



Come for a visit. Stay for a lifestyle.

Municipality of Trent Hills – Communication Strategy

Introduction

The Municipality of Trent Hills is an accountable and transparent organization that believes its residents should be made aware of the business of the municipality.

Section 270 of the Municipal Act 2001 affirms that the Municipality shall adopt and maintain a policy with respect to the circumstances in which the municipality shall provide notice to the public and, if notice is to be provided, the form, manner and times notice shall be given.

Related Policies/Acts

- Municipal Act
- Planning Act
- Procedural By-law
- Social Media Policy
- Public Comment and Concerns Policy

Guiding Principles

In 2019, a review of the Municipal Strategic Plan updated the Vision and Mission and set priorities for the next four years.

The goal of having the public understand our role and communication channels in a clear and efficient way was an identified priority in the 2019-2022 Strategic Plan.

Vision

Trent Hills is a vibrant and diverse community offering an inclusive, healthy, rural lifestyle for its residents, businesses and visitors. Our unique urban centres and rural communities of Trent Hills are united by a shared heritage, rich cultural fabric, picturesque landscape, and pride in community.

Mission

To be a leader in the services provided to our residents, businesses and visitors

Communications Strategy

A Communication Strategy ensures timely, consistent and accessible communication to all audiences. The public will be aware of how the Municipality communicates and can choose how best to get information.

Target Audiences

The Municipality communicates with a number of audiences. A target audience is determined based on the issue, project or service about which we are communicating. The reach of each communication method and the target audience of the message will be considered when sharing information.

Key target audiences include the following:

External Audiences:

- Residents and property owners
- Media
- Third-party stakeholders, groups, associations, Municipal partners

Internal Audiences:

- Municipal staff
- Council and Committee Members

Outbound Communication

Communication Method	Current Use	Next Steps
Council Meetings	<p>Meetings are open for the public to attend/view</p> <ul style="list-style-type: none">• Agendas circulated, via the website, on the Friday before each meeting• Open Forum on meeting agenda allows for public to make comment on any issue• Questions Clarifying an Agenda Item on the meeting agenda allow for question on any item included on the agenda• Public may submit written comments, after agenda is posted on website, on items included on the agenda to the Clerk's Office and comments may be added prior to the meeting• Meeting minutes available online as soon as they are complete• Planning Notices are posted, via the website, according to the timelines prescribed by the Planning Act	<ul style="list-style-type: none">• Meetings will be live streamed starting in 2020• Create "Council 101" document that outlines the format of Council meetings

	When meetings are conducted via Electronic Participation, meetings are recorded and video is posted through the website, and on the Municipality's YouTube channel	
Website	<p>Primary method of outbound communication.</p> <p>Used to communicate municipal roles and services provided</p> <p>Ability for users to subscribe to pages to get instant updates when pages are updated or information is shared</p> <p>Planning Notices are posted, via the website, according to the timelines prescribed by the Planning Act</p>	Track numbers of subscribers and promote to increase
Social Media	<p>Accounts: Facebook @trenthillsON Instagram @trenthillson Twitter @TrentHillsOnt YouTube – Municipality of Trent Hills</p>	<p>Track statistics and increase reach of posts and number of followers</p> <p>Social Media Policy is currently under review and will be updated</p>
Print Media & Digital Media	<p>Trent Hills Communicator: weekly space in the Community Press newspaper</p> <p>Also, used to communicate municipal roles and services provided</p> <p>In conjunction with the Print Media, notices are shared via digital media ads</p>	Continue to monitor the reach of the publication, both in print and online
Printed Materials	Mail outs, brochures and guides	Created as needed with a focus on using plain language and making the documents accessible by use of CNIB Clear Print Standards

Inbound Communication

The Municipality of Trent Hills website has a current staff contact list with email addresses and phone numbers/extensions. Each page on the website has an “email this contact” link that opens a window to submit an email directly to the relevant department. There is also a general email (info@trenthills.ca) for the public to use, which is redirected to appropriate department by administration staff.

Municipal staff monitor the Trent Hills social media channels, however these are not the preferred ways for the public to communicate. Further, other social media channels, such as community pages and groups are not monitored and will not receive a response.

A member of the public can expect a response to phone messages and emails to staff within five (5) business days.

The Public Compliments and Concerns Policy (POL-ADM-008) outlines the process for citizens to follow when they want to provide comments or feedback regarding a Municipal service or activity. Comments can be submitted using the [online form](#) or by using the email address: feedback@trenthills.ca

Citizens may also communicate in writing using the drop box located in front of the Municipal Office at 66 Front Street South, Campbellford or via mail:

Municipality of Trent Hills
PO Box 1030
Campbellford, Ontario,
K0L 1L0