Communications Survey 2020
www.thebluemountains.ca

The Town of The Blue Mountains is developing a Corporate Communications Strategy that will guide the Towns 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 DATE
The survey consists of six 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
Manager of Communications & Economic Development
communications@thebluemountains.ca
519-599-3131 ext. 282
Thank you for your interest in completing the Communications Survey. The goal is to gain feedback from the public and stakeholders regarding how the Town can strengthen communication and engagement efforts with residents. The results from this survey will be reviewed and analyzed by Town staff and the Communications Advisory Committee and incorporated in the Corporate Communications Strategy.

It is important to highlight that work on this project started prior to the COVID-19 Pandemic. To ensure relevance, the survey questions were reviewed and adjusted to better reflect the information needed to help develop the Corporate Communications Strategy.

**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
   - Duncan
   - Egypt
   - Gibraltar
   - Heathcote
   - Kolapore
   - Lora Bay
   - Loree
   - Osler
   - Ravenna
   - Red Wing
   - Sandhill
   - Slabtown
   - Swiss Meadows
   - Thornbury
   - Victoria Corners
   - I do not live in the Town of The Blue Mountains
3) Please select the option that best describes yourself. I am responding to this survey as a ______
   a. Town of The Blue Mountains Resident
   b. Business owner in The Town of The Blue Mountains
   c. Both a resident and a business owner
   d. Working in the Town of The Blue Mountains but living elsewhere
   e. Visitor (Where are you visiting from?)

4) What is your age?
   a. Under 18
   b. 18-24
   c. 25-34
   d. 35-44
   e. 45-54
   f. 55-64
   g. 65+

General Communication Questions

5) Which of the following sources do you currently use to receive 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. Public Facebook Groups (Please specify)
   e. Other Social Media accounts (Please specify)
   f. Local Newspapers (Please specify)
   g. Local Radio Stations (Please specify)
   h. Road Signs
   i. Mailed Post Cards
   j. Town Staff
   k. Town Tax Bill Newsletter
   l. Word of Mouth
   m. Attend / Watch Council Meetings
   n. 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
   e. I do not regularly check for updates

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) In your opinion, do you feel well-informed and knowledgeable regarding Town operations, projects and initiatives?
   a. Yes, I feel well informed and knowledgeable
   b. Somewhat, but there is room for improvement and a need for increased public information
   c. No, I am not aware and would like to learn more about the Town

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

10) Within the past year, have you participated in a Town of The Blue Mountains public engagement opportunity such as a public meeting, project survey, public information session, and/or public open house?
    a. Yes, please specify
    b. No
    c. Unsure

11) If you answered ‘yes’ to the question above, do you feel that you had adequate notice and opportunity to provide your comments on the plan and or project that you engaged with?
    a. Yes
    b. No, please specify

12) In your opinion, do you feel informed and knowledgeable about Council meetings and the decisions of Council?
    a. Yes, I feel well informed and knowledgeable
    b. Somewhat, but there is room for improvement and a need for increased public information
    c. No, I am not aware and would like to learn more about the Town

13) Currently, the Town standard is to publish meeting agendas the Wednesday of the week before the scheduled meeting. For example, if the meeting is on a Monday, then the agenda is posted
on Wednesday of the previous week. In your opinion, does this timeframe allow for enough public notice?
   a. Yes
   b. No, please specify your 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 was not aware that meetings were live streamed and archived

15) In your opinion, how can the Town improve communications with residents (i.e. methods of communication)/What methods of communication would you like the Town to use?)

Social Media Questions

16) The Town currently uses Twitter to share news and information. Do you follow the Town of The Blue Mountains Twitter account to receive news, information and updates?
   a. Yes
   b. No
   c. I do not use Twitter

17) If you use Social Media, which platforms do you regularly use?
   a. Facebook
   b. Twitter
   c. Instagram
   d. Snapchat
   e. LinkedIn
   f. Other, please specify
   g. I do not use Social Media

18) If you do use social media, how frequently do you access your social media accounts?
   a. Everyday
   b. A few times a week
   c. Once a week
   d. A few times a month
   e. Once a month

19) 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 of The Blue Mountains Facebook page as a source to receive news, information and updates?
Town Website Questions

The Town of The Blue Mountains website (www.thebluemountains.ca) serves as the primary communications tool for the municipality. Through feedback from residents, it was identified that the website could benefit from design, navigation and user experience upgrades. As part of the 2020 Budget Process, Council approved funding to develop a new municipal website for the Town of The Blue Mountains.

To gain public feedback, the Town has launched a detailed website development survey that explores opportunities for improvement. The website development survey is available until DATE. To take the survey, please visit: LINK

To capture a general understanding of how you currently use the Town website, please answer the following questions.

20) How often do you visit the Town of The Blue Mountains website (www.thebluemountains.ca) ?
   a. Several times per week
   b. Once per week
   c. A few times a month
   d. A few times per year
   e. I do not regularly visit the Town website

21) In your opinion, are you able to easily navigate and find the information you are looking for when accessing the Town website?
   a. Yes, the Town website is easy to use and navigate
   b. Yes, but the Town website has room for improvement
   c. No, the website is difficult to use

22) 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.)
Town Email Communication

23) A primary method of communication with residents is email notifications to subscribers through the Town website. 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. Council and Committee of the Whole News (Agendas, Minutes & Highlights)
b. Committee News (Agenda and Minutes)
c. Business and Economic Development Updates
d. Service Disruption
e. Town Media Releases, Information and General Updates
f. Community Events and Recreational Programming
g. Public Meetings and Development Projects
h. Emergency Alerts and Notifications
i. Other (please specify):

COVID-19 Communication Question

The COVID-19 Pandemic emphasized the importance and need for proactive, clear and timely communication between the Town, residents and stakeholders.

1) In your opinion, what lessons can the Town learn from the communication related activities and efforts throughout the COVID-19 Pandemic?

Final Question

1) Please provide any additional comments and/or feedback regarding Town communications activities and efforts.

[Comment box]