

Town of Stratford

Engagement Guide



Contents

- 1. Introduction 3
- 2. Implementing the Sustainability Decision Making Framework 3
- 3. Developing a Project Charter 4
- 4. Engagement Guidelines 5
- 5. Using an Editorial Calendar 6
- 6. Communicate 8
 - 6.1 Studies (Communicate) 9
 - 6.2 Minor Purchases (Communicate) 12
 - 6.3 Events (Communicate) 14
 - 6.4 Programs (Communicate) 17
 - 6.5 Policies (Communicate) 22
 - 6.6 Non-Discretionary Planning Decisions (Communicate) 24
 - 6.7 Operational Reports and Data (Communicate) 25
- 7. Consult 28
 - 7.1 Studies and Plans (Consult) 29
 - 7.2 Discretionary Planning Decisions (Consult) 32
 - 7.3 Major Purchases (Consult) 35
 - 7.4 Bylaw Amendments (Consult) 39
 - 7.5 Policies (Consult) 42
- 8. Collaborate 46
 - 8.1 Strategic Planning (Collaborate) 47
 - 8.2 Official Plans (Collaborate) 50**
 - 8.3 Studies and Plans (Collaborate) 53
 - 8.4 Annual Budgets (Collaborate) 56
 - 8.5 Major Purchases (Collaborate) 59
 - 8.6 Bylaws (Collaborate) 62

1. Introduction

Government organizations around the world have recognized the value of increased engagement of their citizenry in the decision making process. This is particularly true at the local government level where there are many examples of communities who are using new and innovative ways of engaging their citizens. A review of the literature reveals that there are many benefits of increased engagement which include:

- More empathy by citizens for other perspectives and for the decision faced by the governing body
- Greater buy in of the decision and more effective enforcement where it is regulatory in nature
- Increased social capital in the community (improved trust and relationships)
- Citizens who are more involved and invested in their community which, evidence suggests, leads to higher levels of well-being and health status, better work performance, and better adjusted children
- Safer, more attractive and welcoming communities
- Increased efficiency in municipal service delivery.¹

As part of the effort to create the best community possible, the Town of Stratford's Engagement Strategy outlines three levels of citizen engagement:

Communicate → Consult → Collaborate

The level of engagement increases when the complexity and/or impact of the decision increases.

2. Implementing the Sustainability Decision Making Framework

Before implementing communications regarding any service, program or event, please consider and complete the Town of Stratford's Sustainability Decision Making Framework.

The framework is a tool to address sustainability issues in planning and decision-making by the Town of Stratford. It consists of a set of questions which allow for a sustainability analysis of the projects, proposals and actions being considered. It is based on the four pillars of sustainability: social, cultural, environmental and economic. The questions in the framework address Stratford's vision for a successful, sustainable community.

The framework is qualitative, but could be quantified and adapted for other purposes.

¹ Town of Stratford Engagement Strategy.

3. Developing a Project Charter

Following the completion of the Decision Making Framework, a Project Charter should be developed.

A Project Charter is an *internal* management document that captures high level planning information (scope, deliverables, assumptions, etc.) about the project.

The Project Charter is developed in the initiation phase of the project. Its purpose is to recognize the existence of the project and to begin the planning process required to accomplish the project goals.

A Project Charter has several components. These include:

- *Project Goals*
Describe the business need, opportunity or problem that the project was undertaken to address – i.e., the project justification.
- *Deliverables*
Provide a high level list of “what” needs to be done in order to reach the goals of the project. Each deliverable should be sufficiently detailed so that the Project Team will understand what needs to be accomplished. Describe the deliverable using action words (verbs) such as “deliver”, “provide”, “create”, “research”, etc.

Deliverables should be measurable, so the Project Sponsor and Team can determine whether the deliverable has been successfully completed at the project’s conclusion.

- *Scope Definition*
Document the scope of work to be delivered. To assist you in defining scope, use documentation such as RFPs, sales proposals, business requirements, functional specifications, etc. to set and limit the scope.
 - “In Scope” is what the project will include to meet the requirements of the project goals.
 - “Out of Scope” excludes responsibilities, activities, deliverables or other areas that are not part of the project.
- *Milestones*
Identify the significant project milestones, including invoicing dates to the client.
- *Assumptions, Constraints and Dependencies*
Identify the assumptions that were made to form the basis of defining scope. Also identify any assumptions that will be made for the purposes of planning the project.

The objective here is to set the boundaries and address how the triple project management constraints (scope, time and cost) are potentially impacted and managed. List any constraints (potential factors that will impact the delivery or make it difficult to manage the project) of the project or dependencies on resources or funding to the project. Consider time, cost, dates and regulatory issues as constraints or dependencies to the project.

- *Related Documents*
Reference any related documents that were used to define scope and assumptions – e.g., RFQ, RFP, etc.
- *Project Organizational Structure*
Identify the key stakeholders and team members by function, name and role.
- *Project Authorization*
Here, all interested parties will sign the document after having read through it carefully.

4. Engagement Guidelines

When communicating with residents and stakeholders, ensure that the material you develop is informed by the Town of Stratford's positioning statement.

