

Twin Lakes Community Planning Association (TLCPA)

Communication Plan 2011



Facilitated by the Municipal Capacity Development Program



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Purpose

Communication is the key success to any relationship. Direct, targeted and detailed communication will build strong relationships in an inter-municipal partnership. The purpose for the Twin Lakes Community Planning Association (TLCPA) Communication Plan is to:

- Build cooperation amongst stakeholders and with the general public
- Create transparency
- Build trust
- Assist in moving towards a common goal
- Be accountable to our residents
- Build partnerships with our stakeholders and residents

Objectives

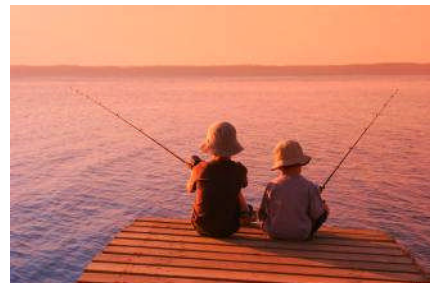
1. Have a structured information flow
2. Build public awareness and understanding of who TLCPA is and what they are trying to accomplish
3. Create consistent messaging between all current stakeholders
4. Create priority based communication
5. Build awareness and understanding of TLCPA for recruitment of new members and additional funding opportunities

Audience

There are two different types of audiences the TLCPA will communicate with; external and internal.

External

An external audience is anyone who TLCPA may want to communicate with that is not part of the operations of the organization. The TLCPA external audience includes potential, current and other stakeholders. Potential stakeholders are Urban, Rural and First Nations communities in the surrounding area who TLCPA sees as potential recruitments to the Association or could receive a potential benefit from their projects and accomplishments.



Potential Community Stakeholders

- Village of Smeaton
- Northern Village of Cumberland House
- Village of Aylsham
- Village of Gronlid
- City of Melfort
- Zenon Park
- RM of Connaught
- Arborfield
- Village of Love
- Town of Tisdale
- Red Earth Cree Nation
- Shoal Lake Cree Nation
- Cumberland House Cree Nation
- James Smith Cree Nation

Current stakeholders are those that are currently being impacted or can impact the work of the TLCPA including the general public, specific demographic groups, and the businesses, organizations and agencies within the current boundaries of TLCPA as well as the provincial and federal government.

Current Stakeholders

- Board of Trades
- Nipawin & District Chamber of Commerce
- Housing Authorities
- Shore Gold
- Cumberland College
- NorthEast Enterprise Region
- North East Health Services Committee
- Seniors Groups
- Youth
- RCMP
- Federal Government
- Regional Parks
- East Central Tourism
- Service Clubs/ Community Service Boards
- Kelsey Trail Health Region
- Economic Development Committee
- NewSask Community Futures
- North East School Division
- Churches
- General Public (Residents)
- Provincial Government

Internal

Current Municipal Stakeholders

- Village of White Fox
- Town of Choiceland
- RM of Torch River
- RM of Nipawin
- Resort Village of Tobin Lake
- Town of Nipawin
- Town of Carrot River
- RM of Moose Range
- Village of Codette

Employees

- TLCPA Secretary
- TLCPA Community Planner

Communication Tools

The members identified a number of communication tools available to assist in achieving the communication objectives.

Print -

- Newspaper - news releases and written articles
- Newsletter mail outs

Radio

- Local radio spot
- Radio announcements and advertisements

TV

- news releases

Internet

- TLCPA website
- Email
- Community websites
- MCDP website

Meetings

- Tradeshow
- Public meetings
- Conferences

Operational Plan

External Communication

Communication #1 - Twin Lakes Community Planning Association Newsletter

Objective: Build public awareness and understanding of who TLCPA is and what they are trying to accomplish

Description: A one page newsletter outlining the TLCPA annual accomplishments, milestones and future directions.

Distribution: Mailed with annual tax notices

Target Audience: General Public

Advantages: Gets into every home

Disadvantage: Timing for each municipality is not consistent

When: Annually in January, created by January 2012

Communication #2 - Introduction Letter

Objective: Build awareness and understanding of TLCPA for recruitment of new members

Description: a Letter of recruitment outlining TLCPA, the general benefit of being a member and an invitation to attend a TLCPA meeting.

Distribution: Mail or Email

Target Audience: Potential Community Stakeholders

When: Annually in December for two meetings after annual review

Success Factors: Number of new members or interest

Communication #3 - Recruitment meeting

Objective: Build awareness and membership around specific TLCPA projects

Description: send an email to arrange a meeting with potential stakeholders on specific projects that may benefit them and provide the TLCPA background presentation.

