Grapevine Communications
Dream More. Do More. Be More.

Communications Audit Report & Recommendations
Prepared for Town of Edson
December 2018, Updated January 2019

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Introduction

In November 2018, the Town of Edson retained Grapevine Communications Inc. to perform a thorough communications audit to assess the Town's communication programs and to provide a basis of information to revise and update the Town's longer-term communications strategies. The goals/outcomes of the project included:

- A thorough review of current external communication plans, processes, activities and materials of the Town and an assessment of how effective those are in achieving both the current and future communications objectives

- A high-level internal communications review, for the purpose of determining whether the communications needs of staff are being met, if the capacity and support to deliver external communications is available, and if the tools are in place to allow staff to carry out their external communications responsibilities

- Recommendations based on research findings and assessments on how best to proceed with the continued development of effective strategic communications efforts for the Town

This final report and appendix outline the methodology used to complete the project; the broad and detailed findings of the audit of current communications activities and products; and the key recommendations on external communications for the Town.

The review and its recommendations address communications of the Town of Edson from the broadest context, and not only those activities under direct responsibility of the Communications Coordinator. The review findings and recommendations are forward looking and focused on aligning external communications efforts and messages with current and future directions of the Town of Edson.

The findings and recommended external communications strategies in this report and the independent and objective professional views of Grapevine Communications Inc. and may or may not correspond to the views and opinions of the Town of Edson as a whole, nor to the views and opinions of the various individuals who participated in the communications review processes.

Research was conducted between November and December 2018. A number of methods were used to assess communications plan, programs, products and activities, and to help assess the views of Town of Edson leadership in support of the development of future communications efforts.

Research methods used in developing the report and the recommendations include:

• Individual surveys conducted with councillors, senior leaders and managers at the Town of Edson. These surveys were designed to solicit the views and perspectives of those involved regarding major issues facing the Town over the coming years; the Town's communications priorities and target audiences; strengths and weaknesses of current Town external communications initiatives, activities and tools; and areas of potential future increased emphasis for Town communications

• A detailed review and analysis was carried out on a variety of Town of Edson external communications tools, processes and vehicles, including communications plan, newsletters, pamphlets and brochures, and the Town of Edson app, website and social media channels. [Appendix A]

• Telephone interviews were conducted with individuals identified by the Town as active community and business leaders in the County. The objective of the interviews was to assess the overall quality and effectiveness of the Town in communicating with its business and community leaders.

• Telephone interviews were conducted with three comparable towns in Alberta including: Hinton, Drayton Valley, and Devon. The town's were selected based on recommendations by the Alberta Urban Municipalities Association and consultant experience and observations of best practices in municipal communications. In addition to conducting telephone interviews, Grapevine Communications compared the websites, published news releases, newsletters and social media channels of each Town. The purpose of the comparison was to assess the Town of Edson's communications practices, materials and approach against that of its peers. [Appendix B]

• An electronic communications survey for residents and businesses was posted on the Town's website during November 28 until December 9, 2018, inviting residents and local business owners/operators to provide input on the Town's external communications. [Appendix C]

KEY FINDINGS

- The function at the Town is a single resource and much of the communications efforts of the Town are decentralized depending on the capabilities of each department to administer their own communications.

- The Town maintains a wide range of high quality communications tools and processes, supporting generally effective communications with Town employees and residents, despite limited resources.

- The breadth and quality of the Town's communications efforts are comparable in quantity and quality to to those of other Towns who exemplify "best practice" in communications.

RECOMMENDATIONS

The following recommendations reflect the results of the research collected during the audit. The research results provided answers to the overarching goals for the project.

1. Improve Corporate Communications Productivity and Overall Effectiveness

- Current and planned external communications activities should continue including the planned occasional outsourcing of graphic design to help improve upon the consistent look and feel the Town is aiming for

- The Town's communications Coordinator should be engaged at the onset of all department specific initiatives and projects that have potential to require external communications

- The communications Coordinator must work with the CAO and leadership to continually prioritize/assess and assign communications support for initiatives that are of the highest importance/risk to the Town

- Consider the option to apply additional resources to communications, when required, to continue executing the day-to-day and strategic requirements of the Town

- The communications Coordinator continues to require direct access to leadership and Council to effectively and proactively identify needs and support strategic communications and should therefore continue to report directly to the Town CAO

- The communications Coordinator should participate in senior management meetings. Engaging communications at the outset can serve the organization on a variety of levels and is becoming more of a best practice as communications is seen as more of an executive level support function. Some of the reasons to consider having this resource in the room for "C-level" meetings include a) communications may know/notice opportunities/issues that are arising and can engage in the planning process much sooner; b) key messaging/issues management can be identified/developed sooner; c) training/coaching opportunities for executives/council/etc. can take place in an ongoing and informal fashion; and d) communications can keep senior managers abreast of ongoing communications cross-departmentally to reduce the "silo" effect given that it's typically only the CAO and communications who interact with each department on a near daily basis.

- A thorough policy review/audit should take place to ensure the Town is keeping up with best practices, especially in the area of emergency and crisis communications

2. Identify Strategic Opportunities to Leverage Current and Future Staff

- Address staffing resources to reduce bottlenecks and increase productivity

- Further develop and document formal communications policies, guidelines and resources for managers and project leaders to help them understand the authority and approval requirements, their role and responsibilities in external communications; when and how to engage the communications department; and what processes, tools and templates are available to assist them.

- Develop training for managers and supervisors to support the roll-out of the policies and guidelines.

- Decentralize communications with a centralized approval process. Identify which departments are better equipped/capable of communicating their business more independently. Centralizing all communications without increasing resources will greatly impact the current and future capacity of the department to handle all communications requirements.

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3. Continue Developing and Improving Citizen Engagement

- Continue to use and promote social media channels as a way to engage audiences who are online and eager to receive information in this manner

- Continue to use and promote the app as a way to engage audiences who are eager to receive and exchange information in this manner

- Continue to develop and enhance the public participation framework to help key audiences access information, and provide additional partnership/collaboration opportunities to achieve shared goals

- Continue ongoing expansion, enhancement and refreshing of the Town website and App with a focus on creating a user intuitive experience with quick access to forms and information that is most needed by residents and businesses

- Further develop and improve LinkedIn presence as a business and economic development tool, as well as an HR tool

4. Identify and Coordinate Strategic Opportunities for Council Communications

- Develop a formal "government relations/advocacy plan" and communications strategy to guide the Town relationships/advocacy with the provincial government and neighbouring municipal government

- Conduct an advocacy/government relations training workshop for Town Council members and senior Town administrative leaders

- Develop a communications plan and key messages to position the "value of services" with residents and businesses to meet resident desire for more information on how tax dollars are spent and to reinforce and demonstrate prudent spending by the Town as well as Town efforts to be more efficient and cost-effective

- Continue working with Council to support and develop their social media presence. Continue to follow and review social media policy for Council. Provide training where appropriate. Encourage Council to share Town sponsored content to reduce the risk of confusion, misinformation.

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5. Joint Corporate Communications and Marketing Effectiveness Improvements

• Shift from output to outcome mentality by focusing on the six most effective communications tactics only

• Consider developing departmental communications capacity.

• Develop a common strategic planning template and use similar measurement concepts to track project progress

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APPENDIX A: Tools Reviewed

1. Sheets
   1. Core Messages;
   2. Communications Planning;
   3. Procedures for Communication

2. Videos
   1. YouTube Channel https://www.youtube.com/channel/UC0xPmAO5OEP78QFzznJtt5g
   2. Welcome to Edson https://www.youtube.com/watch?v=EyBzc7Fp34s
   3. Edson has Lifestyle https://youtu.be/flm-BtZMI-A
   4. Business https://youtu.be/hoCuFecQ_gg
   5. Residential https://youtu.be/6HA9bAKJTxU
   6. Waste Collection Vids https://youtu.be/TxWPDwR3kHU & https://youtu.be/gFzFud1BE4E

- Primary Audiences: Online users
- Primary Uses: To inform citizens of topics regarding the town, general PSA, promotion of the town
- Frequency: At least once a month (council meetings), a few promotional videos
- Content Mix: Town promotions, events, PSA's regarding their new waste collection system
- Microcontent: YouTube headlines are concise
- Writing mechanics: N/A
- Design: The ones that are outsourced are very obvious compared to the other videos. Use of the same logos and font throughout the four videos. Graphics used in only one video.
- Visuals: Limited graphics throughout, mostly b-roll and interviews
- Branding and Integration:
- Ease of Use: Accessible through YouTube, but not advertised on the Edson website
- Other Considerations: Consider using more videos on the website (having it become more front and centre) to better promote the town and inform its audiences. Consider promoting YouTube channel on the website (alongside your other social media channels), as it is absent right now. Consider a push notification system for alerting subscribing residents to the council sessions each time they are going live.

3. Templates
  1. Cover Pages
  2. Fax Sheet
  3. Interoffice Memo
  4. Letterhead
  5. News Release

4. Policies
  1. Social Media
  2. Social Media - Council
  3. Council Meetings Video Policy

5. Communications Operational Plan - 2019-2021

6. Brochures (Several Departmental Samples)

- Primary Audiences: Dependant on department - Mainly residents
- Primary Uses: To inform audiences of a specific topic or issue
- Frequency: dependent on department/subject
- Content Mix: Waste collection, public bylaws, Sewer rates, online billing, community events, community calendars, grants/bursaries, newsletters, etc.
- Microcontent: Speaks to the topic at hand
- Writing Mechanics: Typically grade 6-10.
- Design: Use of different fonts and colours is prevalent, Colour palettes and patterns are also varied between brochures
- Visuals: inconsistent between brochures (depending on the topic of the brochure), but the layout of charts/tables is also varied.
- Branding and Integration: the uses of the different logos is random and inconsistent from brochure to brochure.
- Ease of Use: Very limited
- Other Considerations: Standardize a brochure/newsletter template, and delegate the use of each specific logos to certain uses/events.
  Repsol Logo Consideration: Update Edson portion of logo to be consistent with current logo. Consider creating standard logo for community services, FCSS, and other departments to ensure adherence to branding and logo use policies.

7. Town Mobile App
- Primary Audiences: Smartphone users
- Primary Uses: To be informed of town news and events, waste pick-up, schedules of Repsol, trails and business directories, and to report problems from the town.
- Frequency: Issue Dependent
- Content Mix: Video, push notifications, text, images
- Microcontent: Headlines are concise and straightforward
- Writing Mechanics: Reader friendly, grade 6-10 standard
- Design/visuals/branding and integration: Fonts are consistent throughout, layout of the app is clean and easy to use, colour palette is consistent throughout the app and reflective of the Edson logo and website.
- Visuals:
- Ease of Use: User-friendly and accessible to anyone with a smartphone.
- Other Considerations:

8. Edson and Area Events Website
- Primary Audiences: Internet Access and Smartphone Users
- Primary Uses: To be informed of town news and events, waste pick-up, schedules of Repsol, trails and business directories, and to report problems from the town.
- Frequency: event specific
- Content Mix: calendar, images, text, video, graphics
- Writing Mechanics: Reader friendly
- Design/Visuals/Branding and Integration: Dependent on event content, overall the site has a consistent look and feel and is clean/easy to navigate. Visually, it could use some design updates.
- Ease of Use: User-friendly and accessible to anyone with a smartphone.
- Other Considerations: Consider improving on making a clear indication its part of the Town's communications, currently it's not clear that it's an official Town communications tool.

9. Social Media

- Primary Audiences: Internet Access and Smartphone Users
- Primary Uses: To be informed of town news and events, waste pick-up, schedules of Repsol, trails and business directories, and to report problems from the town.
- Frequency: Almost daily
- Content Mix: Text, images, graphics
- Writing Mechanics: Reader friendly
- Design/Visuals/Branding & Integration: Some of the visual elements are blurry or hard to see. Some of the visuals are not accessibility-friendly. Some social media design templates have been created.
- Ease of Use: User-friendly and accessible to anyone with a smartphone.
- Other Considerations: Consider developing a social media strategy. Consider incorporating more video and visually appealing content for audiences. Consider further developing the design templates for department/event specific items.

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APPENDIX B: Comparative Analysis

	Edson	Drayton Valley	Devon	Hinton
Communications Staff	Yes- Communications Coordinator	No - Executive Assistant and Communications	Yes- Communications Coordinator(Corporate/ Legislative Services)	Yes- 2 F/T and Communications Staff and 1 P/T Legislative Services Communications resource
Website	Edson.ca	draytonvalley.ca C: 2014	www.devon.ca C: 2018	hinton.ca C: 1997
Social Media	Facebook Twitter	Facebook Twitter Instagram	Facebook Twitter, YouTube	Facebook Twitter Instagram
Council Agendas/ Minutes	Council website looks completely different than the Edson site.	Meetings are broadcasted via Community Channel (ch. 10) Past agendas/minutes available by calling Town office.	Available for download/pdf through the website	Searchable and available through the website
Council Videos	Has the ability to live stream meetings via website. Council meetings are uploaded to YouTube	Available on website Online playlist/ MP4	Unavailable	Council Meetings available on their website

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APPENDIX C: Survey Results (see attached)

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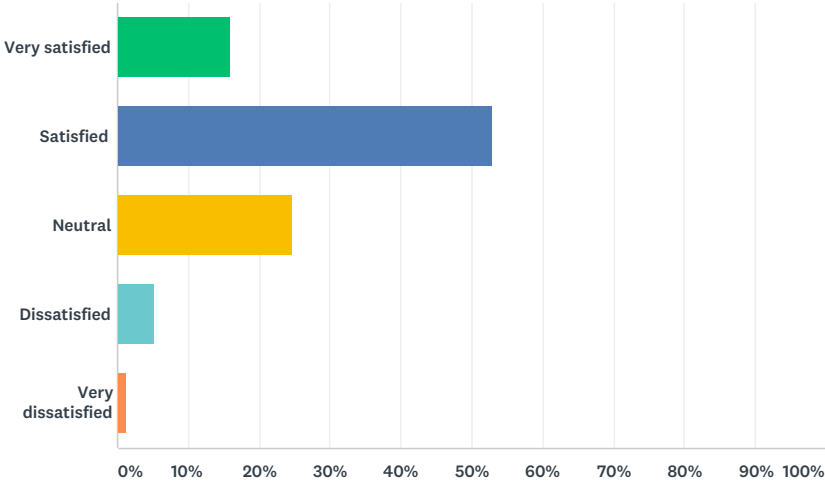**Public Communications Survey**

December 2018

Q1 Overall, how satisfied are you with the communications of the Town?

Answered: 170   Skipped: 0

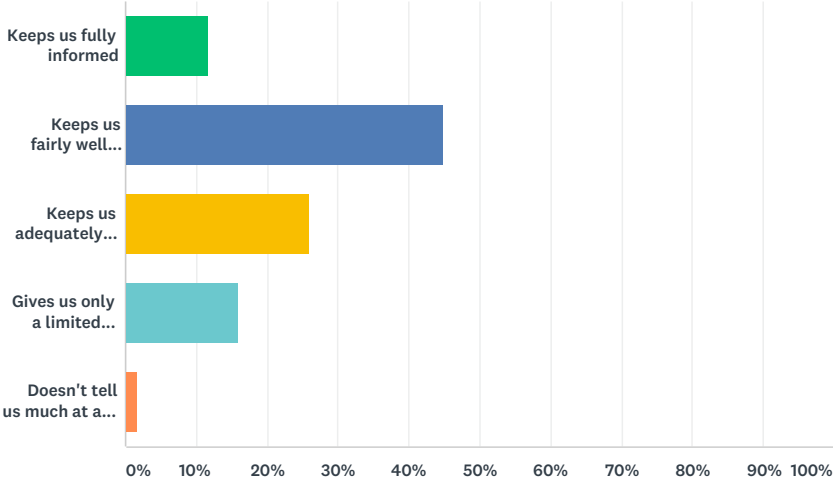| ANSWER CHOICES	RESPONSES	
Very satisfied	15.88%	27
Satisfied	52.94%	90
Neutral	24.71%	42
Dissatisfied	5.29%	9
Very dissatisfied	1.18%	2
TOTAL		170

Q2 Which best describes your impression of communications from the Town?

Answered: 170   Skipped: 0

ANSWER CHOICES	RESPONSES	
Keeps us fully informed	11.76%	20
Keeps us fairly well informed	44.71%	76
Keeps us adequately informed	25.88%	44
Gives us only a limited amount of information	15.88%	27
Doesn't tell us much at all about what's going on	1.76%	3
TOTAL		170

Q3 Which of the communication channels do you use to receive news about the Town? (Please select as many answers as you like)

Answered: 170   Skipped: 0
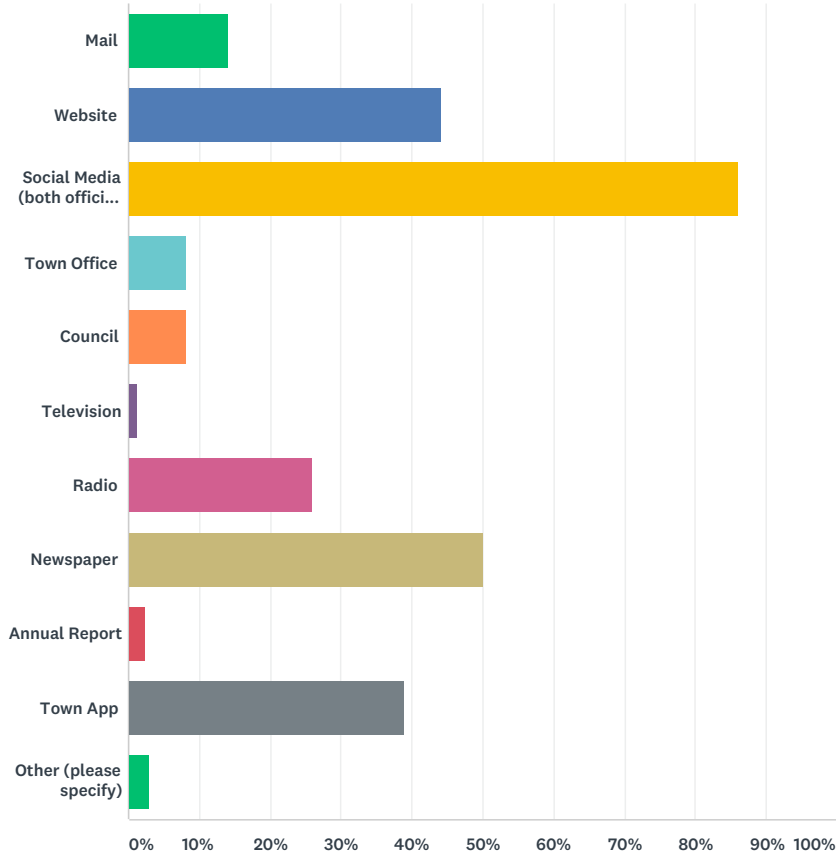
ANSWER CHOICES	RESPONSES	
Mail	14.12%	24
Website	44.12%	75
Social Media (both official and non-official channels)	85.88%	146
Town Office	8.24%	14
Council	8.24%	14
Television	1.18%	2
Radio	25.88%	44
Newspaper	50.00%	85
Annual Report	2.35%	4
Town App	38.82%	66
Other (please specify)	2.94%	5
Total Respondents: 170		

| #	OTHER (PLEASE SPECIFY)	DATE
1	H	12/3/2018 9:11 AM
2	I feel the mayor has definitely upped his communication by FB and media. I am impressed with his efforts and the changes I see.	12/2/2018 9:51 PM
3	1	11/29/2018 8:42 PM
4	Edson AB Community Watch. Bree keeps the page update great	11/27/2018 5:56 PM

5	Word of mouth	11/27/2018 3:31 PM

Q4 How do you feel about the information you receive?

Answered: 170   Skipped: 0
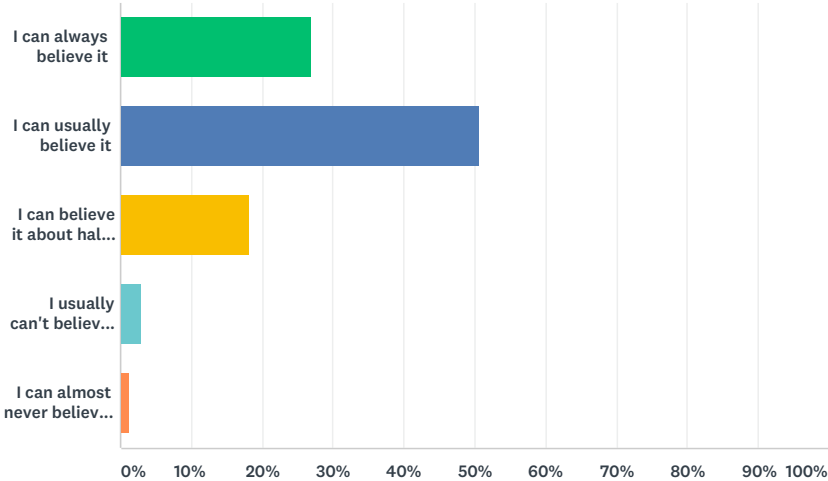
ANSWER CHOICES	RESPONSES	
I can always believe it	27.06%	46
I can usually believe it	50.59%	86
I can believe it about half the time	18.24%	31
I usually can't believe it	2.94%	5
I can almost never believe it	1.18%	2
TOTAL		170

Q5 How well do you feel you know about the operations of the Town?

Answered: 170   Skipped: 0
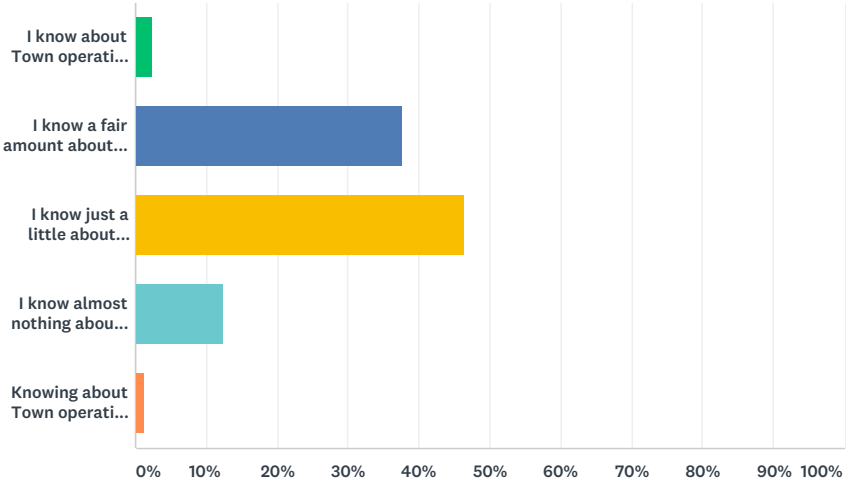
ANSWER CHOICES	RESPONSES	
I know about Town operations very well	2.35%	4
I know a fair amount about Town operations	37.65%	64
I know just a little about the Town operations	46.47%	79
I know almost nothing about Town operations	12.35%	21
Knowing about Town operations is not important to me	1.18%	2
TOTAL		170

Q6 Overall, how would you rate the effectiveness of the Town's communications in informing stakeholders about operations in the past year

Answered: 170   Skipped: 0
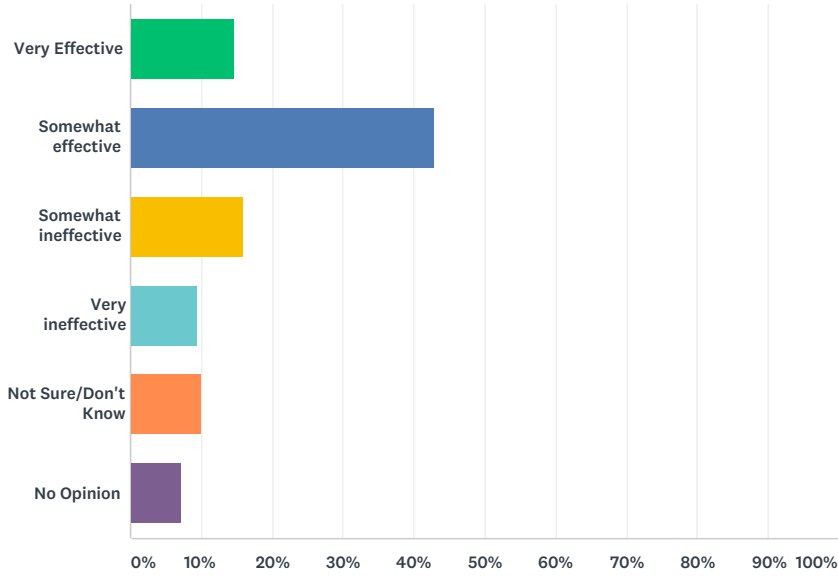
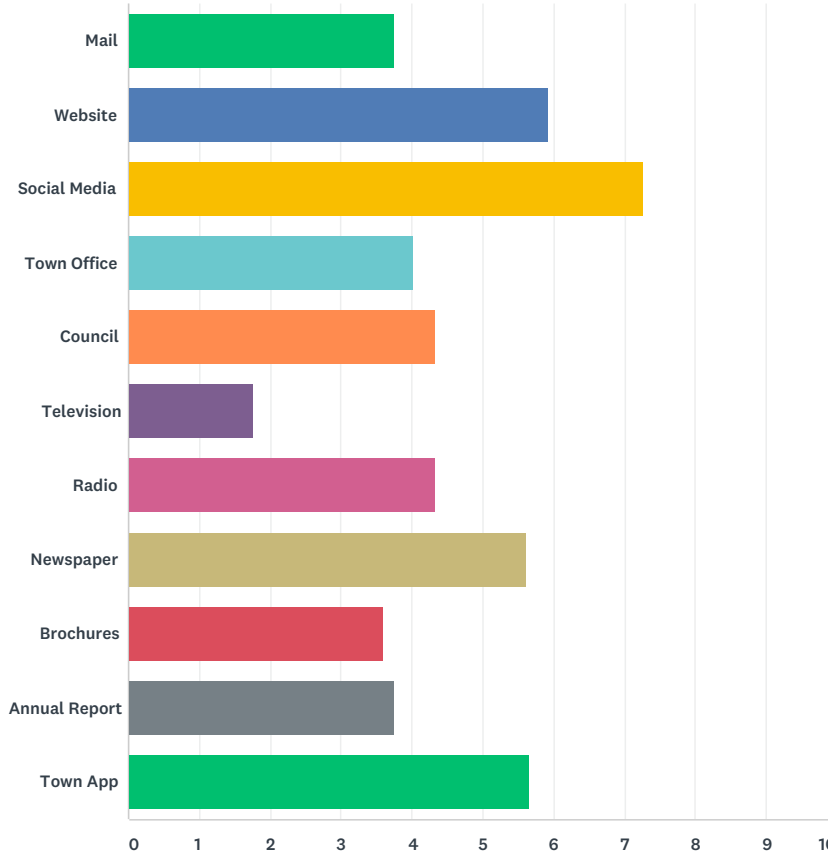| ANSWER CHOICES	RESPONSES	
Very Effective	14.71%	25
Somewhat effective	42.94%	73
Somewhat ineffective	15.88%	27
Very ineffective	9.41%	16
Not Sure/Don't Know	10.00%	17
No Opinion	7.06%	12
TOTAL		170

Q7 How effective has the communication vehicles used been in the last year?

