

**2020**

# **COMMUNICATIONS OPERATIONAL PLAN**



## **COUNTY OF ST. PAUL**

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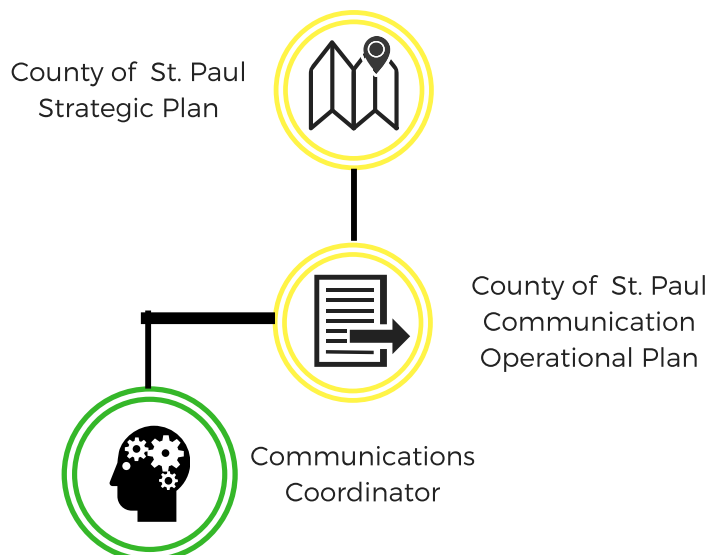
# INTRODUCTION

The purpose of this plan is to establish the County's attention to the importance of high quality, consistent and reliable communications.

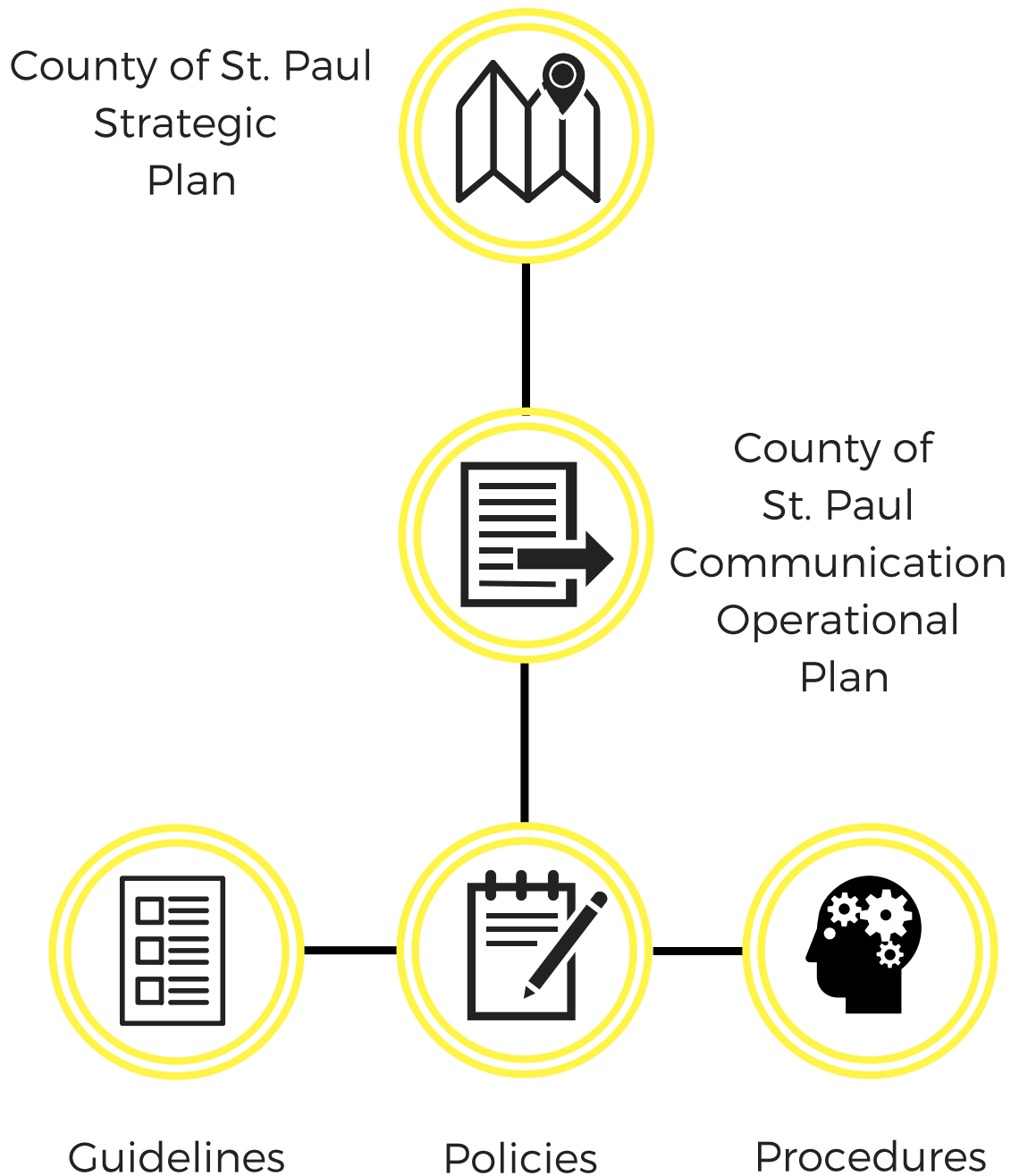
This plan emphasizes the goals of communications with the public, industry, business, consultants, other municipalities and internal staff, and outlines how the County will achieve. The Communications Plan is aligned with the County of St. Paul Strategic Plan and will be evaluated and reviewed annually.

