



# **January to March 2019 Operational Plans**

## **County of St. Paul**

**5015 - 49 Avenue, St. Paul, AB  
T0A 3A4**

**[www.county.stpaul.ab.ca](http://www.county.stpaul.ab.ca)  
780-645-3301**

Department	Strategy	Action	Q1: January to March
1. Governance	Strategy 1.1		Notes that detail progress of action that supports the corresponding strategy.
	Provide communication to demonstrate accountable governance.	Communicate about the AGM to the public.	Council to set a date and location for AGM at April 9 Council meeting
		Book AGM in a community hall, rotating community location each year.	
		County Strategic plan and narrative budget available online.	
	Strategy 1.2		
	Collaborate with municipal partners.	Meet with Town of St. Paul and Town of Elk Point at least once a year to discuss collaborative opportunities.	
		Work with municipal neighbors to develop Inter-Municipal Collaboration Frameworks and Inter-municipal Development Plans.	The Inter-Municipal Development Plans with five Rural Neighbours (County of Two Hills, Smoky Lake County, County of Vermilion River, Lac La Biche County and MD of Bonnyville) are complete. Draft Inter-Municipal Collaboration Framework documents for the Rural Neighbours are currently being worked on at the Administrative level. We have had the first Inter-Municipal Collaboration Framework (ICF) meetings with our Urban neighbours (Town of St. Paul, Town of Elk Point, and Summer Village of Horseshoe Bay). Work is progressing well on these ICFs with multi-lateral and bi-lateral agreements being amended as necessary. The Inter-municipal Development Plans with our Urban Neighbours are in progress.
		Complete Storm Water, with Town of St. Paul, Rec Study and Street lighting study and economic development project with all 4 partners.	Work is continuing on the Storm Water Management Plan with the Town of St. Paul. They will complete this plan once a full season of weather is tracked by the consultants. The anticipated completion is fall 2019. The Recreation Study is wrapping up and will be available for the public to see and comment on before it is finalized. The Street Lighting Study project has only policy development left to be completed.
		Reconsider regional collaboration MOU to neighboring municipalities.	
		Continue to apply for available provincial grants around collaboration.	The region applied for Alberta Community Partnership Grants in fall of 2018 and was successful in obtaining grants for: Stormwater Management Plans for Summer Village of Horseshoe Bay and Town of Elk Point, Regional HR Framework, as well as the completion of a Regional Economic Development Plan.
		Complete road condition assessment tool project with County of Two Hills.	This project is nearing completion and the tool will be ready for Public Works departments from both municipalities to use this spring.
	Strategy 1.3		



	Provide scholarships to support students in the St. Paul Regional Education Division.	Provide 3 scholarships of \$1000 each for students who have high marks, community involvement and volunteerism entering full-time studies.	Confirmed with St. Paul Education.
		Provide 1 scholarship of \$1000 for students entering a trade.	Confirmed with St. Paul Education
	Strategy 1.4		
	Council to financially support community groups.	Financially support Riverland Trail Society, the upcoming Skatepark and Mallaig AG Society Arena Upgrade.	
		Consider additional funding to community groups.	
	Strategy 1.5		
	Approve appropriate policies for the County.	Review policy manual.	The Policy Committee met in late March to review several policies and make recommendations for approval at the April Council meeting.
		Proactively deal with emerging policy issues.	Policies that relate to Occupational Health and Safety have been referred to the Joint Health and Safety Committees for review before coming back to the Policy Committee.
	Strategy 1.6		
	Support efforts to ensure safe communities in our County.	Advocating to Federal and Provincial governments for increased RCMP in rural communities.	
2. General Administration	Strategy 2.1		
	Continue to work on an asset management project to make informed decisions regarding replacement and maintenance of County infrastructure.	Implementation of Asset Management Strategy - over next 5 years.	Our Asset Management Committee continues to work with our consultant on defining levels of service and risk assessment of our assets.
		Defer any purchase of software to 2019 or beyond.	
		Review the Road Classifications and develop 5-20 year plan.	This plan will be worked on in conjunction of the road condition assessment tool.
		Consider annual contribution to reserves for departmental capital equipment purchases.	Annual contribution to reserves for Fire Equipment is part of the budget and in the future budget for Waste Equipment.
		Implement road condition assessment tool.	See 1.2
		Implement Munisight asset management software for linear assets.	
		Communicate progress on asset management plans to Council and public.	
	Strategy 2.2		
	Build positive relationship between County Main office and Public Works shop.	Continue Team building for all staff – minimum of 2 events per year.	Regional Team Building to be held April 26th
		Consider team building/ leadership courses.	
	Strategy 2.3		
	Improve customer experience through office redesign	Completion of renovation of common area and Council chambers.	The renovation of the office is nearing completion with the Council Chambers being completed in April 2019.
	Strategy 3.1		
	Implement Human Resources framework to improve experience for management staff and employees.	Cross training of staff positions nearing retirement.	The Taxation and Assessment cross training is nearing completion. We have advertised for a new staff member due to retirement of an administrative staff person.
		360 reviews for management team.	
		Consider application to Alberta Municipal Affairs Internship Program.	

