



AGENDA
COMMUNITY COMMUNICATIONS ADVISORY COMMITTEE
Monday, August 17, 2020 at 7:00 p.m.
ELECTRONIC

This meeting is being conducted by means of Electronic Participation by a majority of board members, as permitted by Section 238 (3.3) of the Municipal Act, 2001, as amended.

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Meeting ID: 867 6632 2749

To connect to video with a computer, smart phone or digital device) and with either digital audio or separate phone line, download the zoom application ahead of time and enter the digital address below into your search engine or follow the link below. Enter the meeting ID when prompted.

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Meeting ID: 867 6632 2749

- 1. Call to Order**
- 2. Declaration of Pecuniary Interest**
- 3. Approval of the Agenda**

Recommendation: THAT the August 17, 2020 agenda for the Community Communications Advisory Committee be approved as circulated.

- 4. Approval of Previous Meeting's Minutes – None**

5. Introductions

6. Appointment of Chair and Vice Chair

Recommendation: THAT _____ be appointed as Chair and _____ be appointed as Vice Chair of the Township of Mulmur Community Communications Advisory Committee from August 2020 to August 2021.

7. Appointment of Recording Secretary

Recommendation: THAT Christine Hickey, be appointed as Recording Secretary of the Township of Mulmur Community Communications Advisory Committee.

3 8. Terms of Reference for Committee

Recommendation: THAT the Terms of Reference for the Community Communications Advisory Committee be received.

9. Review of Communication Documents

6 Survey Report dated October 2, 2019 and November 6, 2019 - Mulmur Community Survey

32 Communication Strategy Brainstorming Session dated May 28, 2019

Recommendation: THAT the Communication documents, Survey Report dated October 2, 2019 and November 6, 2019 and the Communication Brainstorming Session were discussed.

10. Vision and Goals - Discussion

11. Adjournment

THAT we do now adjourn at _____ pm to meet again on _____ at _____ am/pm or at the call of the Chair.



Community Communications Advisory Committee

TERMS OF REFERENCE

1. PURPOSE

The Community Communications Advisory Committee ("CCAC") is an advisory committee of Council with a mandate to assist in creating a vision for long-term and evolving community engagement and increased communication to residents.

2. MANDATE

The Mandate of the Township CCAC is to:

1. Create a flexible vision for long-term and evolving community engagement.
2. Assist, in an advisory capacity, Council and township staff on matters related to increased communication to residents.

3. ACCOUNTABILITY

Provide recommendations to Council for approval on a quarterly basis. Council may request update reports at any time on specific projects or initiatives.

4. MEMBERSHIP/VOTING

The Community Communications Advisory Committee will be comprised of two (2) to four (4) members who are appointed by Council and one (1) Council representative. The committee will be in effect from August 2020 until September 2022.

Voting Members:

- Two (2) to Four (4) members of the Public at Large – members must be a resident of the Township of Mulmur
- One (1) Council representatives to be selected by Council

Openings for the membership shall be publicly advertised as appointment opportunities arise.

Non-Voting Members:

- Department Managers, as requested by the CCAC
- Recording Secretary (staff member of the Township of Mulmur).

Members will:

1. Demonstrate a strong interest and commitment to fostering communications within the Township.
2. Help further the goals of the CCAC through provision of input based on professional expertise.
3. Commit to full participation in regularly scheduled meetings.
4. Make recommendations in the most collaborative and collective manner possible.
5. Participate as a leader, capable of taking an ambassador role within the community in support of decisions made by the CCAC and by Council.

5. QUORUM

Quorum for the CCAC, is 3 voting members, which must include at least one (1) Council representative and two (2) members of the Public, regardless of the total number of members in attendance.

6. REMUNERATION

No compensation shall be provided to members of the CCAC for their participation.

7. MEETING DETAILS, AGENDA, MINUTES & PROCEDURE

1. The CCAC will meet a minimum of 4 times a year on dates determined by the committee.
2. The Recording Secretary shall send out meeting invites to all CCAC members and post notice of the meeting to the Township website.

3. Agenda items shall be set by the Committee Chair, in consultation with and under approval of the Recording Secretary.
4. Members who wish to include an item on the Agenda shall contact the Recording Secretary for consideration.
5. If quorum is not obtained the day of the meeting within fifteen (15) minutes after the hour appointed the meeting shall be cancelled.
6. Meetings may be held at the Municipal Office – Lower level. If the facility is not available, an appropriate alternative location will be selected. The Township of Mulmur Procedural By-law will apply in emergency situations where electronic meetings are necessary.
7. Committee Chairs shall be appointed for a term of twelve (12) months. The Committee shall also elect a Vice Chair, the Vice Chair shall act in place of the Chair in the event that the Chair is absent or the seat has been vacated.
8. Chair and Vice Chair appointments shall be conducted at the first meeting of the CCAC each year.
9. All meetings are open to the public. Committee meetings are not live streamed, nor video and voice recorded. The Township of Mulmur Procedural By-law will apply in emergency situations where recorded electronic meetings are necessary.
10. Minutes will be kept by the Recording Secretary who will distribute the minutes to Committee members and all of Council in accordance with Township practice.
11. All meetings shall be conducted in accordance with the Township of Mulmur Procedural By-law.
12. All members will adhere to Township Policies and shall be provided copies of applicable policies.
13. The Terms of Reference is a living document and will be reviewed once per term of Council at a minimum and may be revised as required by approval of Council.



STAFF REPORT

TO: COUNCIL
FROM: Michelle Smibert, Clerk/Adam Hicks, Assistant Clerk/Administrator
MEETING DATE: November 6, 2019
SUBJECT: Mulmur Community Survey

PURPOSE:

The purpose of this report is to report on the next steps regarding the information gathered as part of the Mulmur Community Survey.

BACKGROUND:

In July of 2019, Mulmur launched a community survey and obtained 216 responses. The findings of the survey were presented to Council for information at their meeting on October 2, 2019.

STRATEGIC PLAN ALIGNMENT:

Community Participation

ANALYSIS:

The survey consisted of "themes" or "subject areas" as follows:

- Recreation
- Financial
- Land Use/Feature Protection
- Traffic – speed/noise
- Internet services
- Communication
- Strategic Plan

Strategic Plan Goals

1. *Responsible growth*
2. *Wider awareness*
3. *Local access to services*
4. *Cost containment*
5. *Community participation*

The survey provided the Township with lots of great feedback on what services Mulmur should spend money on and possible areas to review in terms of cutting back on expenses. These comments have been forwarded to staff and Council and will be considered as part of the 2020 budget process. Engagement with the community on budget items is important and as such we will take our time to review each comment.

Another part of the survey dealt with recreation – both facilities and programs/services. Seeing that we are embarking on a Recreational Master Plan, staff suggests that the feedback provided from the survey as well as the Town Hall meeting be forwarded to the consultant to review as

part of that project. Staff also envisions additional opportunities for the public to provide feedback specifically on this project.

The survey responses noted a strong desire to protect the rural and scenic features of Mulmur as well as protect farmland. There are many policies that do this already such as NEC guidelines, the Provincial Policy Statement, the County Official Plan and the Mulmur Official Plan. These responses will absolutely be considered as part of any review of the local Official Plan. The importance of these features is echoed in the draft Strategic Plan.

The survey confirmed that internet services are vital for both residents and businesses in Mulmur. While the Township may not be in control of getting these services to Mulmur, both staff and council are committed to investigate and encourage internet service providers to install their services here. An example of this includes the municipality and the Mulmur-Melancthon Fire Board working with Vianet to establish internet services in Honeywood.

Traffic will likely always be an issue not only in Mulmur but in the Province of Ontario. Enforcement and education are both key in seeing a decline in speeding. Having a keen police services board who understands the issues and who communicates regularly with our OPP officials will certainly ensure that this is top of mind with that organization. Based on the concerns raised, it is recommended that the existing Committee (which is to meet only four times per year and has a specific mandate) be converted to a Task Force, to allow them more flexibility for additional meetings and to prepare reports and request delegations directly to Council. Note that staff have reached out to the local MPP regarding Special Constables.

Communication is the final subject area of the survey and we received a lot of very good feedback on what the community wants to hear and how they want to hear it. With this additional information, staff along with Councillor Boxem are ready to implement the Communication Strategy that was adopted by Council this fall. A couple of the items that are being explored for a launch in 2020 is a quarterly newsletter and also Council Highlights eblast which will be a summary of key topics discussed during each session of the Township Council. As we move ahead with the communications strategy, we will be looking for feedback from the community on what is working and what we need to improve. It is essential that we continue to build our email database listing of residents and we will continue to drive that message home.

RECOMMENDATION:

That the Mulmur Community Survey Report and suggested actions for follow-up be received for information.

Respectfully submitted,

Michelle Smibert/Adam Hicks



STAFF REPORT

TO: COUNCIL
FROM: Michelle Smibert, Clerk
MEETING DATE: October 2, 2019
SUBJECT: Mulmur Community Survey

PURPOSE:

The purpose of this report is to present the results of the recent Mulmur Community Survey.

BACKGROUND:

Council sanctioned the deployment of a community survey and the associated committees provided their feedback on the draft survey questions. The survey was launched in mid-July with the tax billing and responses were still being received in September.

