



Staff Report

Administration

Report To: Community Communications Advisory Committee
Meeting Date: February 18, 2020
Report Number: FAF.20.013
Subject: Communications Survey Questions
Prepared by: Tim Hendry, Manager of Communications and Economic Development

A. Recommendations

THAT the Community Communications Advisory Committee receive Staff Report FAF.20.013, entitled "Communications Survey Questions"; for information purposes.

AND THAT the Community Communications Advisory Committee endorse the Communications Survey Questions as outlined in Report FAF.20.013.

B. Overview

The purpose of this staff report is to seek Committee endorsement of the Communications Survey Questions which will be released in January 2020.

C. Background

To determine the most effective and efficient methods of communication with residents in the community, a short survey is essential in gaining the input and feedback from the public.

D. Analysis

Residents will be able to provide their input via hardcopy surveys or through the Town's public engagement website in January 2020. Mailed postcards, e-newsletters, road signs, radio ads, social media, network outreach, etc. are a few methods of promotion for the Communications Survey. It is recommended that a survey be developed to gain insight on the best communication methods and goals for residents across the entire community.

E. The Blue Mountains Strategic Plan

Goal #2: Engage Our Communities & Partners
Objective #1 Improve External Communication with our Constituents
Objective #2 Use Technology to Advance Engagement
Objective #3 Strengthen Partnerships

- 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

N/A

G. Financial Impact

Costs for survey advertising will be approximately \$10,000 as mentioned in our project budget.

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 Tim Hendry, communications@thebluemountains.ca.

J. Attached

1. Attachment 1- Communications Survey 2020

Respectfully Submitted,

Tim Hendry
Manager of Communications & Economic Development

Shawn Everitt
Chief Administrative Officer

For more information, please contact:
Tim Hendry,
communications@thebluemountains.ca
519-599-3131 extension 282



Communications Survey 2020

www.thebluemountains.ca

The Town of The Blue Mountains is in the process of developing a Corporate Communications Strategy that will guide the Town's communication efforts through 2020 – 2025. Public feedback and input from residents are essential to ensure that the Town utilizes the most effective and efficient methods of communication.

The survey deadline closes on **March 18, 2020**.

The survey consists of five sections and will take approximately 15 minutes to complete. Please return completed surveys to the Town of The Blue Mountains Town Hall. Printed surveys must be completed on the original paper surveys printed by the Town. Alternate versions will not be accepted.

If you require assistance or have questions, please contact:

Tim Hendry

Communications & Economic Development Coordinator

communications@thebluemountains.ca

519-599-3131 ext. 282

Demographic Questions

- 1) What type of resident do you consider yourself?
 - a. Full-Time, Year Round
 - b. Part-time, 6 Months – 11 Months
 - c. Seasonal, 6 Months or Less
 - d. Flex, live in the Town but work outside of the community

- 2) Where is your property located in the Town of The Blue Mountains?
 - Banks
 - Blue Mountain Village
 - Camperdown
 - Castle Glen
 - Clarksburg
 - Craigleith
 - Egypt
 - Gibraltar
 - Heathcote
 - Kolapore
 - Lora Bay
 - Loree
 - Osler
 - Ravenna
 - Red Wing
 - Sandhill
 - Slabtown
 - Swiss Meadows
 - Thornbury
 - Victoria Corners

- 3) Are you responding as a resident, business owner, working in Town but living elsewhere, or a visitor?
 - a. Resident
 - b. Business owner
 - c. Both a resident and a business owner
 - d. Working in the Town of The Blue Mountains but living elsewhere
 - e. Visitor

- 4) What is your age?
 - a. Under 18
 - b. 18-24
 - c. 25-34
 - d. 35-44

- e. 45-54
- f. 55+

General Questions

- 5) Which of the following sources do you currently use to receive your information about the Town of The Blue Mountains? (please check all that apply)
- a. Town Website
 - b. Town Email Blasts including the Weekly Recap Email
 - c. Town Twitter Account
 - d. Other Social Media accounts (such as public Facebook groups)
 - e. Local Newspapers (Please specify)
 - f. Local Radio Stations (Please specify)
 - g. Town Staff
 - h. Town Tax Bill Newsletter
 - i. Word of Mouth
 - j. Attend / Watch Council Meetings
 - k. Other
- 6) How frequently do you check for news and updates regarding the Town of The Blue Mountains?
- a. Daily
 - b. Weekly
 - c. Bi-weekly
 - d. Monthly
- 7) The Town offers a wide variety of services to residents. Please indicate if you have used or are aware of the following services (please check all that apply):
- a. Community Guide
 - b. E-Blast
 - c. Your View, Online Public Engagement Software
 - d. Council & Committee of the Whole Meeting Live Stream
 - e. Waste Resource App
 - f. Online Services (Service Requests, Parking Tickets Payments)
 - g. Online Utility and Tax Payments
 - h. Online Community Events Calendar
 - i. Online Business Directory
- 8) Overall, I feel well-informed and knowledgeable about the operations of the Town of The Blue Mountains?
- a. Strongly Agree
 - b. Agree
 - c. Neutral

