

CITY OF MARTENSVILLE
REGULAR COUNCIL MEETING 3-2020
TUESDAY MARCH 3, 2020
MINUTES

PRESENT: Mayor Kent Muench, Deputy Mayor Tyson Chillog, Councillors Bob Blackwell, Jamie Martens, Deb McGuire, Darren MacDonald, City Manager Scott Blevins, Director of Corporate Services Leah Bloomquist, Community Economic Development Manager Dillon Shewchuk, Director of Recreation & Community Service Ted Shaeffer

REGRETS: Councillor Mike Cox, Director of Infrastructure & Planning Matt Gruza

LOCATION: Council Chambers – City Hall

RECORDING SECRETARY: City Clerk Carla Budnick

CALL TO ORDER: Mayor Kent Muench called the meeting to order at 5:00 P.M.

RES: #25/03032020 (MacDonald/Chillog)

AGENDA

“That we adopt the agenda dated March 3, 2020”

CARRIED

RES: #26/03032020 (MacDonald/McGuire)

MINUTES – FEBRUARY 18, 2020

“That we accept the minutes of the Regular Council Meeting No. 2-2020 dated February 18, 2020.”

CARRIED

RES: #27/03032020 (Blackwell/Chillog)

CORRESPONDENCE

“That we acknowledge and file the Correspondence List, as attached hereto and forming part of these minutes.”

CARRIED

RES: #28/03032020 (McGuire/Blackwell)

EXPENDITURE APPROPRIATION

“That we authorize Expenditure Appropriation No. 3-2020, in the amount of \$350,123.28 as attached hereto and forming part of the minutes.”

CARRIED

RES: #29/03032020 (McGuire/Chillog)

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BANK RECONCILIATION

“That we accept the Bank Reconciliation for the month of August 2019.”

CARRIED

RES: #30/03032020 (Blackwell/MacDonald)

2020 COMMUNICATION PLAN

“That we adopt the 2020 Communication Plan as attached hereto and forming parts of these minutes.”

CARRIED

DISCUSSION ITEMS

A) MAP Concession Tender

The MAP’s current Lessee recently provided written notice of termination as per their lease agreement. A Request for Proposal for potential Lessee’s closed February 16, 2020 with one proposal being received. JC Concessions proposed a 1-year term ending June 30, 2021 with an option to renew. The proposal includes the monthly lease amount, damage deposit amount, primary operating hours, food choices as well as the business being responsible to obtain a business license with the City and provide liability insurance. It was noted that a clause will be put in the agreement that if a request has been made for the concession to open on weekends or evenings for special events and the lessee declines, the group hosting the event will have the opportunity to open and run a concession. City Council had no concerns with the proposal.

RES: #31/03032020 (MacDonld/McGuire)

CONCESSION SERVICES – MARTENSVILLE ATHLETIC PAVILION

“That we authorize Administration to enter into a one-year lease agreement with the option of renewal for the operation of the concession services at the Martensville Athletic Pavilion with JC Concessions.”

CARRIED

RES: #32/03032020 (Blackwell/Chillog)

IN-CAMERA

“That Council go in-camera at 5:09 P.M.”

CARRIED

RES: #33/03032020 (McGuire/MacDoanld)

CITY OF MARTENSVILLE
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RESUME REGULAR COUNCIL MEETING

“That we resume the March 3, 2020 Regular Council Meeting at 5:49 P.M.”

CARRIED

RES: #34/03032020 ()

ADJOURN

“That we adjourn this meeting at 5:50 P.M.”