3. Corporate Services		Determine clear expectations for managers when hiring new staff and for managing current staff.	The Management Team and Supervisory team have had a training session regarding managing staff performance.
		Determine clear expectations for employees regarding their employment.	The Management Team have been working with our HR consultant to revise the standard letter of hire.
		Explore development of employee handbook.	This to be part of our regional grant for the HR Framework.
		Continue to monitor and update the Performance Appraisal system to ensure it meets the needs of management and staff.	This is part of the HR Consultant's scope of work for 2019.
		Conduct Exit interviews.	
		Include "Cultural/Sensitivity training" for all staff.	The Management Team members took a 2-day training course at Blue Quills University regarding cultural awareness.
		Include "Conflict Resolution" training for appropriate staff.	
	Strategy 3.2		
	Continue to research opportunities for grant funding.	HR Framework.	Received Grant
		Economic Development.	Received Grant
		Storm water Management	Received Grant
	Strategy 3.3		
	Continue adding County vehicles to AVL System and/or Working Alone mechanisms.	AVL implementation on Supervisor set for Keith, sprayer truck, two loaders and two patching trucks and a gravel truck.	
		Implement updated aware 360 system.	Training of Managers and Supervisors is taking place to ensure that staff are using the Work Alone system appropriately.
	Strategy 3.4		
	Re-familiarize Additional Named Organizations with insurance requirement and protocols.	Hold meeting with Additional Named Insured Organizations.	
	Strategy 3.5		
	Continue to transfer land files into digital record system.	Include in front office staff job descriptions and summer office staff.	Included in Job Descriptions.
		Develop a plan to complete this project by 2021.	
	Strategy 3.6		
	Have accurate assessment of County properties.	Continue to work with assessors and province on centralization of designated industrial properties.	
		Verify that designated industrial property assessment is properly stored and recorded in the assessment software program and transferred to financial program for taxation purposes so reporting is balanced.	Taxation and Assessment staff received the transfer of files from Municipal Affairs successfully and have balanced it to our financial software.
		Provide proactive communication to residents so they have ample opportunities to discuss with assessors whether the parcels are designated agricultural vs other.	Assessment Open Houses have been scheduled in June 11 & 18, 2019
nt	Strategy 4.1		
	Review and update Inter-Municipal Development plans in accordance with modernized MGA.	Finalize/update urban inter-municipal development plan with the Town of Elk Point, the Town of St. Paul and Summer Village of Horseshoe Bay.	Draft plans are nearing completion. Will be presented to municipal Councils in April for review and comment.
		Finalize rural inter-municipal development plans with Lac La Biche County, M.D. of Bonnyville, County of Vermilion River, County of Two Hills, County of Smoky Lake	All IDP plans have been passed via Bylaw by all municipal partners. Grant reporting and finalization to be completed in quarter 2.
	Strategy 4.2		



