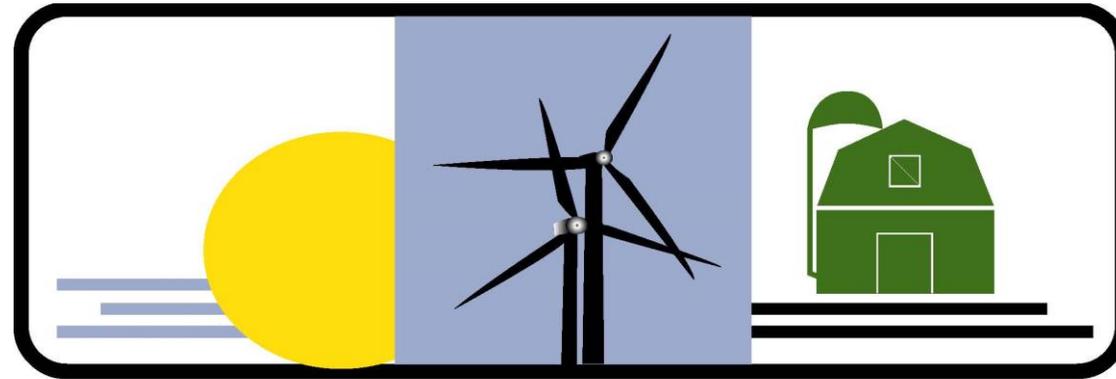


Communications Strategy ²⁰²¹



TOWNSHIP OF
ASHFIELD – COLBORNE – WAWANOSH

A journey towards effective communication.

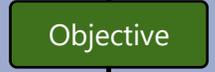
This document outlines how the Communications Strategy is formatted. Each goal has objectives and relevant strategies designed to achieve effective two-way dialogue our stakeholders.



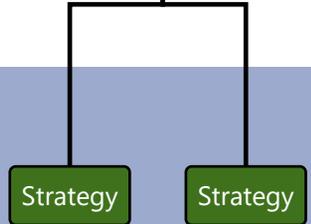
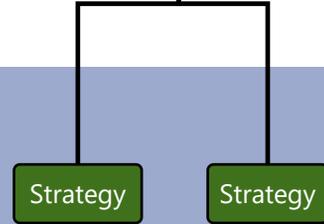
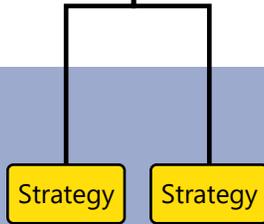
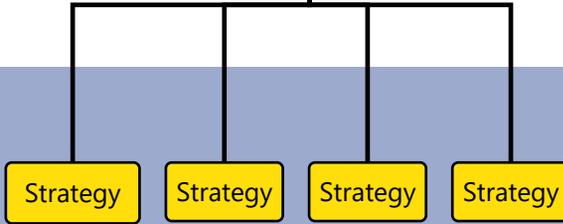
A goal is the aim or desired result.



An objective is a thing aimed at or sought



A strategy is a plan of action or policy designed to achieve an objective



Introduction

The Communications Strategy is a guiding document for the Township of Ashfield-Colborne-Wawanosh in achieving effective two-way dialogue with its stakeholders. Council, staff, residents and ratepayers alike all have an interest in the workings of the organization.



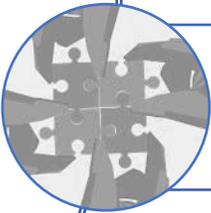
Principles



Encourage **participation** and informed **engagement** across the organization and the community.



Consider **accessibility** and the diverse needs and preferences of employees and the community.



Work in **collaboration** across the organization to provide information that is factual, thorough, and timely.



Respect the privacy and **access** to information rights of all stakeholders.



GOAL ONE

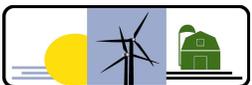
Support and encourage an engaged and informed community.

Strategy 1

Increase opportunities for residents to be informed and participate in local government.

Objective 1
Increase ways in which the Township communicates with Stakeholders

- a. Livestream Council Meetings to enable a new hybrid form of meeting where in-person and remote participation can happen simultaneously.
- b. Create more opportunities for informal feedback (e.g. quick polls)
- c. Create a “How to get involved” section on the website that lists public engagement opportunities.
- d. Explore best practises in public engagement.



GOAL ONE

Support and encourage an engaged and informed community.

