



AGENDA
COMMUNITY COMMUNICATIONS ADVISORY COMMITTEE
Monday, December 07, 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.

To connect only by phone, please dial any of the following numbers. When prompted, please enter the meeting ID provided below the phone numbers. You will be placed into the meeting in muted mode.

Dial by your location

- +1 438 809 7799 Canada
- +1 587 328 1099 Canada
- +1 647 374 4685 Canada
- +1 647 558 0588 Canada
- +1 778 907 2071 Canada
- +1 204 272 7920 Canada

Meeting ID: 844 1312 6945

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.

Join Zoom Meeting

<https://us02web.zoom.us/j/84413126945>

Meeting ID: 844 1312 6945

Page #

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

Recommendation: THAT the December 7, 2020 agenda for the Community Communications Advisory Committee be approved as circulated.

3 **4. Approval of Previous Meeting's Minutes**

Recommendation: THAT the November 7, 2020 minutes of the Community Communications Advisory Committee be approved as circulated.

5. Election of Chair

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

6 **6. Website Feedback**

Re: Website Feedback from Committee Members

Recommendation: THAT the website feedback changes were discussed.

15 **7. A) Communications Plan – Working Document (Document Review)**
26 **B) Communication Strategy and Calendar**

Recommendation: THAT the Mulmur Communications Plan – Working Document was discussed.

THAT the Communication Strategy and Calendar was received.

8. Items for Future Meetings

9. Adjournment

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



**MINUTES
COMMUNITY COMMUNICATIONS ADVISORY COMMITTEE
Monday, November 09, 2020 at 7:00 p.m.
ELECTRONIC**

Members Present: Councillor Shirley Boxem, Emily Sedgwick, Karen Scully, Ruth Armstrong, Taria van Weesenbeek, Jeanette McFarlane, Communications, Christine Hickey, Recording Secretary, Heather Boston, Treasurer (for website presentation)

1. Call to Order

The meeting was called to order at approximately 7:02 p.m.

2. Declaration of Pecuniary Interest - None

3. Approval of the Agenda

Moved by: Shirley Boxem and Seconded by: Taria van Weesenbeek

THAT the November 09, 2020 agenda for the Community Communications Advisory Committee be approved as circulated.

CARRIED

4. Approval of Previous Meeting's Minutes

Moved by: Ruth Armstrong and Seconded by: Emily Sedgwick

THAT the September 28, 2020 minutes of the Community Communications Advisory Committee be approved as circulated.

CARRIED

5. Review and Discussion of Changes to Website

Re: Brief Presentation by Heather Boston, Treasurer

Staff member, Heather Boston provided an overview of the updates and changes to the website. The Committee provided positive feedback to the updates made. All members will review the new design and provide any suggestions they have to the Recording Secretary for the next meeting.

Moved by: Ruth Armstrong and Seconded by: Shirley Boxem

THAT the presentation from Heather Boston, Treasurer regarding changes to the website be received.

CARRIED

**6. Memo – Township of Mulmur – Communication Options
(Response to follow-up questions for Recording Secretary from September 28 meeting)**

The Committee reviewed the Memo as presented.

**7. Mulmur Communications Plan – Working Document
(Document Review)**

Discussion ensued on the Communications Plan – Working Document, and the communications that have been sent to date. Jeanette McFarlane will review the document and provide feedback on how to best implement the action items.

Moved by: Shirley Boxem and Seconded by: Ruth Armstrong

THAT the Mulmur Communications Plan – Working Document was discussed.

CARRIED

Discussion on having a video message from the Mayor for December was discussed and the following recommendation was brought forward:

Moved by: Ruth Armstrong and Seconded by: Shirley Boxem

THAT the Community Communications Advisory Committee requests that the Mayor prepare a video message for December with the assistance of Staff.

AND THAT the video be included on the Township website and social media.

CARRIED

8. Items for Future Meetings

Appointment of Vice Chair

9. Adjournment

Moved by: Ruth Armstrong and Seconded by: Taria van Weesenbeek

THAT we do now adjourn at 8:38 p.m. to meet again on December 7 at 7:00 p.m. or at the call of the Chair.