4. Planning and Developer	Consider revision and approval St. Paul North ASP following completion of IDP with Town of St. Paul.	Council will further discuss during Town of St. Paul and County of St. Paul Inter-municipal Development Plan.	
	Strategy 4.3		
	Re-Survey Plan 527MC Block 1 at Vincent Lake to have houses be situated on the lots.	Finalize survey. Apply for accretion and close roadways adjacent to plan area.	Draft survey completed and sent to residents for comment. Site meeting with landowners to discuss the draft survey to take place in May.
		Sell the land that is currently Environmental Reserve but would become the land owners after re-survey to the appropriate lot owners.	
		Registration of land titles and new titles issued to landowners and County.	
	Strategy 4.4		
	Explore potential resurvey of Mallaig lots along Railway Avenue.	Estimate costs of survey.	Estimate based on all lots participating \$23,000.
		Consider sale of and set price of former road plan adjacent to railway avenue lots.	Council set the sale price of land at \$2000/acre.
		Resurvey, sell and consolidate lots.	
	Strategy 5.1		
5. Economic Development	Make it easier for businesses and residents to connect to the internet and potentially attract new technology businesses.	Explore opportunity around high speed internet for the County.	MCSNet is considering offering internet fiber in hamlets in the County.
		Support MCSNet growth in communities in the County.	The County is working on agreement for installation of internet fiber in our hamlets.
		Partner with MCSNet for Wifi in County Parks/Campgrounds.	Wifi will be available in all County municipal parks in 2019.
	Strategy 5.2		
	Implement strategies that come out of CARES project report.	Continue path to Regional Economic Development strategy through ACP grant.	Grant was approved.
	Strategy 5.3		
	Determine opportunities to encourage development.	Review the Land Use Bylaw and General Municipal Servicing Standards.	
6. Emergency Management and OH&S	Strategy 6.1		
	Ensure Regional Emergency Management preparedness.	Maintain and update Regional Emergency Management plan (REMP).	Our new Director of Emergency Management and Occupational Health and Safety has been reviewing the plan and the changes to the Emergency Management Act. will need to re-write a large portion of the plan and will use a consultant to assist the region.
		Provide training for staff and councilors.	Training courses are attended as offered.
		Exercise the REMP in conjunction with Emergency Management agency.	
	Strategy 6.2		
	Increase public awareness and education on public participation.	Increase participants in mass notification system.	
		Communicate and educate public to improve community readiness.	
	Strategy 6.3		
	Ensure safety of our staff.	Maintain and update Regional Safety Management System (RSMS).	Our new Director of Emergency Management and Occupational Health and Safety has been reviewing the Regional Safety Management System and the changes to the Occupational Health & Safety Act. We will need to update portions of the plan.
		Provide orientation and training to all staff.	Orientation of new staff is ongoing.

	Provide management support system.	The Safety Department is providing guidance to the Management Team on changes required to meet the new legislation.
	Conduct regular inspections and worksite visits to ensure regular safety practice.	Regular inspections are taking place as per the OH&S Act.
	Maintain work alone system.	The Safety Department has been orientated to the Work Alone System and will be maintaining and monitoring it now.