STRATEGIC PLAN ALIGNMENT:

Community Participation

Strategic Plan Goals

1. *Responsible growth*
2. *Wider awareness*
3. *Local access to services*
4. *Cost containment*
5. *Community participation*

ANALYSIS:

The survey responses were compiled by Adam Hicks and the preliminary information is provided on the attached sheets. A total of 216 responses were received with the breakdown as follows: 130 handwritten/mailed in responses and 86 email responses. During the course of the receipt of surveys, we had 104 residents provide us with their email addresses to add to our confidential newsletter contact listing.

Staff will review the information over the next few weeks to provide options/recommendations to Council moving forward based on some of the main themes/trends within the survey responses.

RECOMMENDATION:

That the Mulmur Community Survey Report be received for information.

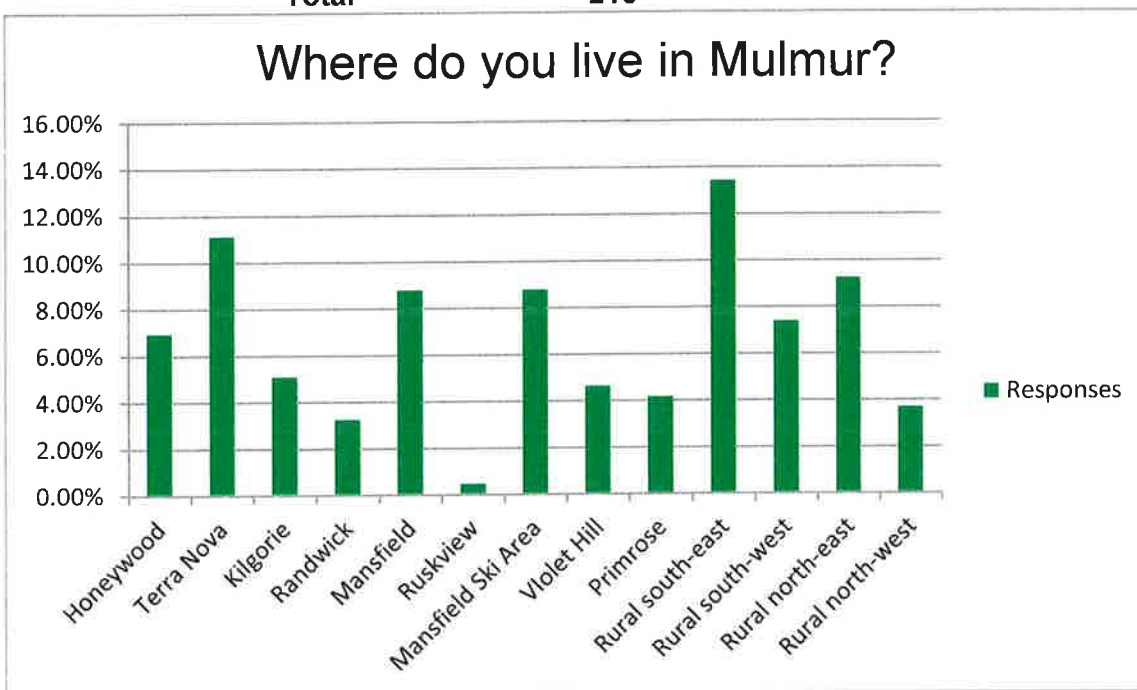
Respectfully submitted,

Michelle Smibert

Mulmur Community Survey

Where do you live in Mulmur?

Answer Choices	Responses	
Honeywood	6.94%	15
Terra Nova	11.11%	24
Kilgorie	5.09%	11
Randwick	3.24%	7
Mansfield	8.80%	19
Ruskview	0.46%	1
Mansfield Ski Area	8.80%	19
Violet Hill	4.63%	10
Primrose	4.17%	9
Rural south-east	13.43%	29
Rural south-west	7.41%	16
Rural north-east	9.26%	20
Rural north-west	3.70%	8
Total		216



Mulmur Community Survey

Is this location your...

Answer Choices	Responses
Principal residence	58.80% 127
Business	5.09% 11
Recreational residence	25.46% 55
Other location (please describe)	3.24% 7
Total	216



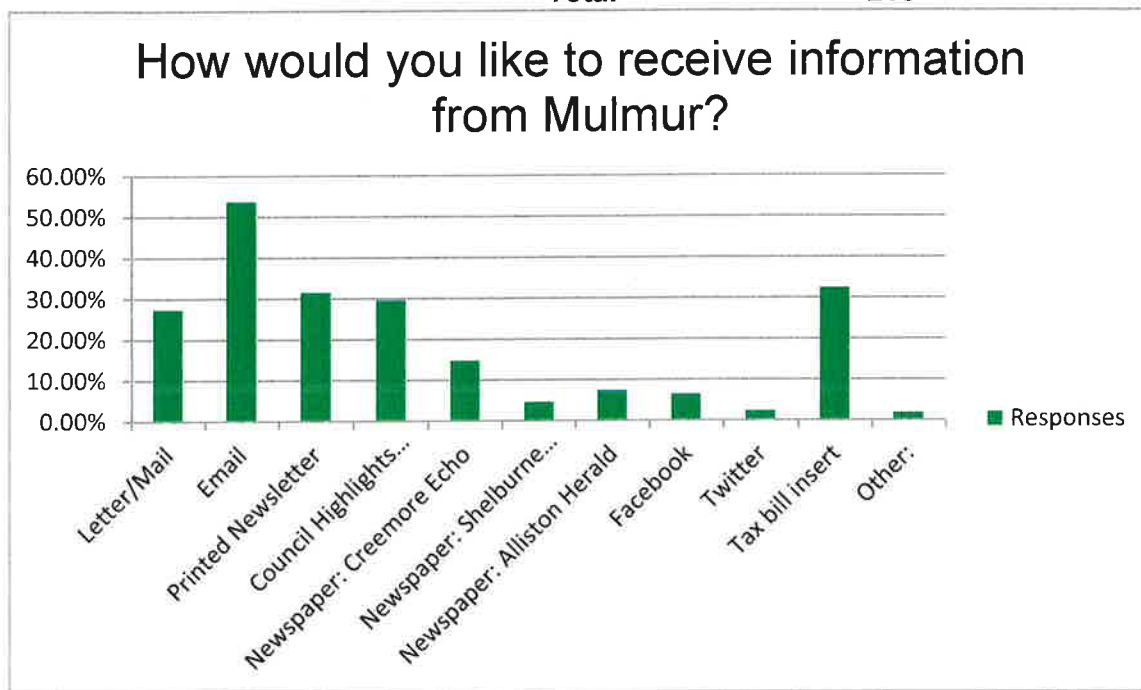
Other location (please describe)

- Managed Forest
- second home
- farm
- do not reside there
- secondary business

Mulmur Community Survey

How would you like to receive information from Mulmur?

Answer Choices	Responses	
Letter/Mail	27.31%	59
Email	53.70%	116
Printed Newsletter	31.48%	68
Council Highlights (monthly eblast)	29.63%	64
Newspaper: Creemore Echo	14.81%	32
Newspaper: Shelburne Free Press	4.63%	10
Newspaper: Alliston Herald	7.41%	16
Facebook	6.48%	14
Twitter	2.31%	5
Tax bill insert	32.41%	70
Other:	1.85%	4
Total		216



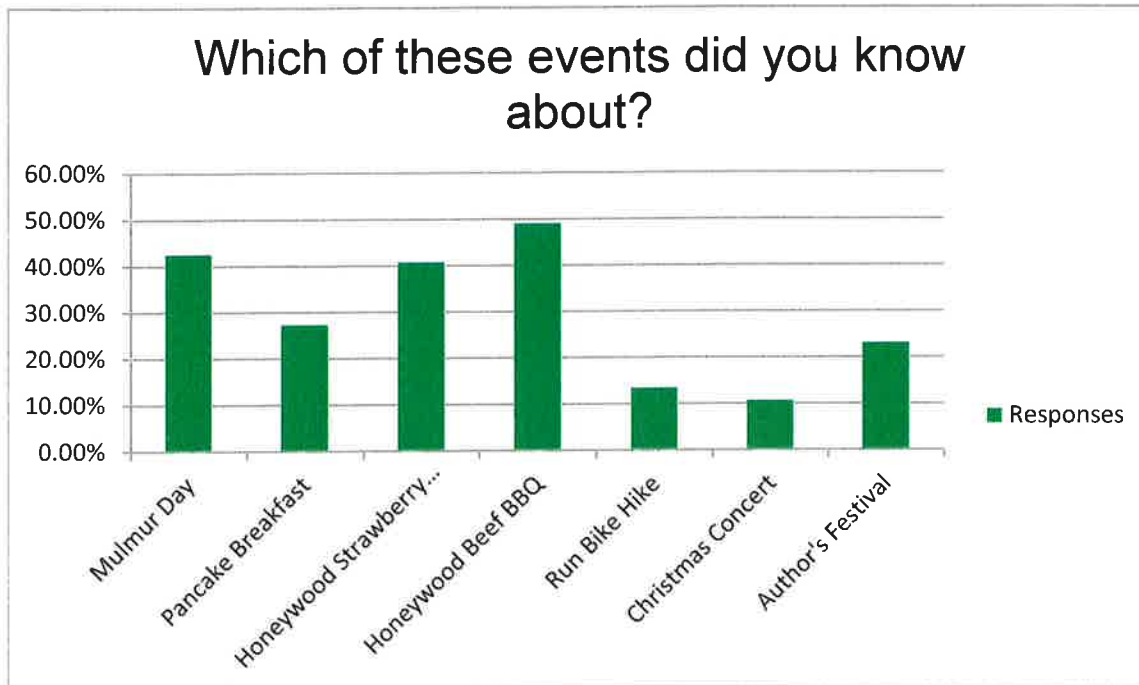
Other:

Township website
orangeville banner
changeable sign board on airport road
near the musuem or other major gateways
into Mulmur
Township website

Mulmur Community Survey

Which of these events did you know about?

