



**AGENDA**  
**COMMUNITY COMMUNICATIONS ADVISORY COMMITTEE**  
**Monday, March 8, 2021 at 7:00 p.m.**  
**ELECTRONIC**

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Page #

**1. Call to Order**

**2. Declaration of Pecuniary Interest**

**3. Approval of the Agenda**

Recommendation: THAT the March 8, 2021 agenda for the Community Communications Advisory Committee be approved as circulated.

3

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

Recommendation: THAT the February 1, 2021 minutes of the Community Communications Advisory Committee be approved as circulated.

6

**5. Website Changes and Updates**  
**Re: Website Changes Report**

Recommendation: THAT the report regarding the website changes and updates was received and discussed.

**6. Communications Update**

- 11           a) **Distribution List Update (Verbal)**  
12           b) **Communications Plan – Process and Implementation**  
13               Calendar and Strategy  
15               Communications Plan – Working Document (Status Update)

Recommendation: THAT the Communication updates were received and discussed;

AND THAT the following action items be implemented: \_\_\_\_\_

26           **7. Monthly Theme Ideas (Newsletter)**

Monthly Theme Ideas List - May and June

Recommendation: THAT Monthly Theme suggestions for the May and June newsletter were discussed;

AND THAT the following monthly themes for May and June be provided to staff to be included in the appropriate communication items: \_\_\_\_\_

**8. Subscription Form – Landing Page (Verbal)**

Recommendation: THAT feedback for a landing page to the subscription form was discussed.

AND THAT the following action items be forwarded to staff for consideration:

**9. Items for Future Meetings**

**10. Adjournment**

THAT we do now adjourn at \_\_\_\_\_pm to meet again on  
\_\_\_\_\_ at \_\_\_\_\_ pm or at the call of the Chair.



**MINUTES**  
**COMMUNITY COMMUNICATIONS ADVISORY COMMITTEE**  
**Monday, February 1, 2021 at 7:00 p.m.**  
**ELECTRONIC**

Members Present: Councillor Shirley Boxem, Karen Scully, Ruth Armstrong, Taria van Weesenbeek, Emily Sedgwick, Jeanette McFarlane, Communications, Christine Hickey, Recording Secretary

**1. Call to Order**

The meeting was called to order at approximately 7:06 p.m.

**2. Declaration of Pecuniary Interest - None**

**3. Approval of the Agenda**

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

THAT the February 1, 2021 agenda for the Community Communications Advisory Committee be approved as circulated.

**CARRIED**

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

**Moved by: Shirley Boxem and Seconded by: Ruth Armstrong**

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

**CARRIED**

**5. Website Changes and Updates (Verbal)**

Township staff are working through the feedback provided and making updates to the current website. Documentation is being created to ensure consistency to the website. There are changes that are not able to be completed and others that require assistance from the website developer.

An update will be provided to the Committee on the items that are not able to be completed at this time or ones that would need to be discussed with the website developer.

## **6. Communications Update**

### **a) Distribution List (Verbal)**

It was noted that the distribution list is up to 787 people. Discussion ensued on ways to ensure the list continues to grow. Need to have a simplified process, the request should only be to add key information. A landing page explaining the type of information they will receive may help to provide clarification on what will be sent to them.

### **b) Newsletter Review**

Discussion ensued on how effective the electronic newsletters are. It was confirmed that they are emailed out and also included on the website. Consider promoting the newsletter on social media or some of the key highlights.

### **c) Communications Calendar and Strategy**

The Committee requested that the Communications Calendar and Strategy be included on the March 3, 2021 Council Agenda.

### **d) Communications Plan – Working Document (Status Update)**

No update at this time

**Moved by: Shirley Boxem and Seconded by: Emily Sedgwick**

THAT the Communication updates were received.

THAT the Communications Calendar and Strategy be included on the March 3, 2021 agenda for Council Review.

**CARRIED**

## **7. Monthly Theme Ideas**

Monthly Theme Ideas – Email dated December 11, 2020

Discussion ensued on themes and items to include in monthly newsletters

February – include road facts and possibly feature Public Works Staff and include pictures, tips for snowshoeing and hiking.

March – Emphasis on “Green”, visit business directory for gardening needs, environmental tips, local arborist to provide some tree tips.

April – promote parks, things to do and places to stay within Mulmur

## **8. Items for Future Meetings**

List of Website updates not able to be completed

Monthly Newsletter Theme Ideas – May

Revised Form – Subscribe to Mailing List

## **9. Adjournment**

THAT we do now adjourn at 8:30 p.m. to meet again on March 8, 2021 at 7:00 p.m. or at the call of the Chair.

