

TOWN HALL

COMMUNICATIONS – HOW ARE WE DOING?



AGENDA

- WHEN I ARRIVED...
- CORPORATE STRATEGIC PLAN
- REVIEW 2024 COMMUNICATION STRATEGY
- HOW ARE WE DOING?
 - YEP...TIME FOR SOME FEEDBACK!

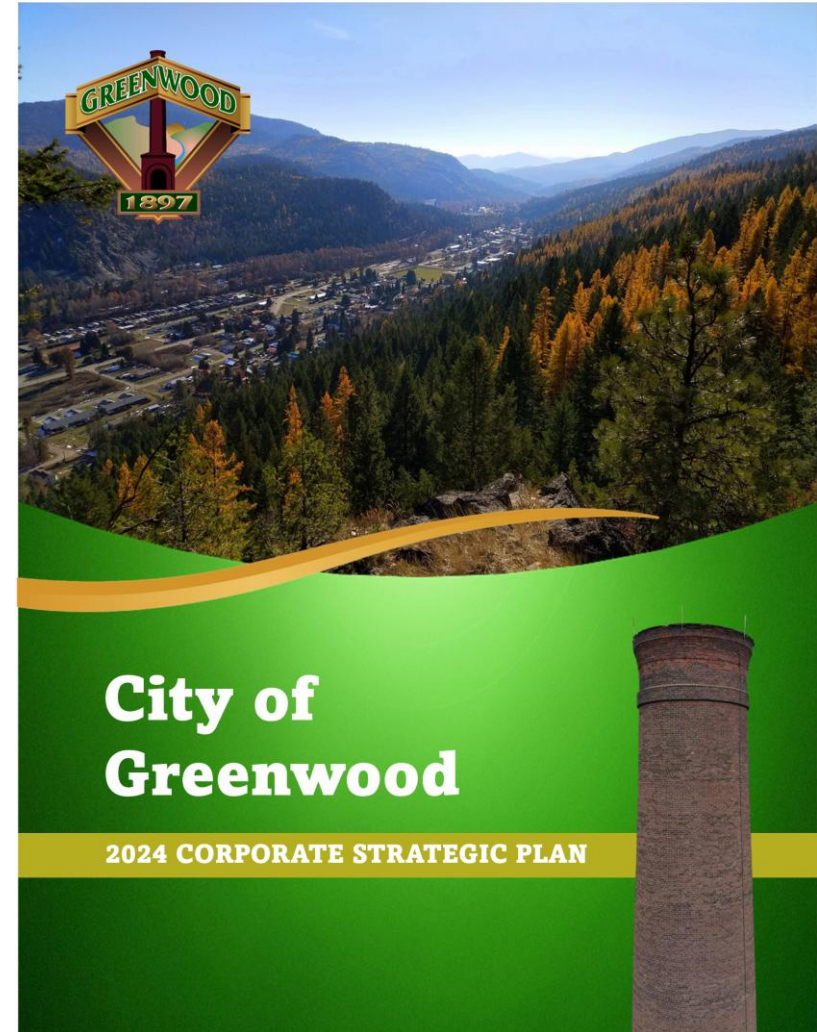


WHEN I ARRIVED – FEBRUARY 2024



THE CORPORATE STRATEGIC PLAN RANKED COMMUNICATIONS AS THE FIFTH MOST IMPORTANT PRIORITY

“FURTHERMORE, THE CORPORATE STRATEGIC PLAN COMMITS TO INCREASE, DIVERSIFY AND PROVIDE THE MOST UP-TO-DATE INFORMATION AVAILABLE.”



THE CORPORATE STRATEGIC PLAN HIGHLIGHTS FOUR KEY OBJECTIVES

DIGITAL COMMUNICATIONS

COMMUNITY CONNECTION

ACCOUNTABILITY

EVENTS AND ACTIVITIES

Communication Objectives



“THE CITY OF GREENWOOD IS COMMITTED TO ENGAGING AND LISTENING TO ALL RESIDENTS AND STAKEHOLDERS.”





2024 COMMUNICATION STRATEGY

WHAT IS IT?

PURPOSE

*“THE CITY OF GREENWOOD IS
STRIVING TO PROVIDE EXCEPTIONAL
AND TRANSPARENT COMMUNICATION
TO THE CITIZENS OF GREENWOOD”*



COMMUNICATION GOALS

OBJECTIVES	MEANS OF ACHIEVEMENT
#1: Establish a communication baseline.	Define standards against which progress will be measured.
#2: Cultivate communication excellence.	Consistently deliver all City communication in a factual, transparent, relevant and timely manner.
#3: Develop creative and multi-platform content that enhances all communication activities.	Website, social media, media, newsletters, posters, brochures, eScribe.
#4: Foster engagement and uphold public trust.	Actively listen and engage residents to instill public trust and confidence.



