



Staff Report

Administration

Report To: Community Communications Advisory Committee
Meeting Date: November 18, 2019
Report Number: FAF.19.232
Subject: Senior's Fair Communication Survey Results
Prepared by: Jeremy Chan, Communications and Economic Development Project Specialist

A. Recommendations

THAT the Community Communications Advisory Committee receive Staff Report FAF.19.232, entitled "Senior's Fair Communication Survey Results" for information purposes.

B. Overview

This staff report provides the results of the Senior's Fair Communication Survey to the Community Communications Advisory Committee ("Committee") for information.

C. Background

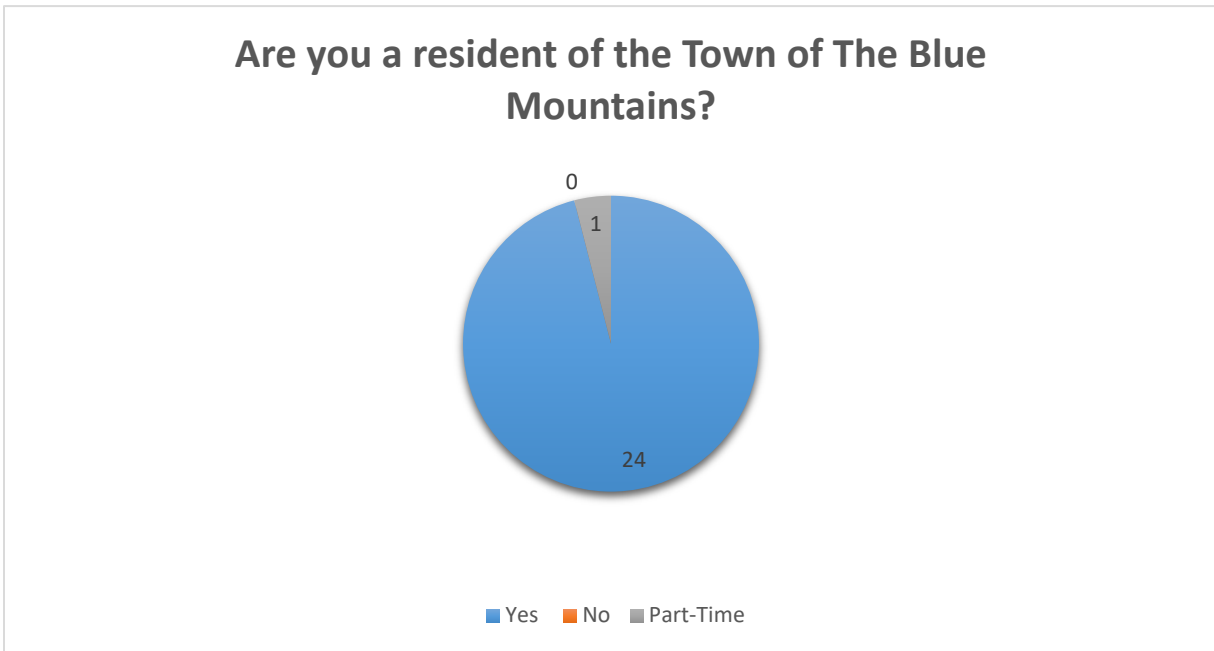
At the Seniors Fair on September 11, 2019, Town staff had a booth to provide Town of The Blue Mountains brochures, pamphlets, and information to residents and to also gain feedback on the most effective ways to communicate with residents in the community.

The Communications Survey consisted of five questions that were distributed to residents at the Town of The Blue Mountains booth. In total, 25 surveys were collected, and the results have been provided to the Community Communications Advisory Committee for informational purposes.