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**Chair**

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**Secretary**

# Website Changes Report

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## 6.1.1

### WCAG 2.0 Accessibility Requirements

- The website has been made to be accessible and meets all requirements, we run accessibility checks on it often, to make sure that it complies.

### Consistent Language and Tone

- We have just recently hired Alexis and even though she cannot spend 100% of her time on communications and the website she is working through the website to create a consistent language that is in a professional tone.

### Two Search Bars

- People have said that they have difficulty finding the search bar at the top, so we added the big one on the first page only that stands out. The smaller one at the top is accessible on every other page of the site and allows the top of the page to be consistent from page to page and allows for easy navigation from any page.

### Does this need its own page? <https://mulmur.ca/build/nottawasaga-valley-conservation-authority>

- Council has asked for this to have its own page as it is important information and does not really relate to anything else.

### Icons on the Main Page

- These have not been picked randomly. Managers met and discussed what to put here and the most common questions were put into these links. These icons are what we get the most calls about and what people are most frequently looking for on the site. These topics are most accurately described by using the same headings as the navigation; repetition is not a problem as they serve their own purpose.

### COVID-19 Messaging

- We post regular updates as provided by Wellington- Dufferin- Guelph Public Health in our latest news which appears on the homepage. This is updated almost weekly when a news release is published to keep residents informed.

### Town hall Heading

- Yes, there are many items under this category, and we do hope to work on combining some of the items so that there are not as many categories.
- We do not want to use sub-navigation. We have very few of those on the website as they make it difficult for people to find the information which they are looking for. The previous website had too many subfolders and it was very challenging to navigate. We are keeping it simple and straightforward.

### Not Using Hyperlinks

- We do not tend to do this as when the link changes we must remember the places that had links and change them all which often results in having dead links on the site. To avoid this altogether we are keeping hyperlinks to a minimum.

### Report a Problem

- We have updated this with info for emergencies.
- This is made to be general because it is open for reporting any kind of problems. These may include roads not being plowed or a neighbour building without a permit. People have been using this for its intended purpose. We cannot list all the possible problems since there are too many to name.

## 6.1.2

### Common Questions use of Links

- This is being reviewed at this time and will be updated to contain links. We have updated all the common questions for the current year with better organization based on our departments. We have also incorporated many links for by-laws, external sites, and forms. This will require frequent updating to ensure that the links work.

### Education Information

- The education information is under the business directory instead of LIVE. This is a business directory that contains education and keeping them in the same place is straightforward. We have changed the name to community directory since it is not strictly used for businesses.

### Club Amarillo

- This business link did not work. We have since removed the business from the site as they are no longer operating in Mulmur.

### Arena information

- The Arena information is contained under the Discover rather than the LIVE section. This is taking the perspective of recreation rather than a resident living in Mulmur, as it can apply to all visitors to the Municipality. We have a lot of nonresidents that use the arena. We removed the skating times since they are not current.

### Information for “Hockey Moms”

- This information is not currently on the site, and therefore has not been updated. If they would like to be listed under our business directory under Sports & Recreation, we can add that info there.



### 6.1.3

#### Accuracy and Integrity

- We have been working on consistency across the site and will continue to follow precedent when we are updating to increase professionalism.

#### Google Analytics

- We have set this up and are using it to see how people navigate the site and what pages are used most frequently.

#### Accessibility logo

- We had this logo changed as it was backwards.

#### Local Share

- This information was on the LIVE landing page as we did not have much to include. It has now been changed to promote Mulmur.

#### Public Works Information

- This information is on the Work landing page as this was the best place to put it, we have corrected the formatting on this page to make it simpler to read.

#### Permitting Platform

- This has been included on the Build landing page as we do not want to repeat building common questions here. We have added a new category for information specific to Building Applications and have left the image on this page.

#### Discover Landing Page

- We have now changed this page to the Recreation Master Plan.

#### Points of Interest

- This has been removed.

#### Arts & Culture

- Done

#### Heritage Photos

- You can click on these photos so that you can get a bigger jpg to print, not to provide further information on each property. We do not actually have any info on these properties it is just for interest only. We could remove them from the website.

#### Trail Maps

- We have added a little blurb about the Bruce trail.

#### Email Subscription Link

- This is now more visible, and we have completed this by having the website developers include a Newsletter Sign up button at the top of every page.

### Committee Acronyms

- I have gone through and changed all the meeting names to make it less confusing for residents who are unfamiliar with the acronyms.