CARRIED

Chair

Secretary

Positives:

- I like the Live / Build / Work Nav -- wise to subcategorize this way and in-line with what other municipal thought leaders do

General comments / questions / considerations:

- accessibility requirements -- has this been objectively verified? WCAG 2.0?
- One staff should have oversight over the entire asset to ensure consistent language and tone. There should be a standard style guide as well (i.e. how do you talk about numbers, eight vs. 8. I suggest looking at Candian Press as a start.
- Why are there two search bars? Are 'search' and 'what are you looking for' not the same thing...
- Does this need it's own page? There is so little information on it ... <https://mulmur.ca/build/nottawasaga-valley-conservation-authority>
- I would hope the below icons are informed by something, not picked randomly (?) analytics, customer service calls, etc...

 Agendas & Minutes	 Bylaws	 Garbage and Recycling	 Taxes	 Report A Problem	 Water
--	---	--	--	---	--

Why is this sentence all caps? This is way too hard to read. Also needs a stronger call to action.

Stay In Touch

Sign Up To Receive Information From Mulmur Township Directly To Your Inbox. Check Out The Various Categories Of General News, And Emergency Notifications.

- I do not see any messaging around COVID-19. Municipal partners have been encouraged to repurpose messaging from their respective Health Units.... You can even spin it to turn into a "Support for Business / Residents" message... or a general message on our current level with a call to action to visit the Wellington-Dufferin Health Unit for the most up to date information. Clear public communication is our #1 defence against this virus. See [Town of Oakville](#) as example.

 **COVID-19 Response and Recovery** Find out what's open >

As of November 7, the town is in the Yellow-Protect level under the new provincial COVID-19 Response Framework: Keeping Ontario Safe and Open. Provincial orders remain in effect and we must all follow public health guidelines. x

-- Common questions vs. FAQs... (?) Just a language preference. FAQ is pretty universal.

Specific comments:

Quick links:

- The quick links should not be a complete repetition of the nav.... These should be common pages people use (**informed by analytics...**) 

Town Hall navigation heading:

- The "Town Hall" nav is WAY too overwhelming. I recommend a subnav. I have grouped things that just by looking I can tell can be amalgamated under subnavs.
- If you don't want to do subnavs, you could have a general "About" landing page for the following topics (as examples) with links to the various pages 1) Council 2) Budget and Finance 3) Get Involved etc. See [City of Barrie](#) or [City of Toronto](#) to see what I mean in more detail. 



Live	Work	Build	Discover	Town Hall
Agendas & Minutes		Public Meeting Notices		Attending Council
Integrity Commissioner		Council Remuneration		Committees
Boards		Election		Bylaws
Community Grants		Budget		Financial Statements
Accessibility		Strategic Plan		CDM Plan
Asset Management Plan		Civic Recognition		Contacts

Hyperlinks:

Why are you not using hyperlinks to link to other areas of the site? Prime example: on the [property taxes page](#), why not link to the budget page with a Call to Action of "Learn more about the Budget here" or something to that effect. 

<https://mulmur.ca/town-hall/report-a-problem>To who? What kind of problem? This is way too unclear. 

Good morning again,

I had a good look at the website this morning and have a few suggestions. I thought it made more sense to send suggestions to everyone, to avoid duplicates and have an idea of what we all think and are suggesting.

Under LIVE

- In the COMMON QUESTIONS section is it possible to provide links within the answers. I clicked on most of them and, although the information was thorough, it would have been more consistent with  "one click" to have a link to the information available in the answer. Eg. "What is going on in Mulmur?" the response is to check the calendar, but it would be more effective if there were a link to the calendar.
- Education should be under LIVE instead of under the Business category in WORK. I think having Primrose Elementary and CDDHS is sufficient as they are our catchment schools, but also providing a link the Upper Grand District School Board for further inquiries. 

Under WORK

- Under ANIMAL SERVICE - Club Amarillo link does not work, however, I believe that the owners have moved and liked cancelled the site. 