The Town's positioning statement is as follows:

Stratford, Prince Edward Island is a vibrant, growing, welcoming community where the best of PEI's land and water resources blend with a mix of urban and rural living to create the balanced lifestyle families are looking for and engaged residents actively share the responsibility of innovative governance with their elected officials.

The following are the three key messages, at least one of which should be reflected in all information that is sent out from the town:

- *The Town of Stratford is building a better community where every person is respected and has the opportunity to reach their full potential. **Imagine that!***
- *The Town of Stratford encourages all members of the community to share their views and ideas to help make Stratford the best possible place to live. **Imagine that!***
- *The Town of Stratford is committed to building a strong local economy, preserving our heritage, celebrating our diverse culture and respecting the natural environment entrusted to us for present and future generations. **Imagine that!***

When communicating, it is recommended that the following guidelines be adhered to:

- Use plain language
- Avoid jargon, abbreviations, acronyms and technical terms
- Repeat your main message three times if possible

Additionally, all tools utilized as part of this Engagement Guide (particularly social media tools) should be designed to point citizens to the Town of Stratford's website. These website news stories can be simply amalgamated on a quarterly basis into the Town's newsletter.

5. Using an Editorial Calendar

It is recommended that each department develop a calendar highlighting items requiring engagement with residents and stakeholders. This will allow the Town to prepare material in advance and to schedule communications, consultation, and collaboration at regular intervals. This will also allow the Town to maximize its exposure and distribute the workload, and to time communications to coincide with national and international designated days and weeks (e.g. World Water Day).

A sample Editorial Calendar can be found on the following page.

Editorial Calendar Example:

Media and Marketing Editorial Calendar

October 2012							
Themes: Engagement Strategy; Anti-bullying							
Date	Event	Media release	Web-page	Mass e-mail	Facebook	Twitter	Other
16	New Engagement Strategy Launch (11 a.m.)	Yes (post full media release following launch at 12 p.m.)	Yes (post 'blurb' on rotating banner following launch at 12 p.m.)		Yes (point users to media release posted on website)	Yes (point users to media release posted on website)	
17	Advertise "Pink T-Shirt" Design Contest	Yes (post simultaneously with e-mail and Facebook)	Yes	Yes (send to all lists)	Yes (point users to media release posted on website; remind again on October 29 and November 1)	Yes (point users to media release posted on website; remind again on October 29 and November 1)	
19	Advertise Free Public Skate (held on 20 th)		Yes	Yes (send to list tailored to recreational activities)	Yes (point users to webpage)	Yes (point users to webpage)	
22	"Drawing Out Stratford" event		Yes	Yes (send to list tailored to arts and culture)	Yes (point users to webpage)	Yes (point users to webpage)	
24	Stratford Area Business Mixer (4-6 p.m.)		Yes	Yes (send to list tailored to commercial news)	Yes (point users to webpage); remind again on 25 th	Yes (point users to webpage); remind again on 25 th	
October 2012 Results:							

6. Communicate

Goal

The goal of this type of engagement is to provide information to residents and stakeholders.

Application Guideline

This approach will be used when no decision is required and it is for information only, or when the decision has a minor impact on resources and/or on residents and stakeholders.

This approach is used for:

- Studies
- Minor purchases*
- Events
- Programs
- Policies (where residents and stakeholders are **not** directly impacted, i.e., an internal personnel policy)
- Non-discretionary planning decisions
- Operational reports and data

** Minor purchases include all items contained within the approved operating and capital budgets except for significant new programs which have an annual cost in excess of \$100,000 per year or a new capital project with a one-time cost to the municipality (after funding from other sources) in excess of \$1,000,000.*

Resident Commitment

To become informed.

Tools

There are a number of tools you can use when following the “communicate” engagement strategy. These tools include:

- Media releases (which should be approved by the appropriate departmental manager and committee chair prior to distribution)
- Newsletters
- Website postings
- School notices
- Sign board postings

- E-mail distribution
- Council meetings
- Field trips
- Social media
- Demonstrations
- Mobile applications
- Bill stuffers

Approval

All communications must be approved by the Department Manager, who shall consult with the Committee Chair where necessary, before being issued.

Templates and Tools: ‘Communicate’

6.1 Studies (Communicate)

Communicate the results of studies to residents where they have a minor impact and when no feedback is required (i.e., studies of a technical nature where there is no citizen involvement or input required).

When communicating the results of a study to the public and/or other interested stakeholders, please consider the following:

- Use plain language
- Avoid jargon, abbreviations, acronyms and technical terms
- Repeat your main message three times if possible

Please note that studies under ‘Communicate’ will not require feedback from residents. The objective is to simply inform residents of the study.

Suggested Tools:

The following tools will assist you when communicating the results of a study:

- Social media tools, including Facebook, Twitter, and SlideShare (if available)
- A write up in the Stratford “Town Talk” newsletter
- A mass e-mail distribution

You may also consider:

- A media release (to be used only when the information is newsworthy)

Suggested Timelines:

The day the report results are released and available (and after Council’s approval, if required):

- Develop a write-up for the Town of Stratford’s website. This will serve as the “landing page” which social media and e-mail readers will be directed to.
- Post a message on Facebook and Twitter. Schedule a reminder message on a weekly basis for 2-3 weeks.
- Send a mass e-mail message.
- Develop a media release, but ONLY if the information is particularly newsworthy.