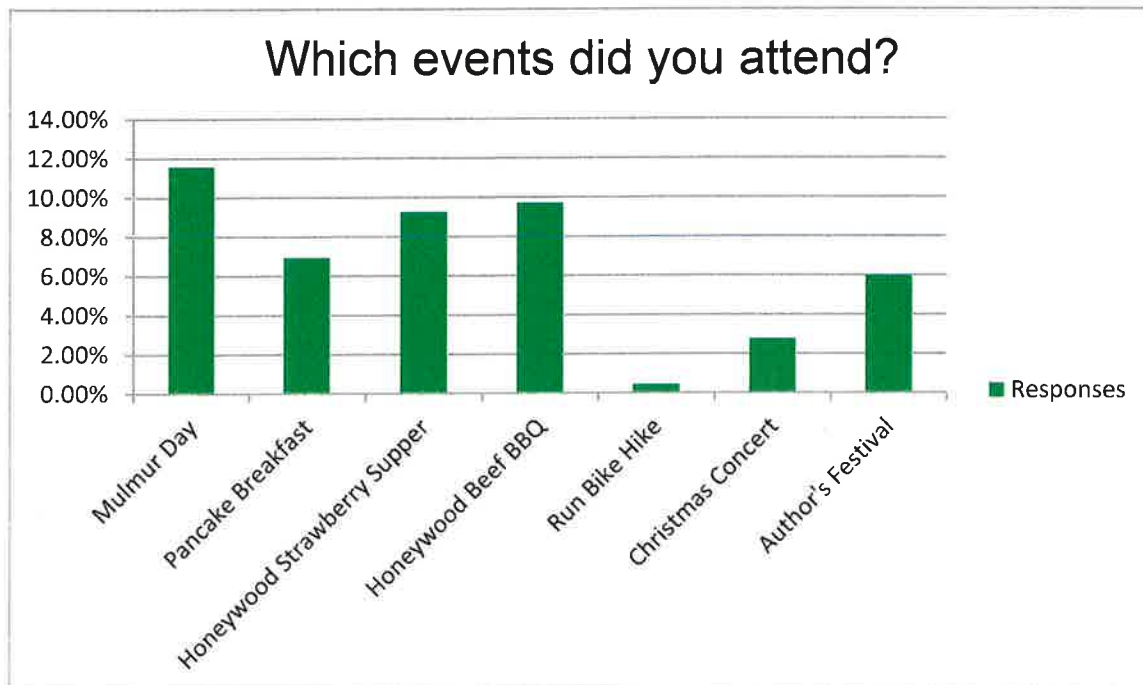
Answer Choices	Responses	
Mulmur Day	42.59%	92
Pancake Breakfast	27.31%	59
Honeywood Strawberry Supper	40.74%	88
Honeywood Beef BBQ	49.07%	106
Run Bike Hike	13.43%	29
Christmas Concert	10.65%	23
Author's Festival	23.15%	50
Total		216



Mulmur Community Survey

Which events did you attend?

Answer Choices	Responses	
Mulmur Day	11.57%	25
Pancake Breakfast	6.94%	15
Honeywood Strawberry Supper	9.26%	20
Honeywood Beef BBQ	9.72%	21
Run Bike Hike	0.46%	1
Christmas Concert	2.78%	6
Author's Festival	6.02%	13
Total		216



How did you find out about the events that you attended?

Word of mouth
newsletter
Word of mouth.
Twitter and signs around Mulmur
I had no clue
twitter, better in Mulmur newsletter
Friends
From neighbours
Facebook
township email newsletter
facebook
I didn't know about any of these events.
website, friends, neighbours
from neighbours
Tax bill insert only
Signs
Lady down the road
facebook
Facebook
friend told me
Website
Newsletters
Website, tax newsletter with dates
Tax Bill Insert
Did not know about the majority of the events.
Neighbours
Email
Newsletter inserts with Municipal mailings
Creemore Echo and Mulmur website
Instagram, email
mail
tax insert
Road signs on Hwy 124
facebook and email
friends
better in Mulmur
social media
friends
volunteer

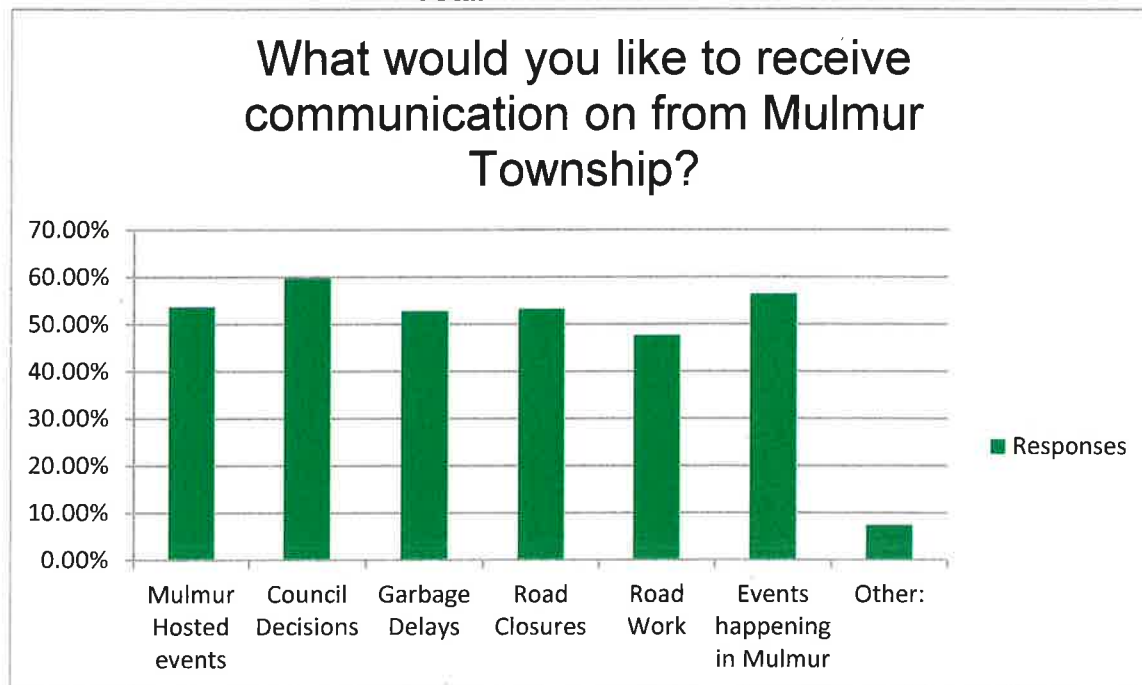
council meetings, alliston herald
council meetings
signs, friends and neighbours
word of mouth
creemore echo, mulmur township, mansfield ski club e-blast
mulmur newsletter, received by email
email, word of mouth
creemore echo
newspaper, bulletin board at post box
better in Mulmur, enewsletter
email/tax insert
better in mulmur
echo
echo
better in mulmur, newsletter, website, email
creemore echo
I'm a member of MCEC
Neighbours
newsletter/paper
creemore echo
letter/newsletter/newspaper/sign at arena
mail
radio/word of mouth
creemore echo
posters on mailbox and echo
paper/website
email
township office
past knowledge
posters
newspaper and email
echo
newspaper
community involvement
in the hills magazine
word of mouth
better in mulmur
word of mouth/better in mulmur
echo
info with tax bills authors festival friends

honeywood hockey
online - facebook
online & friends
honeywood sign
newsletter , newspaper
email, newspaper
facebook/community resident

Mulmur Community Survey

What would you like to receive communication on from Mulmur Township?

Answer Choices	Responses	
Mulmur Hosted events	53.70%	116
Council Decisions	59.72%	129
Garbage Delays	52.78%	114
Road Closures	53.24%	115
Road Work	47.69%	103
Events happening in Mulmur	56.48%	122
Other:	7.41%	16
Total		216



Other:

