

Communications Progress Update

Committee of the Whole

October 16, 2023

Goals and objectives

- Reach more people, grow audience
- Support all departments in communications related activities
- Increase citizen engagement and consultation opportunities
- Help move Council's 2023 priorities forward
- Provide assistance for the current long-term strategic planning process

How do we communicate?

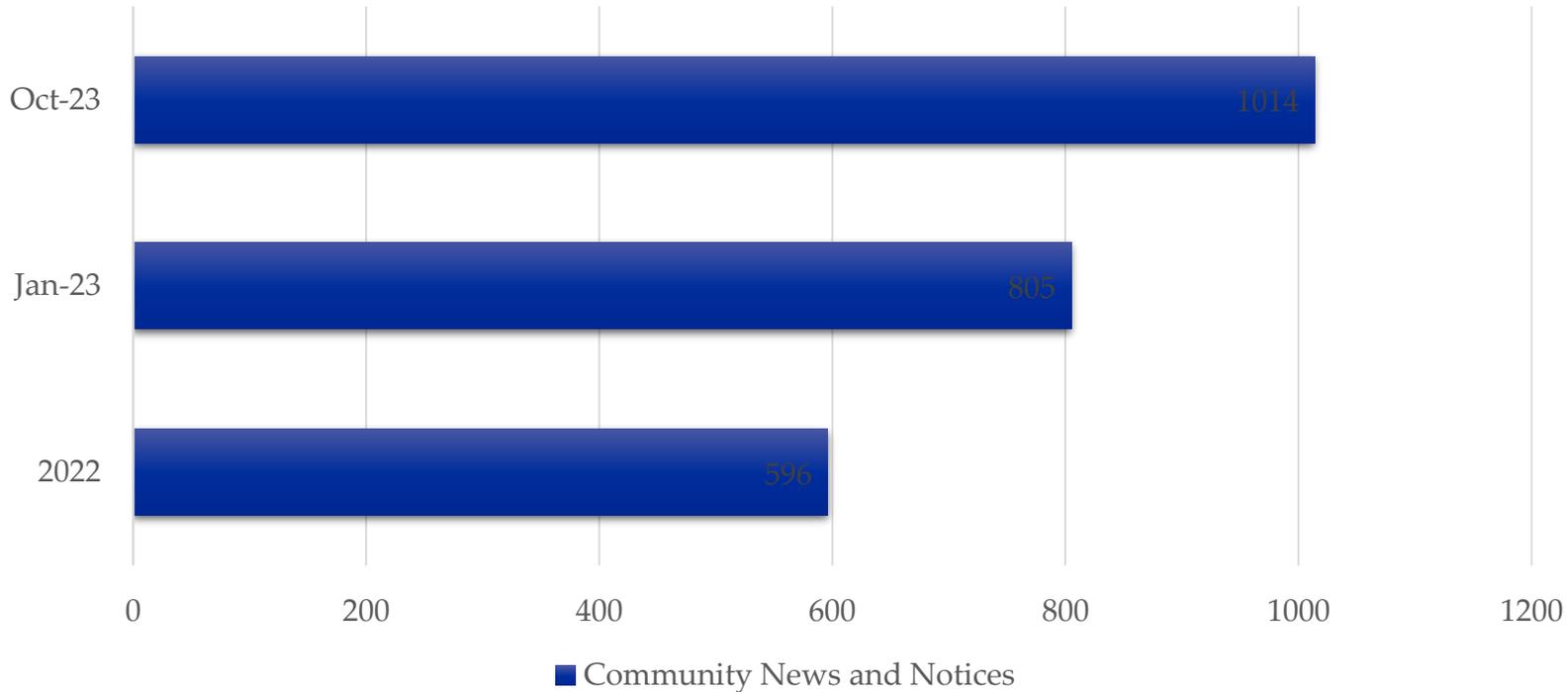
○ Frequent, timely, mostly digital

○ Short

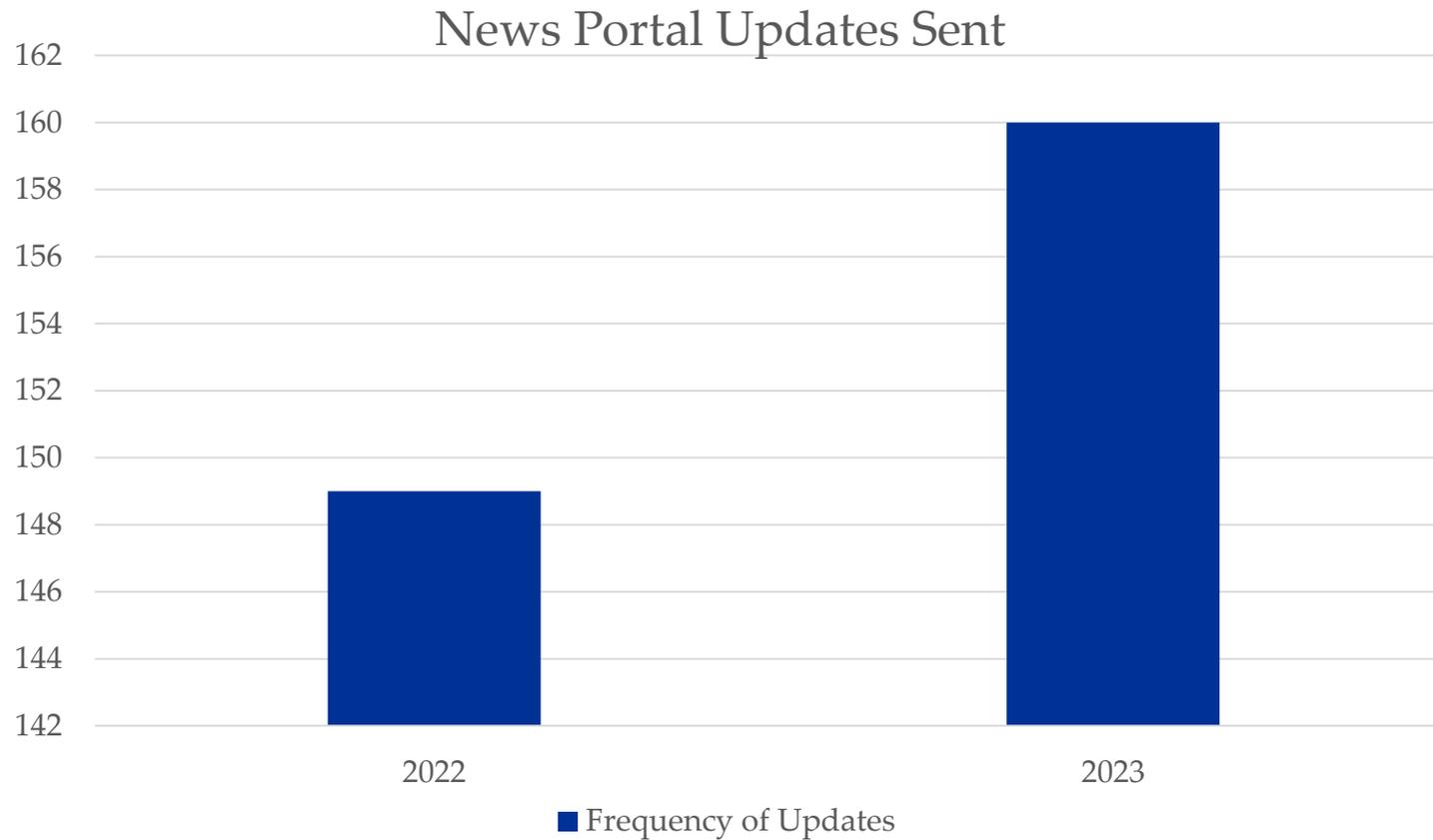
○ “Plain speak”

News Portal Subscribers Growth

Community News and Notices



Frequency of Updates



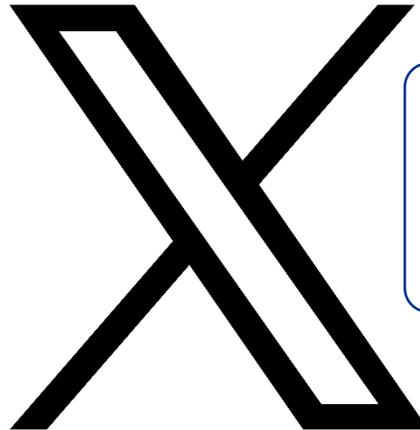
Social Media – Town of Kingsville

Facebook



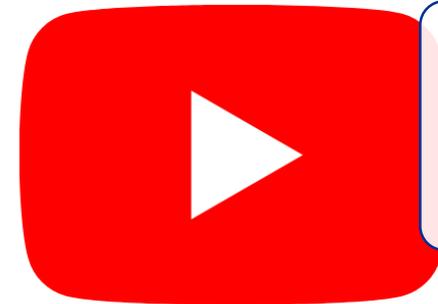
6K+ Followers

X (formerly Twitter)



2.5K Followers

Youtube



103 Subscribers

Supporting all departments

CAO's Office

- General News and Announcements
- Strategic Planning
- Share Clerk messaging about public meetings and agendas (New Council Brief update following meetings)
- Share HR messaging about job postings

Finance and Corp. Services

- Releases and notifications related to tax due dates, budgets, etc.
- New forms for ribbon cutting requests
- Regular messaging to encourage paperless billing
- Work with IT on Everbridge registration updates

Fire and Rescue Services

- Emergency Comms (fire ban, storm)
- Promote Kingsville Fire Breakfast
- Assist in promoting pub Ed items, such as "Saved by the Beep" and Fire prevention week open houses
- Highlighting accomplishments of fire personnel on social media channels

Legislative Services