Required Templates

Media Release Template (“Communicate”)

Media Release



[Insert date]

[Insert summarized headline in 1-2 words or less (i.e., ‘Traffic Safety’)]

[Insert headline in 8-10 words maximum]

[Insert opening sentence, which will serve as a summary of the release. Be sure to include the ‘5 w’s and an h’: **who**, **what**, **when**, **where**, **why** and **how**.]

[Enter the first block of detail. This paragraph will contain the most relevant information, and will expand upon the opening sentence. Typically, this block of detail provides the **context** necessary to fully comprehend the opening sentence.]

[Insert a quotation from a spokesperson.]

[Enter the second block of detail. This context provided in this paragraph will contain slightly less relevant detail, but is nevertheless still vital to the overall comprehension of the piece.]

[Insert conclusion.]

Background and Links

Background: [Insert any relevant background information required to enable readers to fully comprehend the initiative.]

Links: [Insert any web links required to enable readers to fully comprehend the initiative.]

Bios: [Insert a brief biography of the third party source quoted in the media release. Include contact information. Ensure that the third party contact has a chance to review and approve the release.]

Interviews: [If Town representatives will be available for public interview(s), be sure to provide their name and the time they'll be available.]

For further information, please contact [insert name, title, e-mail and telephone number.] .

Newsletter Template

[Enter informative headline of 8 words or less]

[Insert opening sentence, which will serve as a summary. Be sure to include the '5 w's and an h': **who**, **what**, **when**, **where**, **why** and **how**.]

[Enter the first block of detail. This paragraph will contain the most relevant information, and will expand upon the opening sentence. Typically, this block of detail provides the **context** necessary to fully comprehend the opening sentence.]

[Insert a quotation from a spokesperson.]

[Enter the second block of detail. This context provided in this paragraph will contain slightly less relevant detail, but is nevertheless still vital to the overall comprehension of the piece.]

[Insert conclusion.]

Website Posting Template

[Enter informative, SEO-optimized headline of 8-10 words or less]

The Town of Stratford has released [insert name of study], which [insert study's subject matter and rationale. Ensure that key words are included in the opening sentence (i.e., the 5 w's and an h).]

[Enter supplementary information about the study, here].

For more information, please contact [insert name and title here] at [insert telephone number and e-mail address, here].

E-mail Distribution Template

[Enter informative, SEO-optimized headline of 8-10 words or less]

The Town of Stratford has released [insert name of study], which [insert study's subject matter and rationale. Ensure that key words are included in the opening sentence (i.e., the 5 w's and an h).]

[Enter supplementary information about the study, here].

For more information, please visit our website at: www.townofstratford.ca, or contact [insert name and title here] at [insert telephone number and e-mail address, here].

6.2 Minor Purchases (Communicate)

Communicate with residents regarding minor purchases over \$25,000 (capital) and over \$10,000 (operating).

When communicating to the public and/or other interested stakeholders regarding a minor purchase, please consider the following:

- Use plain language
- Avoid jargon, abbreviations, acronyms and technical terms
- Repeat your main message three times if possible

Suggested Tools:

The following tools will assist you when communicating about a minor purchase:

- A write up in the Stratford “Town Talk” newsletter
- A mass e-mail distribution
- A news story for the Town of Stratford’s website

You may also consider:

- A media release (to be used only when the information is newsworthy)

Suggested Timelines:

The day the purchase has been made:

- Develop a website news story
- Send a mass e-mail message
- Utilize social media tools such as Facebook and Twitter.

Required Templates:

E-mail Distribution Template

[Enter informative, SEO-optimized headline of 8-10 words or less]

The Town of Stratford has recently purchased [insert item], which will [insert rationale for purchase and intended use.]

[Enter supplementary information about the purchase, here].

For more information, please contact [insert name and title here] at [insert telephone number and e-mail address, here].

Newsletter Template

[Enter informative headline of 8 words or less]

[Insert opening sentence, which will serve as a summary. Be sure to include the '5 w's and an h': **who**, **what**, **when**, **where**, **why** and **how**.]

[Enter the first block of detail. This paragraph will contain the most relevant information, and will expand upon the opening sentence. Typically, this block of detail provides the **context** necessary to fully comprehend the opening sentence.]

[Insert a quotation from a spokesperson.]

[Enter the second block of detail. This context provided in this paragraph will contain slightly less relevant detail, but is nevertheless still vital to the overall comprehension of the piece.]

[Insert conclusion.]

Website Posting Template

[Enter informative, SEO-optimized headline of 8-10 words or less]

The Town of Stratford has recently purchased [insert item], which will [insert rationale for purchase and intended use.]

[Enter supplementary information about the purchase, here].

For more information, please contact [insert name and title here] at [insert telephone number and e-mail address, here].

Media Release Template

Media Release

[Insert date]

[Insert summarized headline in 1-2 words or less (i.e., 'Traffic Safety']

[Insert headline in 8-10 words maximum]



[Insert opening sentence, which will serve as a summary of the release. Be sure to include the ‘5 w’s and an h’: **who**, **what**, **when**, **where**, **why** and **how**.]