The County has an ongoing opportunity to improve in both internal and external communication strategies. This Communications plan is a compilation of the strategies and actions that the County will use to become more effective in communicating overall.

## COMMUNICATIONS OVERVIEW



# BIG PICTURE





# OUR STAKEHOLDERS



Permanent Residents, Temporary Residents, Visitors, Seasonal Residents, and Landowners.



The County works in partnership with our rural and urban neighbors.



County of St. Paul council includes the reeve, and six councilors that represent the six districts within our municipality.



The County employs up to about 100 people located in the administrative office and the public works office and shop.



Agriculture Producers, Industry, Contractors and Small Business.



The County is surrounded by First Nation and Metis Settlements including: Good Fish, White Fish, Fishing Lake, Puskiakinwenin, Unipouheos, Kehewin, and Saddle Lake



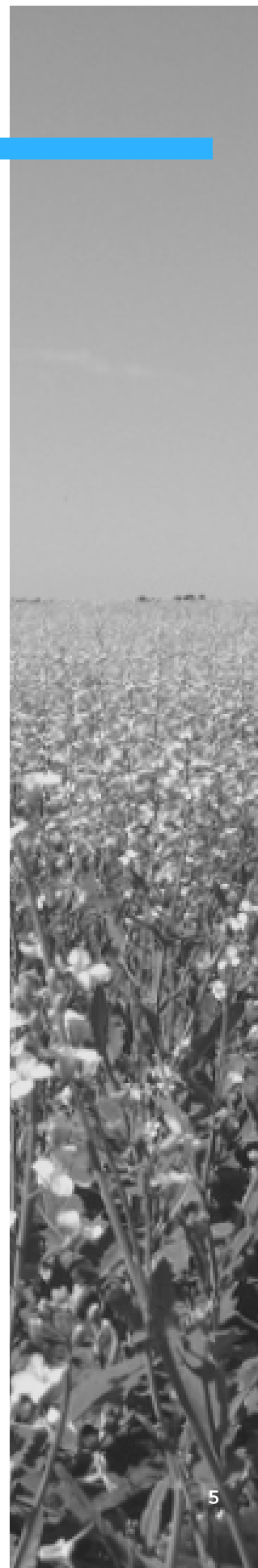
Students, Educators and Community volunteers.



The administrative office is also home to Family and Community Support Services and Alberta HUB.



Media: St. Paul Journal, Elk Point review, Lakeland Connect and Stingray Alberta.



## AN OVERVIEW

# COMMUNICATION METHODS

### TRADITIONAL

- Word of mouth, phone calls and text messages.
- Newspapers, journals, magazines, newsletters, letters, brochures, press releases.
- Radio and broadcasting advertisements.
- Public hearings and Annual General Meetings.

### ONLINE

- County Website.
- Social Media sites.
- Videos (planned).
- Email.



### PARTICIPATION

- Meetings and group discussions.
- Conferences, demonstrations, workshops, events and engagement sessions.

