



## COMMUNICATION POLICY

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Originating Approval	May 16, 2011	CoW Resolution 11-078
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### Purpose

The purpose of this communication policy is to ensure efficient, effective, timely and comprehensive communications to stakeholders of the Municipality of Brighton.

### Desired Outcomes

- Provide citizens with timely, accurate, clear, objective and complete information about its policies, programs, services and initiatives.
- Employ a variety of ways and means to communicate and provide information to accommodate diverse needs.
- Citizens will know where to find information on their local government and will be able to complete routine transactions with the government in a timely manner.
- Citizens will be able to attend and participate in public meetings.
- Citizens will have opportunities to best impact local decision making.
- Municipal information, both online and in print, will have a clearly recognized identity.
- Municipal elected and appointed officials will utilize opportunities to disseminate information of interest to citizens and other parties.

## I. CITIZENS FINDING INFORMATION

### A. Municipal Website

A primary source of official information for citizens of Brighton is [www.brighton.ca](http://www.brighton.ca). The website is utilized to access information written by our administration and it is a resource for searchable reference material on the Municipality.

1. The website will maintain up-to-date user-friendly information to assist citizens in their business with the municipality. The site will be informative and inter-active to facilitate communication between the public, Councillors and staff. A calendar of municipal meetings and events open to the public will be kept up to date on the municipal website.

2. The municipal website is the primary source of official municipal information. It shall be neutral in focus, shall archive agendas and minutes of official meetings, and shall be updated on a regular basis.
3. The website is not a forum for commenting on municipal issues and services. The website shall contain links to easily enable e-mails to municipal officials.
4. Online municipal services shall be expanded where appropriate.

### **B. Press Releases**

The Municipality of Brighton shall issue press releases regarding municipal issues and activities. Press releases shall be sent to print media and radio providers.

Press Releases will be issued by the Chief Administrative Officer in consultation with the Mayor.

### **C. Advertising**

The Municipality shall place advertisements in any medium deemed appropriate to inform residents about their rights, responsibilities, municipal policies, programs, services, initiatives, upcoming meeting, dangers or risks to public safety.

The Municipality does not purchase ads for general promotion of the municipality.

### **D. Other Opportunities for Citizens to Find Information**

1. The Municipal CAO shall provide Council updates each month, after each Council meeting, on municipal activities that may be of interest to the public. These shall be sent to the same list as press releases and posted on the municipal website.

2. The tax bill shall contain an insert each time that outlines current municipal information.

3. The Municipal Council will seek opportunities to speak to local groups on municipal issues on a regular basis as approved by Council

## **II. CITIZENS COMMUNICATING WITH COUNCIL**

1. Council contact information shall be provided on the municipal website, and the tax bill insert.

2. Citizens communicating verbally with any member of Council is considered to be general in nature and will not receive a formal response unless specifically requested in writing.

3. Citizens communicating with any single member of Council in writing is considered to be general in nature and will not receive a formal municipal response unless specifically requested in writing, or unless the member of Council puts the matter before Council on a Council meeting agenda.

4. Citizens requesting action from the municipality or wishing to ensure their communication is addressed formally by all of Council should send their communication to the Municipal Clerks office addressed to all of Council.

Any communication in writing addressed to all members of Council will be added to a Council agenda so that Council can formally deal with the matter. Formal written responses will be sent to all communications listed on a Council agenda.

### **III. CITIZENS ATTENDING MEETINGS**

#### **A. Meeting Space**

1. The current Council chambers is, at times, not large enough to accommodate the public in attendance. When anticipated, meetings should be moved to the Community Centre to provide appropriate seating for the public.

2. At a time that future renovations might be considered for the municipal administration offices, the opportunity for larger Council chambers and public seating shall be studied.

#### **B. Participation at Meetings**

1. All Municipal Council meetings and meetings of advisory committees and boards shall provide an opportunity for members of the public to speak through a listed delegation as outlined in the municipal procedural bylaw.

2. Members of the public will be provided an opportunity to discuss matters on the agenda with Council at the end of the meeting through question period according to the municipal procedural bylaw.

#### **C. Council Open Houses**

1. A minimum of two public open houses will be held annually where members of the public can attend and discuss any matters they wish with their members of Council.

2. The open houses will have an informal format allowing Council to meet face-to-face with local residents. There will be no agenda for these meetings, no formal minutes will be taken, and no public comments will be made by members of Council.

3. Notice of the public open houses will be published in the local print and radio media as well as the municipal website.
4. Matters brought forward to members of Council that require further study or action, will be referred to staff by the members of Council.

#### **IV. CITIZENS HAVING OPPORTUNITIES TO IMPACT LOCAL DECISION MAKING**

1. Except for emergency special meetings, 72 hours notice of any municipal meeting shall be provided. The notice shall include a copy of the agenda for the meeting posted on the municipal website.
2. The procedural rules for Council shall be posted on the website.
3. The Municipality will provide an opportunity to contact Council members and staff directly via the municipal website.
4. Special public meetings will be held from time to time on matters that have a significant impact on a majority of ratepayers.
5. The Municipal Council shall invite public input on citizen priorities prior to the completion of Strategic Plans.

#### **V. MEDIA COMMUNICATIONS**

##### **Media Enquiries**

The Media play an important role in providing information to the public on matters of civic interest.

The Mayor is the official spokesperson on behalf of Council, and the CAO is the official spokesperson for all operational matters.

While it is recognized that Councillors are able to speak to the media in their capacity as individual Councillors, Council members will be honest and respectful of each other in their communications, and will communicate accurately with the media regarding municipal business.

#### **VI. MUNICIPAL INFORMATION WILL HAVE A CLEARLY RECOGNIZED IDENTITY**

##### **Municipal Logo**

The municipal logo shall be utilized on municipal vehicles, on letterheads, on agendas, on municipal publications, on the website and on signage when appropriate as per the Municipal Coat of Arms and Logo usage policy.