[Enter the first block of detail. This paragraph will contain the most relevant information, and will expand upon the opening sentence. Typically, this block of detail provides the **context** necessary to fully comprehend the opening sentence.]

[Insert a quotation from a spokesperson.]

[Enter the second block of detail. This context provided in this paragraph will contain slightly less relevant detail, but is nevertheless still vital to the overall comprehension of the piece.]

[Insert conclusion.]

Background and Links

Background: [Insert any relevant background information required to enable readers to fully comprehend the initiative.]

Links: [Insert any web links required to enable readers to fully comprehend the initiative.]

Bios: [Insert a brief biography of the third party source quoted in the media release. Include contact information. Ensure that the third party contact has a chance to review and approve the release.]

Interviews: [If Town representatives will be available for public interview(s), be sure to provide their name and the time they’ll be available.]

For further information, please contact [insert name, title, e-mail and telephone number] .

6.3 Events (Communicate)

Communicate with citizens regarding all Town of Stratford events.

When communicating to the public and/or other interested stakeholders regarding an upcoming event, please consider the following:

- Use plain language
- Avoid jargon, abbreviations, acronyms and technical terms
- Repeat your main message three times if possible

Suggested Tools:

The following tools will assist you when communicating about an upcoming event.

- Social media tools, including Facebook and Twitter

- A news story for the Town of Stratford's website
- A mass e-mail distribution
- A posting on the Town's sign board
- A media release (to be used only when the information is newsworthy)

You may also consider:

- A notification in the Town's newsletter (if timing permits)

Suggested Timelines:

Approximately one month before the event (depending on scope/size):

- Determine details of event
- Secure venue, volunteers, catering, décor, etc.
- Create invitations (if necessary/required)

Approximately two weeks before the event:

- Finalize catering, décor, etc.
- Develop a write up for the Town of Stratford's website
- Post messages to Facebook and Twitter. Schedule a reminder message for one week before the event, the day before the event, and the day of the event
- Develop a media release, but ONLY if the information is particularly newsworthy. This will be sent either the day before or the day of the event
- Nominate a representative to answer queries from the public regarding the event

Approximately one week before the event:

- Send out a mass e-mail message
- Ensure reminder messages are posted to Facebook and Twitter

One day before the event:

- Ensure reminder messages are posted to Facebook and Twitter
- Send out media release (if required)

Required Templates:

Website Posting Template

[Enter informative, SEO-optimized headline of 8-10 words or less]

The Town of Stratford is holding [insert name of activity] on [insert date and time] at the [insert venue]. This event will commemorate/celebrate [insert name of holiday, etc., here].

[Enter supplementary information about the activity, here].

For more information, or to register for this event, please contact [insert name and title here] by no later than [insert deadline for registration, here] at [insert telephone number and e-mail address, here].

E-mail Distribution Template

[Enter informative, SEO-optimized headline of 8-10 words or less]

The Town of Stratford is holding [insert name of activity] on [insert date and time] at the [insert venue]. This event will commemorate/celebrate [insert name of holiday, etc., here].

[Enter supplementary information about the activity, here].

For more information, or to register for this event, please contact [insert name and title here] by no later than [insert deadline for registration, here] at [insert telephone number and e-mail address, here].

Sign Board Posting Template

[Insert name of activity]

[Date and time]

[Venue]

Media Release Template

Media Release



[Insert date]

[Insert summarized headline in 1-2 words or less (i.e., ‘Traffic Safety’)]

[Insert headline in 8-10 words maximum]

[Insert opening sentence, which will serve as a summary of the release. Be sure to include the ‘5 w’s and an h’: **who**, **what**, **when**, **where**, **why** and **how**.]

[Enter the first block of detail. This paragraph will contain the most relevant information, and will expand upon the opening sentence. Typically, this block of detail provides the **context** necessary to fully comprehend the opening sentence.]

[Insert a quotation from a spokesperson.]

[Enter the second block of detail. This context provided in this paragraph will contain slightly less relevant detail, but is nevertheless still vital to the overall comprehension of the piece.]

[Insert conclusion. If registration for the event is required, include contact information and registration deadline, here.]

Background and Links

Background: [Insert any relevant background information required to enable readers to fully comprehend the initiative.]

Links: [Insert any web links required to enable readers to fully comprehend the initiative.]

Bios: [Insert a brief biography of the third party source quoted in the media release. Include contact information. Ensure that the third party contact has a chance to review and approve the release.]

Interviews: [If Town representatives will be available for public interview(s), be sure to provide their name and the time they'll be available.]

For further information, please contact [insert name, title, e-mail and telephone number.] .

Newsletter Template

[Enter informative headline of 8 words or less]

[Insert opening sentence, which will serve as a summary. Be sure to include the '5 w's and an h': **who**, **what**, **when**, **where**, **why** and **how**.]

[Enter the first block of detail. This paragraph will contain the most relevant information, and will expand upon the opening sentence. Typically, this block of detail provides the **context** necessary to fully comprehend the opening sentence.]