## AN OVERVIEW OF **OUR PROCESS**



MISSION

**To create  
desirable rural  
experiences**

VISION

**The leader in  
rural success**



A photograph of a field with cows and industrial tanks in the background. The field is filled with tall, dry, golden-brown grass. In the foreground, a light-colored cow is looking towards the camera. In the background, there are several dark, cylindrical industrial tanks and some smaller structures. The sky is a pale blue with some light clouds.

## VALUES

**1. Community at the Core**

**2. Accountability in Action**

**3. Lead and Succeed**

**4. Unwavering Integrity**

**5. Innovate to Elevate**

# OUR VALUES

## COMMUNITY at the Core

**Meaning:** Community and people are top-of-mind in everything we do. We build relationships, work together and support our neighbors.

**Leads us to:** Donate to local causes. Partner with neighboring municipalities. Develop and promote volunteer & social programs.

## ACCOUNTABILITY in Action

**Meaning:** We are reliable, consistent, accessible and informative. We take responsibility and understand that we must answer to the public. Follow through is expected and delivered upon.

**Leads us to:** Develop strategic and communications plans. Provide council minutes which are easily accessible. Host public engagement opportunities in the community.

## LEAD and Succeed

**Meaning:** Empowering people and creating positive environments which foster success. We work together to inspire & influence others. Create together, achieve together, and share in success together.

**Leads us to:** Engage in team building. Share successful plans, policies and other assets with partners.

## Unwavering INTEGRITY

**Meaning:** Doing the right things for the right reasons. Open and honest communication. Taking actions that generate trust. Decisions are based around people and creating a better life for all.

**Leads us to:** Communications planning. Build reporting measures.

## INNOVATE to Elevate

**Meaning:** Thinking outside the box and proactively solving problems. Seeking continuous improvement and fostering growth. Actively looking for innovative ways to excel and enhance services to stakeholders.

**Leads us to:** Complete an economic development needs analysis. Provide professional development opportunities. Complete physical renovations. Implement new technology. Provide ways for public and internal input.



# EVALUATION

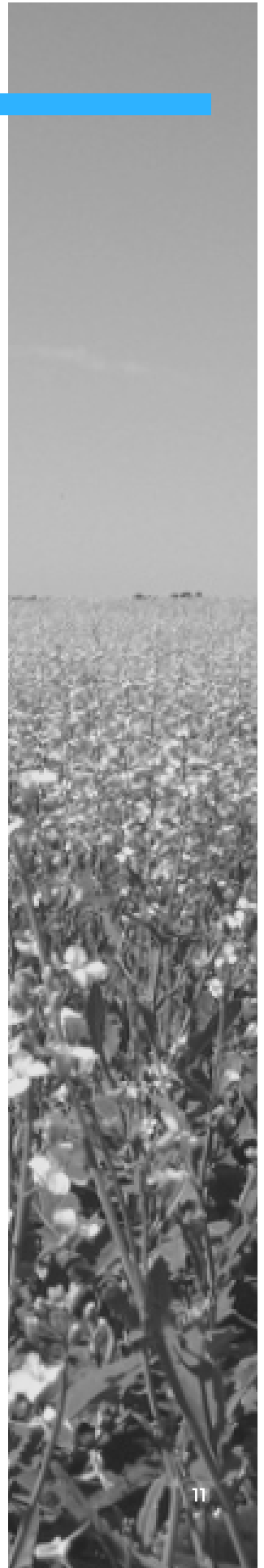
The County will include a summary of overall progress in implementing the plan based on the evaluation data collected using the strategic planning tool: SMART goals.

S.M.A.R.T. is the acronym used to develop measurable goals for an organization. This means that each goal, action or objective should be: Specific, Measurable, Achievable, Relevant, and Time – Bound.

This tool is helpful when planning ahead, and each action item should demonstrate alignment with the overarching mission, vision, values and goals of the organization.

Each description of the action will follow these criteria and if an action item does not meet at least four out of five of the requirements, it may need to be reconsidered.

After each quarter, a summary report will be attached to this document.