CARRIED

MAYOR

CITY CLERK

Pay Date: 19-FEB-2020 to 03-MAR-2020

Cheque #	Supplier Name	Amount
39592	24/7 AUTO	\$ 52.50
39593	AINSWORTH INC	\$ 488.63
39594	APPLIED INDUSTRIAL TECHNOLOGIES	\$ 89.80
39595	BAZAAR & NOVELTY	\$ 86.85
39596	CANADIAN LINEN & UNIFORM SERVICE	\$ 48.92
39597	CONSTRUCTION FASTNERS & TOOLS LTD	\$ 976.69
39598	DELCO AUTOMATION INC.	\$ 843.60
39599	DESJARDIN CARD SERVICES	\$ 122.90
39600	DOLLARAMA LP	\$ 47.58
39601	DUNVILLE, KRISTIN	\$ 22.50
39602	FER-MARC EQUIPMENT LTD	\$ 170.18
39603	GFL ENVIROMENTAL INC	\$ 469.89
39604	GIRL GUILDES OF CANADA	\$ 350.00
39605	GORD KRISMER & ASSOC LTD	\$ 157.50
39606	GRAND&TOY	\$ 390.54
39607	GREAT PLAINS COLLEGE	\$ 819.00
39608	HACH SALES & SERVICE	\$ 3,499.75
39609	HADLEY, BRITTANY	\$ 110.25
39610	HBI OFFICE PLUS INC.	\$ 96.54
39611	HERC RENTALS	\$ 525.89
39612	HINGSTON, SHAUNA	\$ 22.50
39613	INTERSTATE BATTERIES /KS BATTERIES INC	\$ 421.69
39614	JOHN BROOKS COMPANY LTD	\$ 243.03
39615	JOHNSON, KRIS	\$ 60.00
39616	LAROCHE MCDONALD AGENCIES	\$ 1,371.80
39617	LOBLAWS INC - WHOLESALE CLUB	\$ 49.74
39618	MAINSTAGE URBAN CLOTHING	\$ 61.05
39619	MARTENSVILLE INFORMATION & VISITOR CENTER	\$ 75.00
39620	MINI TUNE LAWN & LANDSCAPE DEPOT	\$ 727.38
39621	RECEIVER GENERAL	\$ 1,138.48
39622	SAMEO	\$ 400.00
39623	SASKATOON CO-OP ASSOC LTD	\$ 210.60
39624	SASKATOON CYLINDER EXCHANGE LTD	\$ 4,023.75
39625	SMART WORKPLACE	\$ 522.90
39626	SOUTH SASKATCHEWAN RIVER WATERSHED STEWARDS INC	\$ 1,050.00
39627	SUMA (INSURANCE)	\$ 27,819.02
39628	TOSHIBA BUSINESS SOLUTIONS	\$ 31.94
39629	TR PETROLEUM MARTENSVILLE INC.	\$ 1,700.13
39630	ULINE	\$ 166.48
39631	WESCO DISTRIBUTION CANADA	\$ 31.03
39632	WORK AUTHORITY	\$ 188.69
3326	ABEL-SMITH, KAREN	\$ 75.00
299	AIR LIQUIDE CANADA INC	\$ 570.21
365	ATS TRAFFIC SASKATCHEWAN	\$ 569.56
1800	BLEVINS, SCOTT	\$ 75.00
3359	BLOOMQUIST, LEAH	\$ 40.00
2931	BOSCH, VAL	\$ 560.00
452	BRANDT TRACTOR LTD	\$ 1,025.41
242	BROOMAN, DEAN	\$ 84.07
3263	BRUNNING, JOHN	\$ 110.00
1667	BUDNICK, CARLA	\$ 40.00
3315	CANADIAN TIRE STORE #912 HODGKINSON-KRISTOF INC	\$ 319.17
603	CARGILL, ALLAN	\$ 64.38
3278	COLLINS, ANGELA	\$ 270.00
2514	CROWE, DONALD	\$ 565.00
1236	DOWNING, BAILEY	\$ 150.00
258	DYCK, KURTIS	\$ 60.00
735	ESSENTIALLY FITNESS	\$ 126.00
2512	GOERTZEN, CHARLOTTE	\$ 720.00
111	GORELITZA, BONNIE	\$ 40.00
3032	GREGG DISTRIBUTORS CO	\$ 2,349.37
3593	GRUZA, MATTHEW	\$ 60.00
3882	HECK, KAYLA	\$ 400.00
2996	IAN THAYER	\$ 44.40
3392	JEPSEN, SUSAN	\$ 300.00
2946	KOBUSSEN, JULIE	\$ 180.00
4069	LASKOWSKI, ANITA	\$ 160.00
4068	LORAN, JESSICA	\$ 47.97
4066	LOYNS, SCOTT	\$ 40.00
195	MARTENSVILLE BUILDING & HOME SUPPLY	\$ 291.86
201	MCGILL'S INDUSTRIAL	\$ 1,662.42
4047	MISCHUK, TRACY	\$ 367.50
2126	MORPHY, LORI	\$ 195.00
1005	MUENCH, KENT	\$ 75.00
604	PERRON, PAUL	\$ 459.60
3183	PETIT, JASMINE	\$ 150.00
2127	PINNACLE DISTRIBUTIONS INC	\$ 491.91
3752	PITNEYWORKS	\$ 1,529.95
325	PRAIRIE MOBILE COMMUNICATIONS	\$ 597.82
276	REDEKOPP, ANGELA	\$ 264.15
1282	REDEKOPP, RYAN	\$ 60.00
1059	SASKATCHEWAN RESEARCH COUNCIL	\$ 102.39