In emails

All

New business in Mulmur

Planned capital expenditures

Crime and police info

Road maintenance updates and timelines, ie snow removal

any thing that might be important

detailed annual report on what tax dollars are spent on (mailed to every resident)

budget

how council spends its money

involvement with dufferin county

all pertinent community events

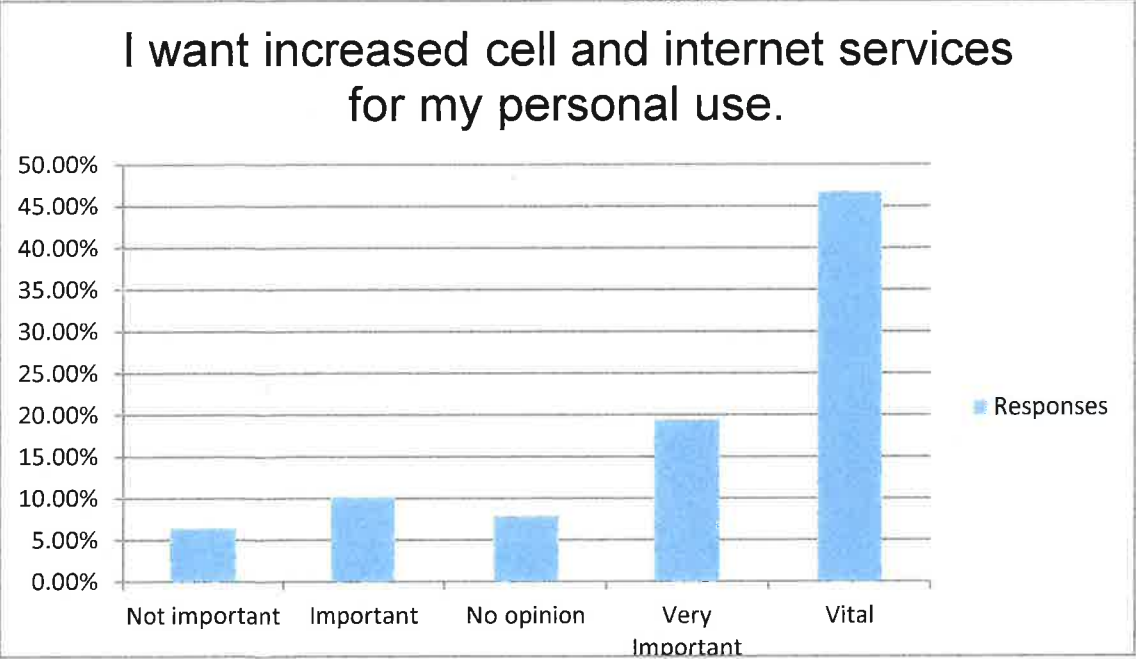
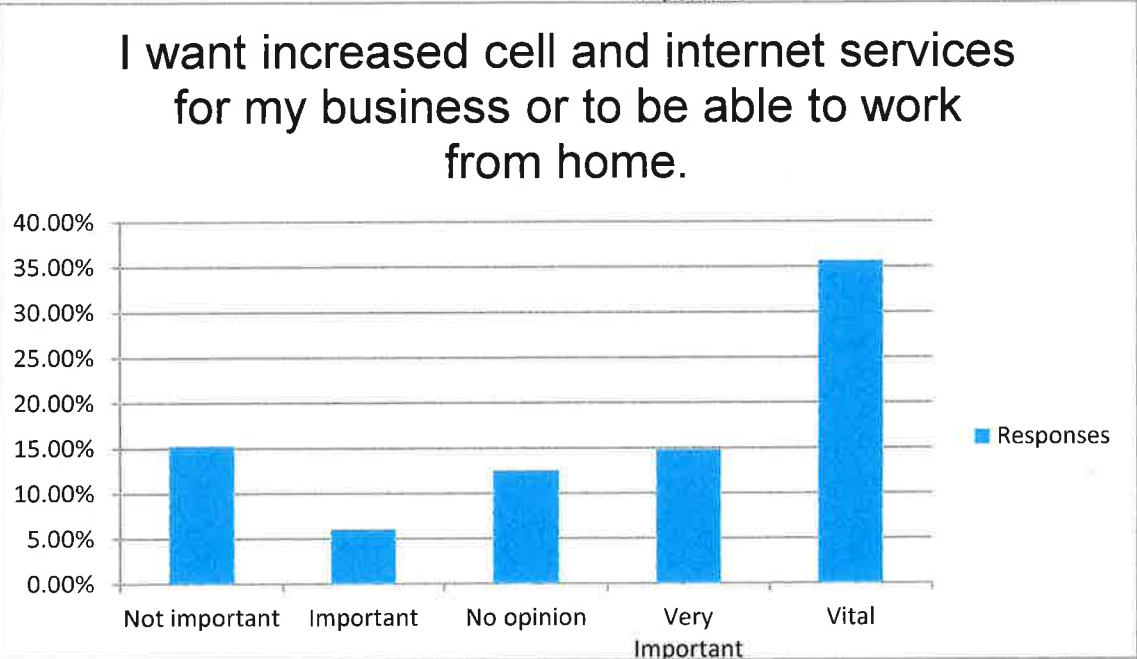
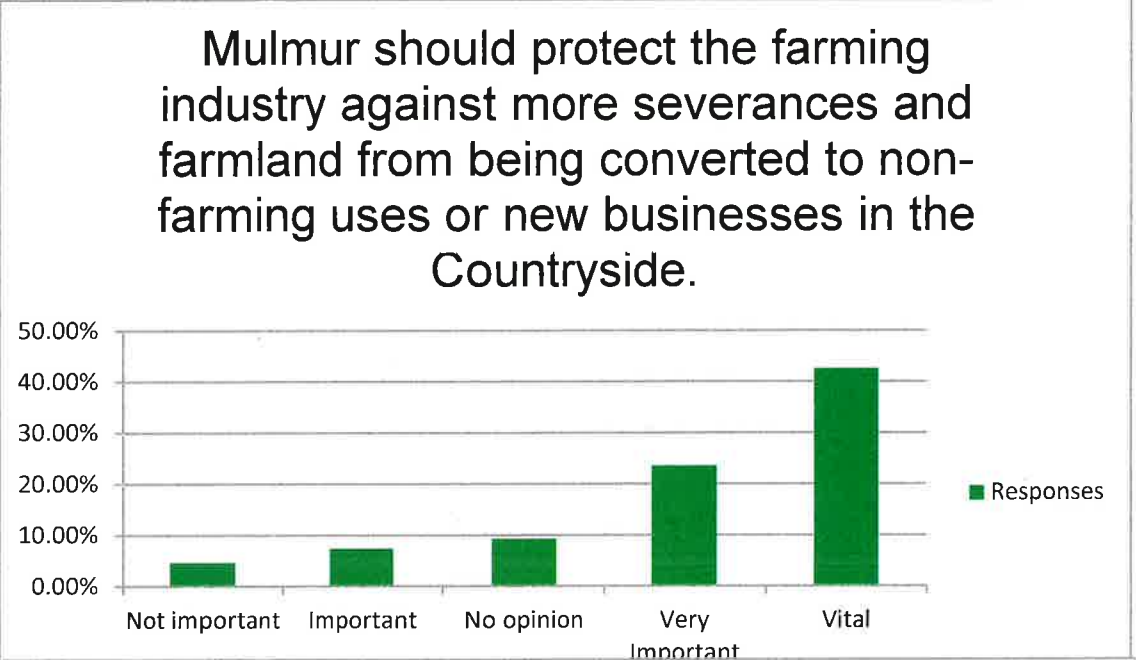
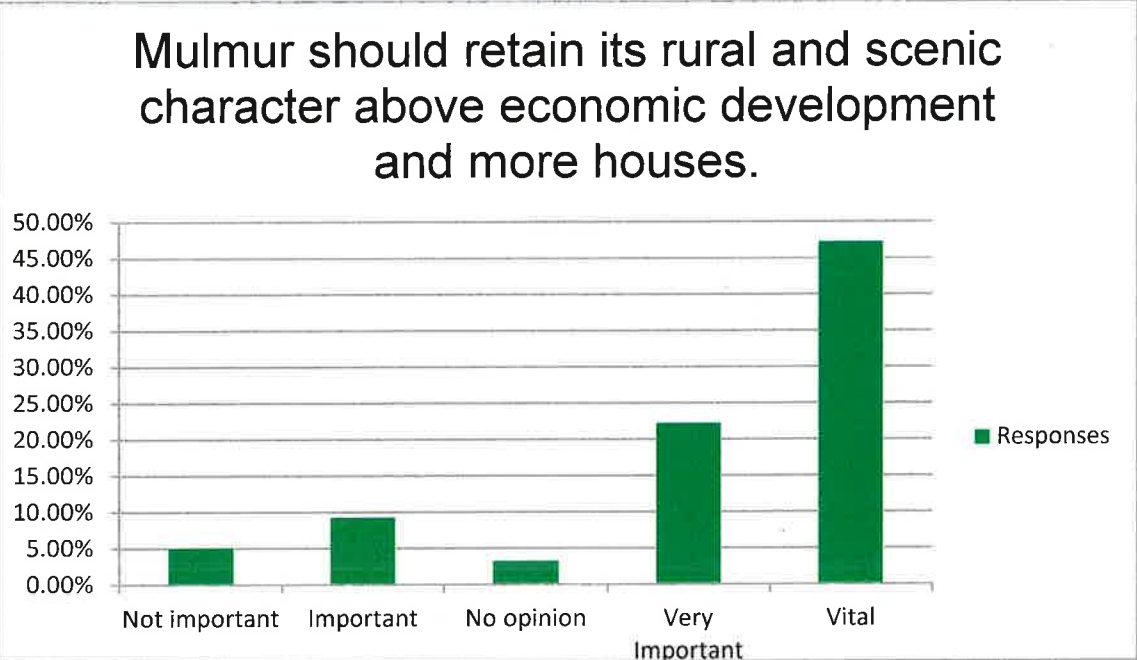
township improvement days i.e. planting treesa, picking up garbage

everything effecting life in mulmur

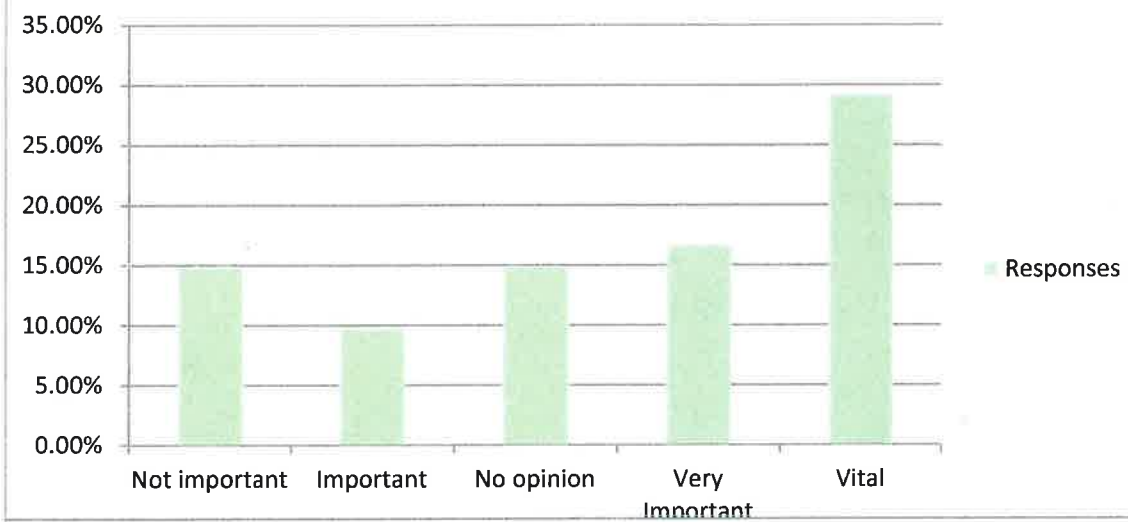
Mulmur Community Survey

For each question below, check the number that best fits your opinion on the importance of the issue.