Under BUILD

- Looks good 

Under DISCOVER

- The arena information is under POINTS OF INTEREST, which I find a little odd. Would there be a chance of also having it under LIVE. 
- The information regarding "Hockey Moms (should be without apostrophe s)" is outdated. Could we please add updated info: 
Contact info for Hockey Moms is: Helen Falls at helen_falls@bell.net

Saturday morning hockey at NDCC for women of all playing abilities. Please contact Helen if you would like to join or have any questions.

Aside from the above points, I think the website looks very good.

Thanks

This website is a major improvement from the previous one and the hard work is evident! Congratulations! My (fussy and anal retentive) comments below are my suggestions and observations. I did not look at the entire site but I hope my comments on what I did review assist to create some consistency across the board. I've attempted to view the site as a resident and as someone who has been through a few web development/redesign projects and helped develop content marketing frameworks in my former life!

Overall

I would recommend that the wording, tone and page uniformity on this site be reviewed and modified as needed to remain consistent with the voice of the Township of Mulmur that is/will be used in other communications.

The accuracy and integrity of each page must be ensured as it is managed and updated. There are places where I can see inconsistencies already in this fresh launch. (it happens!) If you haven't already, create specific standards and from that create a website standards document. This will help, especially if there is more than one person managing updates. The danger is that if you're not on top of it from the start, inconsistencies will perpetuate and easily become a dog's breakfast over time.

There are certainly workman-like sections like Build, and Agendas & Minutes etc that need to get the info out and that's that, but even then, consistency in titles, spelling, whether there is a summary at the top of the page or not, using acronyms or not, is important. It looks professional, and it's easier on the eyes making for a nicer user experience. Then, there are other pages such as heritage and arts and culture to name a couple that could use some more TLC for warmer, friendlier tone across the pages that project our pride in what Mulmur has to offer. Even just a few simple sentences at the top to grab the visitor.

Make sure downloadable files are consistently organized. Some pages have them separated with lines, some pages don't. Sometimes there is a file size, sometimes not. Sometimes PDF logo is in front, sometime at back. PDF logo is large and annoying after a while, especially when it's within a paragraph. Sometimes there is bolding on file names, sometimes not. Sometime file names are fully capitalized, sometimes not. Create standards and use them consistently.

Do you have Google Analytics? It would be interesting to keep track of the stats, especially once it is launched out (as in via social media announcements, on hold messaging) to see where people are going and how they navigate.

One final general thought – has there been any discussion about making a section dedicated to kids? Maybe a thought for a future update, to encourage kids and parents to interact.

WEIRD QUESTION ALERT: Why is the large T next to the minus sign or "make my text smaller" symbol and the small T next to the plus sign, or "make my text bigger" symbol. Shouldn't it be the other way around? If this is a standard logo image for accessibility, disregard.



Banner

There is a search on the banner, and one on the top bar as well. Do you need it on the large banner? Could the real estate be used to showcase Mulmur a bit more?

Welcome to Mulmur

A wee bit of heaven tucked away at the north-east corner of Dufferin County.

The About Mulmur paragraph is tucked down at the bottom and hard to see. By bringing some of the wording to the top, and would help bring it to the forefront it a bit more.

LIVE / WORK / BUILD / DISCOVER / TOWNHALL

Nice to see this sectioned out like this. It is getting easier to find things. NOTE: When I see submenus come up when I hover on a category title, I find I don't click on the landing pages for each category, but go right to the submenus that interests me when I hover over them. When I did click the titles, just as a test, I discovered a few things on the landing pages that I didn't understand and also found the wonderful history of Mulmur that I would have otherwise missed. (It might must be me, but wonder how many others reviewing this site did or did not naturally click on the landing pages) In general, I feel the landing page should be an introduction to what can be found in the section with some direct links to the sub sections. A few comments:

Live:

Why is the Local Share the first thing I see when I click on the Live landing page? I want to know more about Mulmur and how awesome it is, and how I can get to more information in this section. I'm sure Local Share has an important place, but as a resident looking in, I don't get it.

Per discussion in last meeting, agree that there should be an education section here and possibly the libraries here.

Work:

Landing page is kind of hard to read and wonder what it has to do with summarizing the WORK section in general.