Distribution: Email and Meeting

Target Audience: Potential Community Stakeholders

When: As needed basis, when projects come up

Success Factors: Number of additional communities participating in projects

Communication #4 - TLCPA Website

Objective: Build awareness of general information, promote the TLCPA region, provide a consistent messaging structure, and provide an educational format.

Description: The TLCPA website will house all information pertaining to TLCPA including meeting minutes, contact information, agreements, activities, community website links and current TLCPA news.

Distribution: Internet

Target Audience: all current and potential stakeholders

When: Created by July 2011

Success Factors: Number of hits to website; Number of follow up contacts made

Communication #5 - Public Presentation

Objective: Build public awareness and understanding of who TLCPA is and what they are trying to accomplish

Description: provide a presentation about TLCPA background, operations and accomplishments

Distribution: Planning public meetings

Target Audience: all current stakeholders

When: each public consultation meeting for the planning project

Communication #6 - Local Radio Spot - Potential

Objective: Build awareness of the TLCPA operations and obtain engagement and buy in from the public

Description: have a spokesperson from the group speak on a local radio show spot when major milestones arise and answer phone in questions

Target Audience: Current stakeholders

When: Quarterly

Disadvantage: limited coverage only reaching some local

Success Criteria: Number of phone calls to radio station

Internal Communication

Communication # 1 - Meeting Minutes

Objective: Provide up to date information to member municipalities

Description: Minutes outlining the discussion that took place

Target Audience: Member representatives, administrators, council and TLCPA staff

Distribution: Email, TLCPA Website by TLCPA Secretary

When: After each meeting

Communication #2 - Status Reports

Objective: Be accountable for the TLCPA projects and their timely completion

Description: A written and verbal report on the status of specific projects. The written report will outline start date, end date, progress made and next steps.

Target Audience: Member representatives

Distribution: TLCPA meeting by member responsible for specific project

When: at each TLCPA meeting, created by May 2011

Communication #3 - Success Reports

Objective: Be accountable for the TLCPA projects and to promote the TLCPA successes

Description: The TLCPA secretary will provide a written report outlining the success statistics based on the success criteria/ measures outlined for each project.

Target Audience: Member representatives, administrators and council, funder including provincial and federal government

Distribution: TLCPA meeting, website, email by TLCPA Secretary

When: annually in January, created by January 2012

Communication #4 - Annual Report

Objective: To monitor the direction of the TLCPA and be accountable for the previous TLCPA projects

Description: A written annual report will include the success reports, financial report and progress made over the past year.

Target Audience: Current municipal stakeholders and government ministries

Distributed: Email, Print - Hard copies at each municipality, website by TLCPA Secretary

When: annually in January, created by January 2012

Communication #5 - Annual Review

Objective: To monitor the direction and priority basis of TLCPA

Description: A presentation and discussion will take place annually on the previous years accomplishments, continued direction of TLCPA and current year priorities

Target Audience: Current member representatives

Distributed: Presentation at TLCPA meeting by MCDP

When: Annually in January

Communication #6 - Orientation Package

Objective: To build awareness and understanding of TLCPA for new members

Description: An orientation package will be created containing an executive summary of TLCPA background and operations, all agreements (including MOU), Community Action Plan and other communication deemed necessary to assist new members in adjusting to the operations and accomplishments of the TLCPA

Target Audience: New municipal stakeholders

Distributed: Email and print at TLCPA meeting by TLCPA Secretary

When: As new members join TLCPA, created for January 2012

Next Steps

To complete the operational plan and have Communications in place by the deadline stated, the following actions needed to be completed:

MCDP

- Create stakeholder map, communication plan and communication schedule
- Keep eyes and ears open for potential funding opportunities to develop website
- Create a template for status reports
- Conduct Annual Reviews

TLCPA Members and Secretary

- Determine cost, potential software and funding opportunities to develop Website
- Determine success criteria for all current projects
- Determine who needs to be engaged in each current project and include on stakeholder map
- Begin tracking success of completed projects
- Create outline of Success Reports
- Create outline and design of TLCPA Newsletter
- Create outline of Annual Report
- Create outline of what is required in Orientation Package

Twin Lakes Community Planning Association Communication Schedule

The Communication Schedule gives you a snapshot of the timeline for the communications you wish to create.