[Insert a quotation from a spokesperson.]

[Enter the second block of detail. This context provided in this paragraph will contain slightly less relevant detail, but is nevertheless still vital to the overall comprehension of the piece.]

[Insert conclusion, including registration deadline and contact information.]

6.4 Programs (Communicate)

If launching a new program (i.e., a program which has not been offered previously), more communication is required.

When communicating to the public and/or other interested stakeholders regarding a new program, please consider the following:

- Use plain language
- Avoid jargon, abbreviations, acronyms and technical terms
- Repeat your main message three times if possible

Suggested Tools:

- a) If launching a new program, (i.e., a program which has not been offered previously), the following tools will assist you:
- Social media tools, including Facebook and Twitter
 - A notification posted on the Town of Stratford's website (or, a new landing page – if one does not already exist)
 - A mass e-mail distribution
 - A posting on the Town's sign board
 - A media release (to be used only when the information is newsworthy)
 - A notification for the Town's newsletter (if timing permits – unless it is a newly launched program)
 - School notices (when the program is aimed at youth/children)
 - Advertisement in local newspapers
- b) If a program is being renewed, the following tools will assist you:
- Social media tools, including Facebook and Twitter
 - A notification posted on the Town of Stratford's website
 - A mass e-mail distribution
 - A posting on the Town's sign board
 - A notification for the Town's newsletter (if timing permits)

Suggested Timelines:

- a) If you are launching a new program:

Approximately two weeks before launch:

- Send a mass e-mail message (particularly if you are seeking pre-registration for the program)
- Send a school notice (if the program is aimed at youth/children)

- Advertise in local newspapers
- Develop a new launching page on Town of Stratford's website
- Develop a posting for Town of Stratford newsletter (if timing permits)
- Utilize social media tools such as Facebook and Twitter

Approximately one week before launch:

- Ensure reminder messages are posted on Facebook and Twitter seeking pre-registration for the program

Approximately one day before launch:

- Ensure reminder messages are posted on Facebook and Twitter seeking pre-registration for the program
- Distribute media release to media (if program is particularly newsworthy)

Day of launch:

- Ensure reminder messages are posted to Facebook and Twitter informing of the program.

b) If you are renewing an existing program:

Approximately two weeks before launch:

- Send a mass e-mail message (particularly if you are seeking pre-registration for the program)
- Create a notice on Town of Stratford's website
- Develop a posting for Town of Stratford newsletter (if timing permits)
- Utilize social media tools such as Facebook and Twitter

Approximately one week before launch:

- Ensure reminder messages are posted on Facebook and Twitter seeking pre-registration for the program

Approximately one day before launch:

- Ensure reminder messages are posted on Facebook and Twitter seeking pre-registration for the program

Day of launch:

- Ensure reminder messages are posted to Facebook and Twitter informing of the program.

Required Templates:

Website Posting Template

[Enter informative, SEO-optimized headline of 8-10 words or less]

The Town of Stratford will be holding [insert name of program] on [insert date and time] at the [insert venue].

[Enter supplementary information about the program, here].

For more information, or to register for this program, please contact [insert name and title here] by no later than [insert deadline for registration, here] at [insert telephone number and e-mail address, here].

E-mail Distribution Template

[Enter informative, SEO-optimized headline of 8-10 words or less]

The Town of Stratford will be holding [insert name of program] on [insert date and time] at the [insert venue].

[Enter supplementary information about the program, here].

For more information, or to register for this program, please contact [insert name and title here] by no later than [insert deadline for registration, here] at [insert telephone number and e-mail address, here].

Sign Board Posting Template

[Insert name of program]

[Date and time]

[Venue]

Media Release Template

Media Release

[Insert date]

[Insert summarized headline in 1-2 words or less (i.e., ‘Traffic Safety’)]

[Insert headline in 8-10 words maximum]



[Insert opening sentence, which will serve as a summary of the release. Be sure to include the ‘5 w’s and an h’: **who**, **what**, **when**, **where**, **why** and **how**.]

[Enter the first block of detail. This paragraph will contain the most relevant information, and will expand upon the opening sentence. Typically, this block of detail provides the **context** necessary to fully comprehend the opening sentence.]

[Insert a quotation from a spokesperson.]

[Enter the second block of detail. This context provided in this paragraph will contain slightly less relevant detail, but is nevertheless still vital to the overall comprehension of the piece.]

[Insert conclusion with program registration information.]

Background and Links

Background: [Insert any relevant background information required to enable readers to fully comprehend the initiative.]

Links: [Insert any web links required to enable readers to fully comprehend the initiative.]

Bios: [Insert a brief biography of the third party source quoted in the media release. Include contact information. Ensure that the third party contact has a chance to review and approve the release.]

Interviews: [If Town representatives will be available for public interview(s), be sure to provide their name and the time they’ll be available.]

For further information, please contact [insert name, title, e-mail and telephone number.] .

Newsletter Template

[Enter informative headline of 8 words or less]

[Insert opening sentence, which will serve as a summary. Be sure to include the ‘5 w’s and an h’: **who**, **what**, **when**, **where**, **why** and **how**.]