Department	Strategy	Action	Q1: January to March
1. Parks and Recreation	Strategy 1.1		Notes that detail progress of action that supports the corresponding strategy.
	Increase usage of our parks, campgrounds and recreation facilities.	Increase public awareness of our parks through promotions and marketing.	No action.
		Host events in partnership with FCSS and other County departments.	1st Block Party scheduled for May 18/19 at Floatingstone Park.
		Review our rates and see how they can become more flexible.	Approved Spring (May-June) camping permit rate of \$20/night for powered and \$10/night for non powered. Summer camping permit (July-Sept.) \$30/night for powered and \$20/night for non-powered.
		Modify campsites to accommodate demand for more group sites.	No action.
	Strategy 1.2		
	Maintain and upgrade parks and recreation facilities.	Install WIFI at all our campgrounds.	No action.
		Reconstruct and improve boat launches.	No action.
		Reconstruct and upgrade trailer dumping stations.	No action.
		Develop overflow sites.	Received approval for amended crown lease at Lac Bellevue. Public Works completed brushing and initial ground works.
		Purchase new computers for staff to accommodate online booking system.	Completed. Purchased from Trinus 4 new computers for \$7,760.00.
		Install outdoor showers for beach users.	No Action.
		Install welcome signs at all parks.	No Action.
		Complete public engagement survey to know what we can improve on.	No Action.
	Strategy 1.3		
	Review Parks and Recreation governance.	Review and redraft Parks Bylaw and Policies.	Completed final draft. Passed by Policy Committee on March 26/19. To be brought to a future Council Meeting.
2. Waste Management	Strategy 2.1		
	Increase recyclable segregation options.	Allow for cardboard recycling at transfer stations.	Ordered 2 - 30 yard bins from EMW.
		Increase scale of Styrofoam recycling to meet high demand.	No Action.
		Investigate plastic shredder for household waste.	No Action.
		Explore and initiate ways to collaborate with Town of St. Paul for bailing paper and cardboard.	Starting initial discussion with Town of St. Paul to receive cardboard from County Transfer Stations this summer.
		Make recycling easier for Floatingstone residents.	No Action.
	Strategy 2.2		
	Public awareness about waste management.	Conduct a public engagement survey with public.	No Action.
		Add information about waste management to marketing calendar.	No Action.
		Host events related to waste management - grant funding for toxic waste round up.	Evergreen Regional Waste Management Commission to apply for the grant through Alberta Recycling.
		Improve signage at sites.	Working with staff on draft signs.
	Strategy 2.3		
	Streamline waste collection and operations.	Review Transfer station hours to make them more accommodating.	No Action.
		Review bin sites and eliminate unnecessary.	Removed 30 yards bins from Ashmont, Mallaig and Lac Sante.
		Consider an annual capital contribution for waste management vehicles to be set up in reserves.	Deferred to 2020.
Services	Strategy 3.1		
	Build public awareness about Agricultural services.	Communicate effectively about 1) invasive and noxious weeds 2) pests 3) dog control 4) rental equipment.	Held a clubroot meeting with the MD of Bonnyville on Feb 26. Spoke at Seeding For Success on Feb 7. Spoke at a clubroot meeting in Two Hills on March 28. Have met with numerous ratepayers to talk about various pests and weeds in the County.

3. Agriculture		Marketing of public LARA workshops.	Continue to forward workshops to our website.
		Begin a newsletter for public.	I have continued to provide a monthly newsletter to council. I will work on one that can be seen on the website by the public.
	Strategy 3.2		
	Maintain and improve programs for Agriculture Service Board.	Begin proactively planning programming for 1) spraying, 2) mowing, 3) road allowances.	No Action.
4. Fire Services	Strategy 4.1		
	Maintain equipment and facilities.	New equipment for Ashmont, Mallaig, Elk Point, St. Paul Fire Departments.	No Action.
		Continue annual capital contribution for Fire equipment to be set up in reserve.	\$136,000 in 2019 budget for Fire Equipment reserve.
	Strategy 4.2		
	Attract and retain volunteer fire fighters.	Review results of engagement survey and determine opportunities for success.	Consultant presented survey results to Fire Chiefs on March 28/19. Director to meet with individual departments in April to present results to each department.
		Continue to have semi-annual Fire chiefs meetings.	Held 1st meeting for 2019 on March 28/19.
	Strategy 4.3		
	Share common strategies for policies, procedures and operations between departments.	Review policies and procedures.	No Action.
		Standardize training and reporting.	Regional Deputy Fire Chief scheduling 1001 training for Elk Point, Mallaig and Ashmont.
	Strategy 4.4		
	Engage residents in fire safety programming.	Engage residents in Fire Smart program and Fire prevention week.	1st Block party scheduled for May 18/19 at Floatingstone Park.
		Investigate department collaboration opportunities to increase number of residents engaged.	No Action.
	Strategy 4.5		
	Maintain and consider new opportunities for regional collaboration with our neighbors	Review and update mutual aid agreements with rural and urban neighbors.	Passed the Regional Deputy Fire Chief Joint Servicing Agreement on March 12/19. Other agreements on going.
		Review current agreement with Frog Lake and explore new opportunities for agreements with other surrounding First Nations and Metis Settlements.	No Action.