## Distribution List Monthly Numbers

December 2020 - 797

January 2021 - 765

February 2021 - 794

March 2021 - 813

# 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

TONE: FACTUAL

Template

## **MONTHLY NEWSLETTER – MULMUR MATTERS**

Sent 15<sup>th</sup> of every month via MAILCHIMP,

TONE: 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

TONE: INFORMATIVE

Template

## **VIDEO MESSAGING**

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

Tie to strategic plan and deliverables: highlight accomplishments

February 1

May 1

August 1

November 1

TONE: FACTUAL, HUMAN

## **SOCIAL MEDIA**

Drive to website for more information

As necessary: weekly

TONE: HELPFUL/FUN

## **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)



## 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. <i>Posted to website</i> <i>Paper copies to be made available (discuss further)</i>
Budget Approval	1. Public meeting at Council with a minimum of 3 opportunities to comment during question period prior to Budget approval 2. Draft budget on website 3. 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	1. website and "pop-up" 2. Council public meeting 3. Confidential email list 4. Facebook, twitter 5. Community Conversations or Saturday Townhall Meeting	As occur		<ul style="list-style-type: none"> <li>• Include in monthly e-newsletter.</li> <li>• Website banner (How long to do this?)</li> <li>• Town hall either virtual or both.</li> <li>• Invite comments and report out.</li> <li>• Regular mail.</li> </ul>
Events not endorsed by the Township	1. Posting on bulletin boards to be done by event coordinator 2. 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	1. Website 2. Twitter 3. Facebook  <i>Long term road closures could be listed on a print out available at the township office for anyone without</i>	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	1. Website 2. Twitter 3. Facebook 4.			Same comment as with fire bans / road closures etc.
Planning and Development Applications	Sign posting on property direct mailing to landowners within 120m of subject lands newspapers ad (Creemore, Alliston, Shelburne) Website posting	Ongoing		Create Separate tab on site (archive) Generic FYI in Newsletter directs to Township website. Add to current process: inform residents within (x) meters.
Community Stories	1. Website 2. Twitter, facebook where appropriate 3. Council highlights 4. Newsletter			This type of news is perfect for social and newsletters. Could we think about pitching media, too? Has to be approved by township.

## Recommendations/Action List:

Output/Result	<b>Needed Actions</b> <b>For all below – are there some quick wins that can be implemented. (work in progress for action list schedule, I am thinking outloud)</b>
<b>Mulmur Newsletter</b>	
Monthly newsletters in digital format	<p>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</p> <p>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)</p>
Paper Newsletter for tax inserts	<p>CCAC to recommend content based on monthly e-newsletter  Staff to forward schedule with reminders</p>
<p>Creating a new template for Council Highlights (and monthly newsletter??) Note there is currently a weekly update that gets sent from the CAO.</p> <p>It is THE monthly newsletter that communicates council highlights and all relevant monthly news in one package.</p>	<p>Determine what formats are available now. Review examples and recommend ideal product. (Christine/Heather to provide)</p> <p>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.</p>
Recommend Email Communications Tool	<p>CCAC to draft a list of business requirements (what do we want an email tool/product to be able to do?</p> <ol style="list-style-type: none"> <li>1. Auto send and schedule</li> <li>2. Provide template variety</li> <li>3. Mobile friendly</li> <li>4. Segmentation of topics</li> <li>5. Survey tool (data gathering, execution)</li> </ol>

	<p><b>Quick Win:</b> 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 <u>unsubscribe</u> from this mailing list.</p>
<b>Mulmur Website</b>	
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>Wording example I stole from another site! <i>"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>
<b>Other Communications</b>	
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>



	<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 <a href="http://www.mulmurtownship.ca">www.mulmurtownship.ca</a> 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>
pop up banners on the website to relay <b>time sensitive</b> information	CCAC
Determine if the Mayor and other members of Council would provide a quarterly update	<p>Draft a schedule in conjunction with staff. Video and written updates.</p> <p>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...</p> <p>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.</p>
Feedback from residents as to their preferred method for receiving communications. <b>(done via survey – surveying can be an ongoing activity) results above.</b>	

**Monthly Theme Ideas**  
**(Feedback from CCAC Committee)**

**February**

Road facts, possibly feature Public Works Staff (include picture)

Tips for snowshoeing and hiking

**March**

Emphasis on "Green"

Visit business directory for gardening needs,

Environmental tips - Possibly local arborist to provide some tree tips

**April**

Promote parks

Things to do and places to stay within Mulmur