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Communication Strategy

Community Hub/Recreation Centre Project Steering Committee

PURPOSE

To ensure that accurate, objective, clear information regarding the work of this committee and the project status is easily available to public stakeholders in a timely way.

BACKGROUND

As referenced in its Terms of Reference, the Project Steering Committee (PSC) is established to advise Council, administration and the consultant/project management team on specific matters related to the preparation and delivery of the South Huron Community Hub/Recreation Centre Facility¹.

Effective corporate communication requires that an organization speaks with one voice. This strategy will assist the Municipality of South Huron provide exceptional public service to the community.

TARGET AUDIENCES

- 1) The residents of South Huron
- 2) Prospective residents of South Huron
- 3) Residents of neighbouring municipalities

OBJECTIVES

- 1) The residents of South Huron have access to project information at all times online
- 2) The project status is updated at major milestones (identified as 'critical path' elements in the project plan) and after each PSC meeting
- 3) That residents are advised in advance of all PSC meetings, in accordance with the Municipality's Procedural By-law (#42-2016)
- 4) Updates to the public through the news media will be provided by the appropriate spokesperson
- 5) Spokesperson messaging is consistent with a welcoming community that attracts prospective residents

ROLES AND RESPONSIBILITIES

With respect to communication, the following roles and responsibilities are identified.

ROLE	RESPONSIBILITY
PSC Members	To represent the interests of the South Huron community in PSC meetings.
PSC Chair	To run the PSC meetings.
Mayor	As the CEO of the Municipality, to act as the spokesperson for South Huron Council.

¹ As a Committee of South Huron Council, the PSC Members are required to follow the Code of Conduct contained in the Municipality's Procedural By-Law (By-law #42-2016-Schedule A).

CAO	To act as the Municipality's spokesperson on matters related to procedure and process.
Municipal Staff	To assist the CAO in planning and publishing information for public consumption using the Municipality's communication properties.

COMMUNICATION PLAN & PRODUCTS

To achieve the communication objectives in this strategy, South Huron staff will develop an action plan that outlines the four phases of this project (i.e., *Imagine, Define, Build* and *Celebrate*), identifies the appropriate communication products (e.g., news release, webpage, brochure, etc.) and the schedule for publishing. A Frequently Asked Questions (FAQ) document will also be developed to provide key messages about the project to assist PSC members during personal conversations with their community contacts.

MONITORING AND PERFORMANCE EVALUATION

South Huron staff will monitor social and traditional news media for key uncertainties expressed by the public about the project and advise the CAO as necessary. Formal correspondence received from the public will be dealt with using standard *Committee of Council* procedures.

Staff will monitor the following performance measures to evaluate the success of this strategy.

OBJECTIVE	PERFORMANCE MEASURES
1) The residents of South Huron have access to project information and status at all times online.	Information published online is accurate, objective, clear and accessible.
2) The project status is updated at major milestones (identified as 'critical path' elements in the project plan) and after each PSC meeting.	CAO-approved updates are published online within 5 business days of a PSC meeting.
3) Residents are advised in advance of all PSC meetings, in accordance with the Municipality's Procedural By-law (By-law #42-2016).	PSC agendas are published 96 hours in advance of meetings.
4) Updates to the public through the news media will be provided by the appropriate spokesperson.	Spokespersons are prepared with messaging in advance of interviews; resulting news stories contain the Municipality's key messages.
5) Spokesperson messaging is consistent with a welcoming community to newcomers to attract prospective residents.	Messaging is assessed prior to publishing.