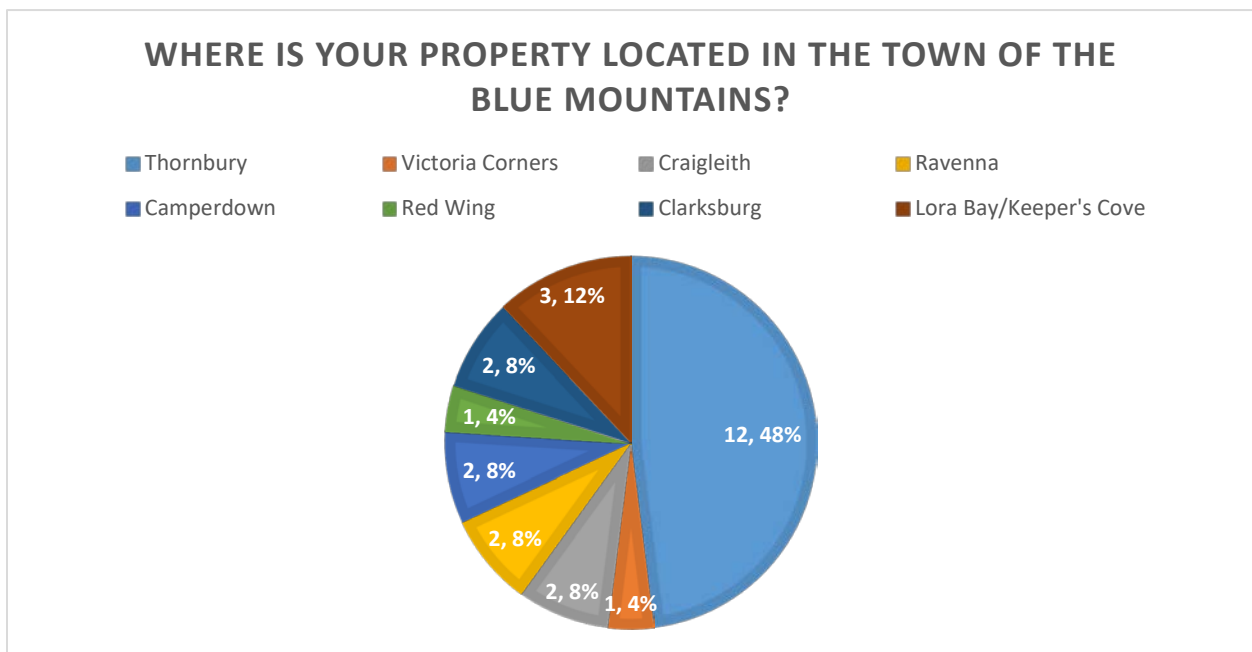
The goal/desired outcome of this survey was to compile feedback and data from the senior community that will go into the development of the Communications Strategy and to ensure that methods of communication from the Town will be through the most effective and efficient methods.

D. Analysis

1) Are you a resident of the Town of The Blue Mountains?

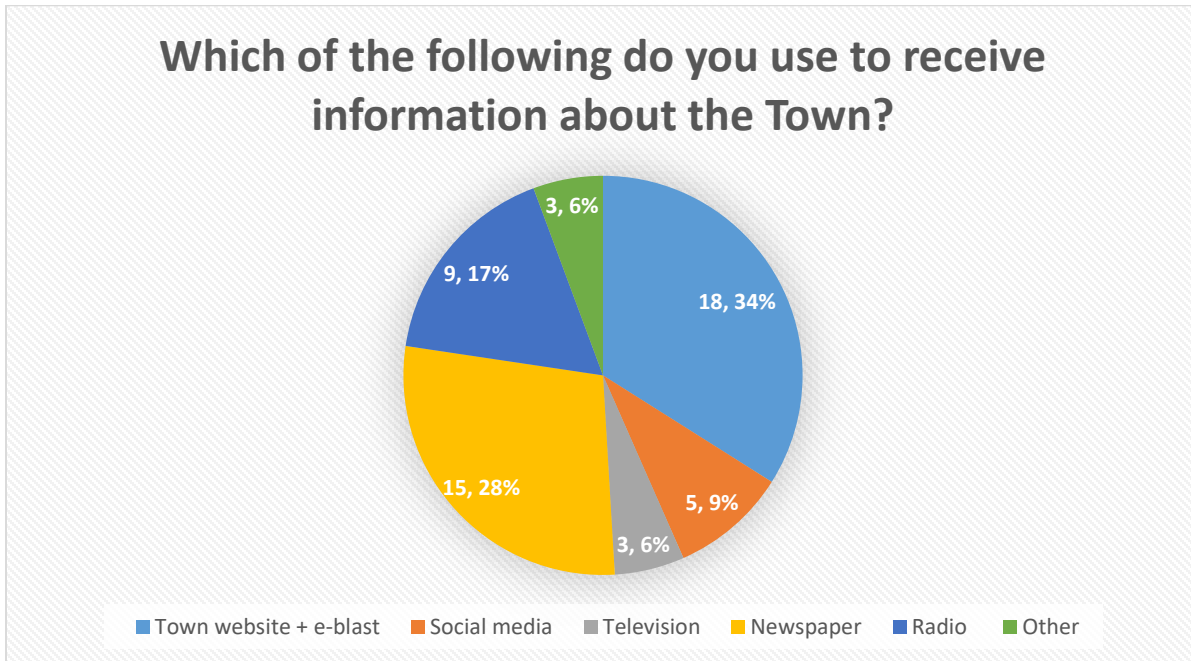


2) Where is your property located in the Town of The Blue Mountains?



Analysis: 48% of respondents were from Thornbury while other survey respondents were almost evenly distributed. Of the 25 respondents, 24 provided their property location with one respondent providing two property locations.

3) Which of the following do you use to receive information about the Town?