Cheque #	Supplier Name	Amount
3939	SCHAEFFER, TERENCE	\$ 60.00
2077	SHEWCHUK, DILLON	\$ 60.00
3654	SPORTBALL NORTH SASK	\$ 1,350.00
3991	SUTHERLAND AUTOMOTIVE	\$ 351.23
3601	TR PETROLEUM LTD	\$ 5,805.65
118	UAP INC	\$ 425.94
254	RECEIVER GENERAL	\$ 42,719.92
289	SASKPOWER	\$ 51,588.57
298	SASK TEL	\$ 1,968.82
298	SASK TEL MOBILITY	\$ 555.84
786	MASTERCARD COLLABRIA	\$ 37.74
1370	MASTERCARD COLLABRIA	\$ 9.52
3169	MASTERCARD COLLABRIA	\$ 186.87
PP#4	GENERAL GOVERNMENT	\$ 14,520.86
PP#4	PROTECTIVE SERVICES	\$ 5,101.58
PP#4	PLANNING & REGULATIONS	\$ 6,848.69
PP#4	RECREATION AND COMMUNITY SERVICE	\$ 33,527.52
PP#4	TRANSPORTATION	\$ 15,725.26
PP#4	WATER AND SEWER	\$ 9,488.25
PP#4	COUNCIL	\$ 14,520.86
PP#5	GENERAL GOVERNMENT	\$ 3,002.82
PP#5	PROTECTIVE SERVICES	\$ 6,848.69
PP#5	PLANNING & REGULATIONS	\$ 33,514.80
PP#5	RECREATION AND COMMUNITY SERVICE	\$ 15,687.69
PP#5	TRANSPORTATION	\$ 9,882.82
PP#5	WATER AND SEWER	\$ 11,355.48

EXPENDITURE GRAND TOTAL \$ 350,123.28



2020 Communication Plan

Presented February 18th, 2020

Introduction

This plan suggests communication tools and tactics to be undertaken in 2020 to support the achievement of the Martinsville vision of a community of families, friends, and neighbours where we work, play, and grow together in a safe, active, and healthy environment. Martinsville is a great place to call home.

Guiding Principles for Communications

- Ensure the most efficient and effective use of resources by developing communications goals and strategies that are based on research conducted with target audiences.
- Provide information that is timely, accurate, clear, accessible and responsive.
- Consider the range of communication tools at our disposal and use those most appropriate to address the needs associated with each circumstance.
- Work collaboratively across the organization to ensure information is thorough, factual and timely.
- Support opportunities for engagement to inform public policy.
- Strive to achieve a culture of two-way communication and communications excellence practices.

2019 Communication Activities

The primary communication tools and tactics used in 2019 included:

- **Facebook/Twitter Messages and Posts:** 3,634 people follow the City on Facebook (as of November 12, 2019). This is an increase of 674 from November 2018. The number of Twitter followers is 854, up 58 from November 2018. The City Facebook page and the City Recreation page were merged. Social media calendars were planned and prepared in advance to make posting more time efficient.

- **The Banner Newsletter:** Six issues of the Banner were created and distributed via the City's Facebook page.
- **News Releases/Public Service Announcements:** Issued 27 news releases and/or PSA's (as of Nov. 12) on topics including:
 - Water line freeze ups
 - 2019 Budget
 - Snow removal
 - New Building Canada Grant for wastewater treatment and water distribution
 - Pruning ban on elm trees.
 - 2018 Report to the Community
 - New multi-purpose recreation facility renderings
 - 2019 mill rates and levies
 - Water pumphouse #1 upgrades
 - Forecast for seniors housing over the next decade
 - Closure of 10th avenue south
 - Pathway project
 - South Martensville sanitary system flushing
 - Open house event "have your say"
 - Hazardous household waste collection day
 - Saskatoon potable water supply system
 - Concrete swale replacements
 - Main Street and Centennial Drive road construction
 - Back land and general clean-up program
 - 3rd avenue south sanitary sewer replacement
 - Statement on water quality – report on lead
- **Enhanced Graphic Design:** Visuals were designed to promote e-billing and online tools and a "Today-Tomorrow-Together" graphic was created for use in customized social media messaging.
- **2019 Report to the Community:** The report was made available online and in limited paper copies, distributed using social media and promoted in the Banner newsletter. A 4-week social media campaign featuring information in the report was completed and information from the report was used in social media posts.
- **Supporting Business Development:** One Business is Booming video was created featuring A&W. The video was promoted on social media and posted on the website. The "Love what's local" campaign was promoted extensively on social media.
- **Photography:** Residents were asked to submit their best landscape photos of Martensville. The photos will be added to the City's website and used in future promotional tools