Answered: 170   Skipped: 0

	LEAST EFFECTIVE	(NO LABEL)	(NO LABEL)	(NO LABEL)	(NO LABEL)	(NO LABEL)	(NO LABEL)	(NO LABEL)	MOST EFFECTIVE	TOTAL	WEIGHTED AVERAGE
Mail	29.41% 50	5.29% 9	12.35% 21	10.59% 18	20.59% 35	10.59% 18	5.29% 9	1.76% 3	4.12% 7	170	3.74
Website	4.12% 7	4.12% 7	3.53% 6	10.59% 18	22.35% 38	11.76% 20	19.41% 33	8.82% 15	15.29% 26	170	5.92
Social Media	1.76% 3	0.59% 1	5.88% 10	2.35% 4	8.82% 15	8.24% 14	14.71% 25	18.82% 32	38.82% 66	170	7.26
Town Office	17.06% 29	11.76% 20	14.71% 25	13.53% 23	21.18% 36	8.24% 14	5.29% 9	3.53% 6	4.71% 8	170	4.02
Council	13.53% 23	7.65% 13	13.53% 23	12.94% 22	25.88% 44	10.59% 18	10.00% 17	2.94% 5	2.94% 5	170	4.34
Television	72.35% 123	8.82% 15	2.94% 5	5.29% 9	8.82% 15	1.18% 2	0.59% 1	0.00% 0	0.00% 0	170	1.75
Radio	24.12% 41	4.12% 7	9.41% 16	10.59% 18	17.06% 29	10.59% 18	15.88% 27	2.94% 5	5.29% 9	170	4.34
Newspaper	9.41% 16	3.53% 6	5.88% 10	6.47% 11	22.35% 38	12.94% 22	15.88% 27	11.18% 19	12.35% 21	170	5.61
Brochures	26.47% 45	10.00% 17	11.76% 20	14.71% 25	20.59% 35	5.29% 9	7.06% 12	2.94% 5	1.18% 2	170	3.59
Annual Report	24.12% 41	9.41% 16	14.12% 24	12.35% 21	19.41% 33	7.65% 13	8.82% 15	2.94% 5	1.18% 2	170	3.74
Town App	9.41% 16	4.71% 8	8.24% 14	6.47% 11	17.65% 30	11.18% 19	15.88% 27	8.82% 15	17.65% 30	170	5.65

#	OTHER (PLEASE SPECIFY)	DATE
1	Email	12/9/2018 9:24 PM
2	Word of mouth	12/7/2018 9:11 AM
3	This needs an N/A...if I don't have the town app how can I rate it's effectiveness.	12/6/2018 7:50 PM
4	Didn't know you had an app at all	12/3/2018 9:53 PM
5	Aaa	12/2/2018 7:05 AM
6	I don't listen to the radio, read newspapers. So I don't get any information from them. I use Facebook often but have seen little, other than the new garbage program when it started/restarted, other than that, I've seen very little. PS - I was away when they picked up the old bins. What do I do with the one I have?	11/30/2018 9:58 PM

#	OTHER (PLEASE SPECIFY)	DATE
1	Email	12/9/2018 9:24 PM
2	Word of mouth	12/7/2018 9:11 AM

Q8 Compared with a year ago, how would you rate your knowledge of the Town, its strategies, and its ongoing accomplishments?

Answered: 170   Skipped: 0
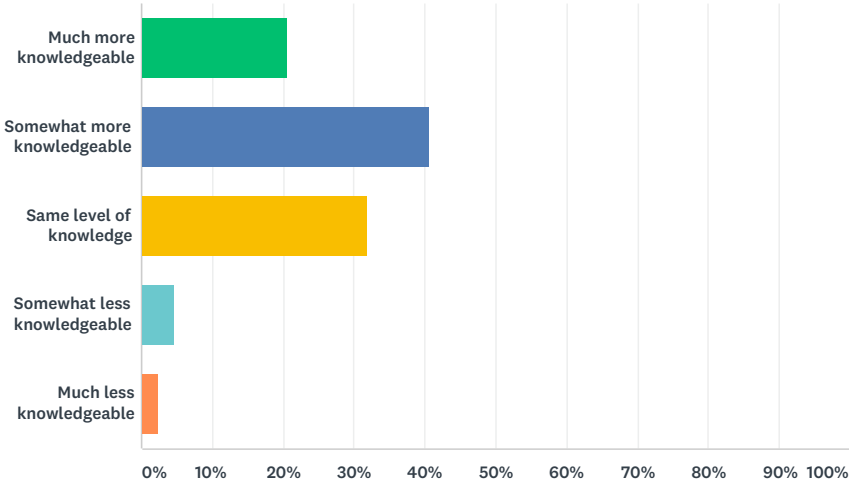
ANSWER CHOICES	RESPONSES	
Much more knowledgeable	20.59%	35
Somewhat more knowledgeable	40.59%	69
Same level of knowledge	31.76%	54
Somewhat less knowledgeable	4.71%	8
Much less knowledgeable	2.35%	4
TOTAL		170

Q9 What is the best thing about communications from the Town?

Answered: 91   Skipped: 79

#	RESPONSES	DATE
1	I feel I'm getting a better understanding of where our money goes.	12/9/2018 10:32 PM
2	Usually not as bad as first reported.	12/9/2018 9:24 PM
3	Staying informed	12/9/2018 11:05 AM
4	I think Krystal Baier does an amazing job sharing news from the town and council so I know much more than I did prior to her being in office. If it weren't for her being in my friends list and sharing town news that shows up in my news feed I'm not sure I would have ever known about an app that they have created, surveys, the rec center, waste system updates, or the snow removal schedule. I didn't even know these things were shared before. Good job to her, and good job everyone working to improve communications and systems in our town	12/8/2018 5:18 PM
5	Informative, to the point	12/7/2018 11:47 PM
6	Open transparency	12/7/2018 7:19 PM
7	They are trying to increase communication	12/7/2018 1:10 PM
8	It's accurate when it's received	12/7/2018 9:11 AM
9	Watching everyone get themselves bent out of shape because they didn't check the information for themselves, lol. I really appreciate the updates on FB but if I need something then I check for myself.	12/6/2018 7:50 PM
10	You know what to expect/ things to come	12/6/2018 1:54 PM
11	Feel like questions can be asked and answered :)	12/6/2018 7:16 AM
12	It informs us just how much we are getting ripped off. Should we not receive information prior to passing something?	12/5/2018 6:48 PM
13	It is good that they are offering there communication through many types of media	12/5/2018 6:17 PM
14	N/A	12/5/2018 2:41 PM
15	When we get them there is usefull information	12/5/2018 7:36 AM
16	Constantly getting updates, really appreciated	12/4/2018 10:26 PM
17	The people get to know what is happening in the community.	12/4/2018 6:15 PM
18	Not sure	12/4/2018 11:58 AM
19	It is nice to know what direction the town is taking in key issues.	12/4/2018 10:03 AM
20	My garbage pick up notifications	12/4/2018 9:39 AM
21	It's immediate even after hours	12/4/2018 1:00 AM
22	Social media Announcements for social activities for my family	12/3/2018 9:53 PM
23	i love the calender the towns puts out with events	12/3/2018 8:52 PM
24	I like that they post more articles on social media and that they are asking the public's opinion more often. Could still post more from all aspects though.	12/3/2018 8:52 PM
25	Keeping citizens informed regarding community events.	12/3/2018 8:02 PM
26	I like everything about the town I just moved here in September it is very beautiful here	12/3/2018 6:00 PM
27	Keeps me informed.	12/3/2018 1:32 PM
28	Very active. Keeps getting better.	12/3/2018 10:39 AM
29	Keeps citizens informed	12/3/2018 9:45 AM
30	Learning about different programs this town has to offer everyone of all different ages.	12/3/2018 9:36 AM
31	Na	12/3/2018 9:31 AM
32	Enjoy the live stream. Emailed press releases are very handy for me.	12/3/2018 9:11 AM
33	It is more consistent than what we were getting in the pre ious town we lived in.	12/3/2018 7:35 AM
34	The mayors social media posts	12/2/2018 11:26 PM
35	I feel communication is improving. Still room for improvement but the efforts and teamwork in my opinion has increased.	12/2/2018 9:51 PM
36	Being informed	12/2/2018 7:25 PM
37	Knowing	12/2/2018 8:19 AM

| 38	The mayor cares about the people that live here and try's to answer quickly, the last one didn't care the town manager doesn't care.	12/2/2018 8:04 AM
39	Aaa	12/2/2018 7:05 AM
40	I fell that in the past year the town has stepped up and is communicating more. The Mayor and Coucillirs are out and about in the community and sharing information, especially on social media. They are also very approachable.	12/2/2018 5:58 AM
41	Usually provide clear info on ongoing situations and ask for community input	12/1/2018 11:25 PM
42	Being able to feel more involved in thing going on	12/1/2018 4:04 PM
43	If you cannot get out and about, you still learn about what is happening	12/1/2018 12:46 PM
44	Facebook	12/1/2018 12:14 PM
45	I like to know what ia happening in the community. Most id my communication comes from social media friends who are members of council, etc	12/1/2018 9:09 AM
46	Snow removal	12/1/2018 7:58 AM
47	public events	12/1/2018 12:14 AM
48	N/A	11/30/2018 9:39 PM
49	Informative	11/30/2018 8:31 PM
50	Easy to find out town info on the fb page	11/30/2018 6:55 PM
51	The mayor answers and comments on social media. I like that transparency.	11/30/2018 11:17 AM
52	You can find it if you go looking for it	11/30/2018 10:57 AM
53	The transparency of the information being put forth.	11/30/2018 10:54 AM
54	Assume the communication directly from the town is accurate.	11/30/2018 10:44 AM
55	The app	11/30/2018 9:26 AM
56	The mayors openness.	11/30/2018 9:14 AM
57	Facebook. But not very professional	11/30/2018 7:58 AM
58	I'm not sure	11/30/2018 4:53 AM
59	keep up to date 9	11/29/2018 10:26 PM
60	It's nice to feel included with what is happening	11/29/2018 9:56 PM
61	Easy Access to information	11/29/2018 5:11 PM
62	For the most part, it is up to date.	11/29/2018 4:03 PM
63	Keeping informed on events, poll results and results from the speed monitor signage this fall	11/29/2018 2:12 PM
64	live feed	11/29/2018 1:34 PM
65	not much as I can only see what they want us to ..never the whole picture	11/29/2018 11:11 AM
66	I appreciate being informed on all matters rather than those that pertain just to me	11/29/2018 11:04 AM
67	Notifies me of important events	11/29/2018 1:44 AM
68	Day to day events around town, ie, Social events, meetings, public works issues, snow removal, and ongoing issues that residents are interested in knowing about	11/28/2018 9:06 PM
69	On top of updates. Thank you	11/28/2018 11:52 AM
70	No comment. Transparency is opaque.	11/28/2018 9:10 AM
71	Not sure.	11/28/2018 8:17 AM
72	Helps keep everyone informed	11/28/2018 1:28 AM
73	Makes me question more things	11/27/2018 10:25 PM
74	Being informed about what is happening in Edson.	11/27/2018 7:40 PM
75	Stops rumours more	11/27/2018 7:14 PM
76	Some Town Council members, Mayor Zahara, Councillors Baier and Sorensen, take a lot of initiative to share and explain issues. The rest of Council should learn from this, especially Councillor Bevan.	11/27/2018 6:58 PM
77	I believe that the Mayor does a lot to keep people informed. If you don't know what is going on, it's your own fault.	11/27/2018 5:33 PM
78	Love the Edson App. Also like it that our mayor will explain things on social media.	11/27/2018 4:53 PM
79	The fact that there is any communication at all is what's best. There was little to none before.	11/27/2018 4:46 PM
80	Short and to the point usually.	11/27/2018 4:45 PM
81	Always able to talk to a person when you phone the town office.	11/27/2018 4:01 PM
82	The Town of Edson Mobile App, although it doesn't always give me my notifications	11/27/2018 4:00 PM

83	Ease of access	11/27/2018 3:49 PM
84	No sure	11/27/2018 3:48 PM
85	I really enjoy the social media.	11/27/2018 3:37 PM
86	Being informed.	11/27/2018 3:32 PM
87	Seems like social media posts are made in a timely manner when responding to town citizen concerns.	11/27/2018 3:31 PM
88	Very active online so word spreads fast. The Mayor and Council are very transparent. When rumours are spreading across community sites on Facebook they are quickly addressed by someone in the know and set straight.	11/27/2018 3:31 PM
89	I find their Facebook page useful	11/27/2018 3:26 PM
90	Keeping us informed on what's happening.	11/27/2018 3:23 PM
91	Keeps you informed	11/27/2018 3:20 PM

Q10 Which information items do you believe it is very important that you receive communications about? (Select all that apply)

Answered: 170   Skipped: 0
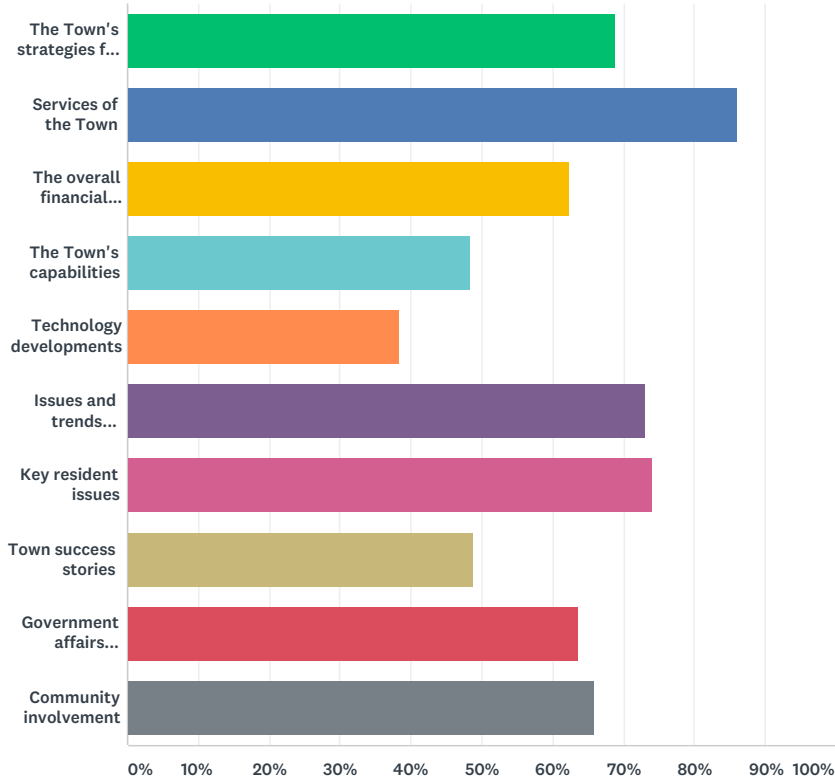
ANSWER CHOICES	RESPONSES	
The Town's strategies for the future	68.82%	117
Services of the Town	85.88%	146
The overall financial picture of the Town	62.35%	106
The Town's capabilities	48.24%	82
Technology developments	38.24%	65
Issues and trends affecting our Town	72.94%	124
Key resident issues	74.12%	126
Town success stories	48.82%	83
Government affairs affecting the Town	63.53%	108
Community involvement	65.88%	112
Total Respondents: 170		

Q11 What other topics do you feel are important for you to know more about and would like the Town to include in future communications?

Answered: 58   Skipped: 112

| #	RESPONSES	DATE
1	A collaboration of the various volunteer groups so there is less overlap of functions.	12/9/2018 9:24 PM
2	Everything	12/9/2018 11:05 AM
3	Allowing more input on how town funds are spent Ie: the ridiculous amount of money spent on the bike park WAY outside of town that no one can access and is useable 3 months a year AWFUL DECISION	12/8/2018 9:20 PM
4	Any polls or surveys where residents can easily weigh in on things like the rec center or waste collection options. I love that. It is super convenient and then more people would be able to have a say	12/8/2018 5:18 PM
5	Seems good as is	12/7/2018 11:47 PM
6	What will happen to the old hospital once the new lodge is completed. When are legit. Cross walk lights going up on second and fourth avenues. How well is the town prepared for emergencies such as forest fires, loss of power. What is the town doing to promote its airport, just to name a few off the top of my head.	12/7/2018 7:19 PM
7	Theft /crime	12/7/2018 1:10 PM
8	Long term plans, 20 years+, no matter the subject (recreation, development, etc.	12/7/2018 9:11 AM
9	The local government could be more transparent. I feel there are some really sketchy people in positions and I have low trust.	12/6/2018 7:50 PM
10	Being responsible for their actions and campaign promises	12/5/2018 6:48 PM
11	NA	12/5/2018 2:41 PM
12	More about health issues going on in the community.	12/4/2018 6:15 PM
13	more About the new waste and recycle	12/4/2018 11:58 AM
14	Tiffin water issue. Recreation facility progress and plans - including plans to replace curling. Future plans for Edson.	12/4/2018 10:03 AM
15	The field house progress	12/4/2018 1:00 AM
16	They should highlight some of the volunteers and groups that offer activities for kids and adults such as the food bank, or soccer programs.	12/3/2018 9:53 PM
17	homeless	12/3/2018 8:52 PM
18	Offers the town receives, anything to with Yellowhead County, etc.	12/3/2018 8:52 PM
19	Decisions that affect the town on a whole, eg: relocation of Repsol Place. I feel that a vote should be held on this matter as it affects many people.	12/3/2018 8:02 PM
20	I would like to know more about home care around here	12/3/2018 6:00 PM
21	What they are spending tax dollars on	12/3/2018 9:36 AM
22	Na	12/3/2018 9:31 AM
23	More detailed list of items that can be recycled, both in the green bins and especially at the re cycle depot.	12/3/2018 7:35 AM
24	Public works and operation activities	12/2/2018 11:26 PM
25	Na	12/2/2018 7:25 PM
26	What's going on	12/2/2018 8:19 AM
27	Events in advance wether the town residents would like to spend all our money on that particular event shouldn't be decided by the council.	12/2/2018 8:04 AM
28	Saaa	12/2/2018 7:05 AM
29	The new multi-plex, road repairs.	12/2/2018 5:58 AM
30	I think doing a good job of informing people of what's going on	12/1/2018 4:04 PM
31	Senior and low income projects	12/1/2018 12:46 PM
32	Not sure	12/1/2018 9:09 AM
33	Town events!	11/30/2018 6:55 PM
34	Nothing that I can think of right now	11/30/2018 10:54 AM
35	Timeline and progress for projects	11/30/2018 10:44 AM

36	Making sure we have a voice in changes before they are thrust upon us.	11/30/2018 9:26 AM
37	None	11/30/2018 4:53 AM
38	Not sure	11/29/2018 9:56 PM
39	Where our taxes actually go ?	11/29/2018 9:31 PM
40	Extra charges on town bills/taxes	11/29/2018 8:42 PM
41	Snow removal	11/29/2018 5:11 PM
42	Easier access to budgetting.	11/29/2018 4:03 PM
43	There are some bad corners in town with overgrown hedges that I feel need to be addressed and the peoples opinions on it should be heard.	11/29/2018 2:12 PM
44	Cost of services in total, is a sewer plant running? Is every resident paying ???	11/29/2018 1:25 PM
45	I feel when there are major financial decisions that the whole town be involved....things like tearing down a major building...residents were not asked	11/29/2018 11:11 AM
46	None	11/29/2018 1:44 AM
47	Organic waste destination. Why rec centre had to be demolished. What will happen to the land. Assuming the new rec centre can be funded what will be the cost to taxpayers. Why property taxes always go up. Why are there so many high salary employees at the time for such a small population. Why do we need a coat of arms?	11/28/2018 9:10 AM
48	Activities for everyone.	11/28/2018 8:17 AM
49	Activities	11/27/2018 10:25 PM
50	Taxes. New rec centres demolisions	11/27/2018 7:14 PM
51	Being more open and transparent about the multiuse project. These committee meetings were behind closed doors and kept the public in the dark - this is wrong, especially for something that the community has been and will be heavily invested.	11/27/2018 6:58 PM
52	N/A	11/27/2018 4:45 PM
53	Can't think of any at the moment	11/27/2018 4:00 PM
54	What the town is doing to beautify Main Street	11/27/2018 3:48 PM
55	What the town is doing to bring in more business, the breakdown of how land taxes are decided.	11/27/2018 3:32 PM
56	Events that are aviation the town, not just put on by the town	11/27/2018 3:31 PM
57	I think there is a good job being done already.	11/27/2018 3:31 PM
58	the overall planning and direction for the town. ie when you bring in the new garbage system, very few residents know about the dump reaching the end of its lifespan and the need to extend this as one of the factors. and from that how are they planning and saving for the eventual costs associated with a new dump	11/27/2018 3:19 PM

Q12 From which of the following sources do you now receive most of your information about what is going on in the Town? (Choose and rank your top 3)

Answered: 170   Skipped: 0
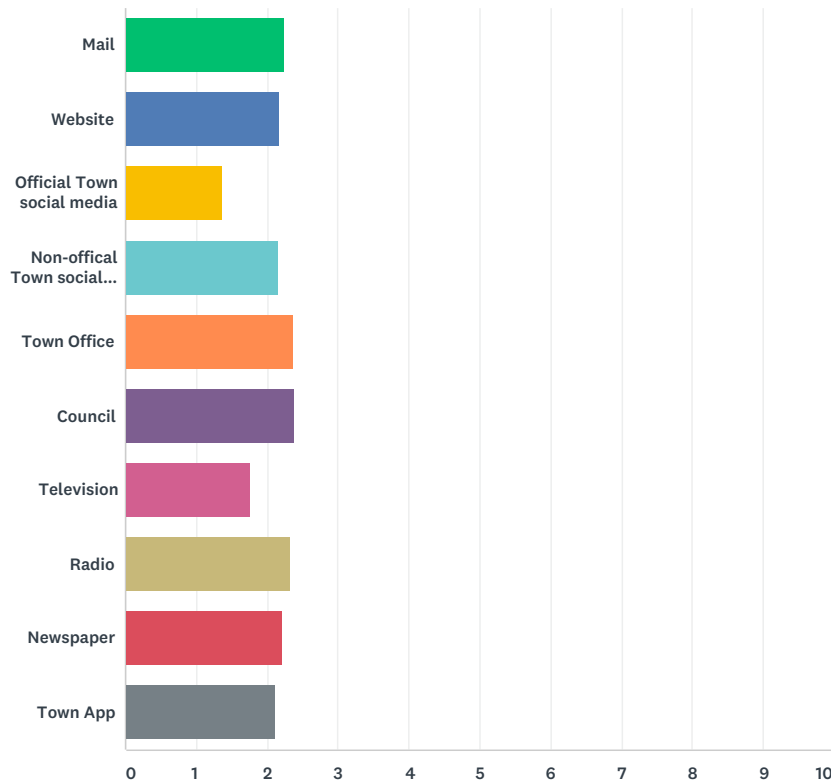
	RANK 1	RANK 2	RANK 3	TOTAL	WEIGHTED AVERAGE
Mail	27.27% 6	22.73% 5	50.00% 11	22	2.23
Website	20.59% 14	41.18% 28	38.24% 26	68	2.18
Official Town social media	70.97% 88	20.97% 26	8.06% 10	124	1.37
Non-offical Town social media (i.e. the Mayor's Facebook Page)	24.42% 21	34.88% 30	40.70% 35	86	2.16
Town Office	9.09% 1	45.45% 5	45.45% 5	11	2.36
Council	0.00% 0	61.54% 8	38.46% 5	13	2.38
Television	50.00% 2	25.00% 1	25.00% 1	4	1.75
Radio	13.33% 6	40.00% 18	46.67% 21	45	2.33
Newspaper	18.42% 14	40.79% 31	40.79% 31	76	2.22
Town App	29.51% 18	29.51% 18	40.98% 25	61	2.11

#	OTHER (PLEASE SPECIFY)	DATE
1	Word of mouth from citizens	12/7/2018 9:11 AM
2	Local gossip	12/2/2018 11:26 PM

3	Aaa	12/2/2018 7:05 AM
4	email	11/28/2018 9:10 AM
5	EABCW page	11/27/2018 5:56 PM

Q13 How would you prefer to receive information from the Town? (Please select all that apply)