[Enter the first block of detail. This paragraph will contain the most relevant information, and will expand upon the opening sentence. Typically, this block of detail provides the **context** necessary to fully comprehend the opening sentence.]

[Insert a quotation from a spokesperson.]

[Enter the second block of detail. This context provided in this paragraph will contain slightly less relevant detail, but is nevertheless still vital to the overall comprehension of the piece.]

[Insert a call to action, if required (including program registration information). This paragraph will serve as a conclusion.]

School Notice Template

NOTICE TO [Insert recipient(s), i.e. Parents, Students, Staff] of [Insert school name]

[Insert date of notice]

The Town of Stratford is holding [insert name of program] on [insert date and time] at the [insert venue].

[Enter supplementary information about the program, here].

For more information, or to register for this program, please contact [insert name and title here] by no later than [insert deadline for registration, here] at [insert telephone number and e-mail address, here].

The Town of Stratford

6.5 Policies (Communicate)

Communicate with residents regarding new policies which have an internal impact – such as an internal personnel policy. If the policy has an impact on residents, you must engage them further (i.e., consult or collaborate with them).

When communicating to the public and/or other interested stakeholders regarding a new policy, please consider the following:

- Use plain language
- Avoid jargon, abbreviations, acronyms and technical terms
- Repeat your main message three times if possible

Suggested Tools:

The following tools will assist you when communicating about a new policy:

- Social media tools, including Facebook and Twitter
- A notification on the Town of Stratford's website
- A mass e-mail distribution

Suggested Timelines:

Day the policy takes effect:

- Develop and post messages for Facebook and Twitter
- Develop and distribute media release (if policy is particularly newsworthy)

- Draft and send mass e-mail message.

Required Templates:

Website Posting Template

[Enter informative, SEO-optimized headline of 8-10 words or less]

The Town of Stratford has recently implemented a new [insert name of policy] which will [insert purpose of/rationale for policy.]

[Enter supplementary information about the policy, here].

For more information, please contact [insert name and title here] at [insert telephone number and e-mail address, here].

E-mail Distribution Template

[Enter informative, SEO-optimized headline of 8-10 words or less]

The Town of Stratford has recently implemented a new [insert name of policy] which will [insert purpose of/rationale for policy.]

[Enter supplementary information about the policy, here].

For more information, please visit our website at www.townofstratford.ca.

Media Release Template

Media Release

[Insert date]

[Insert summarized headline in 1-2 words or less (i.e., ‘Traffic Safety’)]

[Insert headline in 8-10 words maximum]

[Insert opening sentence, which will serve as a summary of the release. Be sure to include the ‘5 w’s and an h’: **who**, **what**, **when**, **where**, **why** and **how**.]

[Enter the first block of detail. This paragraph will contain the most relevant information, and will expand upon the opening sentence. Typically, this block of detail provides the **context** necessary to fully comprehend the opening sentence.]

[Insert a quotation from a spokesperson.]



[Enter the second block of detail. This context provided in this paragraph will contain slightly less relevant detail, but is nevertheless still vital to the overall comprehension of the piece.]

[Insert conclusion.]

Background and Links

Background: [Insert any relevant background information required to enable readers to fully comprehend the initiative.]

Links: [Insert any web links required to enable readers to fully comprehend the initiative.]

Bios: [Insert a brief biography of the third party source quoted in the media release. Include contact information. Ensure that the third party contact has a chance to review and approve the release.]

Interviews: [If Town representatives will be available for public interview(s), be sure to provide their name and the time they'll be available.]

For further information, please contact [insert name, title, e-mail and telephone number.] .

6.6 Non-Discretionary Planning Decisions (Communicate)

As per IRAC regulations, all non-discretionary planning decisions must be posted on a monthly basis online as a notification on the Town of Stratford's website, as well as on the Town of Stratford's sign board located at the Stratford Town Centre.

When communicating to the public and/or other interested stakeholders regarding a new non-discretionary planning decision, please consider the following:

- Use plain language
- Avoid jargon, abbreviations, acronyms and technical terms
- Repeat your main message three times if possible

Suggested Tools:

The following tools will assist you when communicating about a new non-discretionary planning decision:

- A notification on the Town of Stratford's website
- A posting on the Town's sign-board (located downstairs at Stratford Town Centre)

Suggested Timelines:

Day the decision takes effect:

- Develop and post notification on the Town of Stratford's website
- Develop and post notification on the Town's sign board (located downstairs at the Stratford Town Centre)

Required Templates:

Website Posting Template

[Enter informative, SEO-optimized headline of 8-10 words or less]

The Town of Stratford is announcing the following non-discretionary planning decisions:

[insert lists]

[Enter supplementary information, here].

For more information, please contact [insert name and title here] at [insert telephone number and e-mail address, here].

6.7 Operational Reports and Data (Communicate)

Operational reports and data include monthly council reports, annual reports, and other reports. It is recommended that monthly reports be sent out and posted on a Monday. For items approved by Council, it is suggested that the relevant department prepare a media release prior to the announcement, and circulate it to the media following the announcement. These media releases can also be posted online on the Town of Stratford's website following the announcement.