Communication Research Summary

Communication research conducted with residents found the following:

- Most engaged residents are 26-40 age group; followed by the 41-55 age group.
- Long time residents (10 years and more) are more engaged.
- Many residents come to Martensville from places other than Saskatoon.
- People choose Martensville because of it's small-town atmosphere and community feel.
- Friends and family remain significant factors in why people move to Martensville.
- Satisfaction with communication efforts remains very high, however more residents stated they are slightly less satisfied than was stated in 2017.
- Facebook is the number one method residents are accessing information, but many want to use the website more often.
- Top reasons to use the website are recreation and events, online registration, city news and construction projects.
- "My Accounts" online tool is not being used by residents.
- Residents like online program registration tool and schedules.
- Not aware of the Subscription Notifications service, but many would not use it regardless.
- Just over half are signed up for NotifyNow.
- Twitter account is not popular.
- The Banner newsletter readership has decreased by 30% since 2017.
- Residents say they take the time to read information that is sometimes sent with their Utility Bills.
- The Martensville Guide and the Messenger city page remain useful to residents.
- Residents say the timing of the annual Open House event is an issue.
- The Business is Booming videos are well-liked.
- Top areas of interest include: community events, recreation facilities, seasonal programs, construction projects and snow removal .

*The full Communication Research Summary Report is attached as Appendix 1.

2020 Communication Goals and Objectives

The objectives below were developed based on communications research conducted with residents in fall 2019.

Goal #1: Continue to improve the quality of external communications in an effort to support and encourage an engaged and informed community.

- Objective 1.1: Improve existing communication tools and activities
- Objective 1.2: Develop new communication tools and activities

Goal #2: Support and encourage an engaged community that is aware of, and participates in, local government and recognizes its role in addressing issues and contributing to municipal policy and solutions through enhanced two-way communication.

Goal #3: Provide communication services to support municipal projects, for example, the new multi-purpose facility, sewer replacement project, roadway maintenance and construction, etc.

Target Audiences

Internal:

- Residents
- Business community and city partners
- Media
- Council

External

- Potential visitors
- Potential residents
- Potential business operators, developers and other investors

Communication Action Plan

Goal #1: Continue to improve the quality of external communications in an effort to support and encourage an engaged and informed community by enhancing existing communication tools and expanding communication toolkit.

Communication Tool/Activity	Details and Rationale	Cost
<p>Social media (Facebook and Twitter)</p>	<p><i>Facebook is the number one-way residents are accessing information.</i></p> <p>Continue to use Facebook to share information on programs and services;</p> <p>Increase messages on the top 5 topics residents say they want to know more about:</p> <ul style="list-style-type: none"> - community events (posted by recreation) - recreation facilities - seasonal programs (posted by recreation) - construction projects - snow removal <p>Re-work Facebook messages into Twitter posts (even though the City does not have many followers on Twitter, this is low-cost and easy to do for those who do use Twitter)</p> <p>Develop 10 key messages for each of the following plans and post on social media:</p> <ul style="list-style-type: none"> - 2019 Report to the Community - Future Growth Plan 2040 - Official Community Plan - Martensville West Sector Plan - Martensville East Sector Plan - P4G Plan - Recreation and Parks Masterplan - Transportation Masterplan - City Bylaws <p>Continue to use the enhanced graphic social media post created in 2019. The template is being revised to make it easier to create and submit posts.</p>	<p>5 hours per month writing (assumes City employee posts)</p>