Key Communication	Audience	Timeline	Communication Tool	Who is responsible?	Cost
<i>Provide up to date information to member municipalities</i>	<i>Member municipalities</i>	<i>Each meeting</i>	<i>Create minutes outlining the discussion that took place at each meeting</i>	<i>TLCPA secretary</i>	<i>N/A</i>
<i>Show progress on TLCPA projects for accountability and timely completion</i>	<i>Member municipalities</i>	<i>May 2011, each meeting</i>	<i>A written and verbal report on the status of projects. The written report will outline start date, end date, progress made and next steps</i>	<i>Member responsible for the specific project/actions</i>	<i>N/A</i>
<i>Promotion of TLCPA region, TLCPA accomplishments, and awareness of general TLCPA information</i>	<i>all current and potential stakeholders and general public</i>	<i>July 2011</i>	<i>Create TLCPA website which will house all information pertaining to TLCPA including meeting minutes, contact information, agreements, activities, community website links and current TLCPA news</i>	<i>TLCPA Secretary</i>	<i>TBD</i>
<i>Recruit new members to TLCPA</i>	<i>Potential Community Stakeholders</i>	<i>December 2011, annually</i>	<i>Letter of recruitment outlining TLCPA, the general benefit of being a member and an invitation to attend the 3rd TLCPA meeting of the year.</i>	<i>TLCPA Secretary</i>	<i>printing/ mailing letters</i>
<i>Public awareness of TLCPA operations and accomplishments</i>	<i>current stakeholders</i>	<i>TBD - each initial planning public consultation meeting</i>	<i>Provide a presentation on TLCPA background, operations and accomplishments</i>	<i>TLCPA member or Chairperson and Planner</i>	<i>N/A</i>
<i>Show success of TLCPA projects for accountability and promotion</i>	<i>Member municipalities, potential and current funding stakeholders</i>	<i>January 2012, annually</i>	<i>A written report outlining the success statistics based on the success criteria/measures outlined for each project</i>	<i>TLCPA Secretary</i>	<i>cost of printing</i>
<i>Public awareness of TLCPA operations and accomplishments</i>	<i>Current stakeholders</i>	<i>January 2012, annually</i>	<i>One page newsletter outlining the TLCPA annual accomplishments, milestones and future directions</i>	<i>TLCPA secretary for creation, each municipality for mail out</i>	<i>TBD</i>

Communication Schedule Cont..

Key Communication	Audience	Timeline	Communication Tool	Who is responsible?	Cost
<i>Monitor direction, be accountable and promote previous projects</i>	<i>Current municipal stakeholders and government ministry stakeholders</i>	<i>January 2012, annually</i>	<i>A written annual report which includes the success reports, financial reports and milestone progress made over the past year</i>	<i>TLCPA Secretary</i>	<i>cost of printing</i>
<i>Monitor direction and priority basis of TLCPA</i>	<i>Current member representatives</i>	<i>January 2012, annually</i>	<i>A presentation and discussion on the previous years accomplishments, continued direction of TLCPA and current year's priorities</i>	<i>MCDP</i>	<i>N/A</i>
<i>Assist new members in adjusting to the operations and accomplishments of the TLCPA</i>	<i>New municipal stakeholders</i>	<i>January 2012, as new members join</i>	<i>An orientation package containing an executive summary of TLCPA background and operations, all agreements (including MOU), Community Action Plan, and other communication deemed necessary</i>	<i>TLCPA Secretary</i>	<i>cost of printing</i>
<i>Create awareness of TLCPA operations and obtain engagement and buy in from the public</i>	<i>Current stakeholders</i>	<i>TBD - Potential</i>	<i>A spokesperson from the group to speak on a local radio show spot when major milestones arise and answer phone in questions.</i>	<i>TLCPA representative</i>	<i>TBD</i>
<i>Recruit new members for specific TLCPA projects</i>	<i>Potential Community Stakeholders</i>	<i>as needed basis, determined when planning new projects</i>	<i>Send an email to arrange a meeting with potential stakeholders on specific projects that may benefit them. Provide the TLCPA background presentation</i>	<i>email - TLCPA Secretary Presentation - TLCPA member</i>	<i>N/A</i>

Stakeholder Map

A Stakeholder Map will provide an outline of which key communication is provide to which stakeholders. A stakeholder map can create structure and organization with a large stakeholder base.

Communication	Stakeholders				
	<i>Potential Community Stakeholders</i>	<i>Current Stakeholders</i>	<i>General Public</i>	<i>Current Municipal Stakeholders</i>	<i>TLCPA Employees</i>
<i>Newsletter</i>			✓		
<i>Introduction Letter</i>	✓	✓			
<i>Recruitment meeting</i>	✓				
<i>TLCPA Website</i>	✓	✓	✓	✓	✓
<i>Public Presentation</i>		✓	✓		
<i>Meeting Minutes</i>				✓	✓
<i>Status Reports</i>				✓	✓
<i>Success Reports</i>				✓	✓
<i>Annual Report</i>		✓		✓	✓
<i>Annual Review</i>				✓	✓
<i>Orientation Package</i>	✓			✓	