- Bylaw blitz messaging
- Highlight changes to property standards re. residential lighting
- Messaging related to commercial illuminated signs

Planning and Development

- Send planning notices in advance of meetings to the wider public (outside of the required notification area)
- Capital project status updates
- Support programming and events in promoting Town events, and Recreation updates

Public Operations

- Construction notices
- Watermain breaks
- Water advisories
- Completed projects (i.e lighthouse renovation)
- Winter control (coming soon)

Corporate Website Updates

New Pages

- [Contests](#)
- [Customer Service Standards](#)
- [Applications, Licences and Permits](#)
- [Community led events guidelines and application page](#)
- [Plans Reports Reviews and Studies](#)
- [Connect with the Mayor](#)

Applications, Licences and Permits



Animal Registration



Birth and Death Certificates



Building Permits



Business Related Applications



Fireworks and Noise Permits



Flood Subsidy Applications



Lottery Licences



Marriage Licences



Introducing “HaveYourSayKingsville”

New online citizen engagement portal that allows us to have productive, meaningful conversations with the community. Initial projects have included:

- Facilities Review
- Imagine Kingsville
- Mandatory Water Upgrade
- West Side Collector
- Open Streets (Community & Business Survey)
- Pic Your Park for In-Motion Week
- Fact Check

HaveYourSayKingsville stats

- **508 Registered Users**
Demographics: 20-34 (8%), 35-49 (22%), 50-59 (23%), 60+ (45%)



Current Strategic Planning Efforts



Thank you