Communication Tool/Activity	Details and Rationale	Cost
City Website	<p><i>The website is the number two-way residents are accessing information. People are currently using website the website to access information on: recreation and events, online registration, city news and construction projects. They would like to use the website more.</i></p> <p>Consult with 2WebDesign regarding improvements that could be made to the site. Related to Goal #2</p>	TBD
	<p>Continue to promote subscription notifications, my accounts feature and notifynow via social media and in the Banner newsletter.</p> <p>Consult with 2WebDesign regarding using text messaging to communicate notifications, as well as app. Learn additional capabilities of Notify system to see opportunities for better integration for additional uses besides emergencies.</p>	Dillon
The Banner Newsletter	<p><i>Less people are reading the Banner newsletter, but residents would read information if it was included with their utility bills.</i></p> <p>Continue to deliver the Banner every 2 months, however, include a new section re: City Council and COW meeting highlights.</p> <p>Enhance Distribution: Printed copy inserted with utility bills; posted on social media, offer as an e-newsletter resident can subscribe to receive, ask the Chamber to share the Banner through their distribution channels</p>	<p>2 hours per month writing</p> <p>New template: \$100 (One Mouse Graphic Design)</p> <p>Printing: 2 pages (front and back, each month): \$ Internal or pay for print copies</p>
City Page in the Messenger	<p><i>Residents find the City Page useful.</i></p> <p>Continue existing efforts and investigate posting information in the Gazette, depending on cost.</p>	Per Budget, to be investigated

Communication Tool/Activity	Details and Rationale	Cost
Guide to Martensville	<i>Residents find the Guide useful.</i> Continue existing efforts, with City wide Direct Mail Distribution	\$1,600
Open House	<i>Residents say they would visit the annual Open House if the timing was different.</i> Continue to hold the open house in its existing format but see Goal #2 for tactics to offer the open house online	
Business is Booming Videos	<i>Residents like the videos.</i> Continue to produce but find ways to get more for dollar (eg. shooting video footage on one day would greatly reduce costs)	15 hours total writing and project management 3 videos: \$3,400-3,850 (Tara Yolán Productions)
Tell a Friend Videos	<i>Tell a Friend videos were not produced in 2019 however based on social media feedback, these videos are well-liked and shared extensively.</i> Continue to produce these videos highlighting specific spots in Martensville Summer Spots: 1. Dog park 2. Aquatic Centre 3. Lions Park	12 hours total writing and project management 3 videos: \$3,000-\$5,000 (Tara Yolán Productions)

NEW for 2020

Communication Tool/Activity	Details and Rationale	Cost
Create a virtual 2020 Report to the Community	<i>The Report to the Community is a large project that takes many hours to produce; while it is a necessary document to demonstrate accountability, most people will spend little to no time reading the document.</i>	15-20 hours total writing and project management \$2,000-2,300

Communication Tool/Activity	Details and Rationale	Cost
	<p>Continue to produce the written report. The main point of the report is to ensure residents can stay informed and engaged, while knowing they are not reading every word the city produces.</p> <p>Create a 3-minute virtual report that highlights the top yearly accomplishments using the Mayor and various City Managers. Use graphs, charts and bullets created in the printed version to supplement the speakers' content.</p> <p>The video would be posted regularly on social media and on the City's website.</p>	(Tara Yolan Productions)
Photography	<p><i>Social media efforts would be greatly enhanced with the addition of photos that showcase residents living life in Martensville.</i></p> <p>Enhance all communication with photos that showcase:</p> <ol style="list-style-type: none"> 1. People, youth, seniors, families and kids enjoying amenities and activities (living and loving life Martensville) 2. Events <p>Add photos to City website banner and other communication tools as required.</p> <p>Post landscape photos gathered in 2019 on website and use in other promotional tools.</p>	<p>Cost Estimate Subject to RFP, estimate \$1,000-\$3,000</p>

Goal 2: Support and encourage an engaged community that is aware of, and participates in, local government and recognizes its role in addressing issues and contributing to municipal policy and solutions through enhanced two-way communication.

Communication Tool/Activity	Details and Rationale	Cost
Provide additional opportunities for residents to engage with the City	<p>Consult with 2WebDesign regarding new opportunities to engage with residents online.</p> <ul style="list-style-type: none"> To date, Opportunities to utilize existing social media platforms has been discussed, as well as dedicated 'portals' for projects researched (ex.talkvancouver.com) 	Cost – to be investigated with 2WebDesign

Goal #3: Provide communication services to support municipal projects, for example, the new multi-purpose facility, sewer replacement project, roadway maintenance and construction, etc.