Answered: 170   Skipped: 0
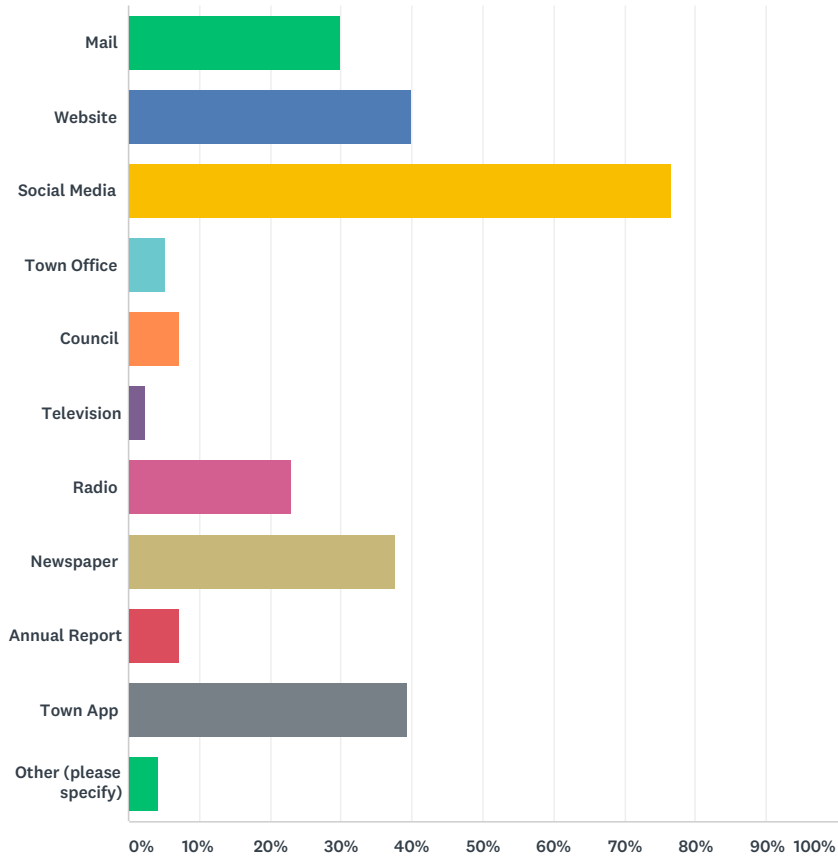
ANSWER CHOICES	RESPONSES	
Mail	30.00%	51
Website	40.00%	68
Social Media	76.47%	130
Town Office	5.29%	9
Council	7.06%	12
Television	2.35%	4
Radio	22.94%	39
Newspaper	37.65%	64
Annual Report	7.06%	12
Town App	39.41%	67
Other (please specify)	4.12%	7
Total Respondents: 170		

#	OTHER (PLEASE SPECIFY)	DATE
1	Not on the Mayors FB page who's your official Communications person.	12/4/2018 9:39 AM
2	Email	12/3/2018 9:11 AM
3	Aaa	12/2/2018 7:05 AM
4	Email	11/30/2018 6:55 PM

5	Open Houses	11/28/2018 9:59 PM
6	email	11/28/2018 9:10 AM
7	Email	11/27/2018 4:00 PM

Q14 Please rank your selections from Q13. (How you'd prefer to receive information)

Answered: 155   Skipped: 15
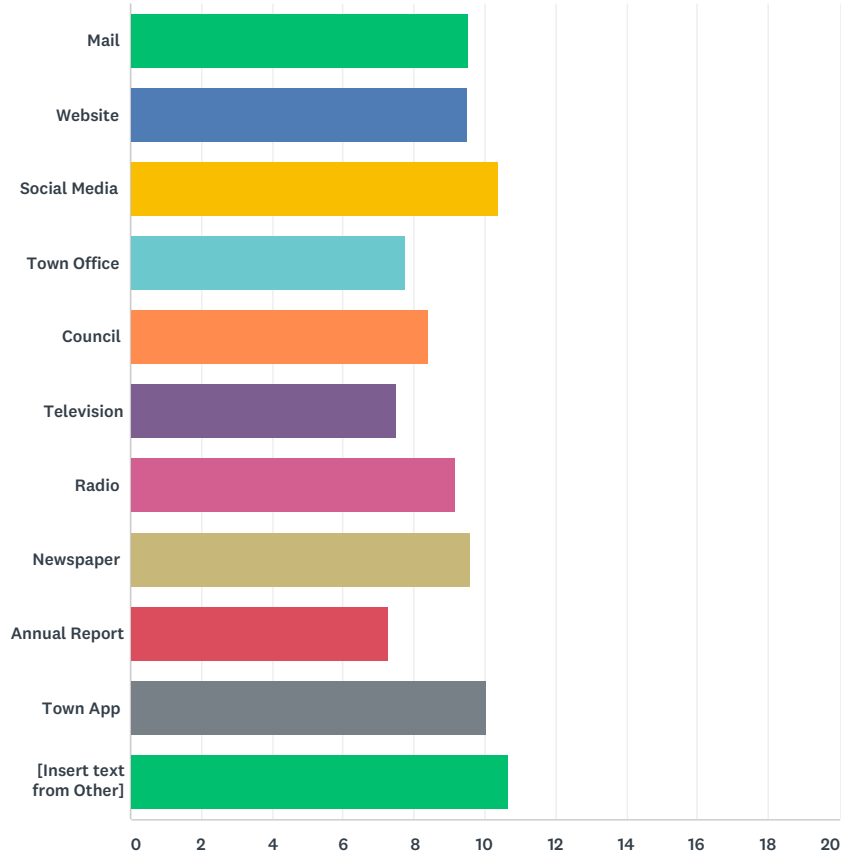
	1	2	3	4	5	6	7	8	9	10	11	TOTAL	SCORE
Mail	29.79% 14	23.40% 11	25.53% 12	17.02% 8	2.13% 1	2.13% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	47	9.55
Website	15.87% 10	38.10% 24	28.57% 18	12.70% 8	4.76% 3	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	63	9.48
Social Media	66.67% 80	16.67% 20	12.50% 15	0.83% 1	1.67% 2	0.83% 1	0.00% 0	0.00% 0	0.83% 1	0.00% 0	0.00% 0	120	10.38
Town Office	12.50% 1	0.00% 0	12.50% 1	37.50% 3	25.00% 2	0.00% 0	0.00% 0	12.50% 1	0.00% 0	0.00% 0	0.00% 0	8	7.75
Council	10.00% 1	30.00% 3	20.00% 2	10.00% 1	0.00% 0	20.00% 2	10.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	10	8.40
Television	0.00% 0	0.00% 0	50.00% 1	0.00% 0	0.00% 0	50.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	2	7.50
Radio	6.25% 2	50.00% 16	18.75% 6	12.50% 4	3.13% 1	9.38% 3	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	32	9.16
Newspaper	27.59% 16	29.31% 17	24.14% 14	15.52% 9	1.72% 1	1.72% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	58	9.60
Annual Report	18.18% 2	9.09% 1	0.00% 0	0.00% 0	45.45% 5	9.09% 1	9.09% 1	0.00% 0	0.00% 0	9.09% 1	0.00% 0	11	7.27
Town App	40.98% 25	32.79% 20	19.67% 12	3.28% 2	1.64% 1	1.64% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	61	10.03
[Insert text from Other]	66.67% 4	33.33% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	6	10.67

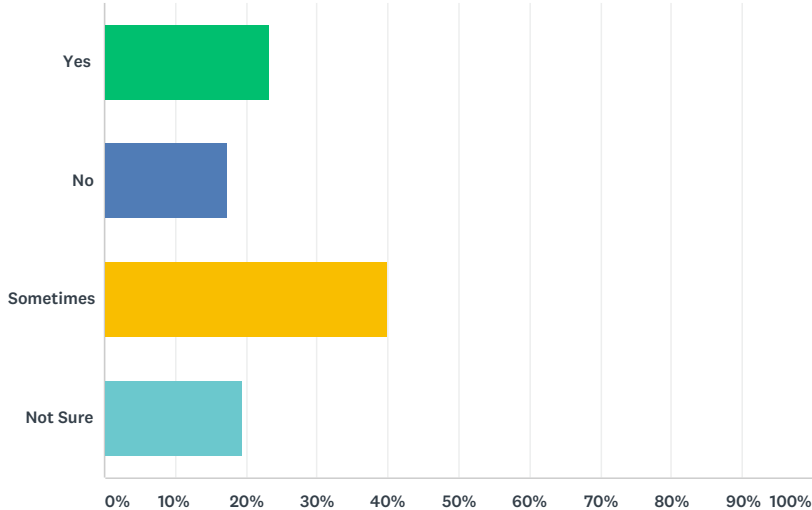# Q15 Are you able to provide feedback, opinions, and ideas to the Town?

Answered: 155   Skipped: 15
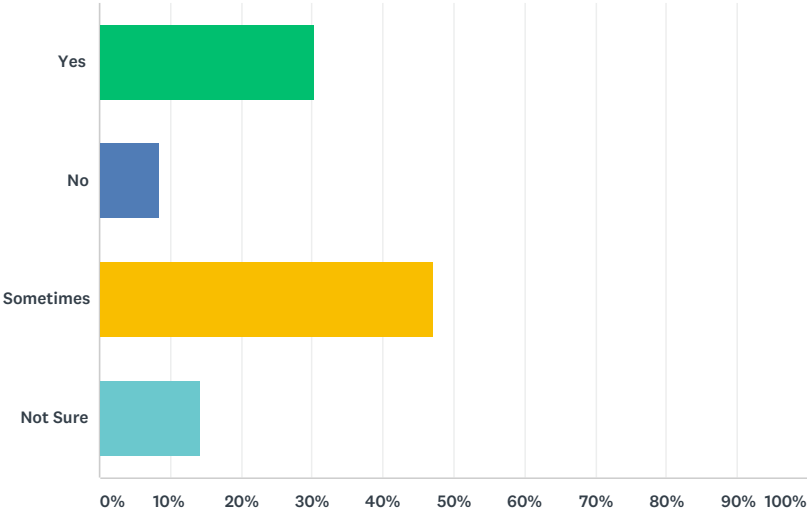
ANSWER CHOICES	RESPONSES	
Yes	30.32%	47
No	8.39%	13
Sometimes	47.10%	73
Not Sure	14.19%	22
TOTAL		155

Q16 Do you feel your opinions and ideas are valued?

Answered: 155   Skipped: 15

ANSWER CHOICES	RESPONSES	
Yes	23.23%	36
No	17.42%	27
Sometimes	40.00%	62
Not Sure	19.35%	30
TOTAL		155

Q17 How effective is the Town at responding to questions/complaints/inquiries?

Answered: 155   Skipped: 15
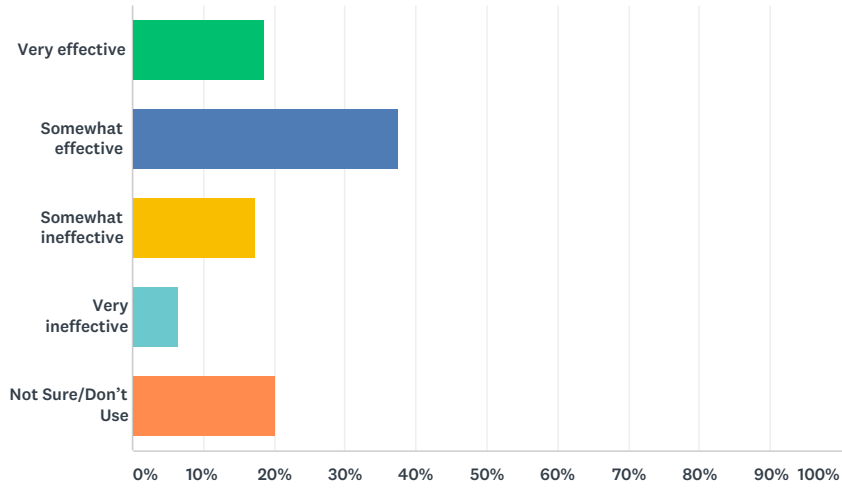
ANSWER CHOICES	RESPONSES	
Very effective	18.71%	29
Somewhat effective	37.42%	58
Somewhat ineffective	17.42%	27
Very ineffective	6.45%	10
Not Sure/Don't Use	20.00%	31
TOTAL		155

Q18 How effective do you feel the Town is at dealing with the media?

Answered: 155   Skipped: 15
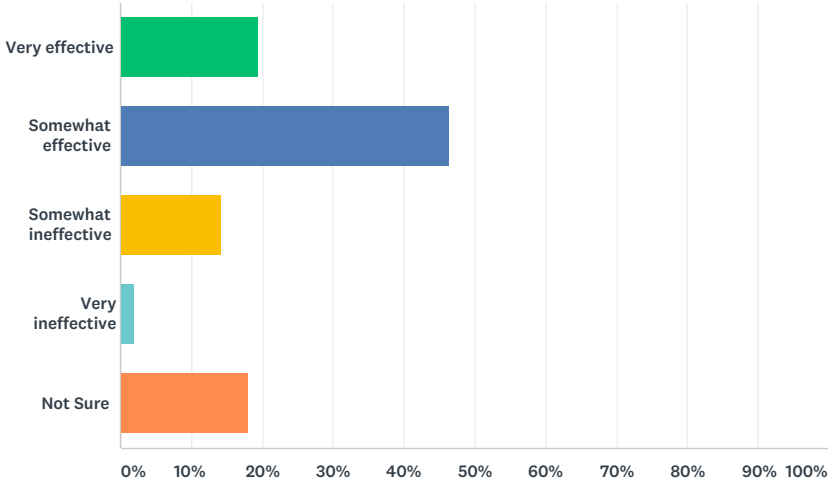
ANSWER CHOICES	RESPONSES	
Very effective	19.35%	30
Somewhat effective	46.45%	72
Somewhat ineffective	14.19%	22
Very ineffective	1.94%	3
Not Sure	18.06%	28
TOTAL		155

Q19 Do you feel that the Town's communications efforts are strategic and tie to the goals, mission, and vision of the organization?

Answered: 155   Skipped: 15
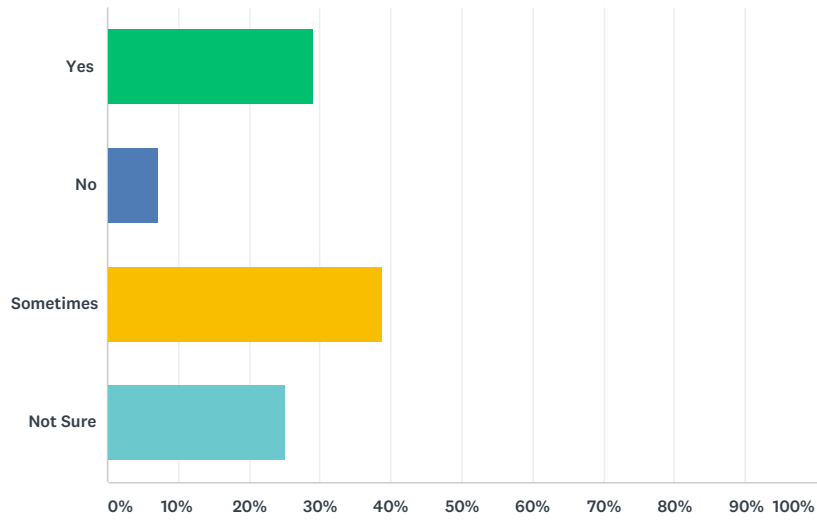
ANSWER CHOICES	RESPONSES	
Yes	29.03%	45
No	7.10%	11
Sometimes	38.71%	60
Not Sure	25.16%	39
TOTAL		155

Communications Survey

Q20 Do you have any suggestions for the Town to help improve communications performance and efficiency?

Answered: 47   Skipped: 123

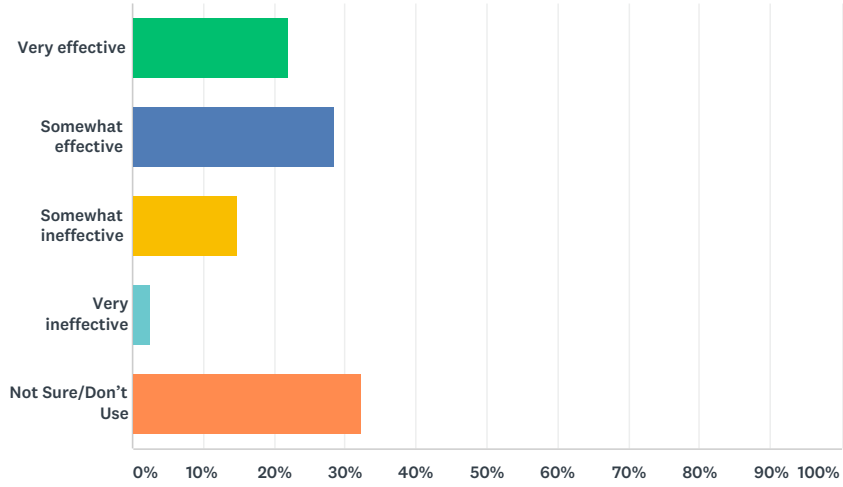| #	RESPONSES	DATE
1	Maybe a town newsletter, written by employees with info and notices from each of the departments delivered in the mail. It could be weekly reminders and general news of what the town is working on each season but delivered weekly. An entertainment section and non-profit section and highlighting ongoing projects too.	12/9/2018 9:31 PM
2	Up to date info	12/9/2018 11:07 AM
3	I think the app is a great idea and I hope more people get it and we can start utilizing it for more things. I personally just heard about this (from a post Krystal shared I think) so I will be looking into it. In a smart age this is a great idea. As long as the town keeps analog options for people without social media and cell phones all will be good!	12/8/2018 5:22 PM
4	No	12/7/2018 11:49 PM
5	Not all have or care for social media and are left out of the loop.	12/7/2018 9:17 AM
6	See what the community wants....not.what the politicians want	12/5/2018 6:50 PM
7	No	12/5/2018 6:22 PM
8	Just remember not everyone has social media or can get out to the town office.	12/5/2018 7:42 AM
9	No	12/4/2018 12:01 PM
10	Council needs to ensure they get proper information concerning issues and happenings in town and use this information to make informed decisions. Some present council members are more concerned with following directives from management rather than informing themselves and using critical analysis of situations.	12/4/2018 11:12 AM
11	Use the paper more.	12/4/2018 10:07 AM
12	Make sure articles are consistent, eg recently The amount to demolish rec Center on Facebook said 339,000 newspaper said 400,000. ? So what is the correct number?	12/4/2018 9:44 AM
13	None	12/4/2018 1:03 AM
14	Not sure	12/3/2018 9:56 PM
15	Show all the details, good and bad, don't be selective.	12/3/2018 8:54 PM
16	Respond to emails (all departments) regarding complaints. If you don't like the complaint at least acknowledge the receiving of the email.	12/3/2018 8:08 PM
17	Stop with all of the in camera meetings. Have communications include back ground info in its releases. Communicate sooner and in more detail with media.	12/3/2018 7:49 PM
18	Can you please keep roads clean up more	12/3/2018 6:05 PM
19	No	12/3/2018 9:41 AM
20	Always difficult to effectively engage residents.	12/3/2018 9:15 AM
21	Monitor non official town social media pages and address/redirect issues before they escalate	12/3/2018 7:39 AM
22	Need to improve communication efforts better on day to day activities of public works and operations utilities	12/2/2018 11:30 PM
23	No	12/2/2018 7:28 PM
24	No	12/2/2018 8:22 AM
25	The recent improvements have greatly improved communications...keep it up. Our great little community wants to stay informed on Town issues and developments. Keep us informed and be transparent.	12/2/2018 6:03 AM
26	Not at this time	12/1/2018 4:07 PM
27	Open, honest, and polite are keys to success.	11/30/2018 9:31 AM
28	Have one Facebook pages instead of individual ones	11/30/2018 8:07 AM
29	More advance notice of when meetings are. And how citizens can be involved ie committees	11/30/2018 8:02 AM
30	No	11/30/2018 4:57 AM
31	No	11/29/2018 9:58 PM
32	I do not think the mayor should be commenting and fighting with residents on Facebook pages. It is not professional. If he has opinions it should be posted to the towns Facebook page to clarify any misunderstandings residents may have on issues that he may have read on social media.	11/29/2018 8:48 PM

33	No	11/29/2018 5:14 PM
34	Host a poll once in awhile to hear the peoples voices on issues they feel affect the town. Like myself I cant attend meetings all the time.	11/29/2018 2:15 PM
35	Stop building things we obviously can't afford to ... or for that matter operate . Town has terrible infrastructure and wants citizens to pay for it ... on top of taxation	11/29/2018 1:28 PM
36	More information the better	11/29/2018 1:45 AM
37	More events listed on town app	11/28/2018 11:56 AM
38	Cover more ground. More newspapers, more emails don't assume that because it's on the app and website that everybody reads it.	11/28/2018 9:12 AM
39	No.	11/28/2018 8:19 AM
40	Attitude when talking with the public - this is community not a one or two person town.	11/28/2018 1:33 AM
41	No	11/27/2018 7:16 PM
42	9	11/27/2018 7:00 PM
43	Not at the moment	11/27/2018 4:02 PM
44	No	11/27/2018 3:51 PM
45	Not at the moment.	11/27/2018 3:37 PM
46	No	11/27/2018 3:34 PM
47	Just keep doing exactly what you have been doing by keeping an eye on the posts on the community Facebook sites.	11/27/2018 3:34 PM

Q21 How effective is Council at responding to questions/complaints/inquiries

Answered: 155   Skipped: 15

ANSWER CHOICES	RESPONSES	
Very effective	21.94%	34
Somewhat effective	28.39%	44
Somewhat ineffective	14.84%	23
Very ineffective	2.58%	4
Not Sure/Don't Use	32.26%	50
TOTAL		155

Q22 How effective is the Town at communicating each of the following:

Answered: 155   Skipped: 15
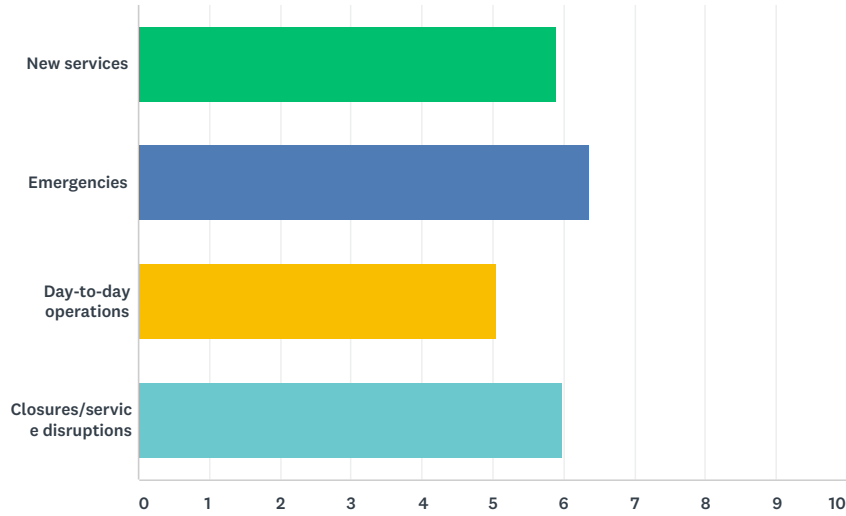
	NOT EFFECTIVE	(NO LABEL)	(NO LABEL)	(NO LABEL)	(NO LABEL)	(NO LABEL)	(NO LABEL)	(NO LABEL)	VERY EFFECTIVE	TOTAL	WEIGHTED AVERAGE
New services	1.94% 3	3.87% 6	6.45% 10	12.90% 20	16.77% 26	14.19% 22	21.94% 34	11.61% 18	10.32% 16	155	5.89
Emergencies	2.58% 4	2.58% 4	6.45% 10	7.74% 12	14.19% 22	16.77% 26	12.26% 19	15.48% 24	21.94% 34	155	6.37
Day-to-day operations	3.23% 5	7.10% 11	12.26% 19	14.84% 23	24.52% 38	12.90% 20	14.19% 22	7.10% 11	3.87% 6	155	5.05
Closures/service disruptions	2.58% 4	2.58% 4	10.32% 16	7.10% 11	21.94% 34	13.55% 21	10.32% 16	16.13% 25	15.48% 24	155	5.99

Q23 How much do you agree with the following statements:

Answered: 155   Skipped: 15
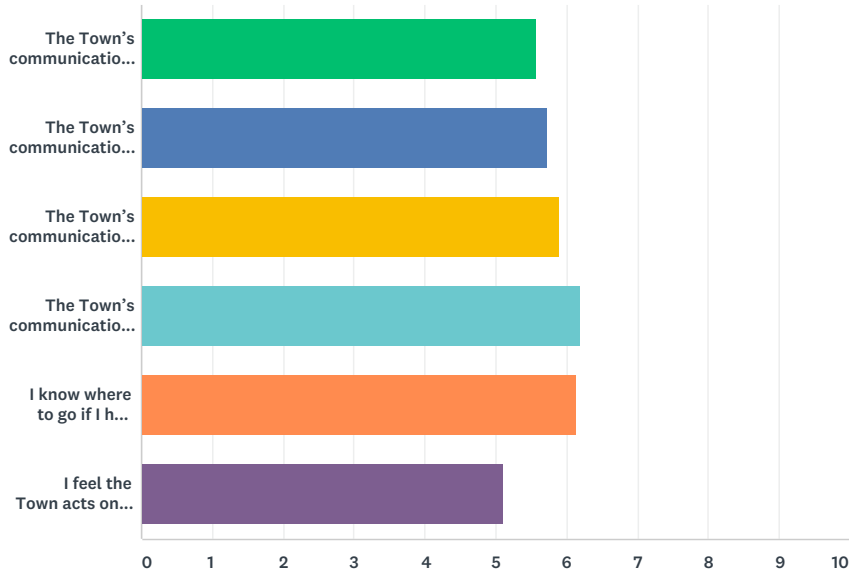
	COMPLETELY DISAGREE	(NO LABEL)	(NO LABEL)	(NO LABEL)	(NO LABEL)	(NO LABEL)	(NO LABEL)	(NO LABEL)	COMPLETELY AGREE	TOTAL
The Town's communications practices are transparent and honest	4.52% 7	5.16% 8	12.26% 19	9.03% 14	18.06% 28	10.32% 16	18.71% 29	10.97% 17	10.97% 17	155
The Town's communications practices are timely	2.58% 4	4.52% 7	7.10% 11	12.26% 19	22.58% 35	10.97% 17	17.42% 27	11.61% 18	10.97% 17	155
The Town's communications practices are accurate	1.29% 2	2.58% 4	8.39% 13	9.03% 14	22.58% 35	14.19% 22	19.35% 30	13.55% 21	9.03% 14	155
The Town's communications practices are relevant	1.29% 2	1.94% 3	5.16% 8	9.03% 14	21.29% 33	14.19% 22	19.35% 30	14.19% 22	13.55% 21	155
I know where to go if I have a question/concern/comment regarding the Town	6.45% 10	5.81% 9	9.03% 14	7.74% 12	7.10% 11	9.03% 14	14.84% 23	18.06% 28	21.94% 34	155
I feel the Town acts on the feedback it receives from residents	5.81% 9	6.45% 10	17.42% 27	13.55% 21	16.13% 25	6.45% 10	16.13% 25	9.68% 15	8.39% 13	155

Staff Communications Survey

December 2018

Q1 Overall, how satisfied are you with internal communications of the organization?