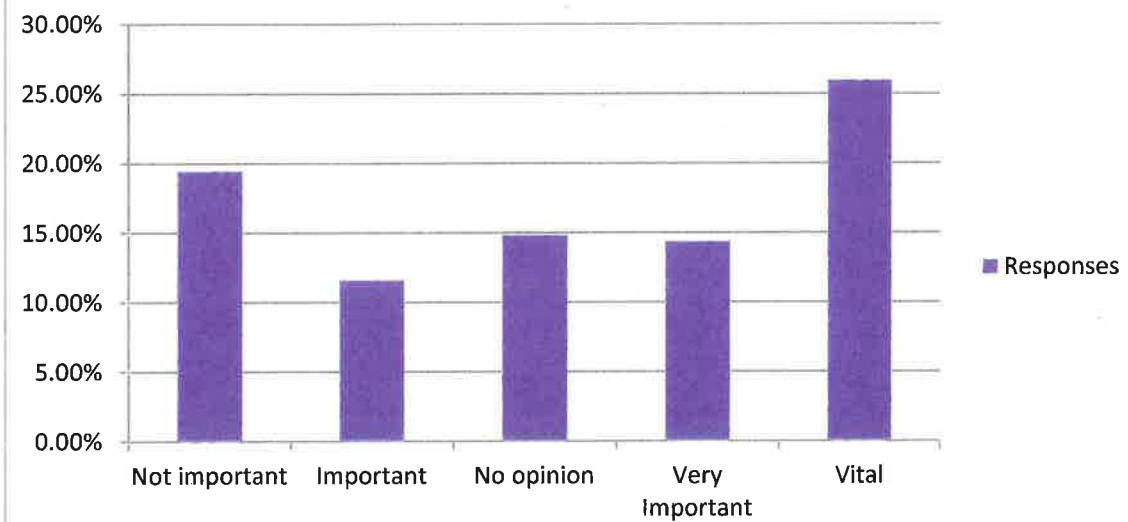
	Not important		Important		No opinion		Very Important		Vital		Total
Mulmur should retain its rural and scenic character above economic development and more houses.	5.09%	11	9.26%	20	3.24%	7	22.22%	48	47.22%	102	216
Mulmur should protect the farming industry against more severances and farmland from being converted to non-farming uses or new businesses in the Countryside.	4.63%	10	7.41%	16	9.26%	20	23.61%	51	42.59%	92	216
I want increased cell and internet services for my business or to be able to work from home.	15.28%	33	6.02%	13	12.50%	27	14.81%	32	35.65%	77	216
I want increased cell and internet services for my personal use.	6.48%	14	10.19%	22	7.87%	17	19.44%	42	46.76%	101	216
I am concerned with the speed of road traffic in my area.	14.81%	32	9.72%	21	14.81%	32	16.67%	36	29.17%	63	216
I am concerned with the noise from road traffic in my area.	18.98%	41	12.04%	26	17.13%	37	14.81%	32	22.69%	49	216
I would like more speed enforcement in my area.	19.44%	42	11.57%	25	14.81%	32	14.35%	31	25.93%	56	216



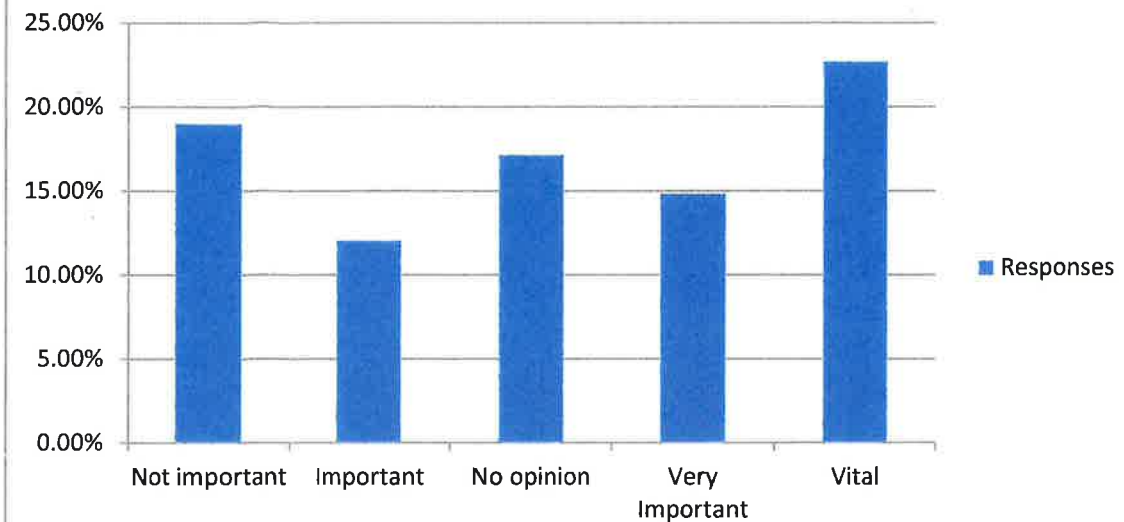
I am concerned with the speed of road traffic in my area.



I would like more speed enforcement in my area.



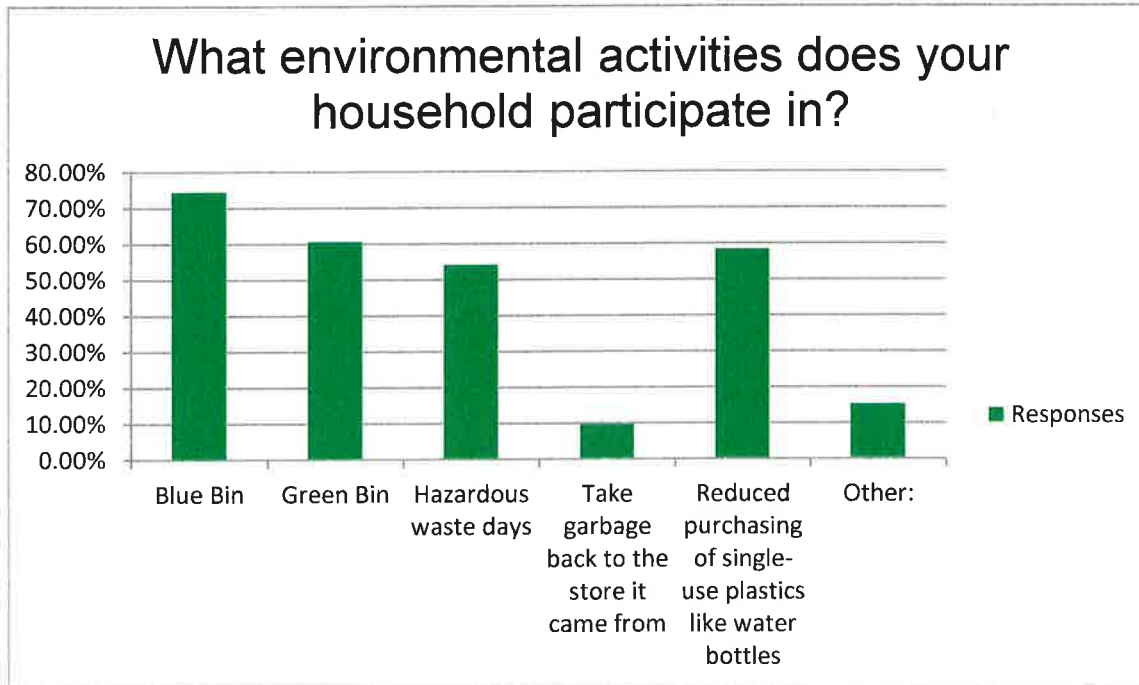
I am concerned with the noise from road traffic in my area.



Mulmur Community Survey

What environmental activities does your household participate in?