When communicating to the public and/or other interested stakeholders regarding a new operational report/data, please consider the following:

- Use plain language
- Avoid jargon, abbreviations, acronyms and technical terms
- Repeat your main message three times if possible

Suggested Tools:

The following tools will assist you when communicating about a new operational report and/or data:

- Social media tools, including Facebook and Twitter
- A write up for the Town of Stratford's website

- A mass e-mail distribution
- A media release (to be used only when the information is newsworthy)

You may also consider:

- A write up for the Town of Stratford's newsletter (if time permits)

Suggested Timelines:

Immediately following the announcement at Council:

- Distribute media release (if report is particularly newsworthy)

As soon as practicable following the announcement (for example, the next working day):

- Develop and post messages for Facebook and Twitter
- Draft and send mass e-mail message
- Post notification online on Town's website

Required Templates:

Website Posting Template

[Enter informative, SEO-optimized headline of 8-10 words or less]

The Town of Stratford has released [insert name of initiative or report] on [insert date and time] at the Town of Stratford's monthly council meeting. This [insert name of initiative or report] highlights [insert purpose/rationale/high level summary of report/initiative, here.]

[Enter supplementary information, here].

For more information, please contact [insert name and title here] at [insert telephone number and e-mail address, here].

E-mail Distribution Template

[Enter informative, SEO-optimized headline of 8-10 words or less]

The Town of Stratford has released [insert name of initiative or report] on [insert date and time] at the Town of Stratford's monthly council meeting. This [insert name of initiative or report] highlights [insert purpose/rationale/high level summary of report/initiative, here.]

[Enter supplementary information, here].

For more information, please visit our website at www.townofstratford.ca.

Media Release Template

Media Release



[Insert date]

[Insert summarized headline in 1-2 words or less (i.e., ‘Traffic Safety’)]

[Insert headline in 8-10 words maximum]

[Insert opening sentence, which will serve as a summary of the release. Be sure to include the ‘5 w’s and an h’: **who**, **what**, **when**, **where**, **why** and **how**.]

[Enter the first block of detail. This paragraph will contain the most relevant information, and will expand upon the opening sentence. Typically, this block of detail provides the **context** necessary to fully comprehend the opening sentence.]

[Insert a quotation from a spokesperson.]

[Enter the second block of detail. This context provided in this paragraph will contain slightly less relevant detail, but is nevertheless still vital to the overall comprehension of the piece.]

[Insert conclusion.]

Background and Links

Background: [Insert any relevant background information required to enable readers to fully comprehend the initiative.]

Links: [Insert any web links required to enable readers to fully comprehend the initiative.]

Bios: [Insert a brief biography of the third party source quoted in the media release. Include contact information. Ensure that the third party contact has a chance to review and approve the release.]

Interviews: [If Town representatives will be available for public interview(s), be sure to provide their name and the time they’ll be available.]

For further information, please contact [insert name, title, e-mail and telephone number.] .

Newsletter Template

[Enter informative headline of 8 words or less]

[Insert opening sentence, which will serve as a summary. Be sure to include the ‘5 w’s and an h’: **who**, **what**, **when**, **where**, **why** and **how**.]

[Enter the first block of detail. This paragraph will contain the most relevant information, and will expand upon the opening sentence. Typically, this block of detail provides the **context** necessary to fully comprehend the opening sentence.]

[Insert a quotation from a spokesperson.]

[Enter the second block of detail. This context provided in this paragraph will contain slightly less relevant detail, but is nevertheless still vital to the overall comprehension of the piece.]

[Insert conclusion.]

7. Consult

Goal

To communicate and seek feedback from residents and stakeholders on options or alternatives.

Application Guideline

This approach will be used when a decision has an impact on resources and/or residents and stakeholders or where a decision must be made but alternatives are available and it includes:

- Studies and plans
- Discretionary planning decisions
- Major purchases*
- Bylaw amendments
- Policies

** Minor purchases include all items contained within the approved operating and capital budgets except for significant new programs which have an annual cost in excess of \$100,000 per year or a new capital project with a one-time cost to the municipality (after funding from other sources) in excess of \$1,000,000.*

A consultation strategy must be developed by the Department Manager or designate for each consultation issue with the suggested communication and consultation tools to be employed, together with proposed resource requirements and timelines, for approval by the Committee responsible for the issue.

Resident Commitment

To become informed and provide considered feedback.

Tools

In addition to the methods listed under “Communicate”, there are a number of tools you can use when following the “Consult” engagement strategy. These tools include:

- Public meetings
- Open houses
- Surveys
- Focus groups

Approval

All communications must be approved by the Chief Administrative Officer, who shall consult with the Mayor and/or Committee Chair where necessary, before being issued.

Templates and Tools: ‘Consult’

7.1 Studies and Plans (Consult)

Studies and Plans must involve consultation when there is an impact on residents, where a decision must be made, and where one or more options exist. Residents will be consulted to determine the most appropriate course of available action(s).