Answered: 33   Skipped: 0
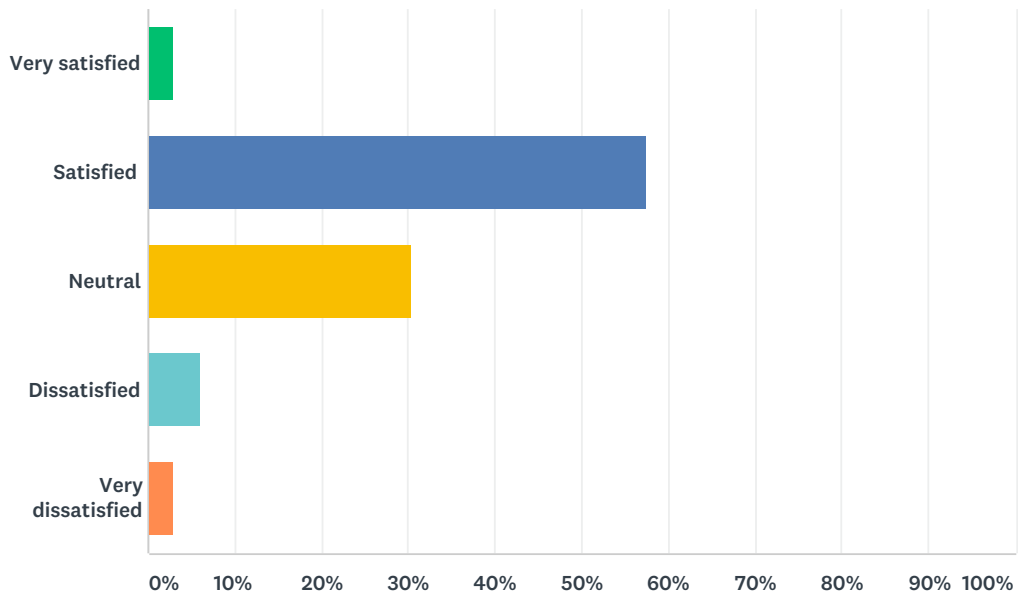
ANSWER CHOICES	RESPONSES	
Very satisfied	3.03%	1
Satisfied	57.58%	19
Neutral	30.30%	10
Dissatisfied	6.06%	2
Very dissatisfied	3.03%	1
TOTAL		33

# Q2 Which best describes your impression of internal communications within the organization?

Answered: 33   Skipped: 0
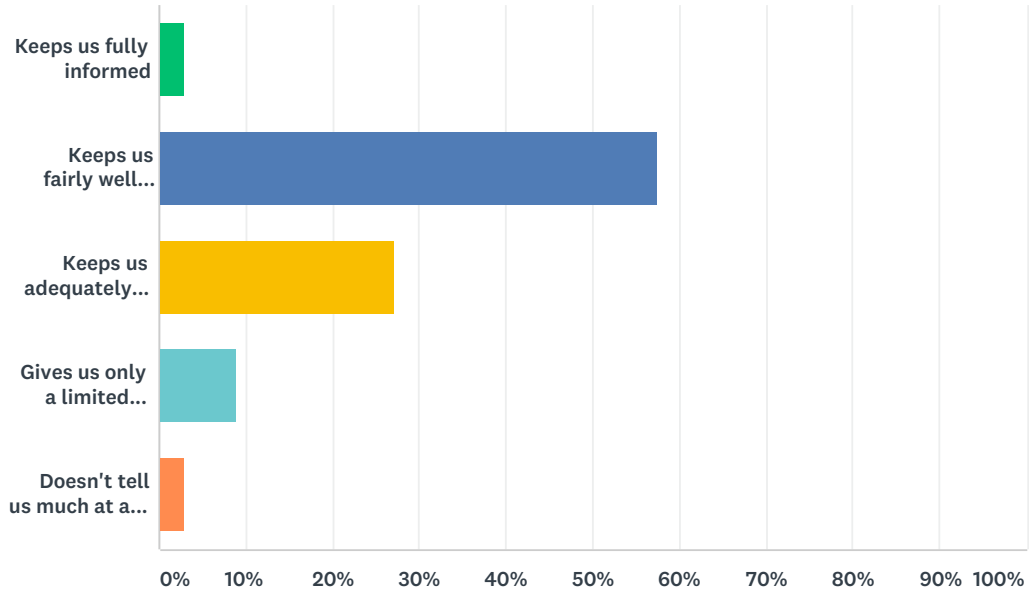
ANSWER CHOICES	RESPONSES	
Keeps us fully informed	3.03%	1
Keeps us fairly well informed	57.58%	19
Keeps us adequately informed	27.27%	9
Gives us only a limited amount of information	9.09%	3
Doesn't tell us much at all about what's going on	3.03%	1
TOTAL		33

Q3 Which of the communication channels do you use to receive news about the Organization? (Please select as many answers as you like)

Answered: 33   Skipped: 0
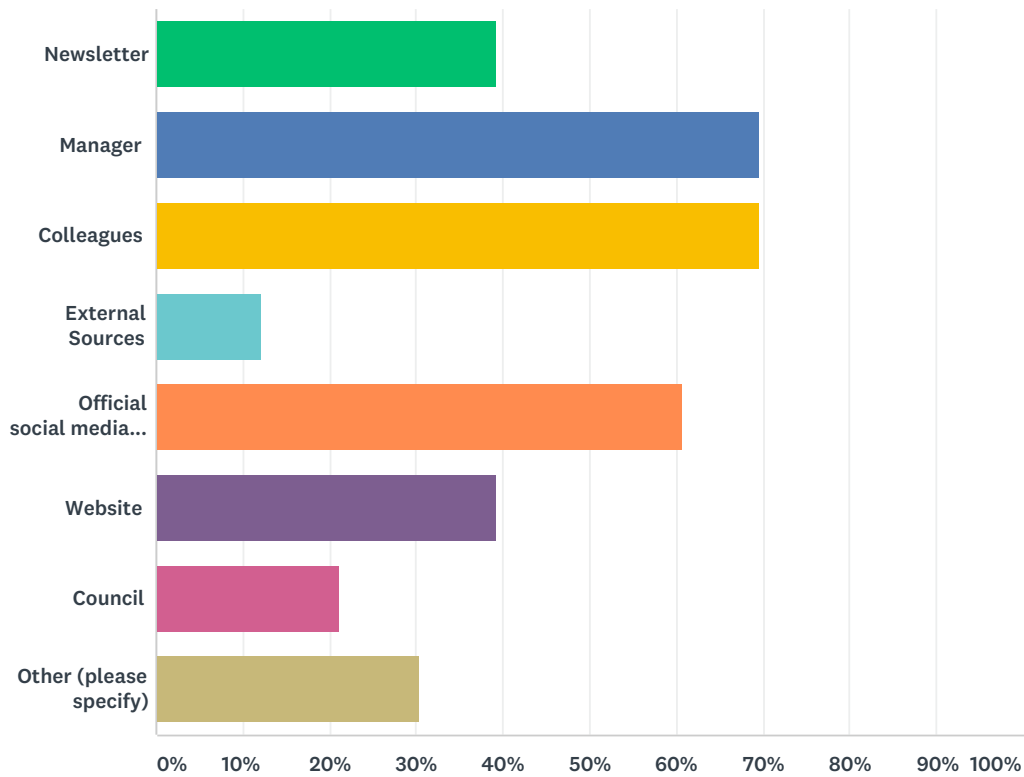
ANSWER CHOICES	RESPONSES	
Newsletter	39.39%	13
Manager	69.70%	23
Colleagues	69.70%	23
External Sources	12.12%	4
Official social media channels	60.61%	20
Website	39.39%	13
Council	21.21%	7
Other (please specify)	30.30%	10
Total Respondents: 33		

#	OTHER (PLEASE SPECIFY)	DATE
1	Internal Emails; News Releases	11/30/2018 9:16 AM
2	Emails	11/29/2018 10:44 AM
3	emails	11/29/2018 8:39 AM
4	email updates	11/28/2018 1:50 PM

5	emails	11/28/2018 11:06 AM
6	email	11/28/2018 8:19 AM
7	Town wide email	11/27/2018 2:32 PM
8	email	11/27/2018 2:19 PM
9	emails	11/27/2018 2:15 PM
10	Email	11/27/2018 2:11 PM

Q4 Which of the following communication channels do you use to receive information about your division/service/team? (Please select as many answers as you like)

Answered: 33   Skipped: 0
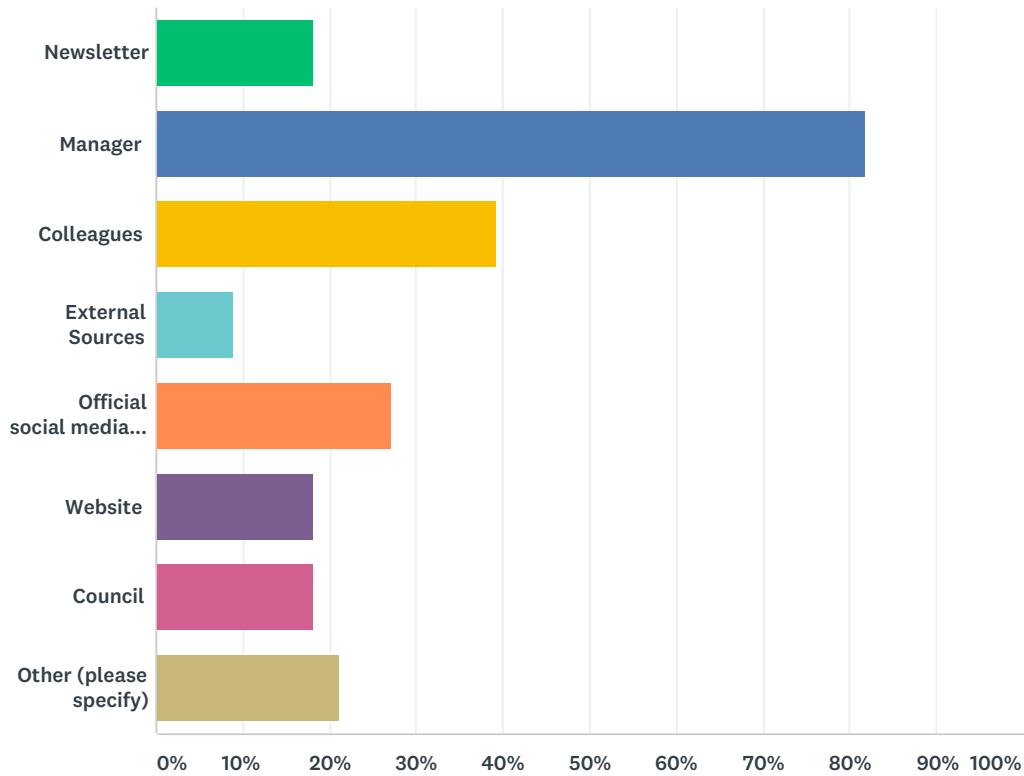
ANSWER CHOICES	RESPONSES	
Newsletter	18.18%	6
Manager	81.82%	27
Colleagues	39.39%	13
External Sources	9.09%	3
Official social media channels	27.27%	9
Website	18.18%	6
Council	18.18%	6
Other (please specify)	21.21%	7
Total Respondents: 33		

#	OTHER (PLEASE SPECIFY)	DATE
1	my co-workers	11/30/2018 9:47 AM
2	Email; news release	11/30/2018 9:16 AM
3	team channel	11/29/2018 12:57 PM

4	emails	11/29/2018 8:39 AM
5	emails	11/28/2018 11:06 AM
6	email circulation	11/28/2018 8:19 AM
7	email	11/27/2018 2:32 PM

Q5 How do you feel about the information you receive?

Answered: 33   Skipped: 0
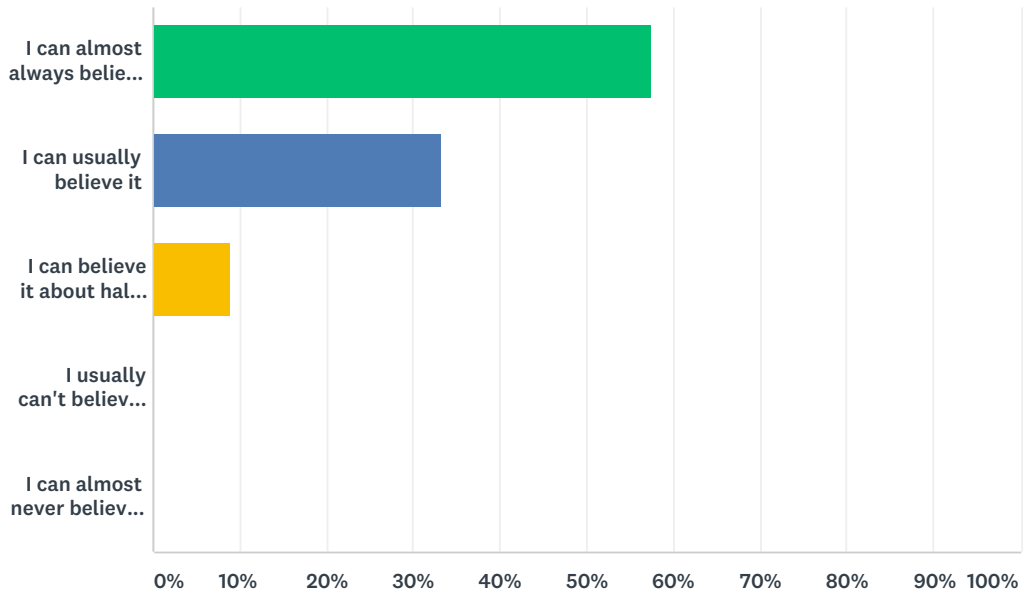
ANSWER CHOICES	RESPONSES	
I can almost always believe it	57.58%	19
I can usually believe it	33.33%	11
I can believe it about half the time	9.09%	3
I usually can't believe it	0.00%	0
I can almost never believe it	0.00%	0
TOTAL		33

Q6 How well do you feel you know the Organization?

Answered: 33   Skipped: 0
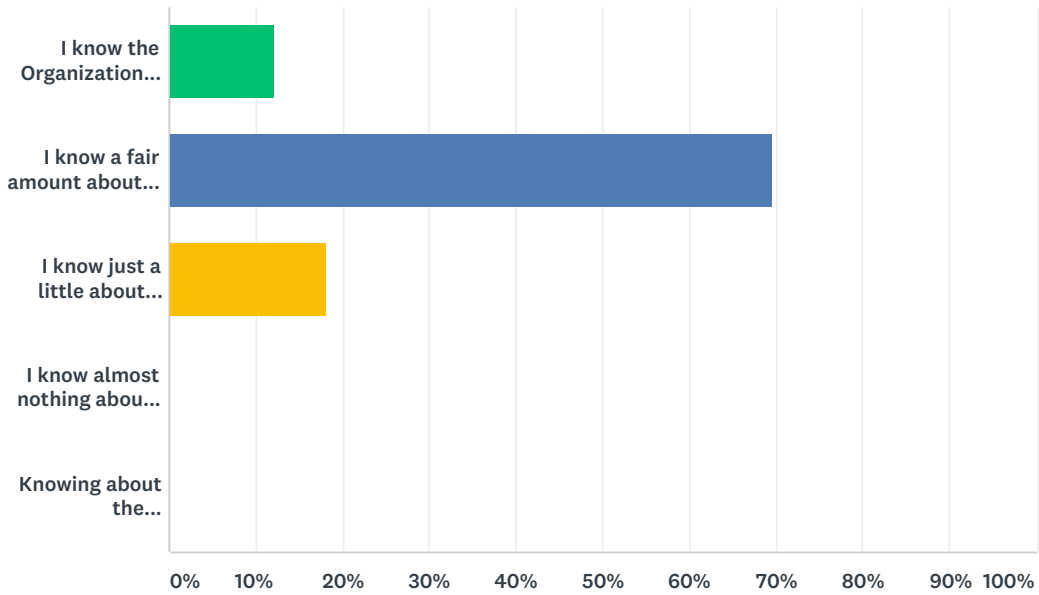
ANSWER CHOICES	RESPONSES	
I know the Organization very well	12.12%	4
I know a fair amount about the Organization	69.70%	23
I know just a little about the Organization	18.18%	6
I know almost nothing about the Organization	0.00%	0
Knowing about the Organization is not important to me	0.00%	0
TOTAL		33

Q7 Compared with a year ago, how would you rate your knowledge of the Town, its strategies, and ongoing accomplishments?

Answered: 33   Skipped: 0
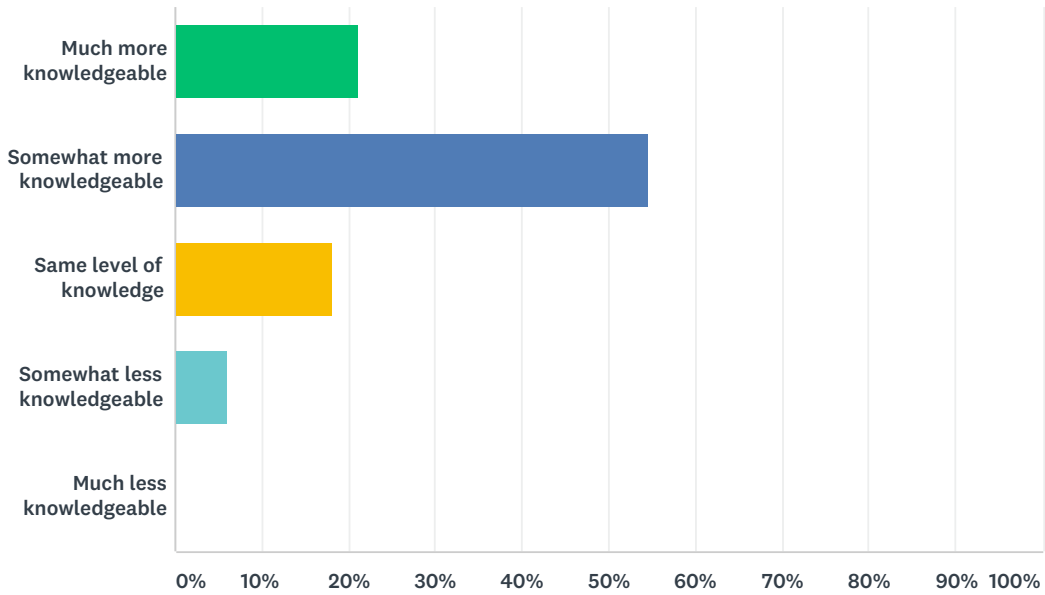
ANSWER CHOICES	RESPONSES	
Much more knowledgeable	21.21%	7
Somewhat more knowledgeable	54.55%	18
Same level of knowledge	18.18%	6
Somewhat less knowledgeable	6.06%	2
Much less knowledgeable	0.00%	0
TOTAL		33

Q8 What is the best thing about communications in the Organization?

Answered: 18   Skipped: 15

#	RESPONSES	DATE
1	The diversification of channeling.	11/30/2018 9:38 AM
2	E-mails	11/29/2018 12:57 PM
3	They are straight to the point, forward and concise.	11/29/2018 10:49 AM
4	Love the press releases Steve sends out.Really helps with me spread the correct information. As a Town Employee many people like to chat about Town things and these help me to be knowledgeable on Town information.	11/29/2018 10:44 AM
5	knowldge	11/29/2018 9:40 AM
6	Email Updates	11/29/2018 9:35 AM
7	My managers keep me informed	11/29/2018 8:39 AM
8	Learning	11/28/2018 12:53 PM
9	multi-platform engagement	11/28/2018 11:06 AM
10	The time frame between occurrence and communications	11/28/2018 8:19 AM
11	It is prompt and accurate	11/28/2018 8:06 AM
12	I get info sooner than in the past	11/27/2018 5:38 PM
13	Keeps everyone in the loop and feeling part of a team.	11/27/2018 3:07 PM
14	Being able to communicate via email between everyone	11/27/2018 2:43 PM
15	I think people are trying their best to improve and remember to communicate information.	11/27/2018 2:32 PM
16	The variety of ways communication is presented and timeliness of presenting events or occurences.	11/27/2018 2:23 PM
17	it's straight forward	11/27/2018 2:19 PM
18	To have knowledge when speaking with residents	11/27/2018 2:11 PM

Q9 Which information items do you believe are very important that you receive communications about? (Select all that apply)

Answered: 33   Skipped: 0
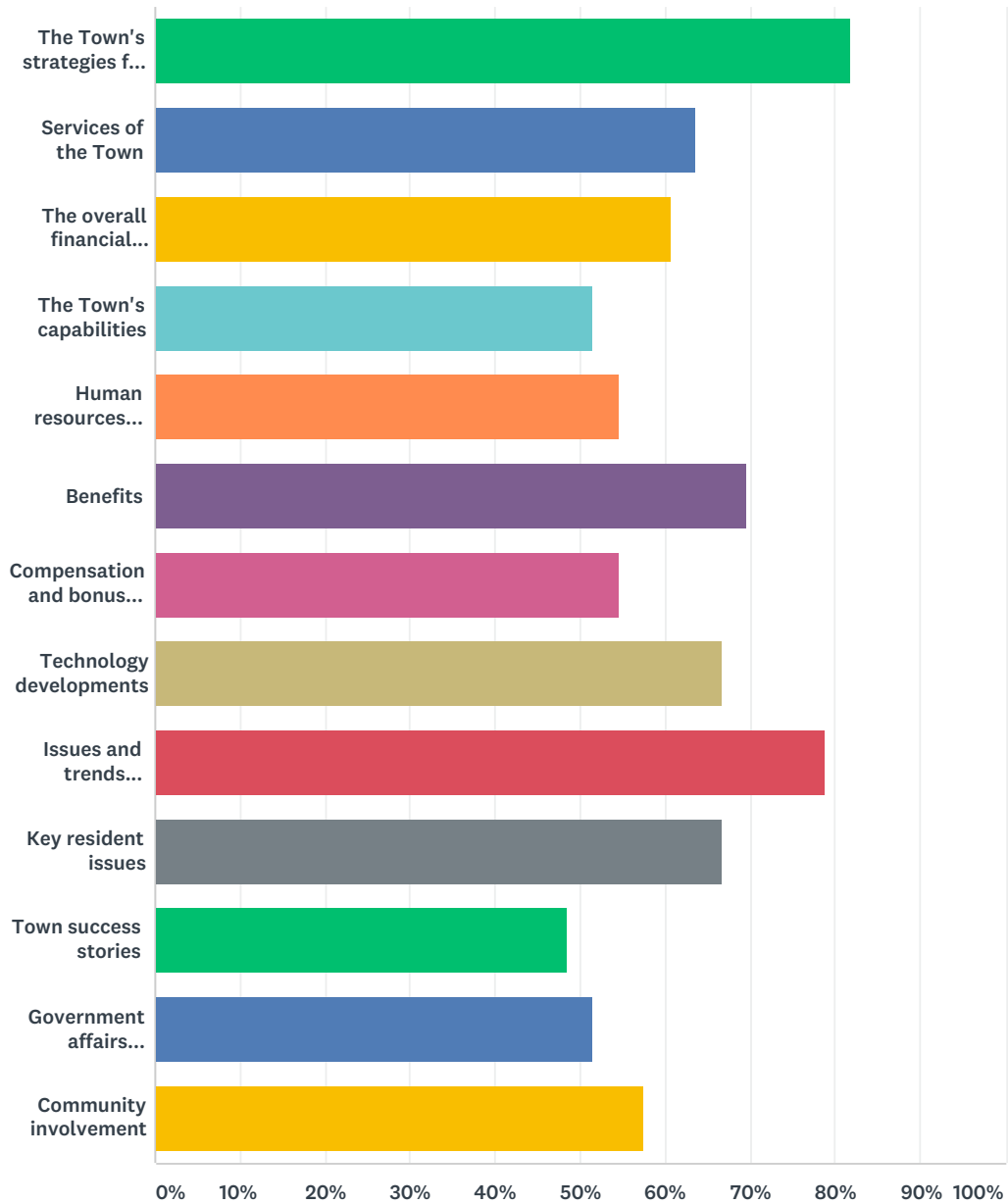
ANSWER CHOICES	RESPONSES	
The Town's strategies for the future	81.82%	27
Services of the Town	63.64%	21
The overall financial picture of the Town	60.61%	20
The Town's capabilities	51.52%	17
Human resources process	54.55%	18

Benefits	69.70%	23
Compensation and bonus programs	54.55%	18
Technology developments	66.67%	22
Issues and trends affecting our Town	78.79%	26
Key resident issues	66.67%	22
Town success stories	48.48%	16
Government affairs affecting the Town	51.52%	17
Community involvement	57.58%	19
Total Respondents: 33		

Q10 What other topics do you feel are important for you to know more about and would like the Organization to include in future communications?

