research summary

City of Courtenay - Presentation to Mayor & Council

SPUR
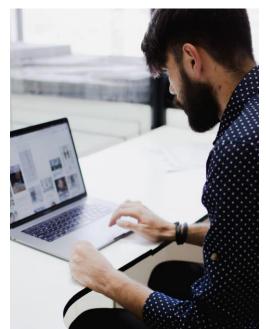COMMUNICATION

territorial acknowledgement

agenda

scope

1. Develop a **communication strategy** that outlines a clear, consistent and effective approach for City communication across departments and projects
2. Include a style guide, including a guide to equitable language
3. Create templates and checklists to enable efficient execution in the future
4. Make recommendations about future activities and platforms, e.g. an engagement framework and operational considerations

approach

01

Staff workshop

02

Communication audit

03

Interviews

goals

We wanted to garner alignment about high-level goals for this project. The goals will serve as a lighthouse for the remainder of the strategy.

staff insights
Earn trust with both community & interest holders

council insights
Meet communities 'where they're at' through modernized communication

audit insights
Increase capacity and modernize communication systems & tools

objectives
drawn from research insights

staff insights
1. Develop a consistent approach to communication
2. Ensure clear roles, responsibilities & processes

council insights
1. Emphasize diverse communication options
2. Modernize the City's communication approach through introducing new tools

audit insights
1. Find opportunities to facilitate relationships with community partners
2. Reflect Courtenay's diversity

tone & language

Developing a consistent tone for communication is an integral piece of a communication strategy.

staff insights
Define and use a consistent and engaging tone in external communication.

council insights
Use clear and accessible language, ensuring that communication is easy to understand.

audit insights
Outline where different channels require shifts in communication approach.

messaging

Although not the focus of our questions, a number of individuals brought up a desire for a clear process to develop and use key messages (KMs).

01

Desire for a **consistent approach to KM development** - an outline what all key messages should include.

02

Requests for project KMs and FAQs that are distributed to staff and councillors **before projects launch.**

opportunities

01

Mayor, Council and staff identified an opportunity to **improve community awareness about key issues**. There is a desire to increase awareness about projects and services.

02

Another theme that arose was an interest to identify and address **barriers to information** for community - through language, writing style and user experience (UX) design.

03

Finally, there was a strong desire to **move from a reactive space to a proactive space** - to build a strategy that forecasts projects, capacity, tactics and timelines.

opportunities

04

The research indicates a big opportunity to **develop and leverage meaningful relationships** with community organizations.

05

Interviews also identified a desire to **leverage new and emerging technologies** to increase communication capacity and bench strength.

06

Finally, there is an opportunity to **grow interest and engagement across City channels by using different media** (i.e. video).

next steps

community engagement with interest holders

september

compile community engagement results

october

draft the strategy

november

present to Mayor and Council and develop additional resources

december

questions