Strategy	Action	Q1: January to March
Strategy 1.1		Notes that detail progress of action that supports the corresponding strategy.
Ensure safe road infrastructure for public.	Maintenance program. (see attachments?)	Proposed a change to the procedures to repair oiled roads using a gravel base course but less cold mix. Approved by Council and currently preparing to tender out the Rip Pack, gravel base course for repairs to oiled surfaces as well as any new stretches of cold mix.
	Road construction. (see attachments?)	Rebuilding roads with issues such as rising water and bank erosion along lake or river plus upgrade of selected roads.
	Continue monthly reporting to Council.	Revamped the Public Works agenda layout to enhance the reporting.
	Implement road condition assessment software.	Meetings with Urban to help with design of the assesment software such as what questions will be asked during an assessment.
	Application for grants to improve roads.	Applied for 5 bridge file grants. Applied for a road rebuild and pave project in partnership with the Town of St. Paul.
	Appendixes for construction, oiling and equipment purchase.	
	Continue winter maintenance and services.	Improved our response time to areas in the East end of the County that sees much more heavy traffic 24/7.
	Continue to produce high quality aggregate for road maintenance and construction.	Purchased a new crusher cone and prepared the crusher for the season.
	Continue to explore for new gravel sources and testing.	Tested in 7 quarters of land and found another source near Elk point.
	Consider contracting equipment to assist with Public Works in achieving objectives.	Proposed and accepted by Council to contract base prep as well as gravel base course on 33km of oiled roads as well as 11.5 miles of chip seal in an effort to catch up on maintenance of oiled roads and provide long term solutions to reduce future maintenance on the same roads.
	Consider contract maintenance of Northern Valley Road.	No action
	Obtain rates from local contractors for types of equipment for rent and rates.	Advertised for equipment rates and availability. Did not get the response we hoped for.

	Consider annual capital contribution for Public works equipment to be set up in reserve.	No action
Strategy 1.2		
Improve communications with residents about Public Works.	Implement concern/complaint tracking system that creates work orders.	The county will be implementing a web based sytem set up to track complaints and issues. Set up of this system is under way.
	Be proactive in providing advanced notice of road work to residents.	Will be working closely with the new Communications Coordinator to find ways to do this.
	Assist communications department with educational videos about services and issues.	No action.
	Communicate about winter maintenance and services.	No action.
Strategy 2.1		
Ensure safe supply of water to residents of Mallaig, Ashmont, Lottie Lake and rural residents along the transmission lines.	Maintenance of transmission and distribution lines.	Repair of broken waterlines in Ashmont and Riverview.
	Review costs of water rates for those communities.	No action
	Upgrade truck fill in Mallaig.	No action scheduled for summer of 2019.
	Ensure water meters are working properly or replaced.	Utilities staff working to resolve issues with water meters.
	Tracking of water concerns and complaints to determine future actions.	Ongoing
	Consider distribution lines for Ashmont and Lottie Lake.	No Action
Strategy 2.2		
Continue to explore alternatives for water and sewer for Riverview residents.	Continue to discuss options with Windsor Salt and residents.	No Action
	Consider implementation of rate structure.	No Action
Strategy 2.3		
Ensure maintenance of sanitary lagoons and collection systems.	Report on maintenance required.	No Issues to report.
	De-sludge Mallaig Lagoon.	Plans made to de sludge in Summer 2019.
Strategy 2.4		
Consider consistent rate structure for use of County wastewater facilities.	Set rate for joint wastewater transfer station.	A rate of \$1.00/cubic meter has been established.
	Consider installation of flow point equipment at Ashmont and Whitney Lake lagoons.	Plans to use grant funding to install Flow point equipment at the Ashmont Lagoon. We will also install this equipment at the Whitney Lake Lagoon at County cost.
	Review rate structure for residents with collection systems for Ashmont and Mallaig.	Fee Schedule updated
	Explore relationship with Saddle Lake to allow use of Ashmont Lagoon once flow point equipment is available.	No Action



