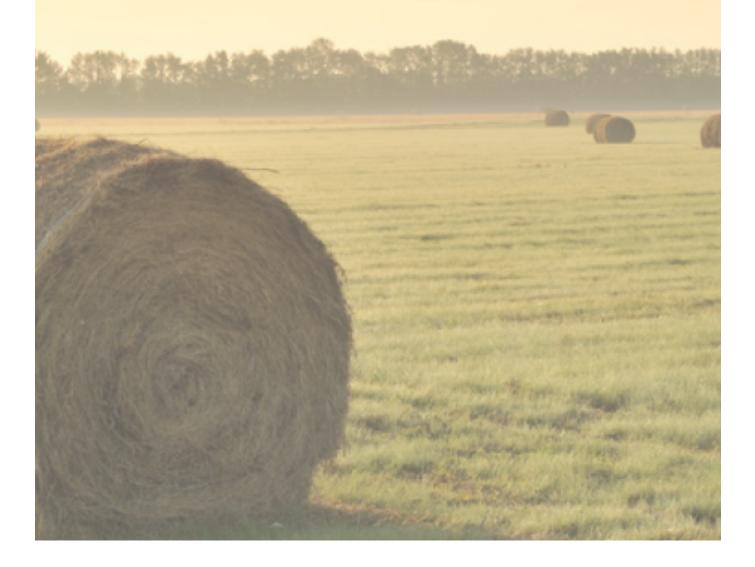
2022

COMMUNICATIONS OPERATIONAL PLAN



COUNTY OF ST. PAUL

5015 - 49 Avenue, St. Paul, AB TOA 3A4

Phone: 780-645-3301

email: countysp@county.stpaul.ab.ca

www.county.stpaul.ab.ca





ACTION PLAN - 2022

County

departments.

COMMUNICATIONS

Action Strategy Strategy 1.1 Sustain social media account (Facebook) and the County Continue to improve, website. review and update Review guidelines for the use of social media as a feedback tool. communication methods to create a user-friendly digital experience for everyone. • Increase use of proactive communication tools such as news releases, Strategy 1.2 Public Service Announcements, and 'free advertising' (news stories that Increase proactive communication on are not paid for i.e. road work, initiatives at Transfer Stations, etc.). County initiatives and Proactively plan information the County will communicate throughout information. the year via radio and local newspapers, County calendar, newsletters, brochures, publications and Reception-area monitor. Complete a Branding Identity/ Standards Guide/ over-arching County communication plan for internal and external use. • Complete targeted communication plans for Waste Management, ASB (draft presented to ASB in 2020), Public Works, and Community Services. Strategy 1.3 • To communicate information in a precise, open, honest and timely Proactively plan manner. ahead to improve Generate County calendar that promotes all services provided, including County relevant information, as budget allows. communications • Continue to expand/ develop annual County activities scan to ensure with the public programs/ activities are promoted. and support Continue to produce communication materials such as Tax insert, Council

Highlights, Trash Talk and Campground brochure.

ACTION PLAN - 2022

COMMUNICATIONS

Action Strategy Increase public awareness and education of County Community Services, Strategy 1.4 Agriculture Services (including LARA workshops), Bylaw Officer, Fire Smart Ensure that all program and Fire Prevention Week, winter maintenance and others. County • Promote events related to FCSS, Parks and Waste Management. departments are Communicate progress on Asset Management plan to the public. supported with Proactively provide notice of road work to residents. quality, timely Promote Citizen Self-Serve, monthly payments/ Autopay for taxes and and effective utilities, and and other payment options for County Ratepayers. communication. Create podcasts to explain processes residents might want to undertake. • Support streaming of Council meetings. Complete a communication plan for the Regional Emergency Management Plan that is in line with the REMP. Review privacy policies related to online terms of use. Strategy 1.5 Maintain policies Continue to develop 'Communication Guiding Principles' document that related to includes branding standards, website and social media policies, communication communication plans, communication best practises, et al. methods. Continue to participate in the Travel Lakeland/ Alberta's Iron Horse Strategy 1.6 Trail committees as a non-voting member to proactively assist with Increase public promoting the region through communications. information about Ensure that the County campgrounds are promoted through County historical. information such as reservations opening, weekly campsite tourism, economic openings, campground brochure, paid advertising, free advertising, development, events, etc. that will Continue to promote local community events on the website increase interest in 'Events' calendar. local events. Manage Intranet including populating policies, OH&S information Strategy 1.7 and ensuring site's upkeep. Employee Continue to produce 'County Chronicle' with at least 4 issues per Communication year.

ACTION PLAN - 2022

FOIP

Strategy	Action
Strategy 1.1 Freedom of Information and Protection of Privacy Act	 Ensure that public FOIP requests are addressed in timely manner, as required under legislation. Ensure that FOIP page on the County Internet is up-to-date with any provincial legislative changes. Promote availability of County FOIP process. Continue to ensure that FOIP records and statistics are kept for reporting, as required by FOIP/ provincial government.