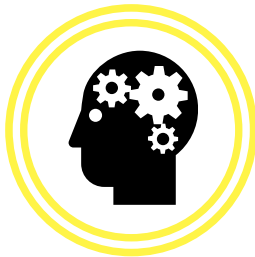


# SMART GOALS



## Specific:

The action item is detailed, and answers the questions: who, what, where, when, why? And describes the results of the product. To ensure that an objective is specific, is to make it observable. Observable means that anyone can see or hear about the action being done.



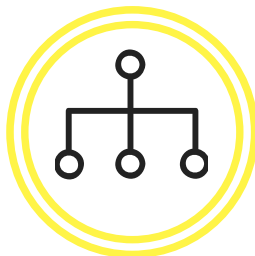
## Measurable:

The action item will describe how the County will know it has met expectations. And defines the objective using assessable tools, terms and standards. An objective with a quantity measurement uses terms of amount, percentages, etc. For example, a frequency measurement could be daily, weekly, 1 in 3. Or, an objective with a quality measurement would be done through a SWOT analysis, to assess the strengths, weaknesses, opportunities, and threats.



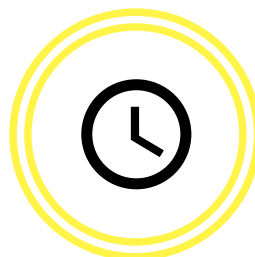
## Achievable:

The action item answers the questions: "Can the person do it?" "Can the measurable objective be achieved by the person?" "Do they have the experience, knowledge or capability of fulfilling the expectation?"



## Relevant:

The action item description answers the questions, "should it be done?" and "why?" and is the objective aligned with the County Communication Plan and the County Strategic Plan?



## Time Bound:

Time-bound answers the question, "when will it be done?" It refers to the fact that an objective has end points and check points built into an achievable time frame.

## ACTION PLAN - 2020

# COMMUNICATIONS

Strategy	Action
Strategy 1.1 Continue to improve, review and update communications methods to create a user-friendly digital experience for everyone.	<ul style="list-style-type: none"><li>• Create and sustain social media accounts – Facebook and consider feasibility of other social media.</li><li>• Create guidelines for the use of social media as a feedback tool.</li></ul>
Strategy 1.2 Improve how we disseminate information through communication.	<ul style="list-style-type: none"><li>• Develop Best Practices for internal and external communication.</li><li>• Proactively plan information the County will communicate throughout the year via radio and local newspapers, annual calendar, newsletters, brochures, and publications.</li><li>• Develop a Branding Standards Guide for internal and external use.</li><li>• Develop targeted communication plans for Waste Management, ASB (currently in draft), Public Works, and Community Services.</li><li>• Develop a communication plan for over-arching County communication (including messaging).</li></ul>
Strategy 1.3 Improve participatory methods of communication.	<ul style="list-style-type: none"><li>• Increase participation at public events and AGM through strategic communication planning.</li></ul>
Strategy 1.4 Proactively plan ahead to improve County communications with the public.	<ul style="list-style-type: none"><li>• Generate an annual County calendar that promotes all services provided, including relevant information.</li><li>• Continue to expand/ develop annual County activities scan to ensure programs/ activities are promoted.</li></ul>

## ACTION PLAN - 2020

# COMMUNICATIONS

### Strategy

### Action

#### Strategy 1.5

Increase number of people attending events, online followers, and people we engage with in general.

- Communicate through all available channels of communication to ensure public awareness of programming and events.

#### Strategy 1.6

Maintain policies related to communication methods.

- Review the social media policy if new social media tools are implemented.
- Develop a communication plan for the Incident Command Plan system.
- Create privacy policies related to online terms of use.

## ACTION PLAN - 2020

# COMMUNICATIONS

### Strategy

### Action

Strategy 1.7  
Ensure all County departments are supported with quality, timely and effective Communication.

- Increase public awareness and education of County Community Services, Agriculture Services (including LARA workshops), Fire Smart program and Fire Prevention Week, winter maintenance and others.
- Promote events related to FCSS, Parks and Waste Management,
- Promote use of online campground booking system.
- Develop 2021 County Calendar with public participation i.e. competition for community photos that would be used in calendar.
- Add information about community services and public works to website community events calendar,
- Work with ASB and Public Works on bi-annual newsletters.
- Communicate progress on asset management plans to Council and public.
- Proactively provide advanced notice of road work to residents.
- Create educational videos about Public Works and Community Services.

NEED MORE INFORMATION?

## CONTACT US

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