



City of Moose Jaw

COMMUNICATION # EC-2019-0061

TITLE: City of Moose Jaw Communications Policy

TO: Executive Committee

FROM: Department of Communications

DATE: June 13, 2019

PUBLIC: This is a public document.

RECOMMENDATION

THAT the Communications Policy be approved substantially in the form attached to this report as Schedule "A".

TOPIC AND PURPOSE

The purpose of this report is to allow the Executive Committee to provide feedback on, and approval of, the new Communications Policy.

BACKGROUND

While there are some existing Policies that address certain areas of communication (Public Notice Policy and Customer Service Policy), and a 2018 document containing guidelines for two-way communication between City Council and City Administration, the City of Moose Jaw currently does not have an all-encompassing Communications Policy.

DISCUSSION

- The City currently does not have a Communications Policy, and creating this document was established as a priority by the Communications Manager, in consultation with the City Manager.

- The Communications Policy includes guidelines addressing the following areas:
 - Media Relations.
 - Public Engagement strategies.
 - Construction Communication protocol.
 - Social Media Usage.
 - City Council.

OPTIONS TO RECOMMENDATION

Do not adopt a Communications Policy for the City of Moose Jaw.

PUBLIC AND/OR STAKEHOLDER INVOLVEMENT

Input on the Communications Policy was compiled by:

- Discussion/correspondence with City departments.
- Researching Communications Policies from other municipalities across Canada.
- Reviewing current protocols and identifying areas of importance through situational experience.

COMMUNICATION PLAN

If the Communications Policy is initially approved by Council, residents will be given one week to provide feedback, which will be taken into consideration before submitted to Council for final approval.

STRATEGIC PLAN

The Communications Policy supports all of the City's Strategic Core Values - Community Pride, Sustainable Community Growth, Community Wellness, Community Safety and Progressive Civic Administration - in various ways.

OTHER CONSIDERATIONS/IMPLICATIONS

There are no official community plans, bylaw or policy implications, privacy implications, financial implications or other considerations.

PUBLIC NOTICE

Public Notice pursuant to the Public Notice Policy is not required.

PRESENTATION

VERBAL: X The Communications Manager will be in attendance at the meeting.

ATTACHMENTS

- i. Schedule "A" – City of Moose Jaw Communications Policy

REPORT APPROVAL

Written by: Craig Hemingway, Communications Manager

Reviewed by: Tracy Wittke, Assistant City Clerk

Approved by: Jim Puffalt, City Manager

Approved by: Fraser Tolmie, Mayor

To be completed by the Clerk's Department only.

Presented to Regular Council or Executive Committee on _____.

No. _____ Resolution No. _____