Answered: 11   Skipped: 22

#	RESPONSES	DATE
1	The more information the better. Enjoying the "Transparency" of the Town. The Mayor is doing a great job replying to Facebook with the information. Very professional and helpful for the bigger picture.	11/29/2018 10:44 AM
2	councill	11/29/2018 9:40 AM
3	what actually happens in other departments that the public needs to know about	11/29/2018 8:39 AM
4	More sucess stories!!	11/28/2018 11:06 AM
5	Benifits, Compensation, Human resources,	11/27/2018 5:38 PM
6	Succession Planning Efforts	11/27/2018 3:07 PM
7	Learn more about things to do within Edson and ideas for new members of the community that seek everything there is to know.	11/27/2018 2:43 PM
8	What organization changes have just happen, will happen shortly	11/27/2018 2:32 PM
9	None at this time.	11/27/2018 2:23 PM
10	cost of each department, benchmarks for departments	11/27/2018 2:19 PM
11	Better communcation Department to Department	11/27/2018 2:11 PM

Q11 From which of the following sources do you now receive most of your information about what is going on in the Organization? Select and rank your top three information sources only.

Answered: 33   Skipped: 0
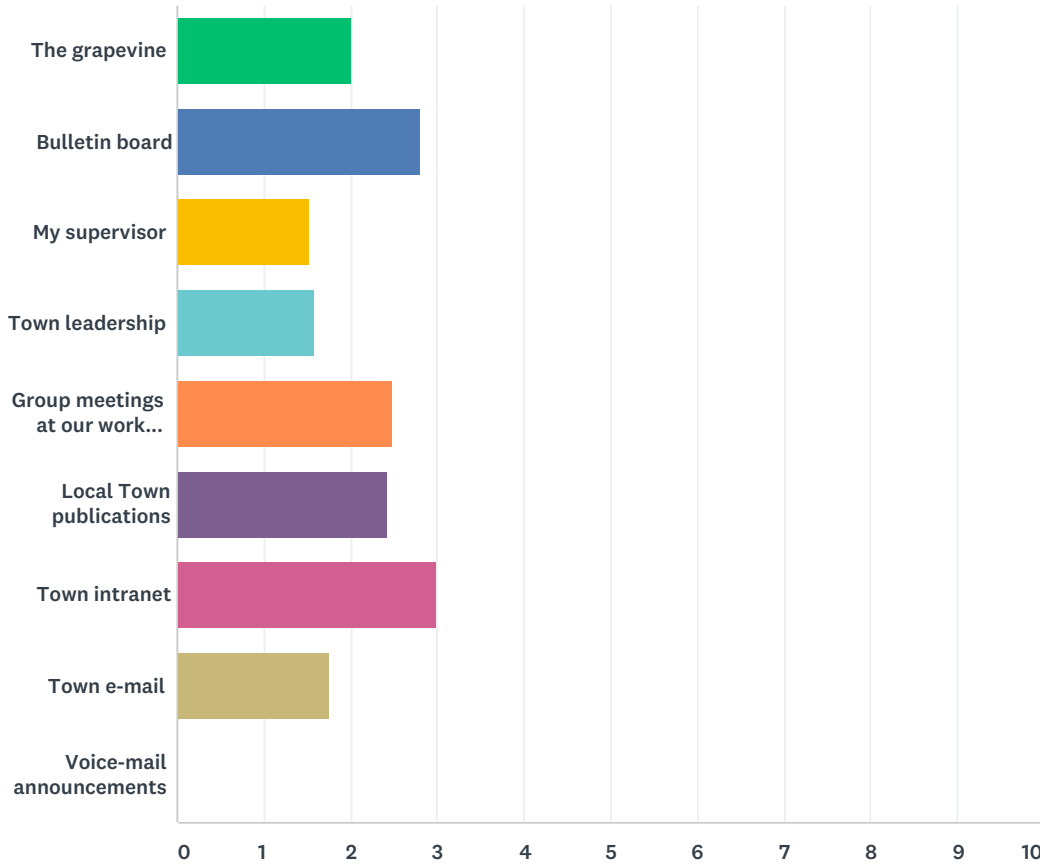
	RANK 1	RANK 2	RANK 3	TOTAL	WEIGHTED AVERAGE
The grapevine	35.29% 6	29.41% 5	35.29% 6	17	2.00
Bulletin board	0.00% 0	20.00% 1	80.00% 4	5	2.80
My supervisor	61.90% 13	23.81% 5	14.29% 3	21	1.52
Town leadership	40.00% 2	60.00% 3	0.00% 0	5	1.60
Group meetings at our work location	0.00% 0	50.00% 8	50.00% 8	16	2.50
Local Town publications	0.00% 0	57.14% 4	42.86% 3	7	2.43
Town intranet	0.00% 0	0.00% 0	100.00% 3	3	3.00
Town e-mail	48.00% 12	28.00% 7	24.00% 6	25	1.76

| Voice-mail announcements | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0 | 0.00 |

Q12 How would you prefer to receive information from the Organization? (Please select as many answers as you like)
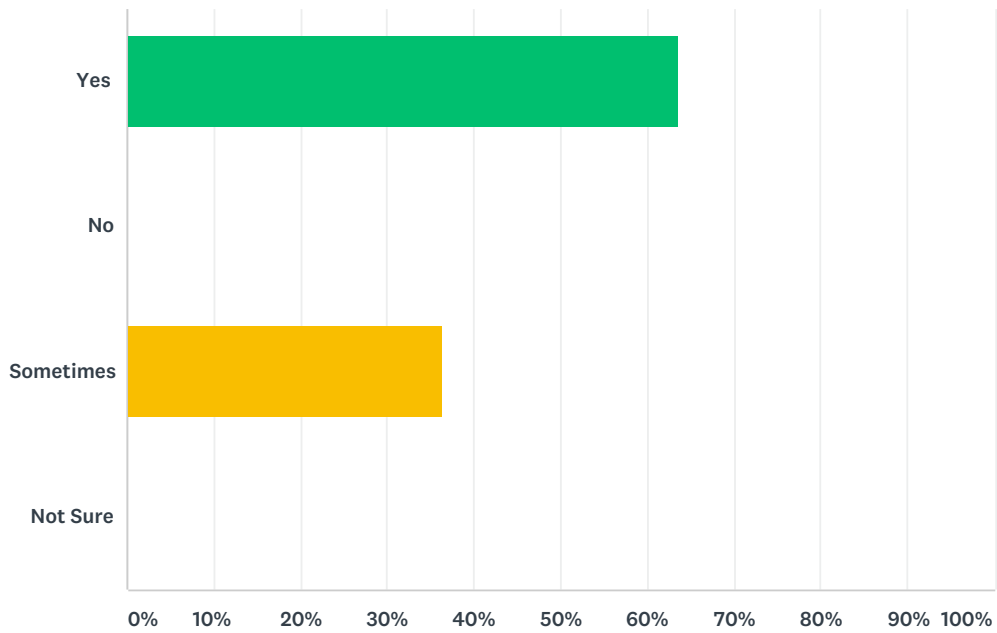
Answered: 33   Skipped: 0
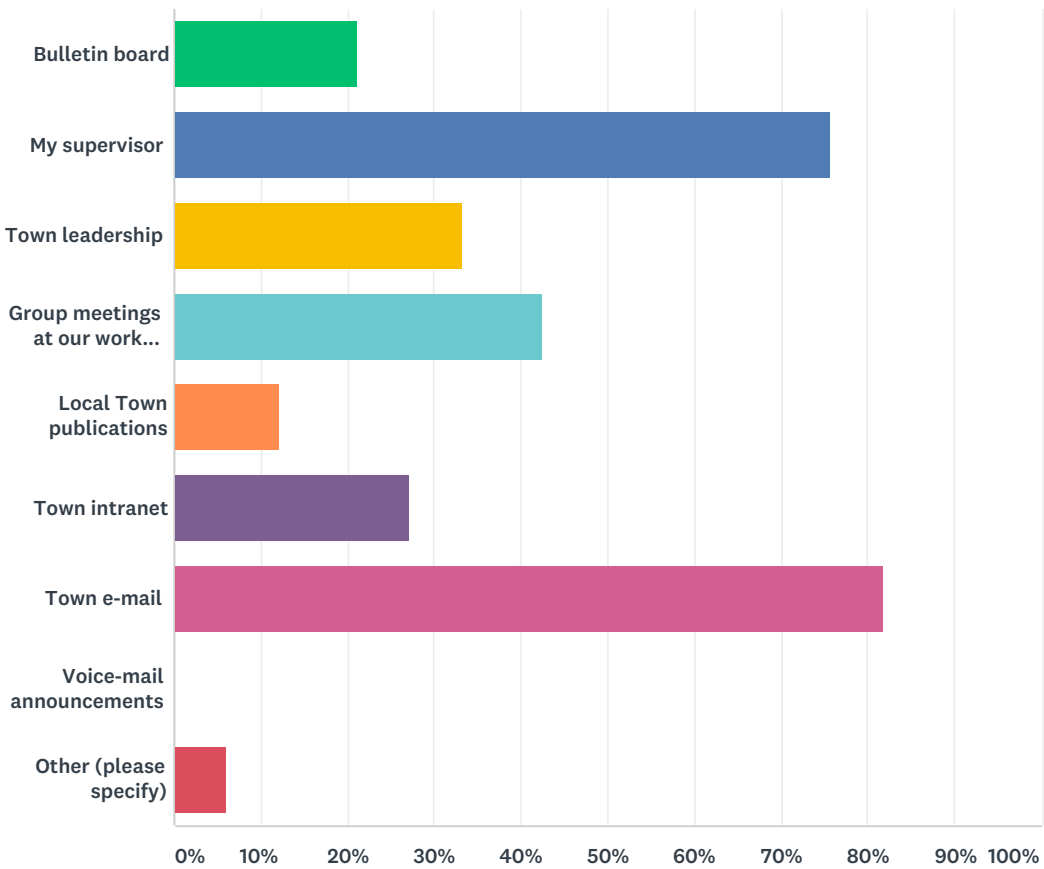
ANSWER CHOICES	RESPONSES	
Bulletin board	21.21%	7
My supervisor	75.76%	25
Town leadership	33.33%	11
Group meetings at our work location	42.42%	14
Local Town publications	12.12%	4
Town intranet	27.27%	9
Town e-mail	81.82%	27
Voice-mail announcements	0.00%	0
Other (please specify)	6.06%	2
Total Respondents: 33		

#	OTHER (PLEASE SPECIFY)	DATE
1	Email is sufficient	11/29/2018 10:44 AM

| 2 | Phone app | 11/28/2018 8:19 AM |

Q13 How would you prefer to receive information from your divisions/services/teams? (Please select as many answers as you like)

Answered: 33   Skipped: 0
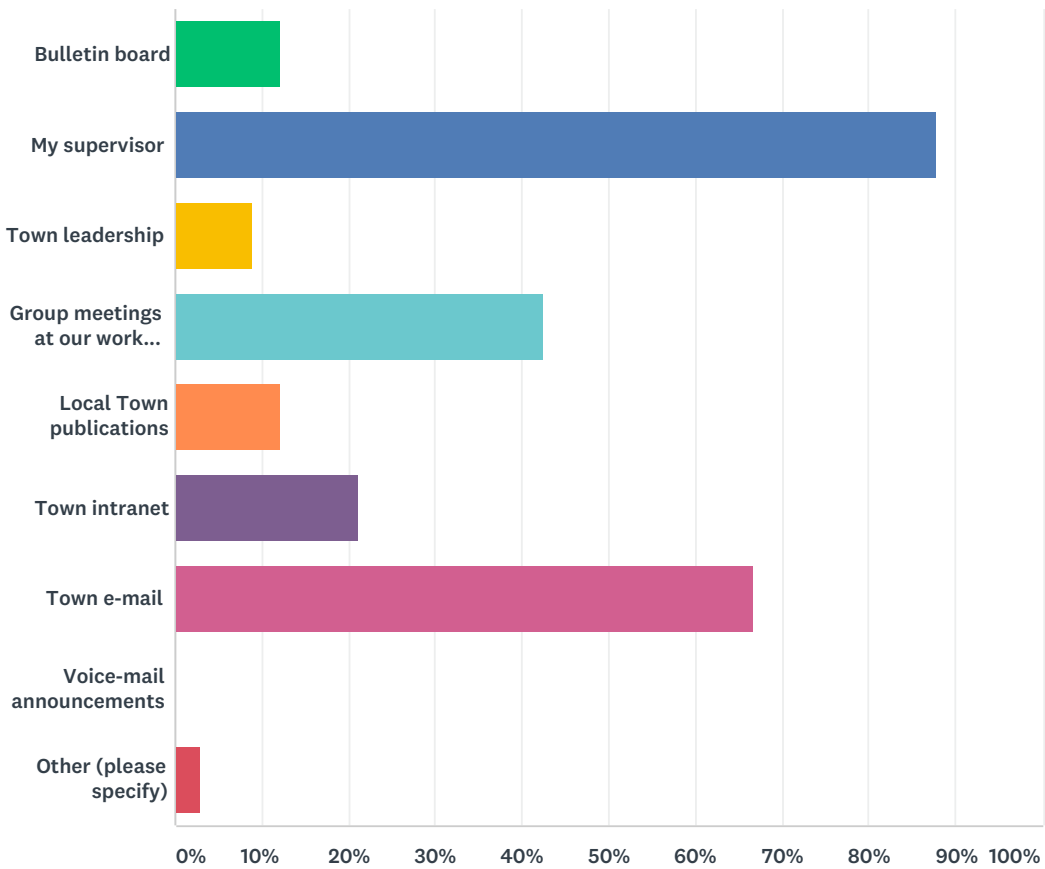
ANSWER CHOICES	RESPONSES	
Bulletin board	12.12%	4
My supervisor	87.88%	29
Town leadership	9.09%	3
Group meetings at our work location	42.42%	14
Local Town publications	12.12%	4
Town intranet	21.21%	7
Town e-mail	66.67%	22
Voice-mail announcements	0.00%	0
Other (please specify)	3.03%	1
Total Respondents: 33		

#	OTHER (PLEASE SPECIFY)	DATE
1	Manager Interactions	11/29/2018 10:44 AM

Q14 Are you able to provide feedback, opinions, and ideas to your local senior management team?

Answered: 33   Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	63.64%	21
No	0.00%	0
Sometimes	36.36%	12
Not Sure	0.00%	0
TOTAL		33

Q15 Do you feel your opinions and ideas are valued?

Answered: 33   Skipped: 0
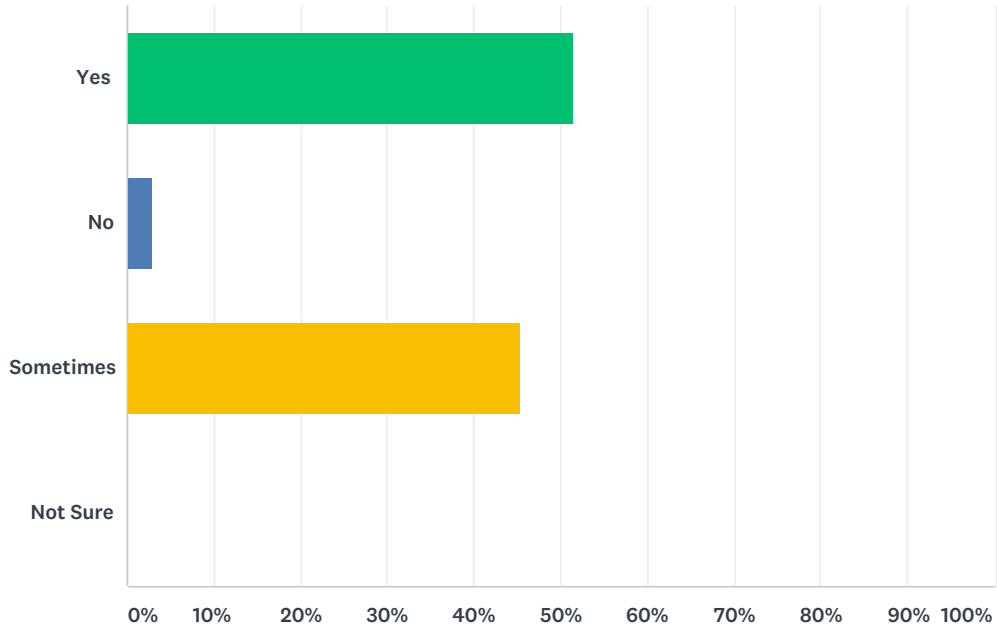
ANSWER CHOICES	RESPONSES	
Yes	51.52%	17
No	3.03%	1
Sometimes	45.45%	15
Not Sure	0.00%	0
TOTAL		33

Q16 Overall, how satisfied are you with the Town's external communications?

Answered: 33   Skipped: 0
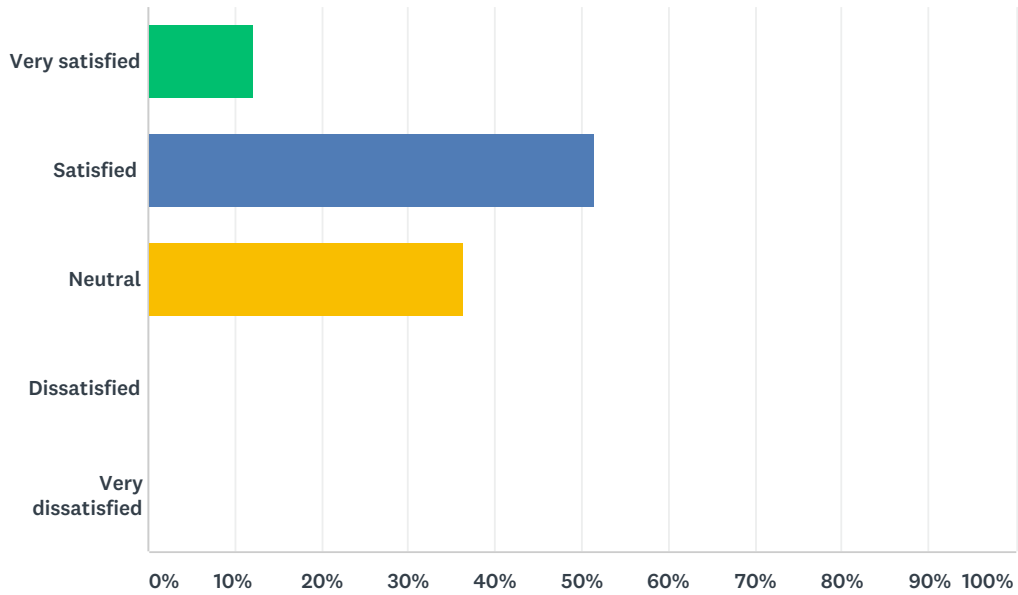
ANSWER CHOICES	RESPONSES	
Very satisfied	12.12%	4
Satisfied	51.52%	17
Neutral	36.36%	12
Dissatisfied	0.00%	0
Very dissatisfied	0.00%	0
TOTAL		33

Q17 Which best describes your impression of the Town's external communications efforts?

Answered: 33   Skipped: 0
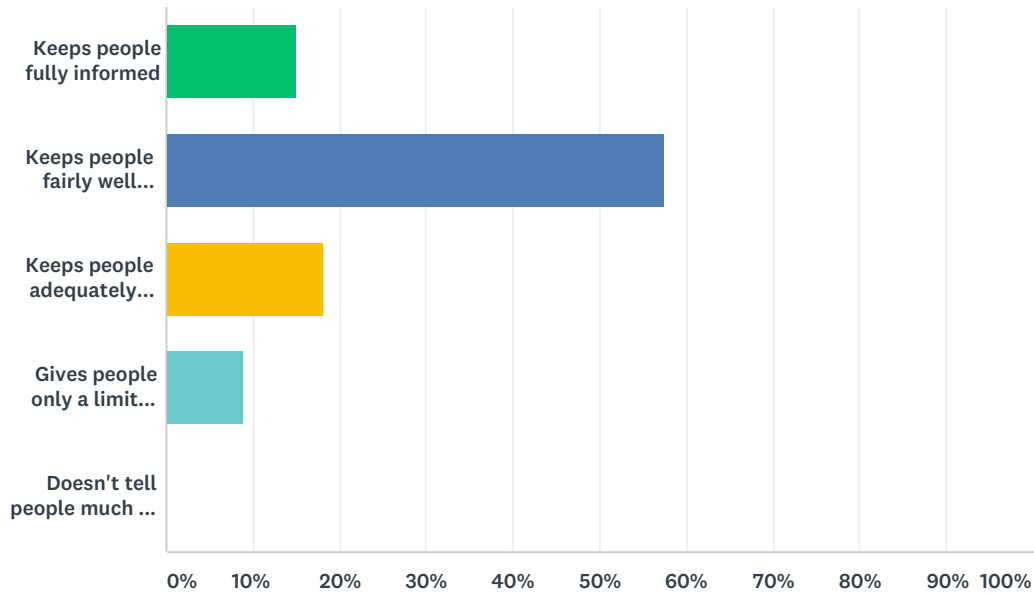
ANSWER CHOICES	RESPONSES	
Keeps people fully informed	15.15%	5
Keeps people fairly well informed	57.58%	19
Keeps people adequately informed	18.18%	6
Gives people only a limited amount of information	9.09%	3
Doesn't tell people much at all about what's going on	0.00%	0
TOTAL		33

Q18 Do you feel that the Town's communications efforts are strategic and tie to the goals, mission, and vision of the organization?

Answered: 33   Skipped: 0
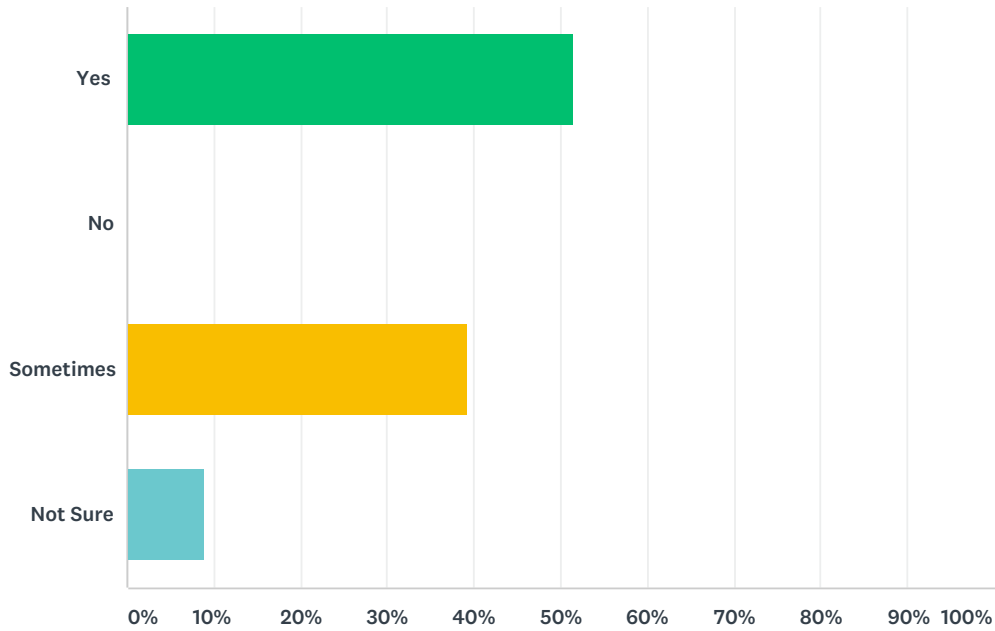
ANSWER CHOICES	RESPONSES	
Yes	51.52%	17
No	0.00%	0
Sometimes	39.39%	13
Not Sure	9.09%	3
TOTAL		33

Q19 Do you have any suggestions for the Organization to help improve communications performance and efficiency internally?

Answered: 16   Skipped: 17

#	RESPONSES	DATE
1	An intranet would be of value	11/30/2018 9:38 AM
2	A weekly what's up e-mail to inform everyone of upcoming bids/events/deadlines for all departments.	11/29/2018 12:57 PM
3	no, I'm satisfied.	11/29/2018 10:49 AM
4	Transparency Internally all around	11/29/2018 10:44 AM
5	Update everyone about everything that the public would have questions about.	11/29/2018 8:39 AM
6	Common practice is to assume that everyone already has the information when they don't. Perhaps the practice should be to not assume and double check if everyone has the information.	11/28/2018 12:53 PM
7	Better defined task for managers vrs. support staff etc.	11/28/2018 11:06 AM
8	Communicate first with the front line before posting online. If the people that answer the phone don't have the information we cannot help the public. So before posting send to staff that will answer the calls etc or the ones that will have to direct the calls.	11/28/2018 9:02 AM
9	Use the phone app more effectively	11/28/2018 8:19 AM
10	No	11/28/2018 8:06 AM
11	Communicate what level of information should be part of a worker's role; and what is none of our business.	11/27/2018 3:07 PM
12	More training on things such as active net or word/email applications	11/27/2018 2:43 PM
13	with so many changes, keep people better informed as to each department's responsibilities	11/27/2018 2:32 PM
14	I think we have made great strides in our communication efforts.	11/27/2018 2:23 PM
15	udate our website look, it's dated and not user friendly	11/27/2018 2:19 PM
16	Streamline how our infomation is shared. There are multiple platforms being used to post the same information in multiple locations that can be very time consuming	11/27/2018 2:11 PM

Q20 Do you have any suggestions for the Town to help improve communications performance and efficiency externally?