I wonder if the Business Directory would be better served under Live? I can see it both ways...Just a thought. That said, I love the business directory but it has a lot of redundant clicking. Using Champ Burger as an example: I don't want to click Champ Burger and be brought to another page with the same info. Make it a link to the website, or not, and make View location a google map link. Don't take me to that other page yet again when I click View. To make it really snazzy, adding a small logo of each business would look great visually, but I recognize that is a lot of work.

Build:

Landing Page: I'm not sure what Permitting Platform means. As someone who has just been through some planning and permits with my property, if I had to do this fresh and come to this site, I'd be confused. Help me get to where I need to go.

Discover:

When I finally clicked on the landing page for Discover, I saw the history of Mulmur. Maybe I am the only one who is missed this gem of info, but I'd love to see it more upfront somewhere.

Points of Interest

I'm not convinced I'd go to Points of Interest to find what is currently listed there. I was expecting to see Museum of Dufferin there, but then realized it's under Arts and Culture. What else is intended to go into Points of Interest?

Arts and Culture

An introduction to the section would be nice too, to help show off the vibrant arts and culture that exists in our area. Not sure what the criteria is to get on this page, but what about local artisans, musicians, horticultural society? etc... – or is that for the business directory? Maybe a shout out to local area artisans and a link to the section in the business directory. It also helps people keep moving around the site. Would be nice to see a little description of each item that is in this section. Warm it up a bit. EG:

Museum of Dufferin

Home of the Dufferin County Archives, MOD (Museum of Dufferin) features four galleries and four historic buildings that host permanent, long-term and short-term exhibitions and art shows.

LOGO (can also be a hyperlink to the website)

Maybe a google map link vs the text (just a thought)

Purple Hills Arts & Heritage Society

Fostering community through cultivating and celebrating a broad range of arts and heritage activities in Creemore and area.

LOGO (maybe should be a hyperlink to the site as well as the Visit website box)

What is the arts.heritage.community there for?

Heritage

The photos don't go anywhere. You click it and it's just the photo again. There should be some facts and stories about the building/site otherwise it's just a let down. If this is a work in progress, please disregard these comments. I suggest that each photo takes the user to a page that has the photo and some cool history about the building. Or, keep it on the same page, make consistent sized photos and next to it have a couple of sentences of neat info about the building or site, and people can scroll down to read it.

TITLE: Historical Info / Heritage Properties

Suggest not using shortform "info" - doesn't look professional. Also, would be nice to get a sense of the community pride that Mulmur township has for these heritage building. The text is very workmanlike and cold. Can there be some wording created that would introduce the

section with a bit more warmth and encourage people to spend some time perusing the images and learn more about the history of the building in our area.

Trail Maps

Am thinking this is still a work in progress. Again, some introductory wording to encourage people to check out the amazing trails and hiking we have in the area.

Another suggestion would be to potentially rename this section that will allow it to incorporate a variety of information and available experiences geared to nature in our area. That's such a huge part of the beauty of the township that could be leveraged. It also allows you to expand this section and not be limited to just trails and hiking. Just trying think out of the box.

Email Subscription

Email subscribe should be more visible vs at the bottom, and should be accessible from all pages, not just the home page. If our goal is to encourage sign up, it should be easy to get to. I'm not totally convinced where the sign-up section is now, hidden at the bottom of the home page with generic wording is going to produce more email registrations.

I like the Stay in Touch title.

Wording: "Sign Up To Receive Information From Mulmur Township Directly To Your Inbox. Check Out The Various Categories Of General News, And Emergency Notifications."

Watch grammar. The above are sentences, not a title.

Perhaps if the reader can be enticed with a concise **What am I getting and how often**, right upfront, they may be more encouraged to click the button. Then once they click, it can get into some more exciting detail above the form fields of what they can expect, so they are more likely to enter their email.

"Check out the various categories..." Makes me think I can go somewhere to get more info on what I'm signing up for. Doesn't seem I can check that out anywhere.

I suggest some wording that can be included to give a sense of how often I would get emails. If I'm thinking it's going to be a daily update, I won't click the button. These days there are so many daily "info" emails flooding into our inboxes. You want to be sure this isn't the perception that a visitor might have here.