Communication Tool/Activity	Details and Rationale	Cost
Produce a recreation in Martensville video - hockey - soccer (indoor) - volleyball	<p>Work in partnership with the MCRP to produce a video showcasing recreation sports/groups in Martensville and how sport builds engagement and a sense of community. The video will be useful in a future multi-purpose facility campaign.</p> <p>Shooting would be done in winter and early spring.</p>	<p>10 – 15 hours writing and project management</p> <p>\$4,700-5,550 (Tara Yolana Productions)</p>
Enhance social media on recreation	Each month feature a different recreation facility (rink, MAP, ball diamonds, skatepark, tennis courts, etc.) on social media	2 hours per month
Provide communication support to the 2020 civic election process	Work with the City Clerk to create election messaging if required and develop and post social media messages. This includes candidate bios, photos and information on when and how to vote.	As required and as hours allow each month
Post-election communication activities	<i>Aside from contact information, the website currently does not include any information on Council members.</i>	

Communication Tool/Activity	Details and Rationale	Cost
	Residents want/need to know who is representing their interests. Post photos and bios of Mayor and Council on the website.	
Provide communication support to Main Street Paving project	Provide support to Manager to develop communication plan and tools to share information related to this joint project with the RM.	
Enhance communications related to 3 rd Ave. sewer main project	<p><i>Communication with home owners to this point has been through the contractor, and feedback has not been positive.</i></p> <p>Provide support to Manager to develop communication plan and tools that will be more effectively communicate with homeowners regarding service interruptions.</p>	
Provide communication support to all other projects.	Support Manager to develop communication plan and tools to share information regarding road projects in 2020.	

Cost Summary:

Total hours of time under contract: 240 hours total (14 hours each month plus special projects which include all videos and project communications for an average of 20 hours per month)

Photography: \$1,000-\$3,000

Video: \$13,500- \$15,000 (8 videos)

Design: \$100

Website Enhancements and Engagement Tools – TBD (2WebDesign)

Additional City Page or Newsletter Distribution- TBD

Writing and project management - \$0 (included in communication contract)

APPENDIX A: 2019 RESIDENT COMMUNICATION SURVEY SUMMARY OF FINDINGS & DETAILED ANALYSIS

149 residents completed the online survey that was open for approximately four weeks through September and October 2019. This is up from 2017 when only 114 residents completed the survey.

Summary of Results:

1. The most engaged residents are in the 26-40 age group, followed by the 41-55 age group. This is fitting based on the City's current demographics, and this target audience should be highly considered in all communication plans (cater more to trying to reach this age group).
2. The majority of residents who completed the survey are long-time residents (more than 10 years). This result has been consistent for the past 3 surveys, which indicates that the longer people live in Martensville, the more engaged they are in what is happening in the City.
3. Most residents who completed the survey lived in Saskatoon prior to moving to Martensville. With over 25% of residents who completed the survey coming from elsewhere in Saskatchewan, a case can be made that communication about Martensville could be expanded into other areas of the province.
4. Most residents who completed the survey and who moved from another region, province and country, chose Martensville because of its small-town atmosphere and community feel. This is a change from 2015 when most residents who moved to Martensville said they moved to Martensville due to lower house prices and affordability, although the City's small-town atmosphere remains a compelling characteristic to residents.
5. Friends and family remain significant factors in why people move to Martensville. Residents need to be equipped with information they can use to promote the community to their friends and family.
6. Satisfaction with communication efforts remains very high, however more residents stated they are slightly less satisfied than was stated in 2017. The City must ensure it is using a mix of communication tools to satisfy the most residents – in both digital and print. See Question 27 for details on how residents said communication could be improved.
7. While Facebook remains the number one method residents are accessing information on City programs and services, less people say they are using Facebook, and more are using the website to access information most often. The City must continue to invest in both of these forms of communication.
8. Most residents are not heavy users of the City's website – they visit the website about once a month. These numbers remain largely unchanged since 2017 and 2015. In the previous

question, residents list the website as a top way they want to receive information. The City should consider holding a focus group to determine what residents feel is currently missing on the City's website and how it could be enhanced.

9. Similar to #8, residents are reporting it is taking them longer to find the information they are looking for in the City's website. A review of website navigation may be required to determine why information is now harder to find. It could be that less information is actually being posted to the website, as the City has been moving more toward social media. A focus group session could uncover issues residents have with the website.