Answered: 17   Skipped: 16

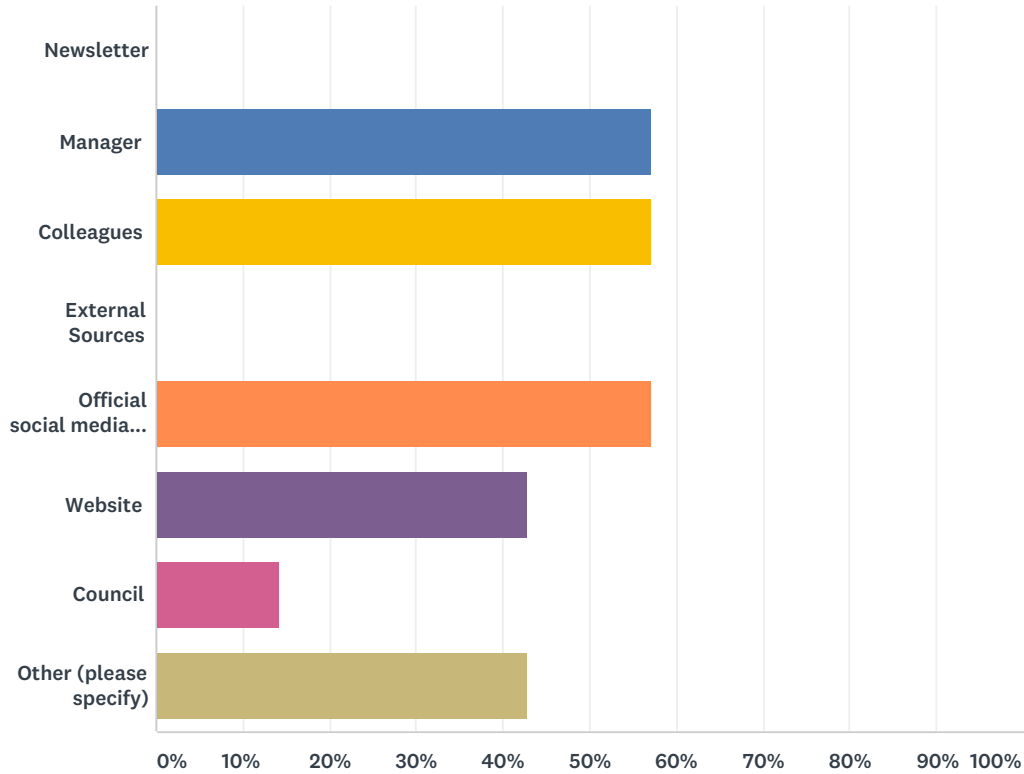| #	RESPONSES	DATE
1	It is challenging to keep up with all external streams of communication. It would be wonderful if there were a way to streamline it better. Posting to facebook, instagram, Town Website, paper, email, etc is very time consuming.	11/30/2018 9:47 AM
2	Continue providing our communications department with updates on projects and operations.	11/30/2018 9:38 AM
3	Continue to use the newspapers, radio, and use the kiosks that are available within the town.	11/29/2018 12:57 PM
4	I think we are doing great in this area.	11/29/2018 10:44 AM
5	Have a dedicated receptionist to answer calls at the Civic Center OR allow the public to choose what department they would like to reach. Could also publish department numbers more.	11/29/2018 8:39 AM
6	Departments should be more forthcoming with information to the public	11/28/2018 12:53 PM
7	More infographics and video shorts like the waste collection videos	11/28/2018 11:06 AM
8	simplify the website for better navigation. Better use of social media sites.	11/28/2018 8:19 AM
9	No	11/28/2018 8:06 AM
10	Not everyone has the internet, so newspaper ads are great. And if its something like fee changes or even the garbage route pick up days, a map in the water bills may cover some questions. There were a number of people who couldnt identify their zone for snow removal.	11/27/2018 5:38 PM
11	We could really benefit from having a communications expert focusing on our community services programs and initiatives. It's very time consuming, and done by those who should be spending their time in their specific roles.	11/27/2018 4:06 PM
12	Communicate more often, keep posts on facebook current, ask the community what they want. Find a way to measure where you are at and where you want to be. Be proactive rather than reactive.	11/27/2018 3:07 PM
13	Social Media seems to really get word out best	11/27/2018 2:43 PM
14	tell residents ahead of time what to expect, so they aren't blindsided and get angry	11/27/2018 2:32 PM
15	Live streaming has added another layer of access to our information and I think this should continue.	11/27/2018 2:23 PM
16	Again update our website look and feel	11/27/2018 2:19 PM
17	Streamline less sources of where the information is coming from	11/27/2018 2:11 PM

Sr Management Communications Survey

December 2018

Q1 Which of the following communication channels do you use to provide information (internally) about your division/service/team? (Please select as many answers as you like)

Answered: 7   Skipped: 0

ANSWER CHOICES	RESPONSES	
Newsletter	0.00%	0
Manager	57.14%	4
Colleagues	57.14%	4
External Sources	0.00%	0
Official social media channels	57.14%	4
Website	42.86%	3
Council	14.29%	1
Other (please specify)	42.86%	3
Total Respondents: 7		

#	OTHER (PLEASE SPECIFY)	DATE
1	Referral by email	12/10/2018 9:07 AM
2	Email	11/28/2018 4:07 PM
3	Monthly meetings, they receive the Council Notes from meetings as well	11/28/2018 10:49 AM

Q2 Compared with a year ago, how would you rate your staff's knowledge of the Town/Organization, its strategies, and its ongoing accomplishments?

Answered: 7   Skipped: 0
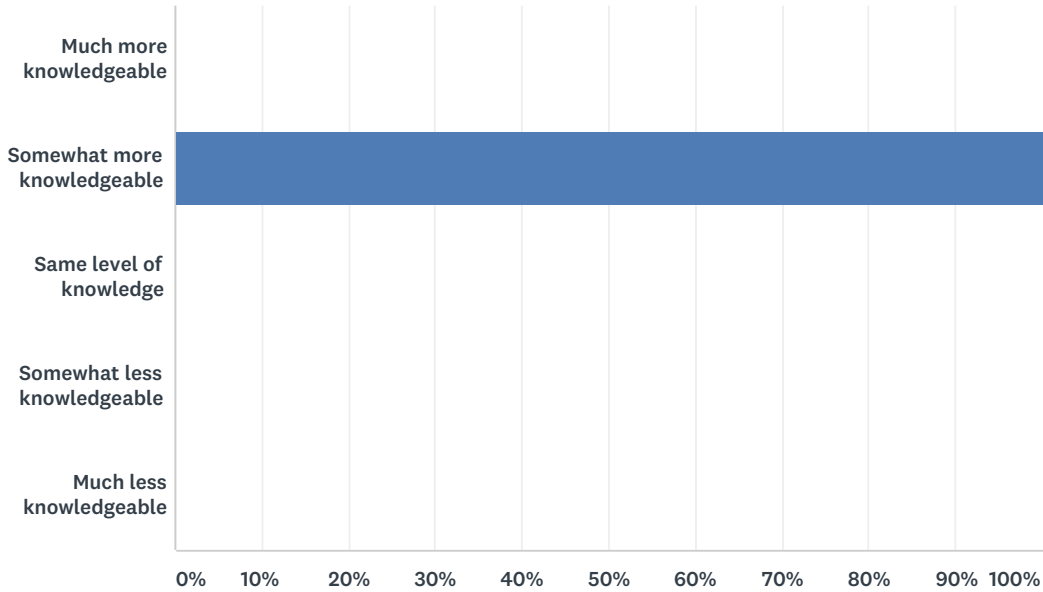
ANSWER CHOICES	RESPONSES	
Much more knowledgeable	0.00%	0
Somewhat more knowledgeable	100.00%	7
Same level of knowledge	0.00%	0
Somewhat less knowledgeable	0.00%	0
Much less knowledgeable	0.00%	0
TOTAL		7

Q3 Which information items do you believe are very important that you provide communications about? (Select all that apply)

Answered: 7   Skipped: 0
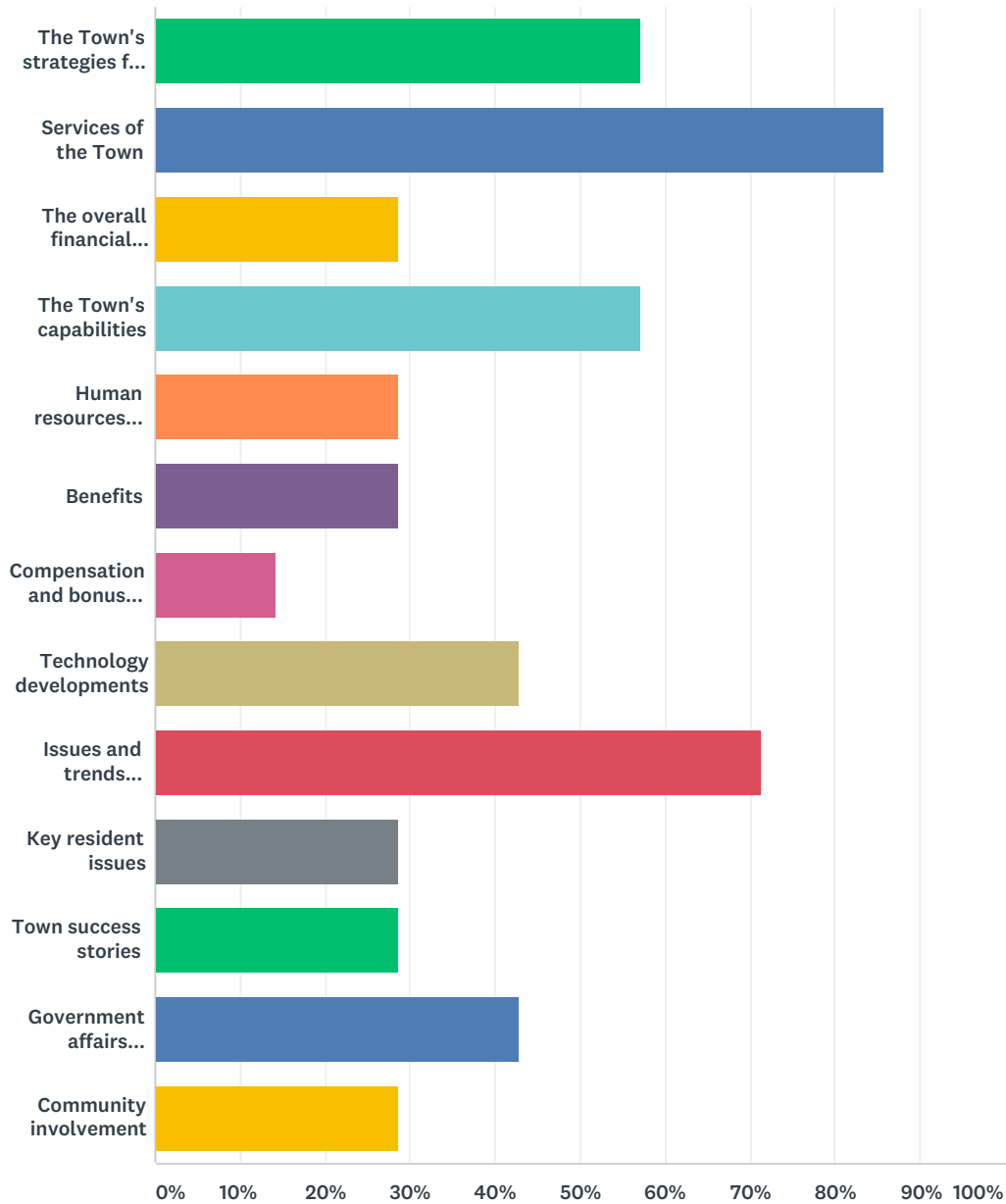
ANSWER CHOICES	RESPONSES	
The Town's strategies for the future	57.14%	4
Services of the Town	85.71%	6
The overall financial picture of the Town	28.57%	2
The Town's capabilities	57.14%	4
Human resources process	28.57%	2

Benefits	28.57%	2
Compensation and bonus programs	14.29%	1
Technology developments	42.86%	3
Issues and trends affecting our Town	71.43%	5
Key resident issues	28.57%	2
Town success stories	28.57%	2
Government affairs affecting the Town	42.86%	3
Community involvement	28.57%	2
Total Respondents: 7		

Q4 What other topics do you feel are important for you to communicate internally?

Answered: 3   Skipped: 4

#	RESPONSES	DATE
1	Its important to share whats happening in different departments, often if you are not a part of the specific department you do not know what is happening until much later.	12/10/2018 9:11 AM
2	Bylaw and policy changes	12/10/2018 9:07 AM
3	listed above	11/29/2018 2:15 PM

Q5 Internally, how do you provide most of your information about what is going on in the Town? Rank your top three information sources only.

Answered: 7   Skipped: 0
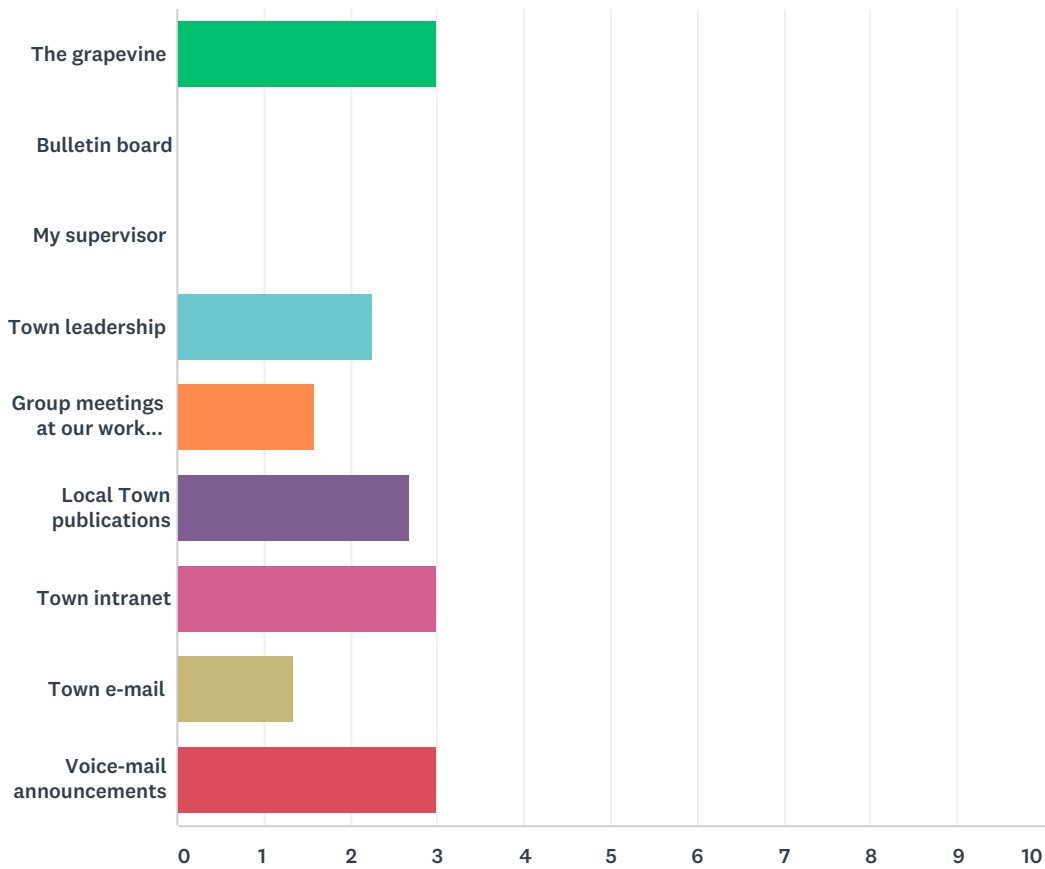
	RANK 1	RANK 2	RANK 3	TOTAL	WEIGHTED AVERAGE
The grapevine	0.00% 0	0.00% 0	100.00% 1	1	3.00
Bulletin board	0.00% 0	0.00% 0	0.00% 0	0	0.00
My supervisor	0.00% 0	0.00% 0	0.00% 0	0	0.00
Town leadership	25.00% 1	25.00% 1	50.00% 2	4	2.25
Group meetings at our work location	40.00% 2	60.00% 3	0.00% 0	5	1.60
Local Town publications	0.00% 0	33.33% 1	66.67% 2	3	2.67
Town intranet	0.00% 0	0.00% 0	100.00% 1	1	3.00
Town e-mail	66.67% 4	33.33% 2	0.00% 0	6	1.33
Voice-mail announcements	0.00% 0	0.00% 0	100.00% 1	1	3.00

Q6 How would you prefer to send information from the Town to staff?

Answered: 7   Skipped: 0
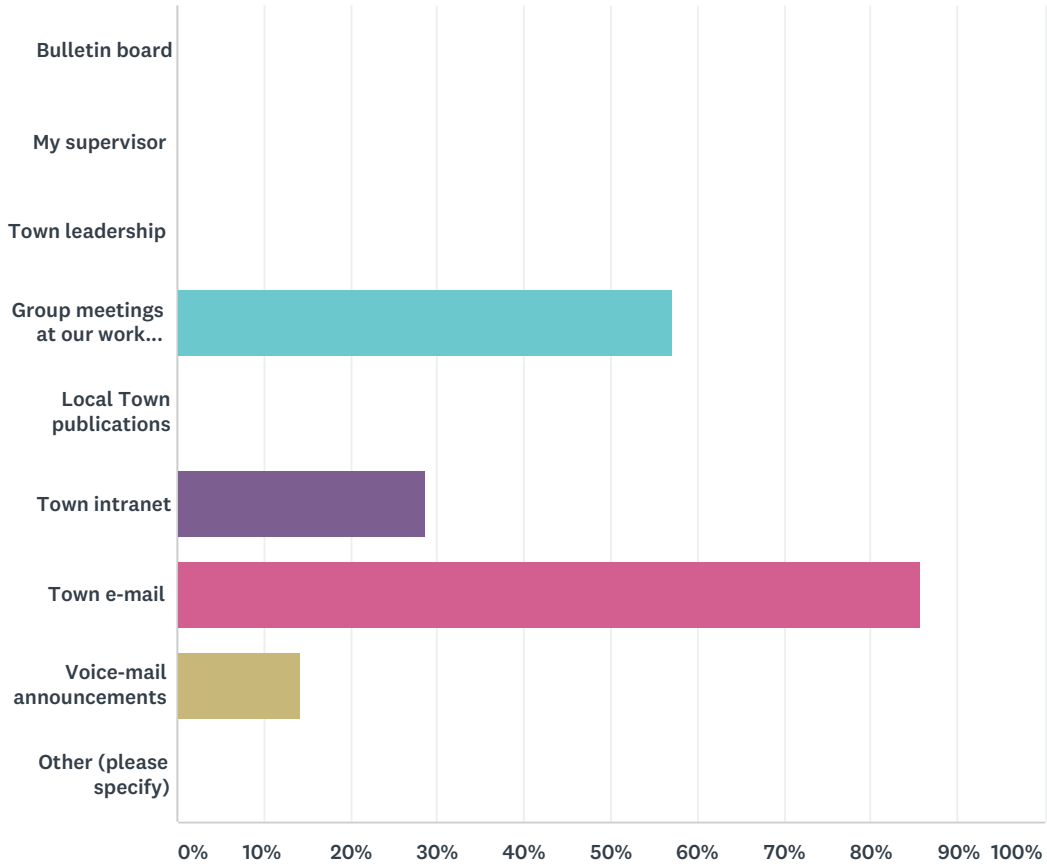
ANSWER CHOICES	RESPONSES	
Bulletin board	0.00%	0
My supervisor	0.00%	0
Town leadership	0.00%	0
Group meetings at our work location	57.14%	4
Local Town publications	0.00%	0
Town intranet	28.57%	2
Town e-mail	85.71%	6
Voice-mail announcements	14.29%	1
Other (please specify)	0.00%	0
Total Respondents: 7		

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

Q7 How would you prefer to receive information from your divisions/services/teams? (Please select as many answers as you like)

Answered: 7   Skipped: 0
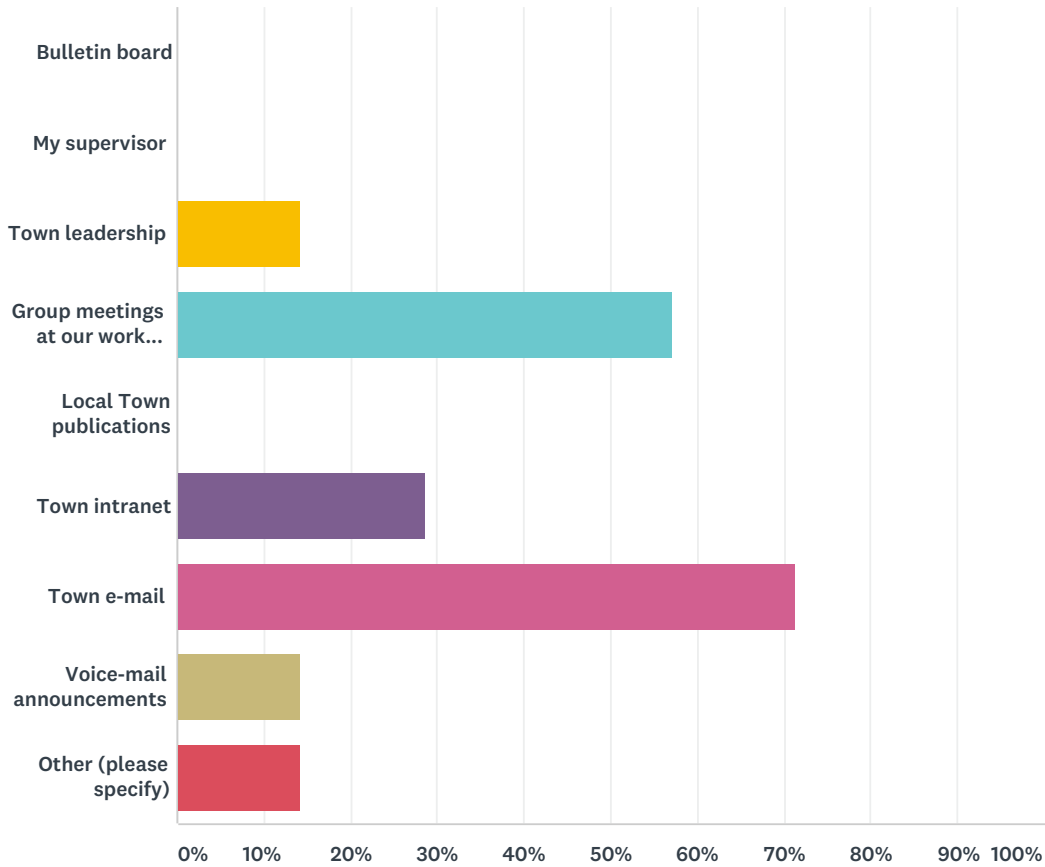
ANSWER CHOICES	RESPONSES	
Bulletin board	0.00%	0
My supervisor	0.00%	0
Town leadership	14.29%	1
Group meetings at our work location	57.14%	4
Local Town publications	0.00%	0
Town intranet	28.57%	2
Town e-mail	71.43%	5
Voice-mail announcements	14.29%	1
Other (please specify)	14.29%	1
Total Respondents: 7		

#	OTHER (PLEASE SPECIFY)	DATE
1	Briefing notes	11/28/2018 4:07 PM

Q8 Do you receive feedback, opinions and ideas from your staff?

Answered: 7   Skipped: 0
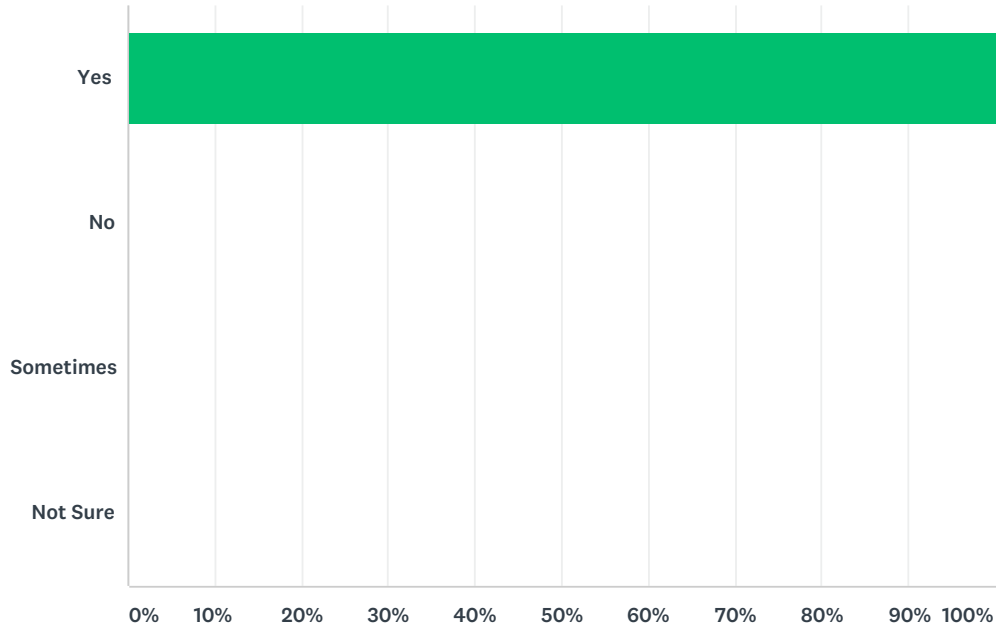
ANSWER CHOICES	RESPONSES	
Yes	100.00%	7
No	0.00%	0
Sometimes	0.00%	0
Not Sure	0.00%	0
TOTAL		7

Q9 Do you value their ideas and opinions?