Can the email subscription be listed in the quick links too?

Or, have it also at the very top nav bar somewhere?

UNAPOLOGETIC SIDE BAR COMMENTARY ALERT 😊: Would love to see some sort of eco/green angle for encouragement. "In an effort to reduce the amount of paper used blah blah blah... might help people feel good about subscribing and might increase the number of sign ups.

CAVEAT: Not sure how sophisticated the township's backend tracking is of who has signed up for electronic vs who hasn't, so one would want to be cautious of using a green story to encourage people to sign up for email updates, and then send them a paper newsletter as well.

I think it's a great angle, and a savings in postage and printing costs if the township can track who has subscribed to a specific communication method.

Knowing this kind of thing would help us propose more meaningful and effective wording and allow us to help build the communication foundation: Who are we sending to, what are we sending, how are we sending, how often?

Agendas and Minutes

Use of acronyms here is confusing when I look at it. Not sure most residents know what CCAC MMFD NDCC PSB stand for and I'm not sure why I would click for more info on that if I don't know what it means. I have to download the agenda package to read the title of what it means to find out if I'm interested. Perhaps it's a character or real estate limitation? Or is it possible to make those title smaller so they fit if spelled out.

If using acronyms keep it consistent, sometimes I see the full name spelled out. "Economic Development Committee is spelled out but PSB isn't, for example.

Latest News

I like latest news. Easy to get to and very visible.

Report a problem

Not quite sure of the purpose of this page based on the wording above the form. Seems like a general Contact Us form, yet I'm here to report a problem. But now I don't know what kind of problem is okay to report and when I'll hear back.

Having a question or concern is not necessarily the same as reporting a problem. Begs the question, what constitutes a problem? What kind of problems are appropriate to report here? I would consider rewording the section title, or the body text to make the purpose clearer, examples of the kind of problems to report and when they can expect a response. I'd be less likely to fill in a form vs going to the contacts section and reaching out directly if I don't know when I'll hear back. Also, is there an opportunity for their question/concern to be answered via the common question section? Maybe a link to it? Thinking out loud:

Spot something that needs attention in your community? Street sign missing? Giant pothole eating your children and pets? We're here to help. Get in touch by filling out the form, and we'll get back to you within 24 hours. Need township help right away? Reach out directly at 123-445-3435 during business hours.

Would a drop down with some categories visitors can choose from to help them define the nature of the problem be of value?

Or, moving the whole form to the Contacts Section, and use that "Report a Problem" section for something else.

Contacts

Nicely laid out. I would suggest having a hyperlink to the "common questions section" so it's easier to get to and don't have to look for it. Would be nice for staff to have photos too 😊



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"/> ratio |
| <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 farce
- 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

Amalgamation of Communications requirements

Information Item	Stream/Vehicle	Frequency /Trigger	Inputs/ Accountability	Action Items/Recommendations
Council Decisions and highlights	confidential email list following each Council meeting	Monthly	CAO	Establish monthly newsletter template for monthly e-highlights. Posted to website Paper copies to be made available (discuss further)
Budget Approval	<ol style="list-style-type: none"> Public meeting at Council with a minimum of 3 opportunities to comment during question period prior to Budget approval Draft budget on website Newspapers Q: other options?surveys, virtual town halls? 	Annually		Establish monthly newsletter template for monthly highlights For budget: 3 notifications. Upcoming, presentation, final approved.
Events endorsed by the Township	confidential e-mail list or include in Council highlights bi-annual print newsletter Townhall meeting table or slide highlight Posting on all bulletin boards Website calendar and announcement and “pop-up” Facebook, twitter (other??)	Monthly and ad hoc		Include in monthly newsletter. Website calendar and “site pop-up” Consider Communications Committee and event ambassadors to promote at other events
Proposed Major Policy Changes	<ol style="list-style-type: none"> website and “pop-up” Council public meeting Confidential email list Facebook, twitter Community Conversations or Saturday Townhall Meeting 	As occur		<ul style="list-style-type: none"> • Include in monthly e-newsletter. • Website banner (How long to do this?) • Town hall either virtual or both. • Invite comments and report out. • Regular mail.
Events not endorsed by the Township	<ol style="list-style-type: none"> Posting on bulletin boards to be done by event coordinator Website calendar 	As occur		Website calendar? Has to be endorsed to come from township. Paid advertising for newsletter. (discuss further and obtain staff opinion)
Township Road Closures	<ol style="list-style-type: none"> Website Twitter Facebook <p style="color: blue;">Long term road closures could be listed on a print out available at the township office for anyone without</p>	As occur		Website update emergency’ banner Along the same vein (reoccurring announcements/ news) could we have a specific icon or widget we could enact when there is a fire ban in place? (example?)Then people will ‘get used to’ checking these Monthly email blast for planned events, bulletin email, twitter, facebook for unplanned

