


Communications Plan



The City of Wetaskiwin is committed to providing open, timely and effective communication which is essential in building a safe, strong, and proud community. The Communications Plan reflects this commitment.

The Communications Plan was developed via a process of external and internal consultation, extensive best practices research, and incorporates the findings from the 2014 Citizen Satisfaction Survey. It contains objectives, goals, and specific actions that we, as an organization, will take. Also included are key measurables that will allow for accountability and transparency.

The Communications Plan is an expression of the directives from Council as expressed in the guiding document for the City of Wetaskiwin - the Corporate Strategic Plan. It is a guide, to be reviewed annually, meant to enhance what we do well and identify areas for improvement. It is comprehensive, affecting all City departments. Most importantly, the Communications Plan is tangible evidence of Council's commitment building a proud community of engaged citizens, one of four key goals in the 2015-2018 Strategic Plan.

Questions? Comments?

Contact the City of Wetaskiwin Communications Department

Phone: 780-361-4461

Email: communications@wetaskiwin.ca

Guiding Principles

With all of our communications at the City of Wetaskiwin we strive to:

Corporate goals
with specific
Communications
applications

Provide timely, accurate communications

At all times and in all circumstances, the City of Wetaskiwin Communications department will provide citizens with information that they can rely on.

Increase citizen knowledge of civic activities

The City of Wetaskiwin Communications department will make every effort to keep City residents up-to-date about civic activities, and to provide a platform for community events through the City website.

Reach out to all audiences

Recognizing that the City of Wetaskiwin is a diverse community, City communications and communications materials will honour and celebrate that diversity.

Common
City of
Wetaskiwin
Corporate goals
shared across
all departments

Embrace open, honest, two-way dialogue

The City of Wetaskiwin will be seen to be open, transparent, and willing to dialogue with citizens.

Be fiscally responsible

In all activities, the City of Wetaskiwin will use public funds responsibly.

Inform and engage City of Wetaskiwin staff

City of Wetaskiwin staff will be kept up-to-date about City activities and actively involved in an effort to create a more productive, meaningful workplace.

Achieve organizational excellence

Recognizing that we can always be better, the City of Wetaskiwin is committed to frequently reviewing activities to ensure that we are the best that we can be.

Goals

The City of Wetaskiwin is committed to realizing the following communications goals:

1. Proactively seek out input and increase engagement

The City of Wetaskiwin will be known for proactively seeking out input from a wide variety of individuals and organizations, and for taking this feedback and using it to better deliver City programs and services.

2. Measure performance and increase effectiveness

The City of Wetaskiwin will be known for measuring the effectiveness of all its communication efforts and engagement activities using known and understood metrics, and for adjusting its communications strategies based on this information in order to be more focused and effective.

3. Foster a sense of pride in our community

The City of Wetaskiwin will be known for fostering a sense of pride among its citizens, who will be proud to live in the community and eager to share their satisfaction with their neighbours and the wider world.

Outcomes

The City of Wetaskiwin is committed to realizing the following communications **outcomes**:

1. Proactively seek out input and increase engagement

- By involving everyone in the community. In particular new Canadians, younger citizens, City of Wetaskiwin staff, seniors, those engaged on social media, minority groups, community and social groups, and the business community.
- By seeking out input on the effectiveness of City advertising from interested citizens in the community.

2. Measure performance and increase effectiveness

- By using tools such as Google Analytics.
- By periodically undertaking external audits of the City website to ensure that it stays relevant, fresh, and user-friendly.
- By using SMART (Specific, Measurable, Action-oriented, Realistic, and Time-bound) principles for all communication plans.
- By ensuring that all externally produced City materials are done in the most cost effective manner.
- By continuing to expand the amount of information available electronically on the City website.
- By ensuring high aesthetic standards regarding the professional image of the City of Wetaskiwin are maintained.

3. Foster a sense of pride in our community

- By creating avenues, electronic and otherwise, for citizens to express their community pride.

Actions & Measurements

The City of Wetaskiwin is committed to realizing the following communications **actions and measurements**:

1. Proactively seek out input and increase engagement

Action: Begin, in early 2015, to offer incentives for citizens to share City social media posts.

Action: Begin, starting in mid 2015 and structured whenever possible in conjunction with existing events, regularly going out into high traffic areas in the community to proactively inform citizens of City of Wetaskiwin programs, services, and activities.

Action: Develop, using an inclusive, collaborative process, an Internal Staff Engagement Strategy to be brought to Council by the end of 2015.

Action: Develop, by late 2015, a Citizen Engagement Strategy that coordinates City activity around public involvement.

Action: Develop, by Spring 2016, a social media strategy for the City of Wetaskiwin.

Action: Hold, by the summer of 2016, a Public Engagement forum designed to get community feedback on City priorities and services.

Actions & Measurements

The City of Wetaskiwin is committed to realizing the following communications **actions and measurements**:

2. Measure performance and increase effectiveness

Action: Beginning in 2015, allocate money in the Communications budget to conduct regular external audits of the City of Wetaskiwin website

Action: Starting immediately, measure the success of City Communications efforts using the following metrics:

Yearly number of website hits (to www.wetaskiwin.ca)

2014 Base	96 K	2015 Target	105 K	2016 Target	115 K	2017 Target	125 K	2018 Target	135 K
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Percentage of City of Wetaskiwin citizens that rate City Communications efforts as either "good" or "very good"

2014 Base	54%	2015 Target	65%	2016 Target	75%	2017 Target	80%	2018 Target	85%
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Percentage of City of Wetaskiwin citizens that rate the City website and online services as either "good" or "very good"

2014 Base	41%	2015 Target	55%	2016 Target	65%	2017 Target	75%	2018 Target	80%
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Percentage of City of Wetaskiwin citizens that rate City of Wetaskiwin social media as either "good" or "very good"

2014 Base	31%	2015 Target	50%	2016 Target	65%	2017 Target	75%	2018 Target	80%
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Based on
Annual
Citizen
Satisfaction
Survey data

Actions & Measurements

*Number of Facebook 'likes' to City of Wetaskiwin Facebook page
(www.facebook.com/wetaskiwin)*

2014 Base	1,889	2015 Target	2,500	2016 Target	3,000	2017 Target	3,500	2018 Target	4,000
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*Number of Twitter followers of the City of Wetaskiwin Twitter account
(www.twitter.com/wetaskiwin)*

2014 Base	1,636	2015 Target	2,000	2016 Target	2,500	2017 Target	3,000	2018 Target	3,500
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Number of subscribers to the City of Wetaskiwin weekly E-newsletter

2014 Base	121	2015 Target	200	2016 Target	250	2017 Target	300	2018 Target	350
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Number of subscribers to the City of Wetaskiwin notifications on the City website

2014 Base	38	2015 Target	80	2016 Target	120	2017 Target	160	2018 Target	200
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Average time to close item on "Request Tracker" tool on City website (in days)

2014 Base	18	2015 Target	14	2016 Target	10	2017 Target	7	2018 Target	5
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Actions & Measurements

The City of Wetaskiwin is committed to realizing the following communications **actions and measurements**:

3. Foster a sense of pride and belonging in our community

Action: Develop and implement, by Summer 2015, strategies to more prominently celebrate Wetaskiwin's aboriginal heritage in City communications materials and the City website.

Action: Develop, by Fall, 2015, strategies to make the City website more accessible to other languages and cultures.

Action: Begin interviewing and featuring, using various media, a diverse group of interesting, passionate Wetaskiwin citizens speaking about what they love about living in Wetaskiwin. The project will be called "Wetaskiwin Proud" and is envisioned to launch in mid - 2016.