	Decommission septic truck dumping station at Mallaig lagoon.	No Action
Strategy 2.5		
Explore alternative wastewater treatment processes at Ashmont or Mallaig lagoons to reduce maintenance costs and improve effluent quality	Gather more information from wastewater treatment.	No Action
	Explore funding opportunities for new technologies.	No Action
Strategy 3.1		
Collaborate with Town of St. Paul and Town of Elk Point for maintenance and improvements at local airports.	Snow removal at both airports.	Worked with the Town to utilize their snowblower to help move large volumes of snow over the lights without damaging lights.
	Participate in capital upgrades for both airports.	County did some mulching at the East end of the Elk Point Runway to increase the safe approach of aircraft. A contribution to the lighting upgrade at the St. Paul airport is contemplated in the 2019 budget.
	Apply for funding for capital upgrades.	Grant funding approved for light upgrades at St. Paul airport 2019. Consultant chosen.

Department	Strategy	Action	Q1: January to March
FCSS			Notes that detail progress of action that supports the corresponding strategy.
		Goal 1	
	Make all services affordable and accessible for everyone.	Coordinate Seniors Week Events	In process of booking venues.
		Administer the Volunteer Income Tax Program	In process: 160 assisted to date.
		Complete the Annual Report, as required by the Province by June 30	In process
		Coordinate and manage the annual Ashmont and Mallaig Summer Programs	Summer staff hired to coordinate programs.
		Manage and coordinate the Community Connector Trailer	Summer staff hired: tentative schedule approved by Board.
		Update the Elk Point and County of St. Paul Community Directories	Summer students will be merging the two documents.
		Coordinate the 'Movies in the Community' to most rural communities with the County of St. Paul or Town of Elk Point	Tentative schedule completed.
		Arrange Red Cross Babysitting Course and Home Alone Course in Mallaig	No requests to date.
		Hold a Seniors Clinic on changes to Alberta Seniors Benefits	To be scheduled after July 1.
		Coordinate summer events in the communities, including Block Parties and Science Days	Summer staff hired: tentative schedule approved by Board.
		Complete Outcomes Measures, as required by the Province, by October 30	Meeting with Outcomes person on April 24.
		Consider contribution to the Family School Liaison Worker Program	Waiting for Council approval.
		Provide recognition and events to community volunteers throughout the year	Firefighters recognition on April 7 and 13.
		Support the Elk Point Ambassador Program	No requests to date.
		Organize and host the Seniors Festival	



		Administer the Community Counselling program throughout the year	Ongoing
		Provide referrals and support to individuals who request assistance	Ongoing
		Administer the Mallaig and Ashmont Moms and Tots program throughout the year	Ongoing
		Administer the Meals on Wheels program throughout the year	Ongoing
FCSS	Goal 2		
	Provide more opportunity and recognition for volunteerism in our communities.	Administer the Volunteer Income Tax Program	In process: 160 assisted to date.
		Complete the Annual Report, as required by the Province by June 30	In process
		Manage and coordinate the Community Connector Trailer	Summer staff hired: tentative schedule approved by Board.
		Complete Outcomes Measures, as required by the Province, by October 30	Meeting with Outcomes person on April 24
		Consider contribution to the Family School Liaison Worker Program	Waiting for Council approval.
		Provide recognition and events to community volunteers throughout the year	Firefighters recognition on April 7 and 13.
		Support the Elk Point Ambassador Program	No requests to date.
		Organize and host the Seniors Festival	
		Administer the Meals on Wheels program throughout the year	Ongoing
	Goal 3		
	Create a sense of community and acceptance for all.	Administer the Volunteer Income Tax Program	In process: 160 assisted to date.
		Complete the Annual Report, as required by the Province by June 30	In process
		Coordinate the Elk Point Community Information night	
		Coordinate and manage the annual Ashmont and Mallaig Summer Programs	Summer staff hired to coordinate programs.
		Manage and coordinate the Community Connector Trailer	Summer staff hired: tentative schedule approved by Board.