	internet and/or on the mail out newsletters			
Garbage Delays	<ol style="list-style-type: none"> 1. Website 2. Twitter 3. Facebook 4. 			Same comment as with fire bans / road closures etc.
Planning and Development Applications	<p>Sign posting on property direct mailing to landowners within 120m of subject lands newspapers ad (Creemore, Alliston, Shelburne) Website posting</p>	Ongoing		<p>Create Separate tab on site (archive) Generic FYI in Newsletter directs to Township website. Add to current process: inform residents within (x) meters.</p>
Community Stories	<ol style="list-style-type: none"> 1. Website 2. Twitter, facebook where appropriate 3. Council highlights 4. Newsletter 			<p>This type of news is perfect for social and newsletters. Could we think about pitching media, too? Has to be approved by township.</p>

Recommendations/Action List:

Output/Result	Needed Actions For all below – are there some quick wins that can be implemented. (work in progress for action list schedule, I am thinking outloud)
Mulmur Newsletter	
Monthly newsletters in digital format	Recommend a template. Establish branding/name for for newsletter Growing the distribution list. (activities to support this) Ensuring that the monthly newsletter has wording to encourage residents to refer to the website Content suggestion: a "green/eco story" to encourage residents to save paper etc.. by going green and opting for an electronic communications vs paper. That could be content on the website as well as in any resident communication to encourage them to sign up. Q: are we planning to track who has signed up for Electronic and not send paper to those folks. (this may be part of the email communication tool requirements below – ability to track who has signed up for e communications and those who want paper)
Paper Newsletter for tax inserts	CCAC to recommend content based on monthly e-newsletter Staff to forward schedule with reminders
Creating a new template for Council Highlights (and monthly newsletter??) Note there is currently a weekly update that gets sent from the CAO. It is THE monthly newsletter that communicates council highlights and all relevant monthly news in one package.	Determine what formats are available now. Review examples and recommend ideal product. (Christine/Heather to provide) This is key to creating/enhancing the vehicles the township uses communicate. Determine what Electronic and print versions of newsletter there are and use these as the jumping off point.
Recommend Email Communications Tool	CCAC to draft a list of business requirements (what do we want an email tool/product to be able to do? 1. Auto send and schedule 2. Provide template variety 3. Mobile friendly 4. Segmentation of topics 5. Survey tool (data gathering, execution)

	<p>Quick Win: CCAC should review and guide on email communication protocol and best practices. I just got an email from Mulmur township. The content was great. Good links to guide residents to get more info. BUT the signature was:</p> <p>Cheers,</p> <p>I want to unsubscribe from this mailing list.</p>
Mulmur Website	
Schedule and outline of opportunities to contribute to new website	<p>Recording Secretary to request a schedule for the release of the updated website and information on how committee members can provide feedback.</p> <p>Recommendations: calendar tool, banners, pop-ups, navigation, functionality, consistency, etc.</p> <p>Identify approval process for content and design.</p>
Request to confirm the total number of notice boards in the Township	Tracey/Christine
Ensure residents know what they will get by signing up to the communications list.	<p>CCAC to draft and advise wording to be placed on website and in communications going out that will encourage residents to add their name to the distribution list, and requested that the Recording Secretary determine if they can proceed to send this out and how the approval process would work. As well, is there a staff member that can work on preparing and sending out.</p> <p><i>Wording example I stole from another site! "Sign up today to receive summaries of Council meetings, community information, events, volunteer initiatives and other important matters."</i></p> <p>Similar wording, which could also incorporate a "green message" if you want to go that route, can be used on Mulmur website <u>and any other communication</u> to encourage sign up.</p>
Other Communications	
Communications out to be available by phone.	<p>Request to check on the possibility of having key information available as an option from the phone system Tracey/Christine</p> <p>Potential Quick Win - Do you have on hold messaging that can revised to include a generic message to encourage residents to visit the website and also sign up for timely news. EG:</p>