Answered: 7   Skipped: 0
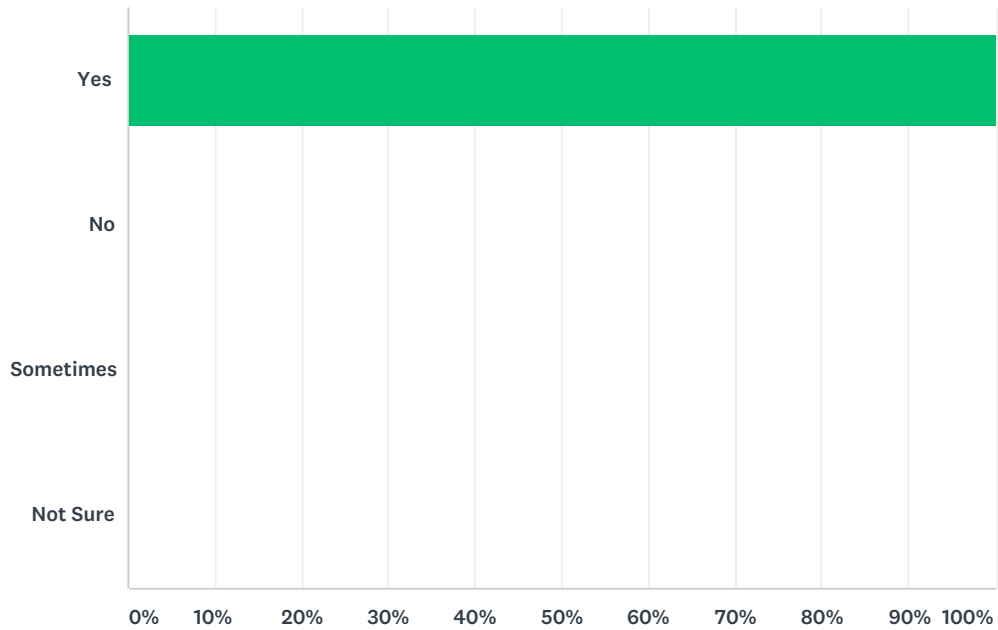
ANSWER CHOICES	RESPONSES	
Yes	100.00%	7
No	0.00%	0
Sometimes	0.00%	0
Not Sure	0.00%	0
TOTAL		7

Q10 Overall, how satisfied are you with the Town's external communications?

Answered: 7   Skipped: 0
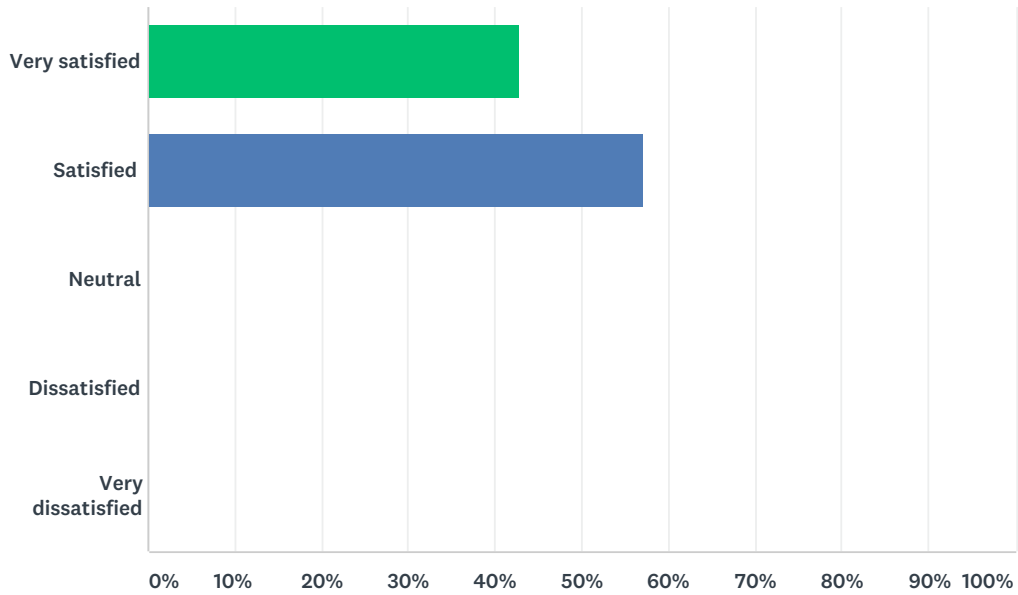
ANSWER CHOICES	RESPONSES	
Very satisfied	42.86%	3
Satisfied	57.14%	4
Neutral	0.00%	0
Dissatisfied	0.00%	0
Very dissatisfied	0.00%	0
TOTAL		7

Q11 Which best describes your impression of the Town's external communications efforts?

Answered: 7   Skipped: 0
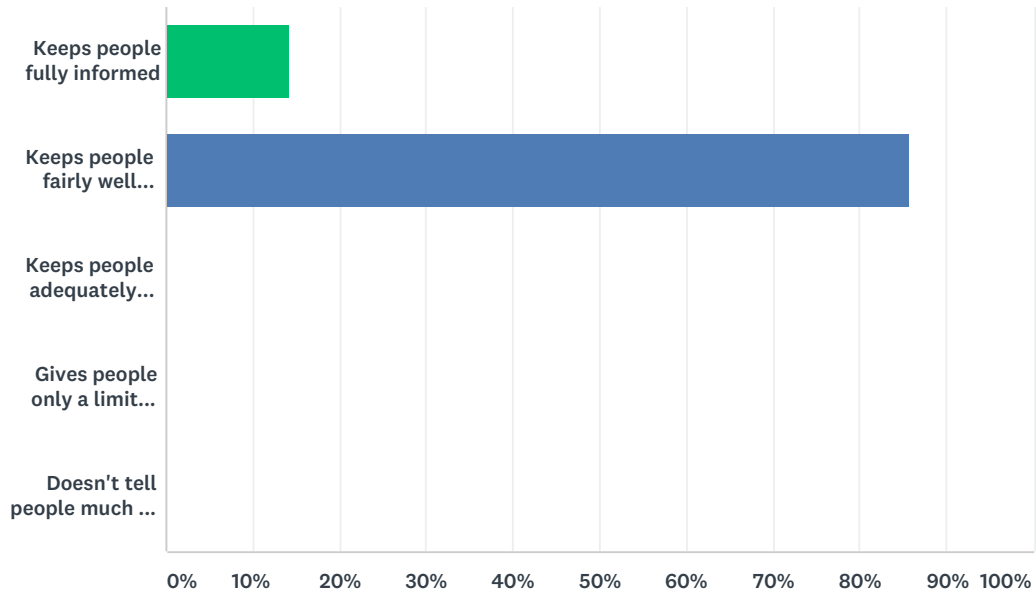
ANSWER CHOICES	RESPONSES	
Keeps people fully informed	14.29%	1
Keeps people fairly well informed	85.71%	6
Keeps people adequately informed	0.00%	0
Gives people only a limited amount of information	0.00%	0
Doesn't tell people much at all about what's going on	0.00%	0
TOTAL		7

Q12 Do you feel that the Town's communications efforts are strategic and tie to the goals, mission, and vision of the organization?

Answered: 7   Skipped: 0
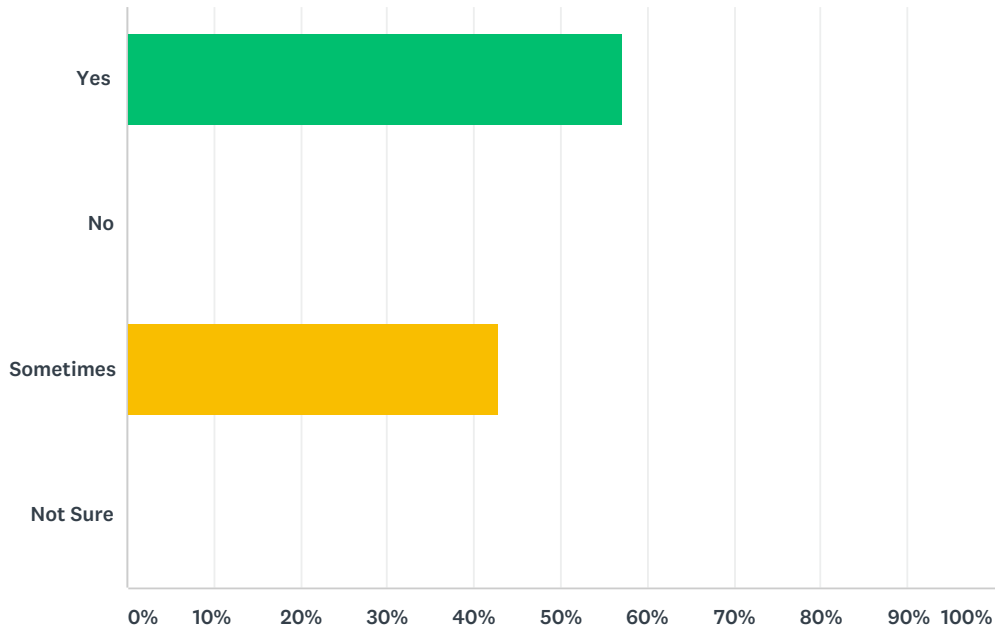
ANSWER CHOICES	RESPONSES	
Yes	57.14%	4
No	0.00%	0
Sometimes	42.86%	3
Not Sure	0.00%	0
TOTAL		7

Q13 Do you have any suggestions for the Town to help improve communications performance and efficiency internally?

Answered: 7   Skipped: 0

#	RESPONSES	DATE
1	The organization could be more efficient with messaging with the staff outside the town office, several times there has been initiatives happening and the only communication was within the Town office.	12/10/2018 9:11 AM
2	I think we could all do better. It's not only the Communication Coordinators job.	12/10/2018 9:10 AM
3	More lead time if plausible. More follow up or repitition	12/10/2018 9:07 AM
4	I think we are on the right course	11/30/2018 9:34 AM
5	We are ok	11/29/2018 2:15 PM
6	Training with administrative staff on website, review templates for advertisements in paper	11/28/2018 4:07 PM
7	Develop an intranet and train staff to go there first for their information (could include a personal login for payslips, AP payment reports etc)	11/28/2018 10:49 AM

Q14 Do you have any suggestions for the Town to help improve communications performance and efficiency externally?

Answered: 6   Skipped: 1

#	RESPONSES	DATE
1	Our communication externally is done well. With the usage of media releases and social media the messaging is strong out to the community	12/10/2018 9:11 AM
2	The communications must make their way to the Communication Coordinator in order to share externally.	12/10/2018 9:10 AM
3	Make Town web page even more user friendly	11/30/2018 9:34 AM
4	Continue and work to make the Town website more user friendly	11/29/2018 2:15 PM
5	More centralized service and activity for social media	11/28/2018 4:07 PM
6	There is more call for info-graphic type sheets to get information out. It would be nice to have someone on staff who could elevate this for all departments as it takes up a lot of time to design nice-looking info packages. This could also help with council reports from staff too.	11/28/2018 10:49 AM

Q15 Compared with a year ago, how would you rate Council's knowledge of the Town/Organization, its strategies, and its ongoing accomplishments?

Answered: 7   Skipped: 0
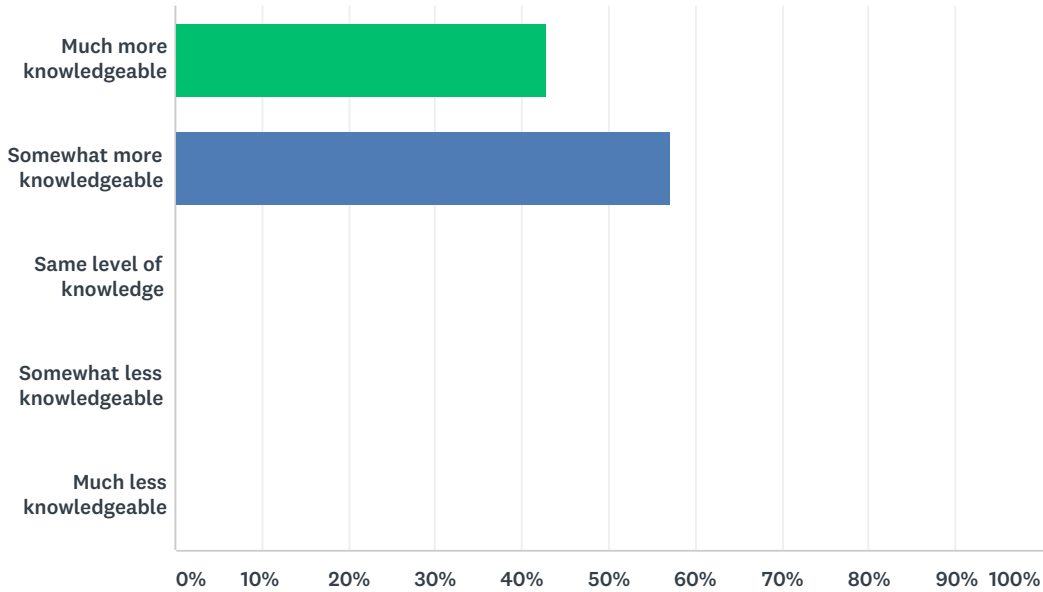
ANSWER CHOICES	RESPONSES	
Much more knowledgeable	42.86%	3
Somewhat more knowledgeable	57.14%	4
Same level of knowledge	0.00%	0
Somewhat less knowledgeable	0.00%	0
Much less knowledgeable	0.00%	0
TOTAL		7

Council Communications Survey

December 2018

Q1 Overall, how satisfied are you with communications you receive from the Town?

Answered: 6   Skipped: 0
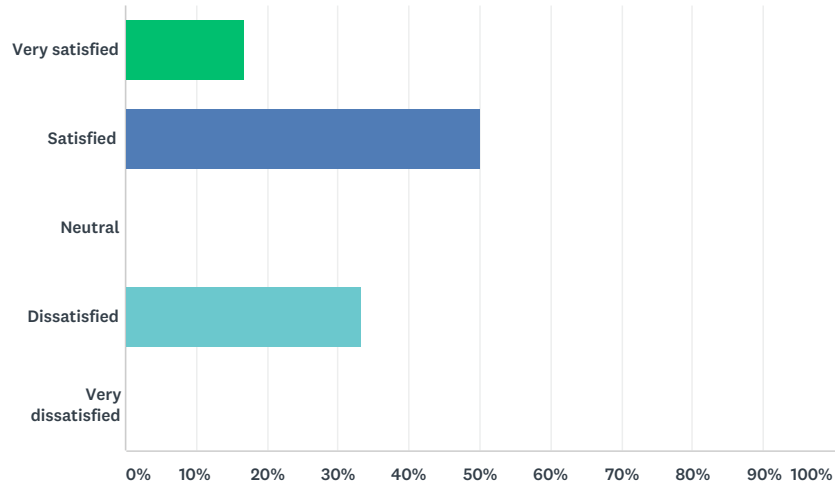
ANSWER CHOICES	RESPONSES	
Very satisfied	16.67%	1
Satisfied	50.00%	3
Neutral	0.00%	0
Dissatisfied	33.33%	2
Very dissatisfied	0.00%	0
TOTAL		6

# Q2 Which best describes your impression of communications within the Organization?

Answered: 6   Skipped: 0
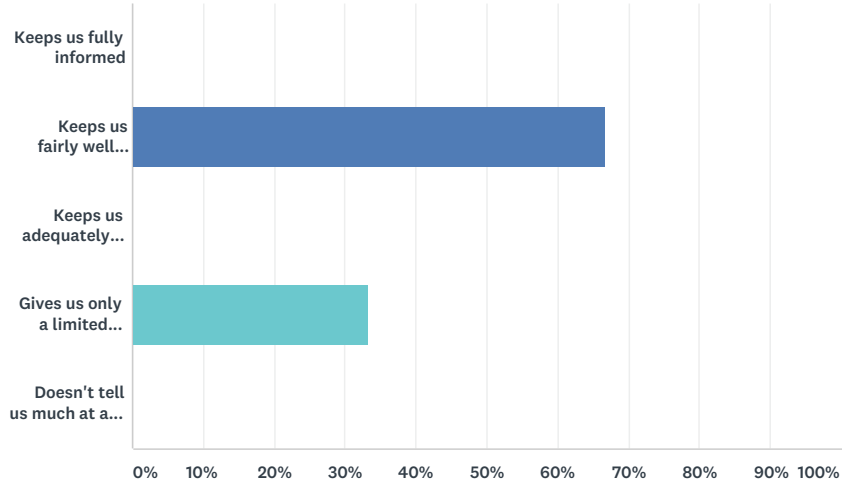
ANSWER CHOICES	RESPONSES	
Keeps us fully informed	0.00%	0
Keeps us fairly well informed	66.67%	4
Keeps us adequately informed	0.00%	0
Gives us only a limited amount of information	33.33%	2
Doesn't tell us much at all about what's going on	0.00%	0
TOTAL		6

Q3 Which of the communication channels do you use to receive news from the Town? (Please select as many answers as you like)

Answered: 6   Skipped: 0
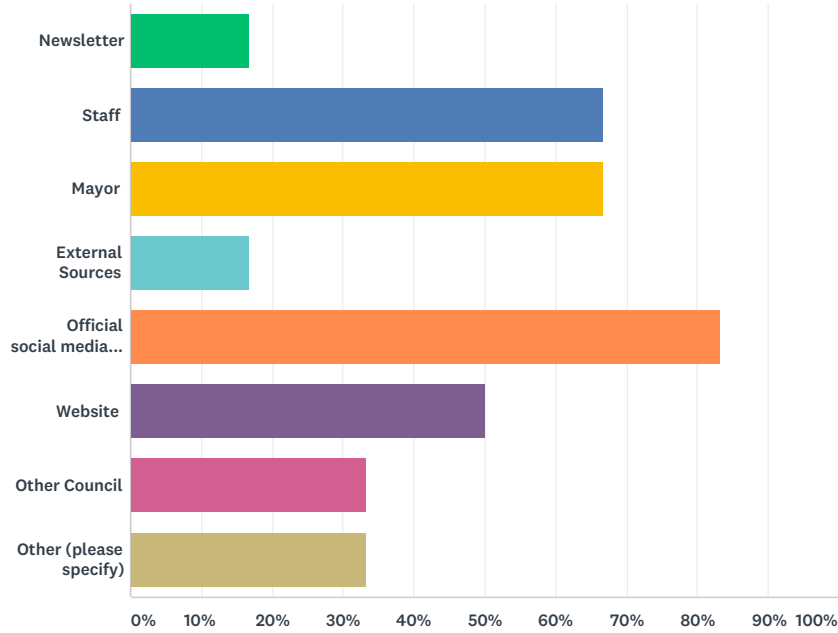
ANSWER CHOICES	RESPONSES	
Newsletter	16.67%	1
Staff	66.67%	4
Mayor	66.67%	4
External Sources	16.67%	1
Official social media channels	83.33%	5
Website	50.00%	3
Other Council	33.33%	2
Other (please specify)	33.33%	2
Total Respondents: 6		

#	OTHER (PLEASE SPECIFY)	DATE
1	Town App	11/28/2018 9:38 PM
2	App	11/27/2018 2:48 PM

Q4 Which of the following communication channels do you use to receive information about council specific news? (Please select as many answers as you like)

Answered: 6   Skipped: 0
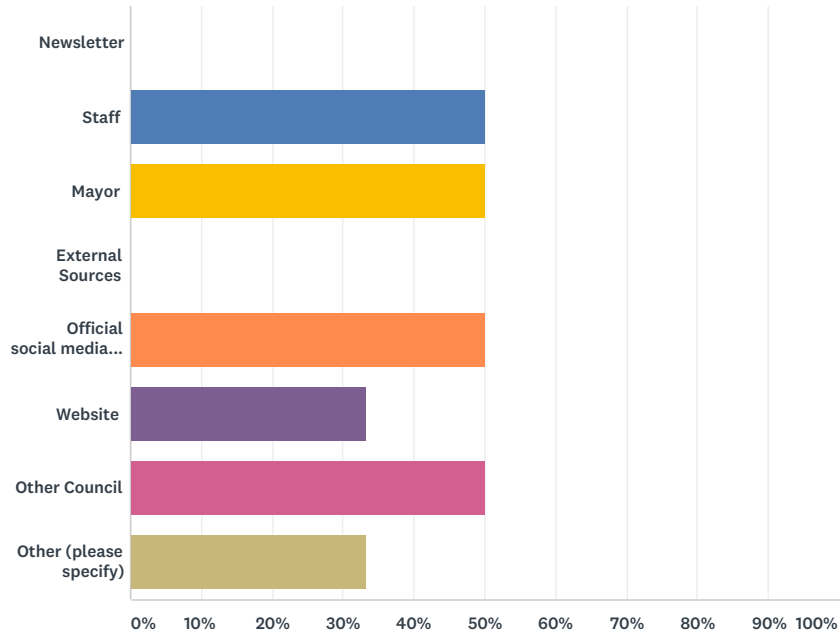
ANSWER CHOICES	RESPONSES	
Newsletter	0.00%	0
Staff	50.00%	3
Mayor	50.00%	3
External Sources	0.00%	0
Official social media channels	50.00%	3
Website	33.33%	2
Other Council	50.00%	3
Other (please specify)	33.33%	2
Total Respondents: 6		

#	OTHER (PLEASE SPECIFY)	DATE
1	Town App	11/28/2018 9:38 PM
2	Staff means CAO.	11/27/2018 2:45 PM

Q5 How do you feel about the information you receive?

Answered: 6   Skipped: 0
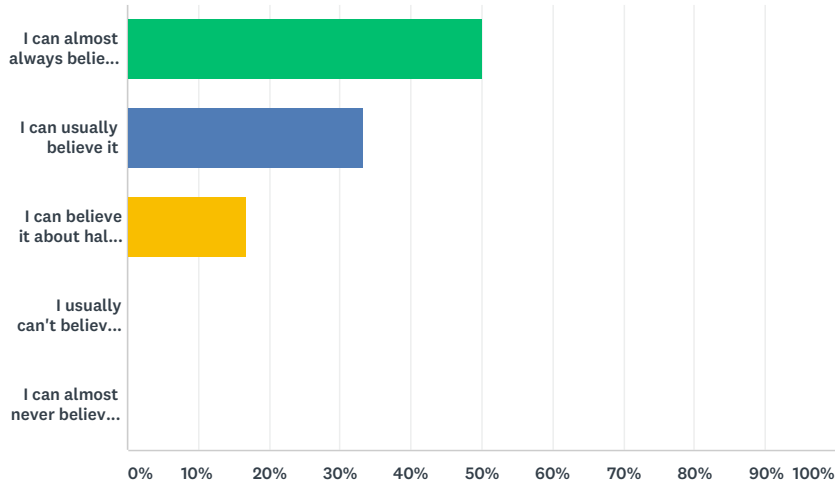
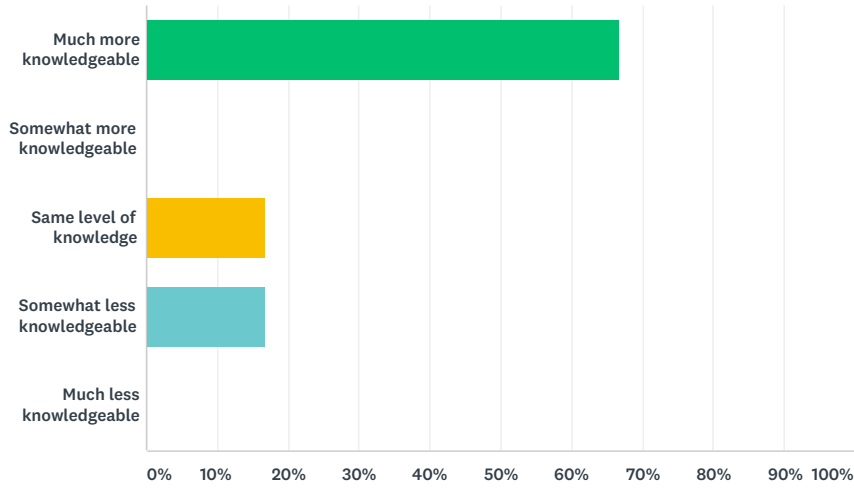| ANSWER CHOICES	RESPONSES	
I can almost always believe it	50.00%	3
I can usually believe it	33.33%	2
I can believe it about half the time	16.67%	1
I usually can't believe it	0.00%	0
I can almost never believe it	0.00%	0
TOTAL		6

Q6 How well do you feel you know the Town?

Answered: 6   Skipped: 0
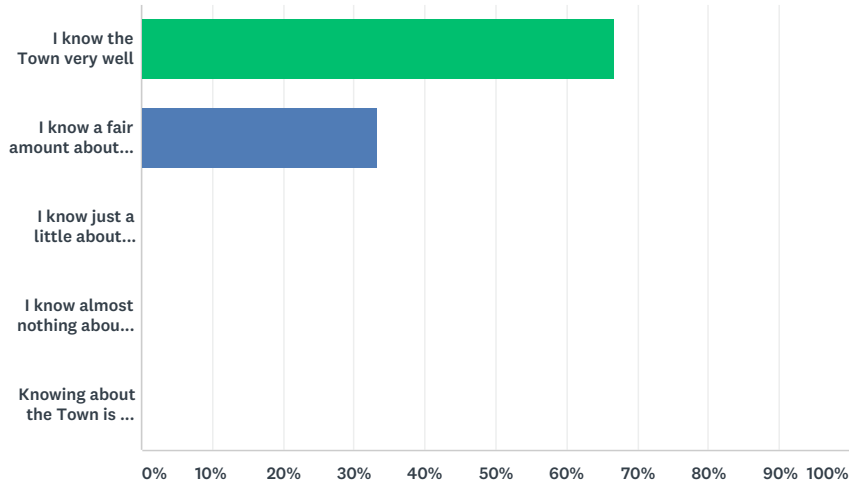
ANSWER CHOICES	RESPONSES	
I know the Town very well	66.67%	4
I know a fair amount about the Town	33.33%	2
I know just a little about the Town	0.00%	0
I know almost nothing about the Town	0.00%	0
Knowing about the Town is not important to me	0.00%	0
TOTAL		6

Q7 Compared with a year ago, how would you rate your knowledge of the Town, its strategies, and ongoing accomplishments?