Answer Choices	Responses	
Blue Bin	74.54%	161
Green Bin	60.65%	131
Hazardous waste days	54.17%	117
Take garbage back to the store it came from	9.72%	21
Reduced purchasing of single-use plastics like water bottles	58.33%	126
Other:	15.28%	33
Total		216



Other:

Compost

compost at home

Composting

currently take everything back to city with us. Also reforestation and tree management practices

Metals etc taken to Midwest metals

Renewable energy

NA ... do not have pickup

Do my own compost, exercise water reduction strategies, buy only

Norwex cleaning products to reduce chemical use, grow my own

veggies or buy locally

I compost vegetable waste. I plant trees and shrubs that feed wildlife.

try to avoid #6 lids etc. as much as possible

Backyard composting

garden composter

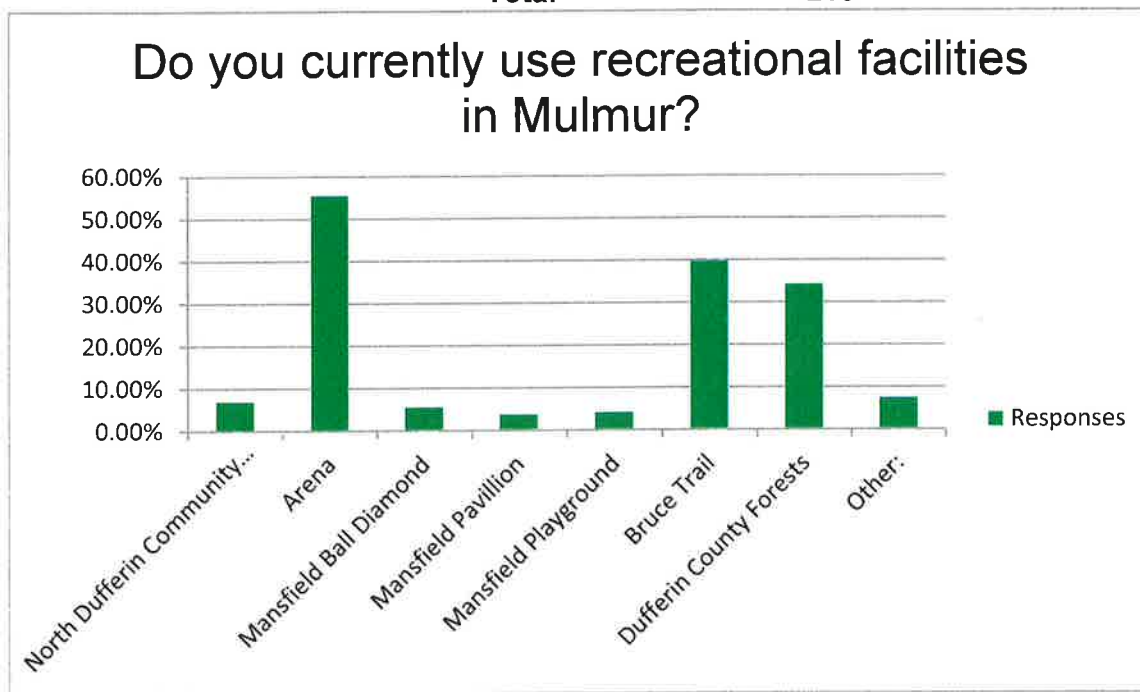
composting, reducing unnecessary consumption/packaging

self composting, green bin is a wasted effort
spread green bin contents along the bush. This saves the environmental cost of pickup and processing
compost, recycle metals, minimal mowing
reusable produce bags, reusable shopping bags, reusable bowl covers
recycle clothing and furniture to appropriate places of need
reuse where possible eg. Plastic bags, containers
wetlands protection
no home
composting
compost on site
use cloth bags
picking up garbage on the road and culvert
we have bees
garden mulch box
plant trees, compost, organic vegetable gardens, pickup roadside garbage
compost
use of grocery bins and reusable bags, organic lawn care and gardening
re-use stores etc
garbage
onsite composting
composting
recycle green bin at home

Mulmur Community Survey

Do you currently use recreational facilities in Mulmur?

Answer Choices	Responses	
North Dufferin Community Centre	6.94%	15
Arena	55.56%	120
Mansfield Ball Diamond	5.56%	12
Mansfield Pavillion	3.70%	8
Mansfield Playground	4.17%	9
Bruce Trail	39.81%	86
Dufferin County Forests	34.26%	74
Other:	7.41%	16
Total		216



exploring the Pine River Fishing Park on foot where four wheelers haven't yet destroyed it.

Mansfield Ski Club

Hiking along Boyne River

Do not currently use any recreational facilities in Mulmur.

Mansfield Ski Club, roads for cycling

Riding through road allowances via dualsport bike

Shelburne Library

no, as most of these are not accessible for a paraplegic

mansfield ski club

park in honeywood not maintained/hard to use

too old

mansfield ski club

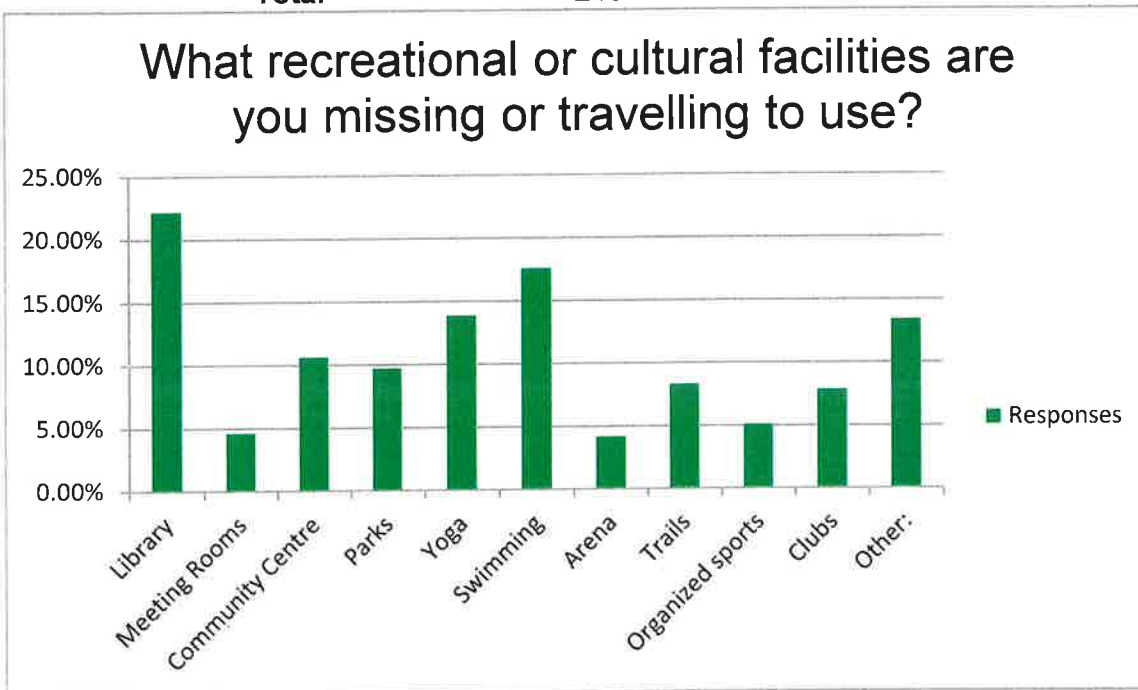
road on weekdays for walking dog

mansfield ski club

Mulmur Community Survey

What recreational or cultural facilities are you missing or travelling to use?

Answer Choices	Responses	
Library	22.22%	48
Meeting Rooms	4.63%	10
Community Centre	10.65%	23
Parks	9.72%	21
Yoga	13.89%	30
Swimming	17.59%	38
Arena	4.17%	9
Trails	8.33%	18
Organized sports	5.09%	11
Clubs	7.87%	17
Other:	13.43%	29
Total		216



Other:

Atv trails and Being able to Drive on roadside to access trails

nothing right now

skiing (due to cost of Mansfield ski club)

none of the above.

Tennis League

Tennis Courts

splash pads

shelburne library

book clubs

cards

badminton
mad river golf, devil's glen ski
tai chi
fitness groups
tennis courts
tennis
tennis
field trails
restaurants
church seniors gathering
mad river golf club, osler ski club, free skate at arena
mansfield ski club, shelburne golf club
places to canoe/kayak
exercise facilities for seniors
hockey, lacrosse, basketball
devils glen (ski), mad river golf club
service club, rotary, tai chi
water and taxes
local events by area
outdoor movie night at township office
tai chi
theatre group, archery, competitive dance
curling
badminton
tend to use creemore facilities due to location

What would you like Council to save resources or money on over the next four years?