	<p><i>Please hold while we transfer your call. Did you know that the Mulmur Township website has important resident information right at your fingertips? Visit www.mulmurtownship.ca to stay in the know. Mulmur township is going green.... Sign up for our monthly newsletter to get important resident information like council highlights, community information and events. Etc. etc. etc...</i></p>
<p>pop up banners on the website to relay time sensitive information</p>	<p>CCAC</p>
<p>Determine if the Mayor and other members of Council would provide a quarterly update</p>	<p>Draft a schedule in conjunction with staff. Video and written updates.</p> <p><i>Quick win: staff member creates a max 5-minute quarterly summary that Mayor can read from. Content linked immediately to social media and also, can send out as link in e-newsletter. Call it something clever – EG Coffee Break with Mayor Horner. Or Mayor's Corner etc...</i></p> <p><i>Other option? "Spotlight on Council" each council member does a 2-minute bit on themselves and what there are doing, the importance of why they do what they do etc. Highlight one council member per quarter to spread it out? Not an ongoing thing, but something to put face to name.</i></p>
<p>Feedback from residents as to their preferred method for receiving communications. (done via survey – surveying can be an ongoing activity) results above.</p>	

MULMUR COMMS STRATEGY Implementation 2021

Purpose:

- Purpose of this document is to provide an overview of the collective comms committee thinking
- Develop a strategy highlighting a road map for Township communication beginning in 2021
- Provide a calendar for implementation

THINKING - STRATEGY – IMPLEMENTATION

GOALS:

- REACH AND FREQUENCY: Increased connectivity and engagement
- DEPLOYMENT: Share information in a timely fashion
- INCLUSIVITY: Drive Community Spirit

CURRENT FOLLOWING:

- Email Database: 780 Target: 1,800
- Social Media: 341 followers (43 new in November)

STRATEGY:

- Connect Mulmurites through engaging, inspiring and valuable content that is relevant and meaningful

REACH: **CARE & SHARE CONTENT**

CARE:

- Content that is factual helpful, and valuable to residents
 - Include elements of human interest

SHARE:

- Short and snackable - primarily digital (diverse mediums)
 - Goal: sustainability, speak to Mulmur's green brand

FREQUENCY: (See Calendar)

GENERIC MONTH

2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 VIDEO MESSAGE	2	3	4
5	6	7	8	9	10 COUNCIL HIGHLIGHTS	11
12	13	14	15 MONTHLY DIGITAL NEWSLETTER	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30 WINTER/SUMMER Printed bulletin	31	



MONTHLY PLANNER

COUNCIL HIGHLIGHTS

First Friday after meeting. Sent via MAILCHIMP

TO: Factual

Template

MONTHLY NEWSLETTER – MULMUR MATTERS

Sent 15th of every month via MAILCHIMP,

TO: PERSONABLE human interest blurb Highlights under key strategic pillars

Template

WINTER/SUMMER BULLETIN THE SIDEROAD SCOOP

Printed sent via mail twice a year, key dates, Mayor's Message, helpful information key numbers

June 30/Nov 30

TO: INFORMATIVE

Template

VIDEO MESSAGING

Quarterly, 4 times a year. Max: 1 min 30secs

Tie to strategic plan and deliverables: highlight accomplishments

February 1

May 1

August 1

November 1

TO: Factual, HUMAN

SOCIAL MEDIA

Drive to website for more information

As necessary: weekly

TO: HELPFUL/FUN