Analysis: Of the 25 respondents, 34% received information about the Town via Town website and e-newsletters while 28% received news about the Town through local newspapers. 17% of respondents received news through radio stations. Lastly, a total of 21% of the respondents claimed to receive information about the Town through television (6%), social media (9%), and other forms (6%).

The Blue Mountain Review and Collingwood Connection were the most selected sources of newspaper for information about the Town. When talking to Seniors verbally, many of them also claimed to read the Owen Sound Sun Times newspaper also. Regarding radio, CFOS AM 560 was the most selected channel for receiving news and information about the Town.

All 25 respondents responded to this question.

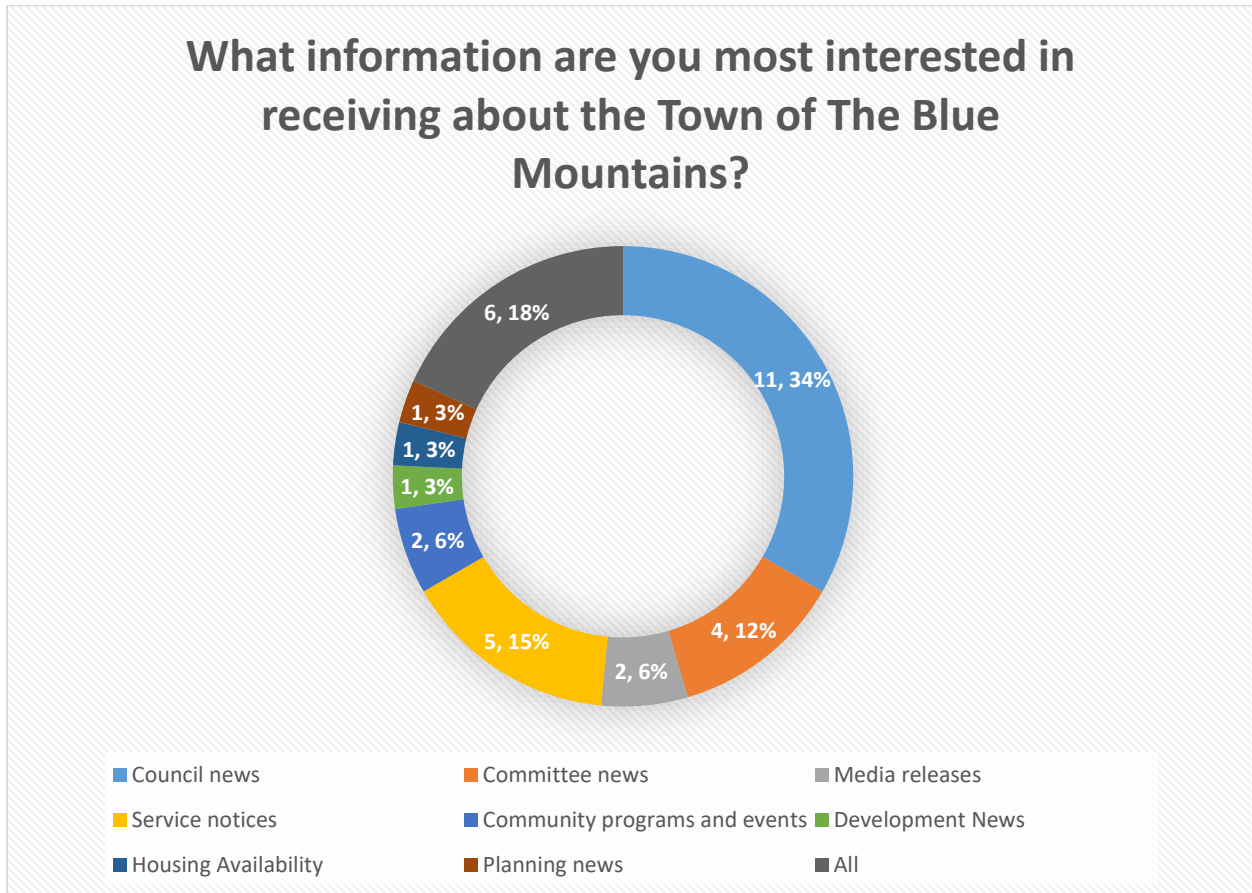
Newspaper	#
The Blue Mountain Review	8
Collingwood Connection	6
Owen Sound Sun Times	2
Free paper in mail	1