garbage collection should be every 2 weeks not necessary every week
Roads
Not quite sure.
We need better internet and cell coverage, and my road is a mess
My sense is that they are doing a good job with already limited resources and should just continue to be mindful and resourceful when possible with the funds they have.
improvements to the township office are costing too much.
administration costs
not sure
I'm fine with our current tax rate and would like to see budget spent on the upkeep of our vital services.
Road maintenance that promotes/attracts high speed traffic. River Road et al are so pristine, they've become private race courses for speeders on bikes and cars.
None
stationary - please continue to use online options where available
Municipal By-Laws
Unknown
Anything regarding speeding. I hear complaints but no amount of policing makes a difference. People speed.
Capital works without proper engineering or planning
Waste collection on Town Line. Two separate collections presently - Simcoe and Dufferin
Lower water rates and more households contributing to water reserves rather than just Mansfield Ridge. Also farmers should also contribute their fair share.
Close Terra Nova Pub - biker hangout, drug related activities, dangerous parking on street as parking lot overflowing
Paving roads. Pave fewer roads around Mulmur and we will not have the traffic problems that we now have. The only thing that saves the 4th line from being a race track to 17 is the gravel from 5th sideroad north. Save that money to install speed bumps on River Road and Cty Rd 17
not sure -----need to understand the total picture - ie needs and current spending...
No opinion
work within budget, no overspending and increasing taxes
Eliminate third party cost of policing the township's dog tag policy.
wages
Stop supporting the NCVA and Niagara Escarpment
reduce office staff by 3 persons for 4 years to finance road equipment purchase
keep dufferin county council effectively controlled by orangeville out of our pocket
sometimes it looks like the snow ploughs are out looking for snow. Waste fuel and wears out machinery
mulmur day

cut down on use of road salt and serated grading/plowing
status quo - can't see much room to scrimp
forget about commercial developments
legal fees
we don't need paved dragways for motorcycles
the budget has always been a thoughtful process unfortunately probably a do more = less time for mulmur
you have to invest to make mulmur great
public events
non essentials
doing a great job, thanks
not sure
keep taxes to rate of inflation, reassessment is not an excuse to raise taxes, the rate must decrease in proportion to the assessment base increase to keep taxes low. Another year of 97% tax increase. This is not acceptable amd is unafforable. Farmers are not receiving a 97% increase in farm income. Government should also not receive such an increase
travelling by councillors
fishing
resources
little used cultural facilities
cutting the grass back from edges of river road, it encourages speeding and has become a highway
since we do not receive any information about how the council spends tax payers money we cannot comment. If the council would provide a yearly report we would be able to provide a more insightful response to these two questions
to get natural gas, cell and internet (5g), you know 20th century stuff
keep tax dollars down, if tax rates went down by 2.12% for residential and farmlands 8.72% why am I paying \$51.71 more than 2018
gas line
forests, wood lots etc
community building events and resources
learn(and take action) about property owner who abuse tax rebate programs(i.e. farms which haven't been farmed in years. Reduce cost where possible i.e. stop mailing info on glossy paper
recognize there is increased costs associated with printed matter to t/p, but not everyone is or wants to receive online format
less money on honeywood arena
don't maintain unopened roads signed "no winter maintenance"
toilets in mansfield
roads, is cutting roadside grass a necessity
save \$ on unproductive staff
keeping us rural - lets not turn this into a city just because a large portion of our population has come from the city doesn't mean the rest of us want to the city here!
all non essential services, particularly "event" days, committees

What would you like Council to spend resources or money on over the next four years?

more parks and contribute to the reclamation of the Pine River Fishing Park
Reducing traffic and maintaining the rural beauty of Mulmur
Road improvements and speed enforcement on airport road and on hwy89
Roads
Recreation, outdoor events (preferably physically active), music opportunities.
Internet and cell service, I'm almost considering leaving the area due to this
Training on proper road maintenance(how to run a grader)
Affordable, reliable high speed internet
Improving internet is very urgent. All Canadians should have equal access to high speed internet.
Motorcycle calming initiatives. Noise bylaw for motorcycles.
speed and noise reduction. especially motorcycles!!
How about a new sign on Airport Road north of #89? Like the design but it is looking very weathered and worn.
Maintaining roads
paving highly erodable roads, i.e. high and moderate traffic hilly roads
parks in Mansfield, dog park
The bridge on 7th Line E needs repair urgently.
better internet speeds and cell towers
Clean tech development @ Primrose, vehicle speed & noise enforcement. Also land owner awareness and extermination program on phragmites in Mulmur!!!
curbing motorcycle tourists
Maintaining roads, enhancing internet access, contributing towards transportation for mobility constrained persons.
Focus on keeping things beautiful the way they are and bring the community together by supporting local businesses. What makes Mulmur so beautiful and amazing is the rural atmosphere and lifestyle; the area is generally safe and crime is low. Economic and social expansion would drastically change the area - developers would benefit, homes would be built and businesses would expand, but Mulmur would no longer be Mulmur - it's character and charm would vanish. Residents living here don't want this; if they did, they would live somewhere else (Vaughan, Aurora, Brampton, Orangeville, Collingwood, Barrie, etc.). Please keep Mulmur beautiful and free. Recent changes to zoning laws are becoming prohibitive to farming; putting up a barn is no longer simple task. Please relax rural and farmland zoning so we can do our work.
Reducing spending
We need better high speed internet options
Internet. Our home-based business suffers. Can't even get LTE here. Our monthly bill is triple digits for 100 Gigabytes. Ridiculous.

Council should spend money on bringing tourism to Mulmur. Sharing our County forests with more than just hikers, mountain bikes, and horses. Allow ATV's or dirt bikes into the forests, these people have money and would be willing to pay to access them. Fix up the designated business areas (Mansfield, and Primrose).
community events
Mountainview Road pavement is failing. Ditches need regrading. Storm water pond at 15th side road and Airport Road is silting up and full of trees. Easement areas are not maintained and are now swamps and mosquitoes. Regrade all shoulders in subdivision. Repave after engineering review.
Faster internet and cell service
Paved roads - Mulmur Tos Townline
Enforcement of by-laws to keep Mulmur beautiful, road-safe, compliant land use.
Roads - especially the gravel roads
Better maintenance of roads in the winter and more communication of winter road closures at an earlier time of day as a lot of us commuters are leaving before 6:00 am in the morning.
Reducing speed and volume of traffic on 20th SR. There will be fatalities on 20th sideroad with speeding motorcycles. Children and pets are not safe. 80 K a hour is totally excessive for turns and line of sight.
Traffic, litter, and dumping strategies. We are becoming a roadside dumpsite for many driving through our area.
develop a cohesive plan around recreation - a great asset in Mulmur, that can boost activity and support the local businesses and establishments.
I would take out the bridges over the Boyne - so that you don't have to keep repairing them every few years due to flood ice damage.
Preserving rural character
More Bylaw Enforcement!!
To maintain the beauty and peacefulness of Mulmur.
depends on what they are considering
speed enforcement, especially on Airport road. High speed internet
Better grading and more lime spraying of gravel roads to reduce dust clouds.
road paving
Promoting businesses that increase the charm and character of Mulmur, education, conservation of nature.
sidewalks, lack of cell and internet services, improving the look of Mansfield (general store/gas station area)
purchase a gradall at cost of 463,000 financed over 4 years
please see attached letter (Gary Corlett)
securing a replacement township gravel pit
making more affordable housing/land purchases available
clean up or widen ditches & driveway culverts
increased communication, more recreational opportunityies, increased recycling
properly repair pot holes in roads instead of just dropping in ashphalt like it was a shovel full of dirt
cell, internet, roads
load improvement, snow road clearing, police surveillance, fire department support
stringent fire control measures, pursue the CEP, enforce ATV by-law

anything that supports 1 and 2 above
protecting forest areas
cell/internet services, community events, road maintenance
enforcement of road noise pollution on river road
developing a business park = services (primrose) to attract business and employment opportunities
roads and bridges
social services, I am a senior with multiple chemical sensitivities that limits my social life. I would like a person to talk to, to help me find people to help me occasionally
no more severances
find ways to reduce motorcycle noise
internet for all of us, road signage
high speed internet solutions
keeping roads in good condition
paving 5th sideroad from prince of wales to townline
help to stop the greenwood pit between 4th line mono and 3rd line mono, decreased agricultural land, decreased well water levels, decreased bee population and natural animal habitats
plow centre road between 10 sideroad and dean often enough that we don't have to dig home from the highway
return envelopes for property taxes, snow removal and road maintenance
maybe we can assign a small budget for collecting garbage from our beautiful roads where people throw away coffee cups, tissue
environmental efforts
internet services, checking unpaved roads after rain
road maintenance and snow plowing
internet access, upgrade cell service
ensuring that rural/scenic feel is protected in mulmur
upgrading internet service
roads, cutting grass and keeping roadside clean
business developments
fishing
roads and environment
focus on getting young people active and eating properly
roads
new signs for terra nova on river road and eliminating the unnecessary ones
grading road and some gravel
Safe bike riding trails beside 10th sideroad from mansfield need safe road trails from mansfield (10th sideroad) to 5th line to 4th line and back to mansfield. The provincial government had provided grants to apply for this type of trail but you dropped the ball and didn't apply. This way/trail along the 10 sideroad is very busy and unsafe
Make a better place to pick up our mail. Last year many times I just about fell because of pure ice and it was pure mud in front of my box. Find a better place please, please don't wait too long something can happen. I have used my car it is dangerous
to get natural gas, cell and internet (5g), you know 20th century stuff

internet and cell. Add to mansfield park
improve rural roads
traffic enforcement - speed on airport road
create things that many residents would use such as trails next to roads for hikers, bicycles, horseback riding to permit residents non-vehicle access to parts of Mulmur via our roads.
traffic & speed enforcement
enforcing noise bylaws
pave rural roads, community center (swimming pool)
more culture/less gravel
dust suppressant on dirt roads
update the honeywood arena
ban or enforce atvs on all mulmur roads (opened or not) parking lots at bruce trail accesses, revenue possible
more accessible transportation options
cultural/community events
let the county handle econmic development
just keep doing what you are presently working on
essential services
keeping us rural - ;ets not turn this into a city just because a large portion of our population has come from the city doesn't mean the rest of us want to the city here!
retain rural and scenic character of region
invasive species, especially the threat of phragmites
tree protection along municipal right of way
recouping lost tax revenue from commercial businesses and building/renos w/o building permit ie MPAC, I would welcome a conversation with Janet
refer to the vital opinions on the priority statement, reduce speed, hidden driveway sign at 20th and river road. Rubber speed bumps on river road, its like mosport here on the weekends. So noisy!
winter road maintenance, by-law enforcement



COMMUNICATION STRATEGY

This strategy is the Township of Mulmur's implementation of its strategic plan goal to improve communication. Mulmur asked its residents what they want to know, and how they want to know about it. This communication strategy is Mulmur's commitment to engage with its community and actively listen to its residents and ratepayers.