10. Finding information about recreation and events remain the top reasons why residents use the City's website, followed by residents using the online registration and city news. More people are searching for information on construction projects and less on development than in 2017.

11. The "My Accounts" online tool is not being used by residents. If the City wishes to increase the number of people who use the tool, communication efforts to encourage usage should be enhanced. Also, the functionality of the tool should be examined to see what, if anything about the tool is making it unappealing to residents.

12. Residents like the online program registration tool and being able to access schedules online.

13. A large number of residents are not aware of the Subscription Notifications service, but a large number also just don't want more notifications in their inbox. Continue communication efforts for those who wish to use the service.

14. Just over half of residents will receive a notification from the City if there is an emergency. The City may wish to consider increasing promotion of NotifyNow, or running a test of the system and promoting the results to increase awareness that the tool exists.

15. Facebook is used by many residents and should remain a main communication tool.

16. Most residents do not follow the City on Twitter. As Twitter is free and not time-consuming to use, the City should continue to use Twitter for those who wish to use it.

17. The Banner newsletter readership has decreased by 30% since 2017. While down 7% from 2017, a majority of residents still say they take the time to read information that is sometimes sent with their Utility Bills. The City should consider reducing the size of the Banner and including printed copies in utility bills.

18. More residents in 2019 feel the Guide is useful; efforts to produce it should not change.

19. While numbers of readers is down slightly from 2017, if budget is not an issue, the Messenger remains a useful tool for those residents who may not wish to access as much information online.

20. Almost half of residents say the timing of Open House events is the reason they do not attend them. The City should reconsider holding the open house event over a longer period of time to accommodate more peoples' schedules, or move to a virtual open house concept, where residents can access information and provide comments at a time that works for me.

21. The Business is Booming videos are well-liked and they offer a nice benefit to involved businesses. The City should consider finding ways to produce more videos but at a reduced cost. (Ie. Film all videos over one day to decrease production time and cost).

22. For 2020, communication on the top areas of interest should be increased. These include: Community events, recreation facilities, seasonal programs, Construction projects and snow removal .

APPENDIX B: Communication Checklist

Date: _____

Management Area: _____

Program/Service/Project: _____

Are residents impacted?

Yes

No

If yes, how many residents are impacted?

All residents

Residents living in one neighbourhood/community

Residents in a certain demographic or group (ie. residents who drive, seniors, etc.)

What are the impacts?

Financial (residents will have to pay more money)

Social/recreational (opportunities will be decreased)

Inconvenience (residents will have to change an established routine)

How long will they be impacted?

Indefinitely

For a fixed period of time (ie. months)

For a short period of time (ie. days)

What are the top three things residents need to know about this program/service area change?

1. _____

2. _____

3. _____

When do residents need to know about the issue?

Immediately (use social media, news release)

This week (City page ad)

This month (website, Banner newsletter, utility bill insert, direct mail letter)

Do we need to obtain input from residents before making any changes or decisions?


Yes

No

If Yes, consult with Communications to determine the best course of action. Consultation could range from simply informing residents on social media to holding an open house event to provide information or solicit feedback.

APPENDIX C: Sample template for the new Banner


charity: water Email not displaying correctly? [See it here.](#)





5 REASONS


TO GIVE CLEAN WATER IN 2012


[DONATE NOW](#)

 **#1 WATER CHANGES EVERYTHING.**
Clean water dramatically improves quality of life, especially for women and girls who often spend hours walking for water. It adds valuable hours to their day, and brings health into communities.

 **#2 100% OF YOUR DONATION GOES TO THE FIELD.**
Private donors pay for our operating costs so you don't have to. 100% of every dollar you give directly funds water project costs and gives clean water to people in need.

 **#3 JUST \$20 CAN GIVE ONE PERSON CLEAN WATER.**
That's right, \$20 is all it takes to help one person - that's the price of two movie tickets or a DVD. And \$100 can help an entire family.

 **#4 YOU'LL KNOW WHERE YOUR MONEY GOES.**
After we send your money to the field, we'll report back and let you know exactly which country your donation was sent to.

 **#5 YOUR GIFT IS FULLY TAX-DEDUCTIBLE.**
Still not convinced? Maybe this will help: donations made before midnight on December 31 are tax-deductible for 2012.

It's almost 2013, but you can still make a difference in 2012. [Donate before midnight](#) to change someone's life with clean water.

[DONATE NOW](#)

- the charity water team

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