Radio	#
92.3 FM	1
96.7 FM	1
CFOS AM 560	4
95.1 Peak FM	1
93.7 (Owen Sound)	1

Other	#
Taxes Newsletter	1
Collingwood Today Email	1

Television	#
CTV	1

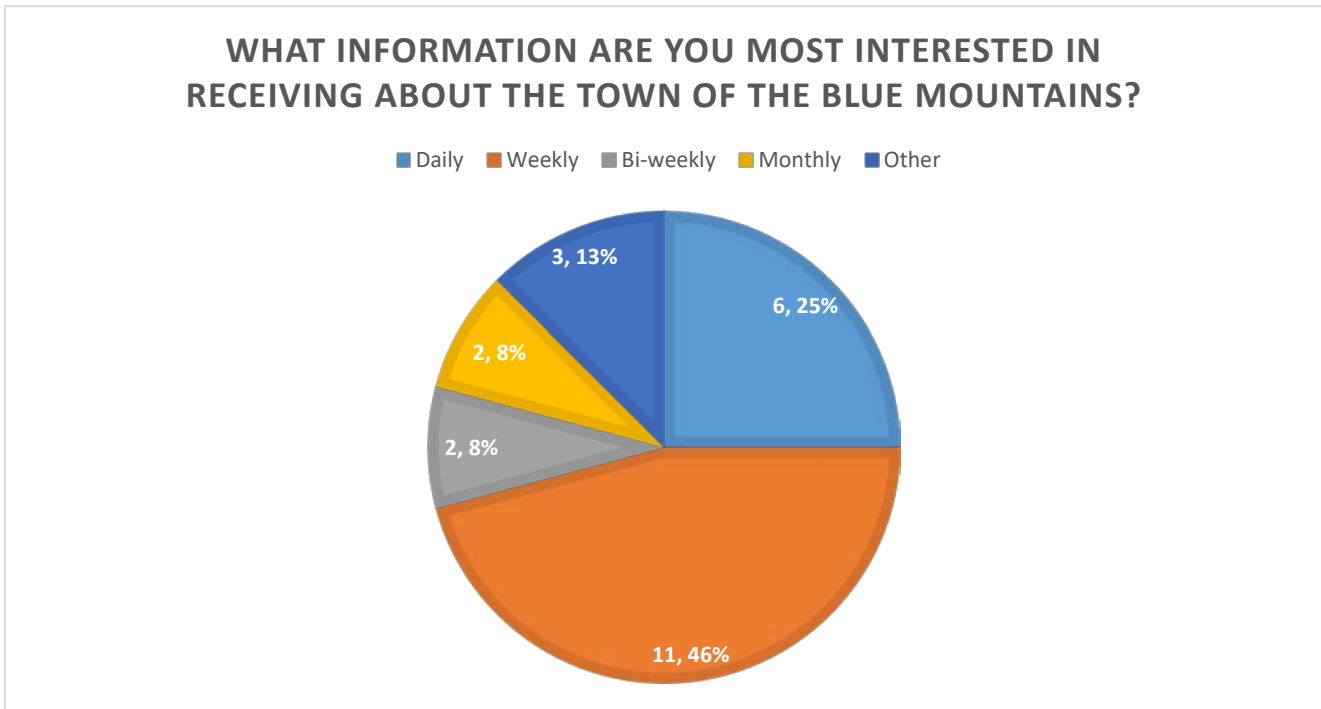
4) What information are you most interested in receiving about the Town of The Blue Mountains?



Analysis: The information that seniors were most interested in receiving about the Town of The Blue Mountains was Council News (34%). 18% of respondents was interested in receiving all the news from The Town of The Blue Mountains while 15% wanted to receive information on only Service Notices. 12% of respondents was interested in receiving Committee News while a total of 21% was interested in Planning News (3%), Housing Availability (3%), Development News (3%), Community Programs & Events (6%), and Media Releases (6%).

22 of 25 answered this question.

5) How frequently do you check for news and updates regarding the Town of The Blue Mountains?



Analysis: Most respondents preferred to receive the Town of The Blue Mountains information on a weekly basis (46%) while 25% of respondents preferred information daily. The remaining 29% preferred to receive information on either a bi-weekly, monthly, or other.

23 of 25 respondents answered this question.

Other Comments
Just receive emails
Depends on what's going on
As needed

E. The Blue Mountains Strategic Plan

- Goal #4: Promote a Culture of Organizational & Operational Excellence
- Objective #2 Improve Internal Communications Across our Organization
- Objective #3 To Consistently Deliver Excellent Customer Service
- Objective #5 Constantly Identify Opportunities to Improve Efficiencies and Effectiveness

F. Environmental Impacts

No environmental impacts are anticipated within the scope of this report.

G. Financial Impact

H. In consultation with

Tim Hendry, Communications & Economic Development Coordinator
Shawn Everitt, Chief Administrative Officer

I. Public Engagement

The topic of this Staff Report has not been subject to a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Jeremy Chan, communications@thebluemountains.ca.

J. Attached

None

Respectfully Submitted,

Jeremy Chan
Communications and Economic Development Project Specialist

Tim Hendry
Communications and Economic Development Coordinator

For more information, please contact:
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