

2022

COMMUNICATIONS OPERATIONAL PLAN



COUNTY OF ST. PAUL

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ACTION PLAN - 2022

COMMUNICATIONS

Strategy	Action
Strategy 1.1 Continue to improve, review and update communication methods to create a user-friendly digital experience for everyone.	<ul style="list-style-type: none">• Sustain social media account (Facebook) and the County website.• Review guidelines for the use of social media as a feedback tool.
Strategy 1.2 Increase proactive communication on County initiatives and information.	<ul style="list-style-type: none">• Increase use of proactive communication tools such as news releases, Public Service Announcements, and 'free advertising' (news stories that are not paid for i.e. road work, initiatives at Transfer Stations, etc.).• Proactively plan information the County will communicate throughout 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 Proactively plan ahead to improve County communications with the public and support County departments.	<ul style="list-style-type: none">• To communicate information in a precise, open, honest and timely manner.• Generate County calendar that promotes all services provided, including relevant information, as budget allows.• Continue to expand/ develop annual County activities scan to ensure programs/ activities are promoted.• Continue to produce communication materials such as Tax insert, Council Highlights, Trash Talk and Campground brochure.

ACTION PLAN - 2022

COMMUNICATIONS

Strategy	Action
Strategy 1.4 Ensure that all County departments are supported with quality, timely and effective communication.	<ul style="list-style-type: none"> • Increase public awareness and education of County Community Services, Agriculture Services (including LARA workshops), Bylaw Officer, Fire Smart program and Fire Prevention Week, winter maintenance and others. • Promote events related to FCSS, Parks and Waste Management. • Communicate progress on Asset Management plan to the public. • Proactively provide notice of road work to residents. • Promote Citizen Self-Serve, monthly payments/ Autopay for taxes and utilities, and and other payment options for County Ratepayers. • 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.
Strategy 1.5 Maintain policies related to communication methods.	<ul style="list-style-type: none"> • Review privacy policies related to online terms of use. • Continue to develop 'Communication Guiding Principles' document that includes branding standards, website and social media policies, communication plans, communication best practises, et al.
Strategy 1.6 Increase public information about County historical, tourism, economic development, events, etc. that will increase interest in local events.	<ul style="list-style-type: none"> • Continue to participate in the Travel Lakeland/ Alberta's Iron Horse Trail committees as a non-voting member to proactively assist with promoting the region through communications. • Ensure that the County campgrounds are promoted through information such as reservations opening, weekly campsite openings, campground brochure, paid advertising, free advertising, et al. • Continue to promote local community events on the website 'Events' calendar.
Strategy 1.7 Employee Communication	<ul style="list-style-type: none"> • Manage Intranet including populating policies, OH&S information and ensuring site's upkeep. • Continue to produce 'County Chronicle' with at least 4 issues per 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.