

# COMMUNICATION PLAN

## REPORT CARD



**APPROVED BY COUNCIL ON MARCH 19, 2013**

### PURPOSE

The Communication Plan was developed to expand on the Public Communication and Participation Plan created in 2010 and incorporate additional strategies around communication for the Town, identify who the audiences are, what information they are seeking, what the key messages are for the Town and what style and voice will be used to communicate. This will add consistency to the communications which are developed by the Town.

### COMPLETED/OPERATIONALIZED - 83%

Developed a Communications Checklist that is used for communicating/gathering public input on projects, decisions of Council, etc.

The Town implemented the AMANS Records Management System using Laserfiche to ensure information is recorded properly and can be accessed in a timely manner.

A Citizen survey was completed in 2014 and the next one will be completed in the Fall of 2016 to provide input for new Council information as they develop their strategic plan

Committee reports are now prepared and presented at Committee of the Whole.

The Town produces a monthly page in the Grapevine

The Town has printed generic Development Agreement/public hearing signs that are erected at sites to inform the public

The Emergency Communications Plan and Contracts were updated as part of the Emergency Management Plan Updated in November 2014

As part of the annual budget process Council and staff meet with citizens to gather information about their priorities

The Town has and will continue to welcome opportunities to invite students/schools to Town Hall to learn about how municipal government works

An In-Focus Community Newsletter mail out is produced six times a year for water and tax bills. As well, a monthly e-newsletter is sent to subscribers, which has grown monthly.

A Town Council Action Summary is published to Website within one-day of the meeting

### NOT COMPLETED - NOT TO BE DONE - 14%

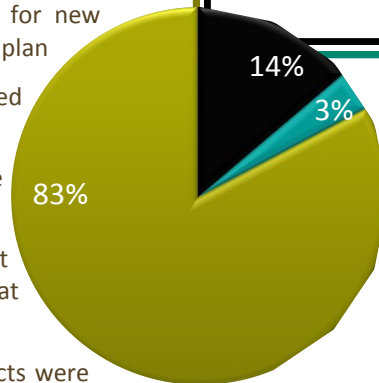
On a rotating basis, council members to host coffee lunches at neighbourhood venues"

Formalize news agencies 'of record' for newspaper, television, radio and online news reporting

Maintain an up to date listing of local volunteers and provide a quarterly communication on upcoming volunteer opportunities with the Town of Wolfville.

### MOVED FORWARD - 3%

Neighbourhood picnics organized by local citizens to engage the community on current events and investments



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**The following recommendation was MOVED FORWARD to be considered as part of the Core Area Action Plan:**

- Neighbourhood picnics organized by local citizens to engage the community on current events and investments

**The following recommendations are NOT TO BE DONE:**

- On a rotating basis, council members to host coffee lunches at neighbourhood venues"
- Formalize news agencies 'of record' for newspaper, television, radio and online news reporting
- Maintain an up to date listing of local volunteers and provide a quarterly communication on upcoming volunteer opportunities with the Town of Wolfville.