- d. Disagree
 - e. Strongly Disagree
- 9) In your opinion, do you feel that the Town is open and transparent in sharing news and information with the public?
- a. Yes, I feel that the Town is transparent
 - b. Yes, but I feel that there is room for improvement
 - c. No, I do not feel that the Town is transparent

Public Engagement Questions

- 10) Within the past year, have you participated in a Town of The Blue Mountains public engagement opportunity? (public meeting, survey, community information session, open house, etc.)
- a. Yes
 - b. No
 - c. Unsure
- 11) If you answered 'yes', do you feel that you had adequate notice and opportunity to provide your comments on the plan and or project?
- a. Yes
 - b. No, please specify

Council and Committee Questions

- 12) I feel informed and knowledgeable about Council meetings and the decisions of Council.
- a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
- 13) Currently, the Town standard is to post meeting agendas on the Wednesday of the week before the scheduled meeting. In your opinion, do you think that is enough time for notice?
- a. Yes
 - b. No (If no, please specify desired notice timeframe)
- 14) All Committee of the Whole meetings, Council meetings, and committee meetings are live streamed and archived on the Town website. How often do you watch the live stream and/or archived meeting videos?
- a. Regularly
 - b. Sometimes
 - c. Never
 - d. I didn't know that meetings were live streamed and archived

Social Media Questions

- 15) Do you use social media (Facebook, Twitter, Instagram, LinkedIn, etc.)?
- Yes
 - No
- 16) If you're a social media user, which platforms do you regularly use? (please check all that apply)
- Facebook
 - Twitter
 - Instagram
 - Snapchat
 - LinkedIn
 - Other
- 17) The Town uses Twitter to share news and information. Do you follow the Town of The Blue Mountains Twitter account to receive news and information?
- Yes
 - No
 - I do not use Twitter
- 18) The Town has received requests to create an official Town of The Blue Mountains Facebook page to share news and information with residents. Would you use the Town Facebook page as a platform to receive news and information?
- Yes
 - No

Town Website Questions

- 19) How often do you visit the Town of The Blue Mountains website?
- Several times per week
 - Once per week
 - A few times a month
 - A few times per year
 - I have never visited the Town website
- 20) In your opinion, are you able to easily navigate and find the information you are looking for when accessing the Town website?
- Yes, the Town website is easy to use and navigate
 - Yes, but the Town website has room for improvement
 - No, the website is difficult to use

21) What information do you generally access on the Town website? (please check all that apply)

- a. Council and Committee Meetings, Agendas & Minutes
- b. News Releases & General Information
- c. Property Tax & Utility Information
- d. Community Events Calendar
- e. Business Directory
- f. Waste Collection
- g. Municipal Bylaws
- h. Department and Staff Contact Information
- i. Permits and Applications
- j. Employment opportunities
- k. Online Payments
- l. Publications (budgets, annual reports, etc.)
- m. Recreation Facilities and Programming
- n. Road closures
- o. Other (please specify):

22) One of the main methods of communication with residents is the Town email notifications. Please indicate your level of interest for each of the following news topics that you would be interested in subscribing to:

(Interested, Somewhat Interested, Not Interested)

- a. Committee of the Whole and Council News (Agendas, Minutes & Highlights)
- b. Committee News (Agenda and Minutes)
- c. Business updates
- d. Service disruption
- e. Town Media releases, information and general updates (tax due dates, road updates, permits, by-laws, etc.)
- f. Community events and recreational programs
- g. Public meetings & development News
- h. Emergency alerts/notifications
- i. Other (please specify):

23) If the Town were to consider website improvements, what changes and/or features would you suggest?

[Comment box]

24) Please provide any additional comments regarding Town communications to residents (What works, what doesn't, what would you like to see etc.)

[Comment box]