



# REQUEST FOR DECISION

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**SUBJECT: Greenview Communications Strategy**

**SUBMISSION TO: COMMITTEE OF THE WHOLE**

**MEETING DATE: June 17, 2025**

**DEPARTMENT: Communications**

**STRATEGIC PLAN: Culture, Social & Emergency Services**

**REVIEWED AND APPROVED FOR SUBMISSION**

**CAO:**

**MANAGER: SAS**

**DIR: MAV**

**PRESENTER: SAS**

**LEG: SS**

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**RELEVANT LEGISLATION:**

**Provincial (cite) – N/A**

**Council Bylaw/Policy (cite) – N/A**

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**RECOMMENDED ACTION:**

**MOTION: That Committee of the Whole accept the Greenview Communications Strategy document draft, for information as presented.**

**MOTION: That Committee of the Whole direct Administration to bring the Communications Strategy document draft, with applicable changes or revisions, to a future Council meeting.**

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**BACKGROUND/PROPOSAL:**

Greenview's Strategic Plan (2022-2026) identifies several Pillars, Goals and Strategies to prioritize Council's objectives and provide direction to Administration. Under the Pillar of Culture, Social & Emergency Services, the Goal of Improving Public Perception of Greenview highlights the implementation of a Communications Strategy to enhance Greenview's approach to public communications, engagement, and transparency. This strategy has been developed by Communications in consultation with Senior Leadership to serve as a roadmap to ensure pre-emptive, proactive, and integrated communication between Greenview and its residents, businesses, and stakeholders.

This draft strategy aligns with current service levels and will ensure communications support the broader objectives of Council, such as governance, economic development, and community engagement. It recognizes the diverse and widespread geographic area that Greenview serves, with distinct communication needs across hamlets, rural communities, and businesses.

Any future changes Greenview's Strategic Plan would trigger a subsequent review of this strategy and reporting to Council by Communications for any adjustments to ensure alignment is maintained.

## Key Focus Areas and Goals

The strategy is structured around five primary goals:

1. **Encourage well-informed communities** – ensuring that residents receive clear, accessible, and timely information through multiple communication channels, including digital platforms, media relations, and community outreach.
2. **Foster community engagement** – moving beyond information-sharing, to actively listen and incorporate public feedback into decision-making processes.
3. **Celebrate Greenview success stories** – promoting positive news and accomplishments that showcase Greenview’s leadership, partnerships, and contributions to the community.
4. **Enhance internal communications** – strengthening internal dialogue between Council, Administration, and departments to improve service delivery.
5. **Build communications processes** – establishing structured communications practices, including crisis communication preparedness and performance measurement for continuous improvement.

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### BENEFITS OF THE RECOMMENDED ACTION:

1. The benefit of accepting the recommended motion is that Committee of the Whole has been provided an opportunity to review and discuss the Communications Strategy draft document fully.
2. The benefit of accepting the recommended motion is that directing Administration to include applicable changes or revisions and bring to a future Council meeting ensures Committee feedback is considered and strengthens Council ownership of the final strategy.

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### DISADVANTAGES OF THE RECOMMENDED ACTION:

There are no perceived disadvantages to the recommended motions.

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### ALTERNATIVES CONSIDERED:

**Alternative #1:** Committee of the Whole has the alternative not to accept the Draft Communications Strategy for information. However, the Administration does not recommend this action because it will delay the fulfillment of Council’s goal to Improve Public Perception of Greenview with the implementation of a Communications Strategy under Pillar Four of the Strategic Plan. Accepting the Communications Strategy as information would not prevent Council from making adjustments to the strategy in the future.

**Alternative #2:** Committee of the Whole has the alternative to direct Administration to bring any requested changes or revisions to the Communications Strategy to a future Committee of the Whole meeting for further discussion.

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### FINANCIAL IMPLICATION:

There are no financial implications to the recommended motions.

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### STAFFING IMPLICATION:

There are no staffing implications to the recommended motions.

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**PUBLIC ENGAGEMENT LEVEL:**

Greenview has adopted the IAP2 Framework for public consultation.

**INCREASING LEVEL OF PUBLIC IMPACT**

Inform

**PUBLIC PARTICIPATION GOAL**

Inform - To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

**PROMISE TO THE PUBLIC**

Inform - We will keep you informed.

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**FOLLOW UP ACTIONS:**

Administration will bring the Communications Strategy draft with applicable changes or revisions to a future Council meeting.

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**ATTACHMENT(S):**

- Greenview Communications Plan 2025 DRAFT 4.29.2025