Answered: 6   Skipped: 0

ANSWER CHOICES	RESPONSES	
Much more knowledgeable	66.67%	4
Somewhat more knowledgeable	0.00%	0
Same level of knowledge	16.67%	1
Somewhat less knowledgeable	16.67%	1
Much less knowledgeable	0.00%	0
TOTAL		6

Q8 What is the best thing about communications in the Town?

Answered: 6   Skipped: 0

#	RESPONSES	DATE
1	online surveys	11/29/2018 12:54 PM
2	Town App	11/28/2018 9:38 PM
3	Communication is lacking	11/28/2018 2:51 PM
4	The multiple forms of communication we use	11/27/2018 3:21 PM
5	The app and the mayor	11/27/2018 2:48 PM
6	Website	11/27/2018 2:45 PM

Q9 Which information items do you believe it is very important that you receive communications about? (Select all that apply)

Answered: 6   Skipped: 0
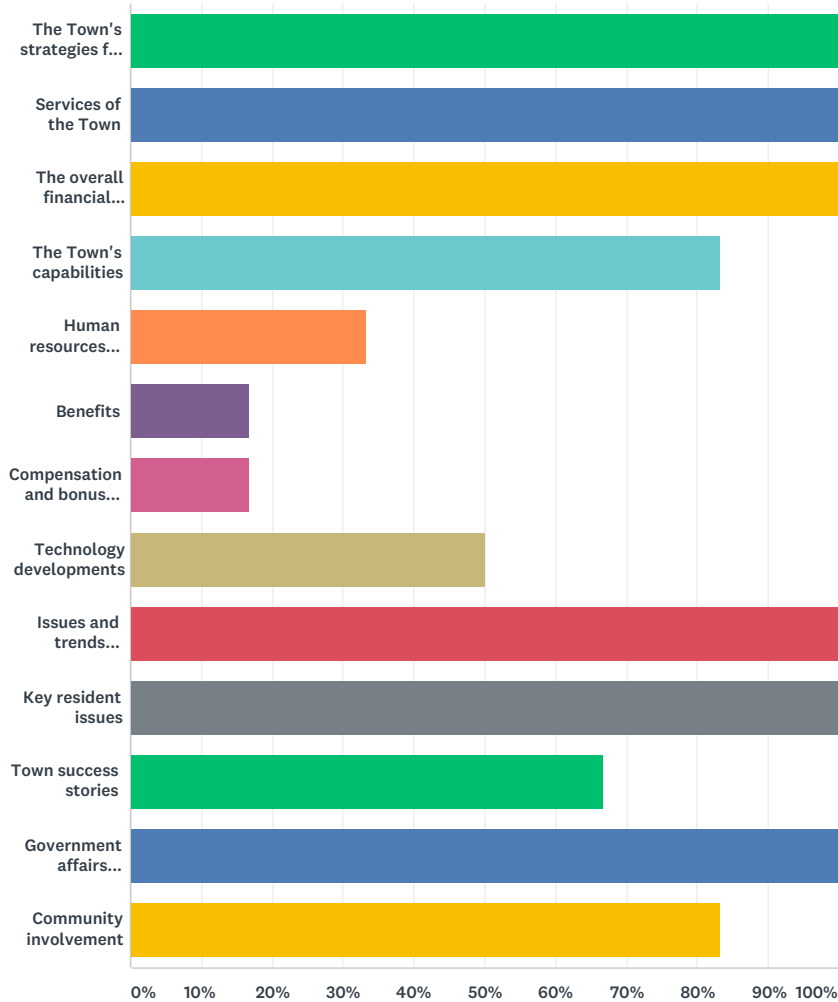
ANSWER CHOICES	RESPONSES	
The Town's strategies for the future	100.00%	6
Services of the Town	100.00%	6
The overall financial picture of the Town	100.00%	6
The Town's capabilities	83.33%	5
Human resources process	33.33%	2
Benefits	16.67%	1
Compensation and bonus programs	16.67%	1
Technology developments	50.00%	3
Issues and trends affecting our Town	100.00%	6
Key resident issues	100.00%	6
Town success stories	66.67%	4
Government affairs affecting the Town	100.00%	6
Community involvement	83.33%	5

Total Respondents: 6

Q10 What other topics do you feel are important for you to know more about and would like the Town to include in future communications?

Answered: 3 Skipped: 3

#	RESPONSES	DATE
1	Info on what is currently being discussed at COW, before it gets passed for a resolution	11/28/2018 9:38 PM
2	RFP and Tenders New development and and new business in town . More in-depth information	11/28/2018 2:51 PM
3	Future development	11/27/2018 2:45 PM

Q11 From which of the following sources do you now receive most of your information about what is going on in the Town? Rank your top three information sources only.

Answered: 6   Skipped: 0
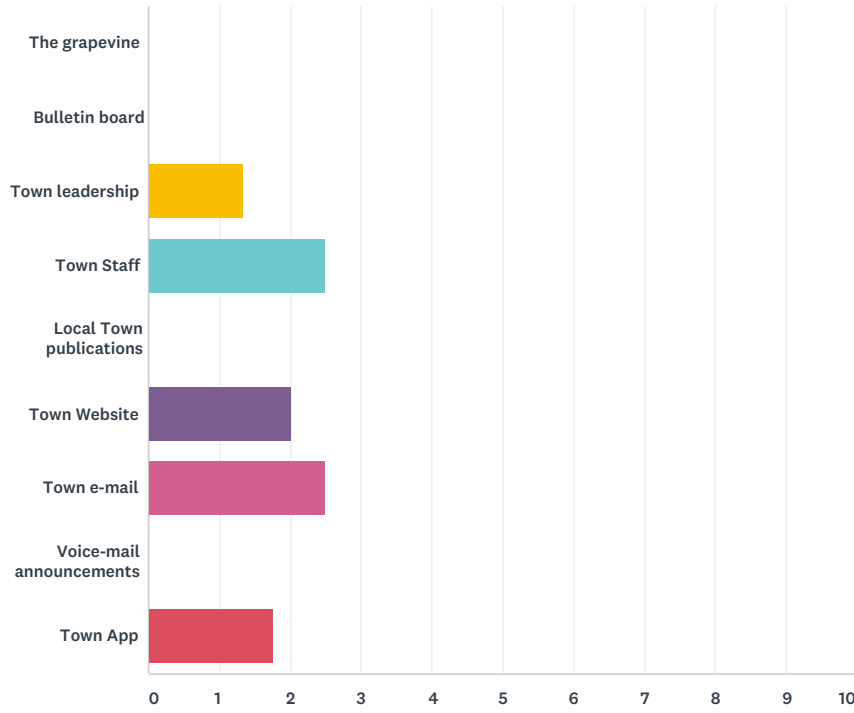
	RANK #1	RANK #2	RANK #3	TOTAL	WEIGHTED AVERAGE
The grapevine	0.00% 0	0.00% 0	0.00% 0	0	0.00
Bulletin board	0.00% 0	0.00% 0	0.00% 0	0	0.00
Town leadership	66.67% 2	33.33% 1	0.00% 0	3	1.33
Town Staff	0.00% 0	50.00% 1	50.00% 1	2	2.50
Local Town publications	0.00% 0	0.00% 0	0.00% 0	0	0.00
Town Website	50.00% 2	0.00% 0	50.00% 2	4	2.00
Town e-mail	0.00% 0	50.00% 2	50.00% 2	4	2.50
Voice-mail announcements	0.00% 0	0.00% 0	0.00% 0	0	0.00
Town App	50.00% 2	25.00% 1	25.00% 1	4	1.75

#	OTHER (PLEASE SPECIFY)	DATE
1	Facebook is #2	11/29/2018 12:54 PM
2	Facebook #2	11/28/2018 9:38 PM
3	Taxpayers better	11/28/2018 2:51 PM

Q12 How would you prefer to receive information from the Town? (Please select as many answers as you like)
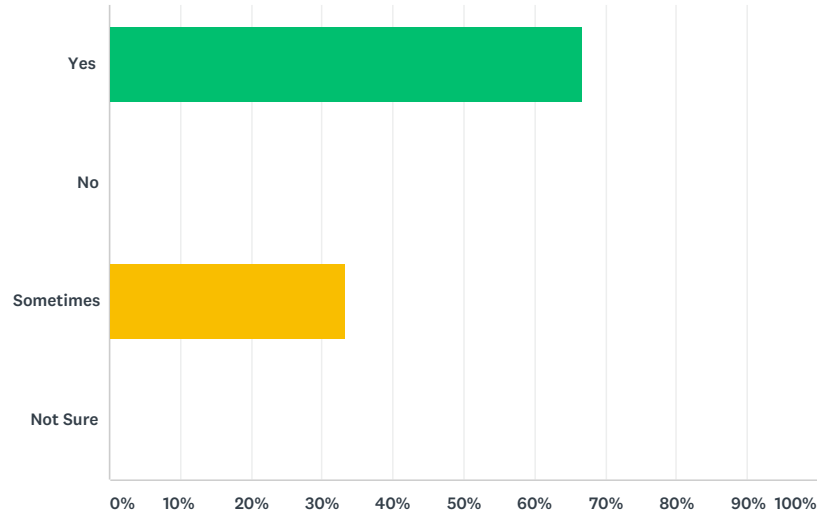
Answered: 6   Skipped: 0
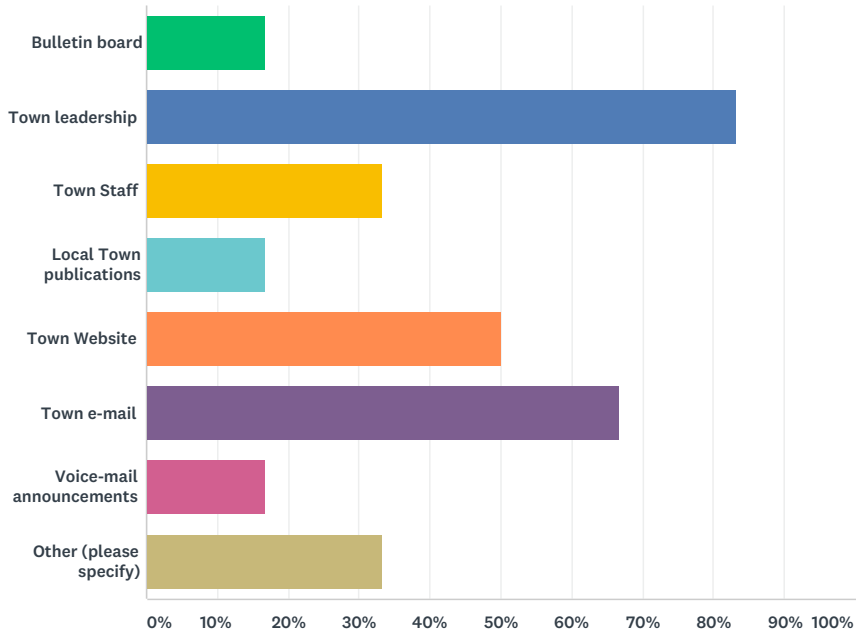
ANSWER CHOICES	RESPONSES	
Bulletin board	16.67%	1
Town leadership	83.33%	5
Town Staff	33.33%	2
Local Town publications	16.67%	1
Town Website	50.00%	3
Town e-mail	66.67%	4
Voice-mail announcements	16.67%	1
Other (please specify)	33.33%	2
Total Respondents: 6		

#	OTHER (PLEASE SPECIFY)	DATE
1	facebook	11/29/2018 12:54 PM
2	Town App	11/28/2018 9:38 PM

Q13 Are you able to provide feedback, opinions, and ideas to the CAO?
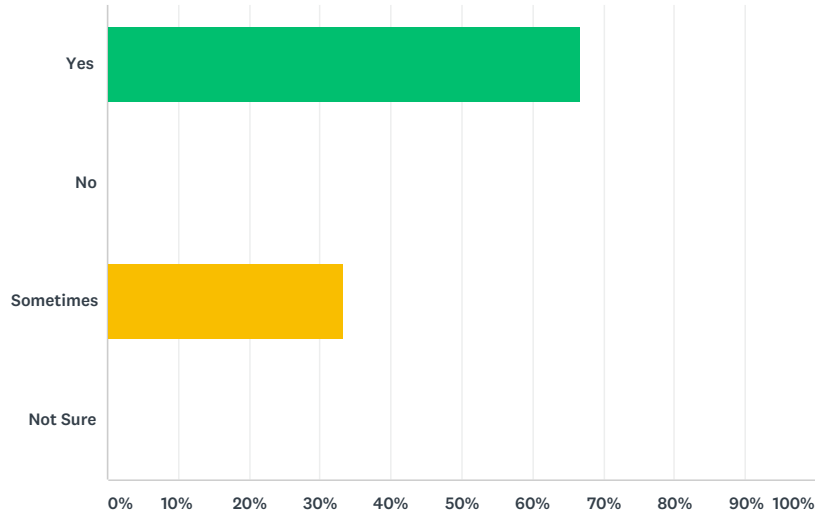
Answered: 6   Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	66.67%	4
No	0.00%	0
Sometimes	33.33%	2
Not Sure	0.00%	0
TOTAL		6

Q14 Do you feel your opinions and ideas are valued?

Answered: 6   Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	66.67%	4
No	0.00%	0
Sometimes	33.33%	2
Not Sure	0.00%	0
TOTAL		6

Q15 Overall, how satisfied are you with the Town's external communications?

Answered: 6   Skipped: 0
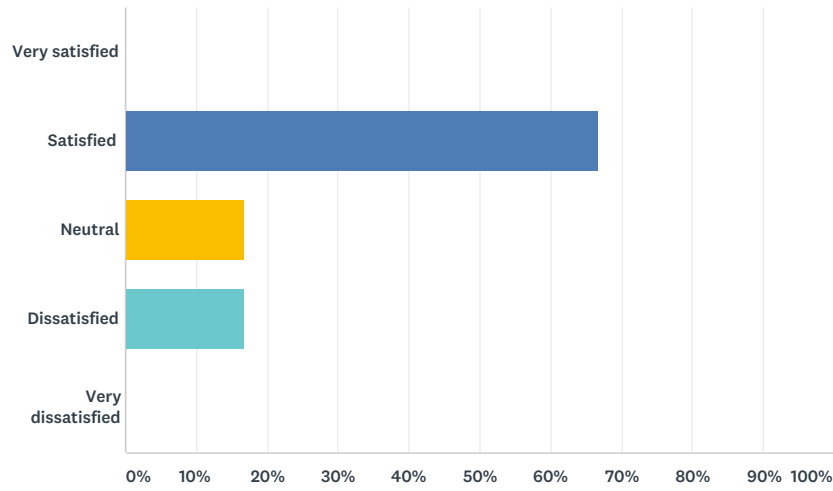
ANSWER CHOICES	RESPONSES	
Very satisfied	0.00%	0
Satisfied	66.67%	4
Neutral	16.67%	1
Dissatisfied	16.67%	1
Very dissatisfied	0.00%	0
TOTAL		6

## Q16 Which best describes your impression of the Town's external communications efforts?

Answered: 6   Skipped: 0
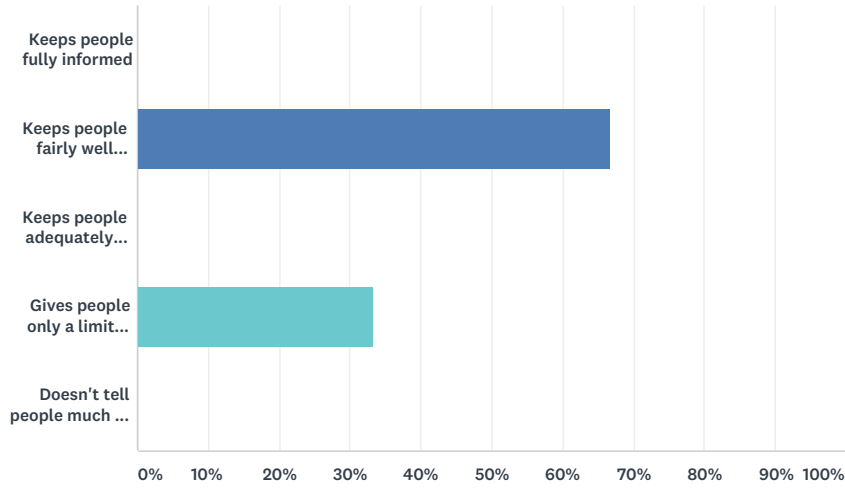
ANSWER CHOICES	RESPONSES	
Keeps people fully informed	0.00%	0
Keeps people fairly well informed	66.67%	4
Keeps people adequately informed	0.00%	0
Gives people only a limited amount of information	33.33%	2
Doesn't tell people much at all about what's going on	0.00%	0
TOTAL		6

Q17 Do you feel that the Town's communications efforts are strategic and tie to the goals, mission, and vision of the organization?

Answered: 6   Skipped: 0
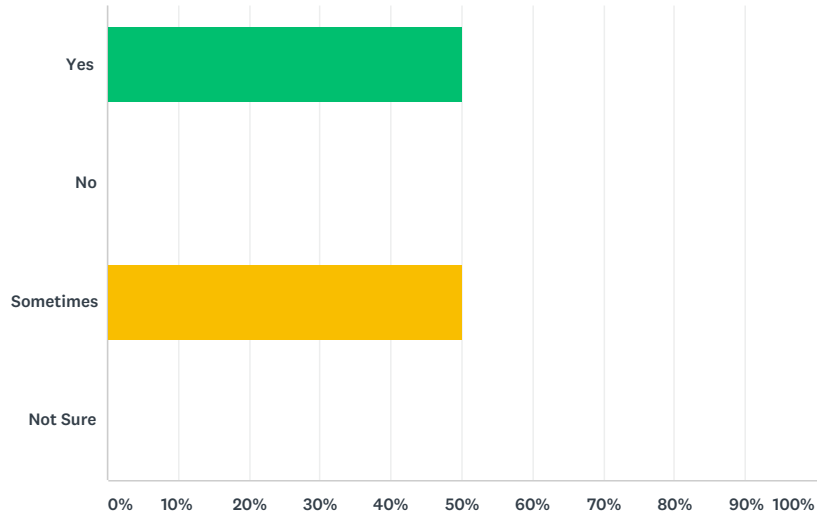
ANSWER CHOICES	RESPONSES	
Yes	50.00%	3
No	0.00%	0
Sometimes	50.00%	3
Not Sure	0.00%	0
TOTAL		6

Q18 Do you have any suggestions for the Town to help improve communications performance and efficiency internally with Council?

Answered: 3   Skipped: 3

#	RESPONSES	DATE
1	-Appreciate the weekly Friday updates. If it doesn't overstep the division of labour, a quick monthly summary (paragraph) added to the last Friday of the month weekly report, of each department would be handy to have a better base knowledge of what they do seasonally and have a clearier picture on why we require so many staff so we can articulate it better to the public. As well, it might offer better insight on what services we provide to our ratepayers.	11/28/2018 9:38 PM
2	More information sharing between employees and council	11/28/2018 2:51 PM
3	Talk to one another	11/27/2018 2:45 PM

Q19 Do you have any suggestions for the Town to help improve communications performance and efficiency externally?

Answered: 5   Skipped: 1

| #	RESPONSES	DATE
1	actual paid facebook ads to get key messages out	11/29/2018 12:54 PM
2	Ensure public is aware of what is being discussed at COW meetings before being brought for resolution. I like the Kiosks around Town. Get more ratepayers using the App (offer prizes for people who sign up or are already signed up- get creative)	11/28/2018 9:38 PM
3	Council should peruse all communications before being released	11/28/2018 2:51 PM
4	Continue to work on simplifying messages	11/27/2018 3:21 PM
5	Council needs to inform other council members about their committees	11/27/2018 2:45 PM

Q20 How effective is the Town at communicating each of the following:

Answered: 6   Skipped: 0
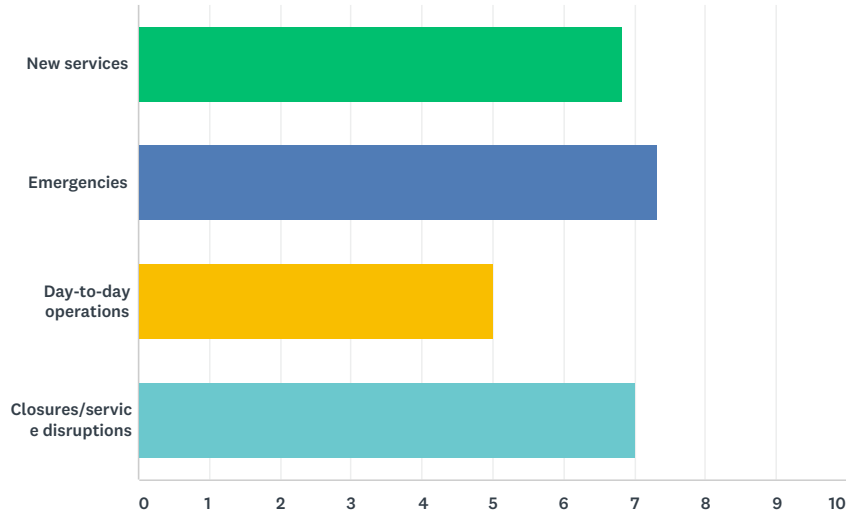
	NOT EFFECTIVE	(NO LABEL)	(NO LABEL)	(NO LABEL)	(NO LABEL)	(NO LABEL)	(NO LABEL)	(NO LABEL)	VERY EFFECTIVE	TOTAL	WEIGHTED AVERAGE
New services	0.00% 0	0.00% 0	0.00% 0	33.33% 2	0.00% 0	0.00% 0	16.67% 1	16.67% 1	33.33% 2	6	6.83
Emergencies	0.00% 0	0.00% 0	0.00% 0	16.67% 1	0.00% 0	16.67% 1	16.67% 1	0.00% 0	50.00% 3	6	7.33
Day-to-day operations	0.00% 0	0.00% 0	0.00% 0	33.33% 2	33.33% 2	33.33% 2	0.00% 0	0.00% 0	0.00% 0	6	5.00
Closures/service disruptions	0.00% 0	0.00% 0	0.00% 0	33.33% 2	0.00% 0	0.00% 0	0.00% 0	33.33% 2	33.33% 2	6	7.00

Q21 How much do you agree with the following statements:

Answered: 6   Skipped: 0
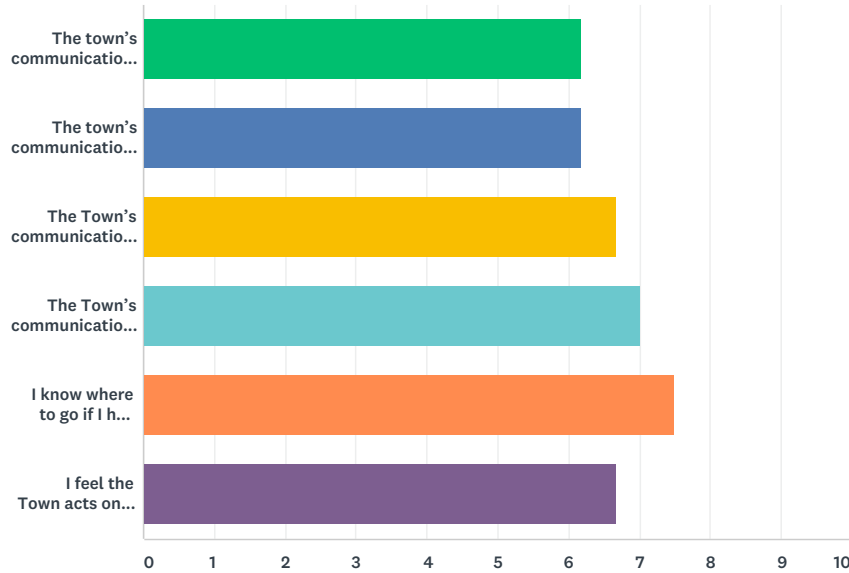
	COMPLETELY DISAGREE	(NO LABEL)	(NO LABEL)	(NO LABEL)	(NO LABEL)	(NO LABEL)	(NO LABEL)	(NO LABEL)	COMPLETELY AGREE	TOTAL
The town's communications practices are transparent and honest	0.00% 0	0.00% 0	33.33% 2	0.00% 0	0.00% 0	0.00% 0	33.33% 2	16.67% 1	16.67% 1	6
The town's communications practices are timely	0.00% 0	0.00% 0	33.33% 2	0.00% 0	0.00% 0	0.00% 0	33.33% 2	16.67% 1	16.67% 1	6
The Town's communications practices are accurate	0.00% 0	0.00% 0	33.33% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	33.33% 2	33.33% 2	6
The Town's communications practices are relevant	0.00% 0	0.00% 0	16.67% 1	0.00% 0	16.67% 1	0.00% 0	0.00% 0	33.33% 2	33.33% 2	6
I know where to go if I have a question/concern/comment regarding the Town	0.00% 0	0.00% 0	0.00% 0	16.67% 1	0.00% 0	16.67% 1	0.00% 0	16.67% 1	50.00% 3	6
I feel the Town acts on the feedback it receives from residents	0.00% 0	0.00% 0	16.67% 1	0.00% 0	16.67% 1	0.00% 0	33.33% 2	0.00% 0	33.33% 2	6