the Minister of Municipal Affairs.</p>
<p><i>Municipally Controlled Corporations Regulation</i> 3(1), 3(2)</p>	<p>Business Plan</p> <p>Public Hearing/Consultation</p>	<p>For the purposes of the public hearings, the municipalities must disclose:</p> <p>(a) the services the corporation intends to provide,</p> <p>(b) the names of the shareholders of the corporation,</p> <p>(c) the geographic locations in and outside Alberta in which the corporation intends to provide services,</p> <p>(d) in the case of a corporation that intends to provide utility services,</p>	<p>Business Plan includes information to meet the requirements of 3(1).</p> <p>Each municipality will make all relevant documents available online on their websites in April or May to satisfy requirements of 3(2) prior to public hearings in June.</p>	<p>Plain language documents related to the MCC proposal including information on the business plan, USA, operating agreements, rationale for and history of the proposal's progress will accompany the business plan on the municipal websites 30 days prior to any public hearing.</p>

Legislation / Regulation	Proposal Component	Action Required	Compliance Plan / Status	Supporting Communications Materials
		<p>a projected rate structure, and</p> <p>(e) the market impact analysis contained in the business plan, if any.</p> <p>(2) The information described in subsection (1) must be made available for public inspection no less than 30 days prior to the public hearing.</p>		

iii. **Practical Communications Plan**

Proposal component	Supporting Communications Materials	Tactics
General proposal / resolution information	<ul style="list-style-type: none"> <li>• Executive summary of current status, history / progress, and next steps for MCC resolution proposal</li> <li>• FAQ document</li> </ul>	<ul style="list-style-type: none"> <li>• Promotion through social media and weekly newspapers.</li> <li>• Promotion through municipal notices (i.e: public hearing notice, prominent placement on municipal websites)</li> </ul>

Proposal component	Supporting Communications Materials	Tactics
Notice of Public Hearing	<ul style="list-style-type: none"> <li>• Notice text for local newspapers and municipal websites</li> </ul>	<ul style="list-style-type: none"> <li>• Promotion through social media and weekly newspapers.</li> <li>• Promotion through municipal notices (i.e: public hearing notice, prominent placement on municipal websites)</li> </ul>
Agreements and technical documents: <ul style="list-style-type: none"> <li>• Business Plan</li> <li>• Unanimous Shareholder Agreement (USA)</li> <li>• Mandate &amp; Roles document</li> <li>• Limited Partnership Agreement</li> <li>• Operating Agreement</li> <li>• Claystone Trust Deed</li> </ul>	<ul style="list-style-type: none"> <li>• MCC agreements and technical documents will be supported by a one-to-two-page fact sheets describing key components of these for a general audience.</li> </ul>	<ul style="list-style-type: none"> <li>• Documents and their summaries will be promoted through social media and on municipal websites</li> </ul>

iv. **Communication Product Work Plan**

Communication Material / Activity	Draft Completion Date	Approvals Required
Executive summary of current status, history / progress, and next steps for MCC resolution proposal	Draft Complete	John McGowan, BMS, MCC Steering Committee

Communication Material / Activity	Draft Completion Date	Approvals Required
General proposal / resolution FAQ	TBD. To be co-created between BMS and member municipal administrations.	John McGowan, BMS, MCC Steering Committee
Notice of Public Hearing	Draft complete	John McDonnell, John McGowan, BMS, MCC Steering Committee
Fact sheet summaries for: <ul style="list-style-type: none"> <li>• Business Plan</li> <li>• Unanimous Shareholder Agreement (USA)</li> <li>• Mandate &amp; Roles document</li> <li>• Limited Partnership Agreement</li> <li>• Operating Agreement</li> <li>• Claystone Trust Deed</li> </ul>	Draft complete	John McGowan, BMS, MCC Steering Committee
Social Media Calendar	Following MCC approval of communications plan and associated documents. To be co-created between BMS and member municipal administrations.	BMS and member municipality administrations
Weekly Newspaper Engagement	Following MCC approval of communications plan and associated documents. To be co-created between BMS and member municipal	BMS and member municipality administrations

Communication Material / Activity	Draft Completion Date	Approvals Required
	administrations.	
Website mapping and presentation	Following MCC approval of communications plan and associated documents	BMS and member municipality administrations