SWOT ANALYSIS - FOUNDATION

- CONDUCTING A SWOT ANALYSIS ALLOWS CITY STAFF TO CONSIDER FACTORS FROM BOTH AN INTERNAL AND EXTERNAL PERSPECTIVE AND AIMS TO PROVIDE VALUABLE INSIGHT AND REFLECTION INTO THE FORMATION OF THE STRATEGY AS WELL AS ASSIST IN IDENTIFYING THE TACTICS NECESSARY TO IMPROVE THE CITY'S EFFORTS



UNDERSTANDING GREENWOOD

- WHO ARE WE COMMUNICATING WITH:
 - FT RESIDENTS
 - BUSINESS OWNERS/EMPLOYEES
 - NPO
 - SEASONAL RESIDENTS
 - GROUPS/SERVICE CLUBS
 - TOURISTS AND VISITORS



UNDERSTANDING GREENWOOD

- GENERATIONAL CHALLENGES

- | | |
|----------------------------|-----------------------|
| • BABY BOOMERS (1945-64) | 80% FACE TO FACE |
| • GENERATION X (1965-80) | 20% USE SMARTPHONES |
| • MILLENNIALS (1981-96) | 75% OPT FOR TEXT ONLY |
| • GENERATION Z (1996-2012) | 80% USE SOCIAL MEDIA |
| • ETC..... | |



TACTICS – TO MEET THE CHALLENGE

- STRATEGIC COMMUNICATIONS
- ISSUES MANAGEMENT AND CRISIS COMMUNICATIONS
- WEBSITE MANAGEMENT
- SOCIAL MEDIA MANAGEMENT
- MEDIA RELATIONS
- COMMUNITY ENGAGEMENT, PUBLIC SESSIONS AND TOWN HALLS MEETINGS
- ADVERTISING AND PROMOTIONAL MATERIALS
- TOWN BRAND STANDARDS



HOW ARE WE DOING? YEAR 1 - 2024

- ✓ • Develop and implement social media strategy
- P • Implement email address collection campaign
- ✓ • Launch quarterly, printed and mailed City newsletter focused on storytelling
- P • Launch new corporate City website
- P • Secure and utilize the eScibe program linking minutes and agenda to website publishing
- ✓ • Install a digital information delivery TV at City Hall in waiting area
- ✓ • Initiate the Town Hall and Coffee with Council meetings



HOW ARE WE DOING? YEAR 2 - 2025

- P Hire research firm to assist with all City surveys
- X Develop communication orientation package for new staff and Council members
- ✓ Launch monthly e-newsletter
- X Develop issues management communications plan
- P Conduct Citizen Satisfaction survey
- X Create new resident welcome package
- P *Requesting annual budget from Council to mail out monthly newsletters*



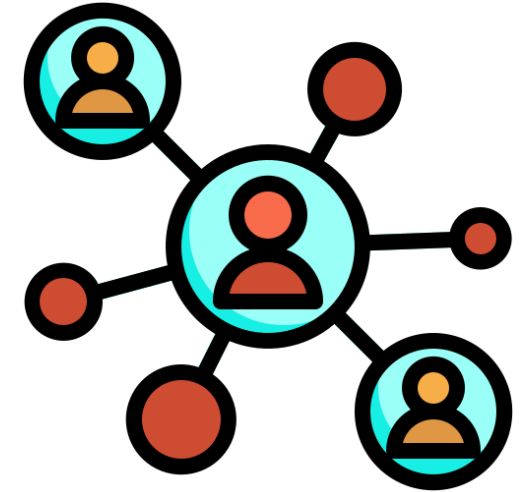
WHAT'S TO COME?

2026

- DEVELOP DEPARTMENT-SPECIFIC EXPLAINER CONTENT MEDIA (*VIDEOS, PAMPHLETS, ETC.*)
- CONDUCT MEDIA RELATIONS TRAINING FOR LEADERSHIP & COUNCIL
- ESTABLISH YOUTH ENGAGEMENT OPPORTUNITIES THROUGH PARTNERSHIPS WITH LOCAL SCHOOLS AND YOUTH GROUPS (*I.E. GREENWOOD RECREATION ASSOCIATION*)
- LAUNCH RESIDENT TEXT MESSAGE COMMUNICATIONS AND EMERGENCY ALERT TOOL

2027

- LAUNCH MUNICIPAL PODCAST TO SHARE NEWS AND INFORMATION WITH RESIDENTS
- LAUNCH PILOT PROJECT WITH CITY “NEWS BOXES” LOCATED IN HIGH-TRAFFIC AREAS TO ASSIST WITH NEWSLETTER AND CITY SURVEY DISTRIBUTION



2028

- PURCHASE AND IMPROVE USE OF DIGITAL SCREENS/SIGNAGE
- UPDATE THE COMMUNICATIONS STRATEGY



MEASURING SUCCESS

OBJECTIVES	METRICS
<p>Establish a communications baseline</p>	<ul style="list-style-type: none"> • Email analytics (open rate and conversion rate) • Number of email subscribers and average open/engagement rates • Response time to resident inquiries • Website analytics
<p>Cultivate corporate communications excellence</p>	<ul style="list-style-type: none"> • Social media analytics (i.e. engagement rate, impressions, likes/favourites, comments, shares/retweets, video views, optimal post times, number of followers/subscribers, traffic to website) • Council/Committee/Meeting attendance
<p>Develop creative content and enhance strategic communication efforts</p>	<ul style="list-style-type: none"> • Survey participation rate • Identify opportunities for feedback • Distribution of communication material/information • Overall number of customer service inquiries • Number of media releases
<p>Foster engagement and uphold public trust</p>	<ul style="list-style-type: none"> • Quantity of media coverage (i.e. number of news articles, radio segments, interviews, etc.) • Number of phone inquiries to City Staff • Number of City Hall in-person visits





COMPLETED THE FIRST YEAR (AND A HALF)

SO HOW ARE WE DOING?

When someone says

"Can I give you some feedback?"