FCSS	Coordinate the Movies in the Community to most rural communities with the County of St. Paul or Town of Elk Point	Tentative schedule completed.
	Hold a Seniors Clinic on Alberta Seniors Benefits changes	To be scheduled after July 1.
	Coordinate summer events in the communities, including Block Parties and Science Days	Summer staff hired; tentative schedule approved by Board.
	Complete Outcomes Measures, as required by the Province, by October 30	Meeting with Outcomes person on April 24.
	Consider contribution to the Family School Liaison Worker Program	Waiting for Council approval.
	Provide recognition and events to community volunteers throughout the year	Firefighters recognition on April 7 and 13.
	Support the Elk Point Ambassador Program	No requests to date.
	Organize and host the Seniors Festival	
	Administer the Mallaig and Ashmont Moms and Tots program throughout the year	Ongoing
	Administer the Meals on Wheels program throughout the year	Ongoing



Department	Strategy	Action	Q1: January to March
Communications			Notes that detail progress of action that supports the corresponding strategy.
	Strategy 1.1		
	Improve and expand online communications methods to create a user-friendly digital experience for everyone.	Create and sustain social media accounts – Facebook, Twitter, Instagram, LinkedIn, and Snapchat.	County Facebook in progress.
		Conduct an Request For Proposal for new website host and consultant.	New website host and consultant in place.
		Generate videos on how to use certain tools that are free and accessible on multiple sites.	
		Create guidelines for the use of social media as a feedback tool.	Social Media policy approved by Council in December 2018.
	Strategy 1.2		
	Improve how we disseminate information through traditional print methods of communication.	Proactively plan what information the County will broadcast through the radio and local newspapers, calendars, newsletters, journals.	
		Create writing style guide for staff and provide training.	In progress
	Strategy 1.3		
	Improve participatory methods of communication.	Train appropriate staff on methods of engagement and participation.	
		Create and advertise public feedback system online.	
		Increase participants at Public events, and AGM.	
	Strategy 1.4		
	Proactively plan ahead to improve County communications with the public.	Advertise the County's communication guidelines and policies.	
		Generate a County marketing/ promotional key messages calendar of all services that we provide and the relevant information on how we provide them.	
	Strategy 1.5		
	Increase number of people attending events, online followers, and people we engage with in	Educate public why it is important to attend an open house or engagement workshop.	
		Communicate through all channels of communication to ensure public awareness of programming and events.	
	Strategy 1.6		
	Create policies related to our communications methods.	Create a social media policy.	Council approved December 11 2018
		Create a crisis communication policy.	
		Create privacy policies related to online terms of use.	
	Strategy 1.7		
	Rebrand and modernize the County communication style for the organization.	Hire a consultant to assess and make recommendations to change our brand identity.	Completed. Decision made by Council not to rebrand.
		Develop style guidelines out of re-branding that fit print, online and participatory communication methods.	Not required as County is not rebranding.

		Design new marketing materials to be distributed widely and used at appropriate events.	Not required as County is not rebranding.
	Strategy 1.8		
	Put staff in place to ensure longevity of communications department	Hire a permanent, full time communications staff member after Intern contract is over.	Completed. Started March 13, 2019.
		License appropriate programs for staff member's use.	
	Strategy 1.9		
	Ensure all County departments are supported with quality, timely and effective Communication.	Increase public awareness of our community services, agriculture services (LARA workshops), Fire Smart program and Fire prevention week, winter maintenance and services through promotions and marketing.	
		Host events related to parks, waste management,	
		Support development of online campsite booking system.	To be promoted in notice that goes out with taxes, on website.
		Conduct a public engagement survey with public regarding parks.	
		Add information about community services and public works to marketing calendar.	In development - Communication Plan drafted.
		Improve signage at camp sites	
		Communicate effectively about 1) invasive and noxious weeds 2) pests 3) dog control 4) rental equipment.	
		Begin a newsletter for public about ASB.	
		Communicate progress on asset management plans to Council and public.	
		Implement concern/complaint tracking system that creates efficient ways to complete tasks.	Public Works is implementing complaint training software. Opportunity to inform public of concerns on Facebook and on website.
		Be proactive in providing advanced notice of road work to residents.	Discussion with Public Works Director on website link and would inform on Facebook.
		Create educational videos about public works services and issues.	
		Create writing and branding style guide and provide training for staff.	