Strategy 2

Support a stronger digital presence as a key form of customer service.

- a. Revisit the corporate website to evolve from an information-only based platform by incorporating a variety of technological tools to enhance customer service, including e-government and e-commerce solutions.
- b. Explore opportunities for web-based platforms to facilitate conversation when consulting on major projects in our community.

Objective 1

Increase ways in which the Township communicates with Stakeholders



GOAL ONE

Support and encourage an engaged and informed community.

Strategy 3

Ensure citizen-government relationship is inclusive of all demographics

- a. Explore opportunities to advertise in non-traditional methods that reach all demographics.
- b. Ensure that the process for receiving and responding to feedback from the public is accessible and compliant with the AODA Accessibility Standards.
- c. Encourage and provide customer service training to help employees determine the best way to share information with different demographics.
- d. Balance the use of traditional consultation methods and emerging methods to best suit the situation.

Objective 1

Increase ways in which the Township communicates with Stakeholders



GOAL ONE

Support and encourage an engaged and informed community.

Strategy 4

Foster public pride and confidence in the municipal services provided by the Township.

Objective 1
Increase ways in which the Township communicates with Stakeholders

- a. Revitalize Branding to provide clear, accurate and high-quality messaging that reflects the positive culture of the organization. Consistent templates to establish recognition and familiarity with messaging, regardless of medium.
- b. Engage in storytelling, with positive news stories that highlight the accomplishments of staff, residents, and partners.
- c. Establish a Media Relations Policy to provide more relevant information to stakeholders on complex issues in a timely and pro-active manner.
- d. Introducing an e-newsletter and social media presence.



GOAL ONE

Support and encourage an engaged and informed community.

Strategy 1

Promote and share information on upcoming events put on by community groups, boards and committees, and associations within our Township.

- a. Use Township social media platforms to increase awareness for events and initiatives of groups within our community.
- b. Utilize the Kiosk locations as a place to mirror the notices that get posted online.
- c. Continue to encourage strong Council attendance at the various community functions advertised.

Objective 2

Establish strong ties with community groups, boards and committees, and associations



GOAL ONE

Support and encourage an engaged and informed community.

Strategy 2

Spread news from upper tier municipality / province/ federal government offices.

- a. Share information that is relevant to our residents and business posted by other levels of government on Township social media platforms.
- b. Staff to be trained and informed of the programs offered by various levels of government that could assist local businesses, community groups and residents.

Objective 2

Establish strong ties with community groups, boards and committees, and associations



GOAL TWO

Improve Internal Communication

Strategy 1

Foster a communication culture within our organization.

- a. Establish a Communications Team that is responsible for overseeing the implementation of this strategy.
- b. Make corporate communication accessible and inclusive by creating an 'intranet' where all staff can access policies, resources, and schedules easily.
- c. Host regular staff meetings and share internal briefing notes to keep employees informed about functions, priorities, and initiatives.
- d. Conduct an internal policy audit and establish a current, accessible, and inclusive universal policy structure.

Objective 1

Increase employee's knowledge of the organization and consider themselves well-informed on the issues and initiatives of the Township.



GOAL TWO

Improve Internal Communication

Strategy 2

Create a strong connection between all members of the organization.

- a. Ensure that an overview of the organizational structure and function guide is included in the orientation of new employees and available to all employees at any time.
- b. Encourage regular departmental meetings that engage employees on important issues.
- c. Host annual employee social event to encourage networking and relationship building among staff.
- d. Work to ensure employees are informed of initiatives before advising public.

Objective 1

Increase employee's knowledge of the organization and consider themselves well-informed on the issues and initiatives of the Township.



GOAL TWO

Improve Internal Communication

Strategy 1

Prepare communication procedures for all staff members to review and have access to.

- a. Develop policies and procedures around communication mediums to properly train staff on communication practices.
- b. Encourage training opportunities and resources for employees to improve their communications skills.

Objective 2

Increase employee's readiness for communication and problem solving across departments.



GOAL TWO

Improve Internal Communication

Strategy 2

Act on feedback to improve readiness for communication and problem solving.

- a. Staff will acknowledge and use feedback to create Township resources and/ or social media posts which meet the demands of citizens.
- b. Staff will meet regularly to discuss the feedback received, and work to improve strategies to better meet citizen's needs.

Objective 2

Increase employee's readiness for communication and problem solving across departments.

