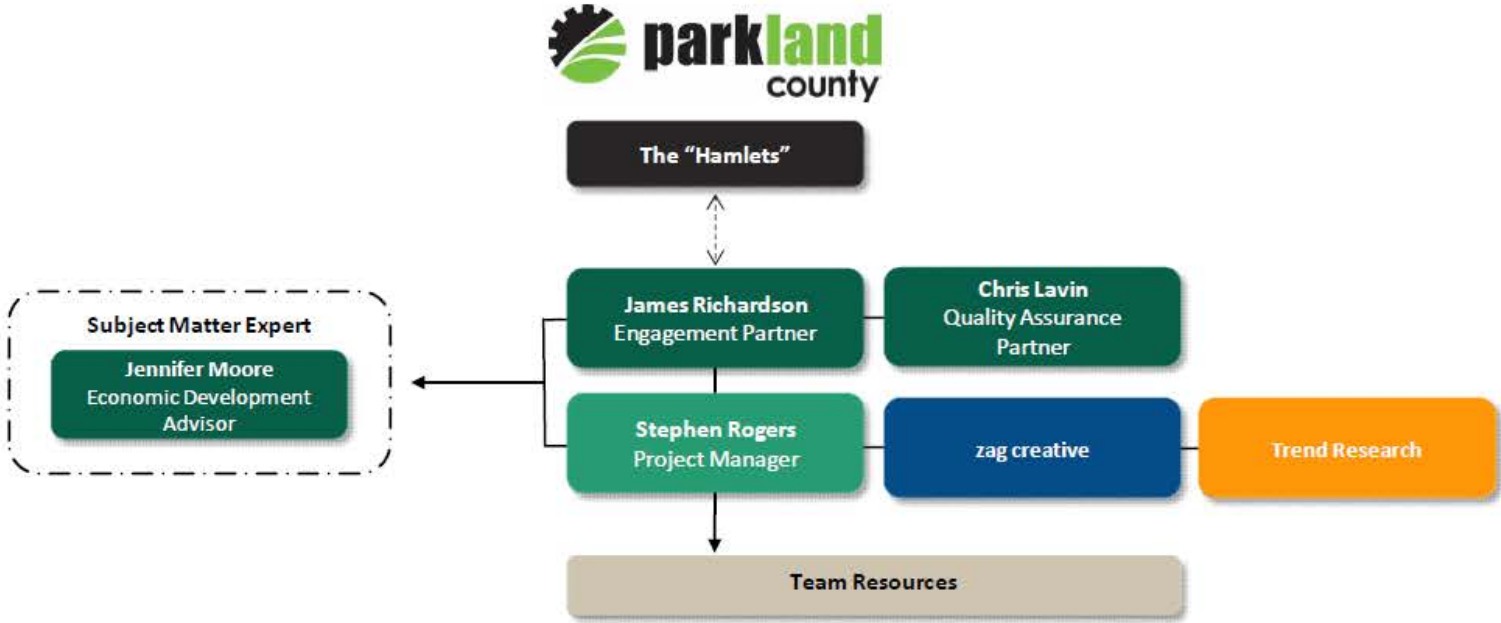




HAMLET REINVESTMENT STRATEGY

COMMUNICATIONS PLAN

Introductions



James Richardson, MBA



Stephen Rogers, CMC, PhD



Lacey Shandro, BComm

JURISDICTIONAL COMPARISON KEY FINDINGS

- Parkland County manages their hamlets very similarly to other Counties in Alberta



Larger hamlets receive additional services such as curb side waste pick-up



Most hamlets have community halls and recreational areas



The number of hamlets (7) in Parkland County is similar to comparable Counties



The population and variation in size of hamlets of Parkland County's hamlets is similar to comparable Counties

COMMUNICATIONS PLAN

- Target Audience
 - Hamlet Residents
 - County Residents who may use hamlet-based services
 - Hamlet-Based Businesses
- Outcomes
 - Communicate project plan
 - Promote participation and build excitement
 - Highlight current services
 - Manage expectations
- Initial Messaging to Public
 - Developed with committees
- Building Visual Identity

PUBLIC ENGAGEMENT PLAN

Timing	Activity	Target Audience	Outcomes
April – early May	<ul style="list-style-type: none"> Review existing public input 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> Ensure no duplication in engagement with public Learn lessons from past engagement
Early-Mid June	<ul style="list-style-type: none"> Qualitative Targeted Phone Conversations Quantitative Phone Survey 	<ul style="list-style-type: none"> Hamlet residents/businesses Residents that use hamlet services 	<ul style="list-style-type: none"> Communicate key messages Gage understanding of current services Gage satisfaction with current services Identify servicing gaps (wants and needs) Identify priorities
Mid-Late June	<ul style="list-style-type: none"> 1 or 2 online qualitative Town Halls or Focus Groups 	<ul style="list-style-type: none"> Hamlet residents/businesses Residents that use hamlet services Other residents and businesses 	<ul style="list-style-type: none"> Communicate key messages Gage satisfaction with current services Explore long-term objectives Identify servicing areas Identify servicing gaps Identify priorities
July	<ul style="list-style-type: none"> Develop and advertise engagement summary and analysis 	<ul style="list-style-type: none"> All public engagement participants 	<ul style="list-style-type: none"> Ensure stakeholders see their input was heard Maintain confidentiality of individual participants (i.e., present aggregate data) Be clear that this is a “What We Heard” report; no promise to implement any services / ideas

FEEDBACK FROM COUNCIL COMMITTEES

- Public Engagement

- Ensure public engagement is planned and facilitated with consideration for the changes and pressures caused by COVID
- Poor internet connection for rural residents may pose as a barrier for online engagement methods
- Determine a strategic approach to advertising the town halls to residents to promote attendance

- Survey

- Provide residents with background information to outline the intent of the project
- Assess gaps in services
- Determine resident “wants” vs. “needs”
- Qualitative questions would be more helpful in assessing resident needs and perspectives

BUDGET

- Total Project Budget is \$198,000
- The Project is divided into two Phases.
 - Phase 1 will conclude in December 2020 and will consume approximately $\frac{3}{4}$ of the budget
 - Phase 2 will stretch from 2021 – 2023 and will consume approximately $\frac{1}{4}$ of the budget
 - Each Phase includes active public engagement
 - Phase 1 includes more significant analysis, including a detailed analysis of the financial implications of any potential changes to hamlet services

PHASE 1 NEXT STEPS: TIMELINES & TOUCH POINTS