Within this strategy is an implementational flowchart that will assist staff and those assisting on Township initiatives, projects, studies and policy development.

GOALS OF COMMUNICATION

1. To communicate to our community:
 - a. with the information they want,
 - b. delivered in the way they want to receive it;
 - c. to hear what they would like to tell us;
 - d. to develop a constructive feedback cycle.
2. To make informed decision making, reflective of a transparent and inclusive communication process on the things that matter most in Mulmur.

GUIDING PRINCIPLES

1. **Respectful**
(Mutual respect dialogue delivered to all, with appropriate and timely response and respectful of recipient's valuable time)
2. **Relevant**
(Early involvement, timely and useful communication)
3. **Readable**
(Clear and accessible communication using plain language)
4. **Reliable**
(Transparent, predictable and accountable process)
5. **Sustainable**
(Fiscally and Environmentally sustainable)

YEAR ONE MILESTONES

In order to achieve the goals for communicating in Mulmur, the following milestones have been established as essential for successful communication in Mulmur.

- Increase confidential email list to 80% of households (approx. 1300 addresses)
- Support/market telecommunication reliability and affordability
- Invest in software to facilitate easy and successful transmitting of information
- Appoint Council member as Communication Ambassador
- Update the website
- Council highlights after each Council meeting.

COMMUNICATION PLAN

STEP 1: DEFINE PROJECT – WHAT DO WE WANT TO SAY OR ASK?

Define the project and evaluate the framework for communication, including assessing any cost, timing, logistics or legislative constraints

STEP 2: SELECT ENGAGEMENT TOOL – HOW DO WE GET USABLE INFORMATION?

Determine the highest level of engagement that would be consistent with the usability of the input and select the appropriate tools. Be clear on what elements can be influenced by community input and what elements can not be changed due to budget, safety, legislative requirements or other commitments.

The levels of engagement are:

- 1 – Inform
- 2 – Consult
- 3 – Involve
- 4 – Collaborate
- 5 – Empower

STEP3: DETERMINE TARGET MARKET – WHO SHOULD BE INVOLVED?

Scope the communication based on the project and target market, as well as any statutory requirements.

- ☐ Directly Impacted Public
- ☐ Indirectly impacted Public
- ☐ Groups and Organizations
 - ☐ Community associations
 - ☐ business associations
 - ☐ Ad hoc Mansfield Rec Committee
 - ☐ N.D.C.C.
 - ☐ cultural groups
 - ☐ professional associations
 - ☐ MC2
 - ☐ CORE
 - ☐ Mulmur-Melancthon Facebook
 - ☐ environmental groups
 - ☐ community association
 - ☐ agricultural group
 - ☐ charities and service clubs
 - ☐ religious organizations
 - ☐ not-for-profit organizations
- ☐ Government Agencies
 - ☐ Dufferin County
 - ☐ Niagara Escarpment
 - ☐ Neighboring jurisdictions
- ☐ Province
- ☐ Federal government
- ☐ school boards
- ☐ NVCA
- ☐ Township Council
- ☐ Township Staff Departments
- ☐ Mulmur Service Boards
 - ☐ Mulmur-Melancthon Fire Board
 - ☐ Shelburne Fire Board
 - ☐ Rosemont Fire Board
 - ☐ Police Service Board
 - ☐ Shelburne Library Board
 - ☐ Clearview Library, Adjala-Tos Library
- ☐ Committee of Council
 - ☐ EDC
 - ☐ Community Planning
 - ☐ Road Safety
 - ☐ Event Committee
- ☐ Township Departments/Staff
- ☐ Legal, consultant
- ☐ Statutory Circulation List

STEP 4: SELECT ENGAGEMENT TOOL

Select the appropriate tools to achieve the level of communication selected and reach the target group.

1. Inform

This level of engagement will be used as a minimum to meet legislative requirements, such as Planning Act, Development Charge Act and Mulmur's By-law.

- | | |
|---|---|
| <input type="checkbox"/> Email | <input type="checkbox"/> telephone hotline |
| <input type="checkbox"/> Confidential Email List | <input type="checkbox"/> Posters |
| <input type="checkbox"/> E-newsletter | <input type="checkbox"/> Bulletin boards / billboards |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Scrolling signs / digital screens / mobile signs |
| <input type="checkbox"/> Fact sheet, FAQs | <input type="checkbox"/> Newsletter |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Newspaper |
| <input type="checkbox"/> YouTube | <input type="checkbox"/> News release |
| <input type="checkbox"/> Website | <input type="checkbox"/> election signs |
| <input type="checkbox"/> Interactive tax budget tool | <input type="checkbox"/> tv |
| <input type="checkbox"/> Interactive mapping | <input type="checkbox"/> radio |
| <input type="checkbox"/> info kiosk / public information center | |

2. Consult

Consulting with the community is two-way communication and will be used when seeking to gain information on a specific project/decision with limited options

- | | |
|---|---|
| <input type="checkbox"/> Public Meeting/ public hearing /public information meeting | <input type="checkbox"/> interviews |
| <input type="checkbox"/> Survey | <input type="checkbox"/> Interactive exhibits |
| <input type="checkbox"/> telephone hotline | <input type="checkbox"/> Learning labs |
| <input type="checkbox"/> Town-Hall meeting | <input type="checkbox"/> open house |
| <input type="checkbox"/> public polling/Dot stickers | <input type="checkbox"/> pop-up conversations |
| <input type="checkbox"/> Events, fairs | <input type="checkbox"/> presentation |
| | <input type="checkbox"/> Comment card/forms |

3. Involve

Certain issues will be elevated from consultation to involvement of a selected group to further engage residents on specific issues where there are multiple options to be considered

- | | |
|---|---|
| <input type="checkbox"/> Idea forum | <input type="checkbox"/> workshop |
| <input type="checkbox"/> Digital Engagement | <input type="checkbox"/> tour, field trip |
| <input type="checkbox"/> Café | <input type="checkbox"/> public debate session |
| <input type="checkbox"/> Expert panels | <input type="checkbox"/> Community conversation meetings/kitchen table meetings |
| <input type="checkbox"/> Focus group | |

4. Collaborate

Collaboration reflects the current approach for task-forces, Committees of Council and Board. These groups provide recommendations for Council's consideration. Collaboration will generally be focused by a mandate.

- ☐ Citizens Panel
- ☐ Advisory group
- ☐ boards
- ☐ Committee
- ☐ Consensus-Building Activities
- ☐ Charette
- ☐ task force
- ☐ voting pad (clickers)

5. Empower

Empowerment occurs when the decision-making authority is passed onto the community. This level of engage will be preserved for municipal elections, where stakeholders will be empowered to select the next Municipal leaders

- ☐ Voting/polling website tool, pads & clickers
- ☐ Municipal Election Voting

STEP 3 – DEFINE AND ASSESS THE COMMUNICATION APPROACH

Clearly define the communication approach and assess consistency with the goals and principles of the Communication Strategy and Strategic Plan and previous public input on communication.

The Communication Plan, Strategic Plan and survey all have provided input and/or direction on communication. The proposed communication approach should be assessed to determine consistency with the following Council approved strategic direction and community input:

- ☐ Strategic Plan goals:
 - ☐ “Wider awareness”
 - ☐ “Cost Containment”
 - ☐ “Community Participation”
- ☐ Communication Plan/Strategy
- ☐ Survey results on communication / previous communication effort recommendations/evaluations

STEP 4: IMPLEMENTATION

Determine staff needs, budget, Council direction/approval and Council involvement in the communication project.

STEP 5: CONCLUSION/RECOMMENDATIONS

Analyze the results of communication. Report back to the community on the decision and how engagement impacted the decision.

STEP 6: EVALUATE

Evaluate whether the communication was successful at accomplishing the principles of the communication plan. Determine if any changes are needed to how communication takes place moving forward with similar communication streams.

SAMPLE COMMUNICATION STREAMS

Council Decisions

- email to confidential email list following each Council meeting, highlighting big topics and big decisions and local heroes/interests

Events endorsed by the Township

- confidential e-mail list or include in Council highlights
- bi-annual newsletter
- Townhall meeting table or slide highlight
- Posting on all bulletin boards
- Website calendar and announcement and “pop-up”
- Facebook, twitter

Events not endorsed by the Township

- Posting on bulletin boards to be done by event coordinator
- Website calendar

Township Road Closures

- Website
- Twitter
- Facebook

Garbage Delays

- Website

Budget Approval

- Special public meeting at Council with a minimum of 3 opportunities to comment during question period prior to Budget approval
- Draft budget on website
- Newspapers

Planning and Development Applications

- sign posting on property, direct mailing to landowners within 120m of subject lands and agencies or newspapers ad (Creemore, Alliston, Shelburne)
- website posting

Proposed Major Policy Changes

- website and “pop-up”
- Council public meeting
- Confidential email list
- Facebook, twitter
- Community Conversations or Saturday Townhall Meeting

Good Stories

- Ribbon cutting for new businesses
- Website
- Twitter, facebook where appropriate
- Council highlights
- Newsletter