Memorandum
Committee of Council Status Update

Date: December 9, 2019
From: Andres Paara, Chair, Community Communications Advisory Committee
Subject: December 2019 Community Communications Advisory Committee Status Update

Our Terms of Reference states:

“The Community Communications Advisory Committee (“CCAC”) is an advisory committee of Council with a mandate to foster collaborative engagement and function as a “listening piece” for stakeholders, residents, Town staff and Council.”

Key Committee Focus from Previous Six Months

- Established key methods of communications which include a goal of investigating ways to increase the email subscription rate for the Town of The Blue Mountains. To date the numbers have almost doubled (currently at 1,000+/- subscribed) but still a long way to go.

- Review of Canada’s Anti-Spam Legislation (CASL) as it relates to our endeavours.

- Conducted a mini-workshop with members of the public to determine the following top Communications Priorities: research target audiences and their characteristics; allocate more funding and organized resources to Communications; create a meaningful Vision Statement for the TOBM which reflects the passion that the community feels, and conduct more working group sessions with members of our community.

- Endorsed a 6-month trial of the’ Bang the Table’ Public Engagement Platform system. Released as “Your View”. (currently 280+/- enrolled).

- Conduct quarterly reviews of the Website Analytics Report with a goal of examining best practices in website design.

- Review of the TOBM’s Corporate Website and Network Security Precautions.

- Reviewed and endorsed the Corporate Media Relations Policy.

- Proposed the following initiatives which are pending Budget and Council approval: a six-month trial of a Town Newsletter, and a Post card mailer to increase e-mail subscriptions.
Key Committee Focus for Next Six Months

- Develop the Communications Strategic Plan
  - Phase 1: Pre launch & Planning (October-December 2019)
  - Phase 2: Public & Stakeholder Engagement (January 2020)
  - Phase 3: Data Analysis & Goal/Action Development (February-March 2020)
  - Phase 4: Final Report Preparation (April-May 2020)

- Conduct a Communications Survey for residents and looking into the possibility of surveying the town employees for their input as well

- The committee recognizes an apparent need for a review of all of the committees’ various surveys and looking at which might be eliminated/consolidated – and then prioritizing them in an effort to avoid public survey fatigue

- Considerations for Official Town of The Blue Mountains Facebook Account.
- Newspaper and Local Media Advertising Analysis.
- Examine the potential for a dedicated (1-800-BLUE) Live Operator/Customer Management Operator.

Respectfully submitted,

Andres Paara  
Chair, Community Communications Advisory Committee