



Communications Strategy

Building Needs Assessment Committee

The Building Needs Assessment Committee Communications Strategy (“the Communication Strategy”) lays the foundation for a strategic approach to communication for the Municipal Administration Building Project (“the Project). This strategy focuses on building relationships with the main target groups (internal and external) through the effective and timely dissemination of information.

Purpose

The purpose of the Communication Strategy is to ensure that members of Council, the public and internal staff are kept apprised of the Project and to ensure accountability and transparency throughout the Project cycle.

The Township strives to ensure the community is well connected and engaged in accordance with its Strategic Plan.

Important aspects and outcomes of an effective communication plan include the following:

- Open dialogue;
- Engaging citizens early;
- Communicating openly, honestly and proactively;
- Providing clear, relevant information;
- Keeping citizens informed and providing notice of change;
- Being responsive and following up; and
- Celebrating successes but being honest about our failures.

Objective

The objectives of the Communication Strategy are as follows:

1. To ensure effective and timely dissemination of information, internally and externally, related to the Project.
2. To ensure communication is well coordinated, effectively managed and responsive to the information needs of Council, staff and the public.
3. To ensure communication roles are clearly defined.
4. To ensure the necessary Council approvals have been received prior to the release of any information, internally or externally, if required.

Core Components

1. Internal Communications
2. External Communications

3. Media / Community Inquiries
4. Communications Role – Communications/Committee Coordinator

1. Internal Communications

The impact that clear and effective communications can make to the success of a project is substantial.

Through effective internal communications, Council and staff will be better equipped to understand, appreciate and support the Project.

Regular updates to Council ensures that the necessary approvals are received in a timely manner and Council Members are well versed on the various stages of the Project.

Informing staff of Project matters before informing the public enhances employee morale, strengthens the team approach and creates positivity around the Project.

By incorporating the following elements, internal communications will be strengthened:

- Regular updates to Council - staff reports / Project approvals, Building Needs Assessment Committee minutes, Project bulletins, Project webpage, emails.
- Regular updates to Staff – staff meetings, Project bulletins, Project webpage, emails, feedback opportunities.

2. External Communications

External communications are central to the success of the Township of Tiny as a whole and specifically with a project of this magnitude. As a function of good government, open and proactive communication ensures that the public receives clear, relevant and timely information from the municipality.

By incorporating the following elements, external communications will be strengthened:

- Project Webpage / Project Branding
(Building Needs Assessment Charter, applicable reports / Building Needs Assessment Committee minutes, milestones, drawings, photos, time-lapse video)
- Social Media Applications – Tiny Connect, Facebook, Twitter
- Monthly Community Page – ongoing dedicated section to Project
- Newsletters / Bulletins / Press Releases
- Town Hall Meetings – dedicated table for Project information
- Public Input Opportunities – Town Hall Meeting, Public Information Sessions, AODA Public Consultation Requirements, Surveys

- Utilizing Media Outlets (print, radio, press conferences)

3. Media / Community Inquiries

The Project is a high profile undertaking for the Township and will create much interest within the community and the media. As a result, the Township will receive inquiries from both the media and community.

All media / community inquiries will be directed to the Communications/Committee Coordinator who will forward the inquiries to the Staff Project Manager or designate. The Staff Project Manager or designate shall vet the intended response prior to final reply.

The Building Needs Assessment Committee will be kept apprised of media inquiries and outcomes.

4. Communications Role – Communications/Committee Coordinator

In consultation with the Staff Project Manager, the Communications/Committee Coordinator will develop various materials related to the webpage, social media applications, press releases, public notices, newsletters and/or bulletins and Tiny Connect.

In consultation with the Staff Project Manager, the Communications/Committee Coordinator will develop speaking notes for media inquiries/interviews and Township events as required.

Distribution:

- Building Needs Assessment Committee
- Council
- All Staff
- Project Webpage