When consulting with the public and/or other interested parties regarding studies or plans, please consider the following:

- Use plain language
- Avoid jargon, abbreviations, acronyms and technical terms
- Repeat your main message three times if possible

Suggested Tools:

The following tools will assist you when consulting with the public and/or other interested parties regarding studies or plans:

- Media releases
- A posting on the Town of Stratford’s website
- A posting in the Town of Stratford’s newsletter (if timing permits)
- A school notice (if the study or plan impacts children or youth)
- A mass e-mail to residents
- Public meetings
- Open houses
- Surveys
- Focus groups

Suggested Timelines:

Once the study/plan has been developed, and prior to its official launch:

- Organize a public/town hall meeting
- Develop an online survey (via SurveyMonkey or similar program) to gather feedback from those who are unable to attend a meeting in person
- If the subject matter is particularly specialized/technical in nature, consider facilitating a focus group with residents who have expertise in that particular area

As always, communicate this information to residents via mass e-mail, social media, and a website posting. In cases where it is particularly important to gather feedback, consider placing an advertisement in The Guardian.

Please consult the Facilitation Guide for tips on facilitating public meetings, open houses and focus groups.

Required Templates:

Media Release Template

Media Release



[Insert date]

[Insert summarized headline in 1-2 words or less (i.e., ‘Traffic Safety’)]

[Insert headline in 8-10 words maximum]

[Insert opening sentence, which will serve as a summary of the release. Be sure to include the ‘5 w’s and an h’: **who**, **what**, **when**, **where**, **why** and **how**.]

[Enter the first block of detail. This paragraph will contain the most relevant information, and will expand upon the opening sentence. Typically, this block of detail provides the **context** necessary to fully comprehend the opening sentence.]

[Insert a quotation from a spokesperson.]

[Enter the second block of detail. This context provided in this paragraph will contain slightly less relevant detail, but is nevertheless still vital to the overall comprehension of the piece.]

[Enter quotation by impartial, credible third party.]

[Insert a call to action, being sure to include all relevant detail/contact information. When using a call to action, be sure to designate one staff/council member to serve as an official spokesperson, and include their contact information. If no call to action is required, this paragraph will serve as a conclusion.]

Background and Links

Background: [Insert any relevant background information required to enable readers to fully comprehend the initiative.]

Links: [Insert any web links required to enable readers to fully comprehend the initiative.]

Bios: [Insert a brief biography of the third party source quoted in the media release. Include contact information. Ensure that the third party contact has a chance to review and approve the release.]

Interviews: [If Town representatives will be available for public interview(s), be sure to provide their name and the time they'll be available.]

For further information, please contact [insert name, title, e-mail and telephone number.] .

Website Posting Template

[Enter informative, SEO-optimized headline of 8-10 words or less]

The Town of Stratford has released [insert name of study/plan] on [insert date and time]. This [insert name of study/plan] highlights [insert purpose/rationale/high level summary of study/plan, here.]

[Enter supplementary information, here].

[Insert call for action, including instructions on how citizens can provide feedback on proposed options.]
For more information, please contact [insert name and title here] at [insert telephone number and e-mail address, here].

Newsletter Template

[Enter informative headline of 8 words or less]

[Insert opening sentence, which will serve as a summary. Be sure to include the '5 w's and an h': **who**, **what**, **when**, **where**, **why** and **how**.]

[Enter the first block of detail. This paragraph will contain the most relevant information, and will expand upon the opening sentence. Typically, this block of detail provides the **context** necessary to fully comprehend the opening sentence.]

[Insert a quotation from a spokesperson.]

[Enter the second block of detail. This context provided in this paragraph will contain slightly less relevant detail, but is nevertheless still vital to the overall comprehension of the piece.]

[Insert a call to action, being sure to include all relevant detail/contact information. When using a call to action, be sure to designate one staff/council member to serve as an official spokesperson, and include their contact information. If no call to action is required, this paragraph will serve as a conclusion.]

School Notice Template

NOTICE TO [Insert recipient(s), i.e. Parents, Students, Staff] of [Insert school name]

[Insert date of notice]

The Town of Stratford has released [insert name of study/plan] on [insert date and time]. This study/plan highlights [insert purpose of study and summary of recommendations].

[Enter supplementary information about the study/plan, here].

[Insert call to action. Be sure to indicate how citizens can offer feedback on proposed options.] For more information, please contact [insert name and title here] at [insert telephone number and e-mail address, here].

The Town of Stratford

E-mail Distribution Template

[Enter informative, SEO-optimized headline of 8-10 words or less]

The Town of Stratford has released [insert name of study/plan] on [insert date and time]. This study/plan highlights [insert rationale/purpose of study and summary of recommended options].

[Enter supplementary information about the study/plan, here].

[Insert call to action. Be sure to indicate how citizens can offer feedback on proposed options.]

For more information, please visit our website at www.townofstratford.ca, or contact [insert name and title here] at [insert telephone number and e-mail address, here].

7.2 Discretionary Planning Decisions (Consult)

You should consult with residents in circumstances where discretionary planning decisions are enabled by the bylaw and do not have a community-wide impact. If an amendment to an existing bylaw or the official plan is proposed, you must collaborate with citizens.

When consulting with the public and/or other interested parties regarding discretionary planning decisions, please consider the following:

- Use plain language
- Avoid jargon, abbreviations, acronyms and technical terms
- Repeat your main message three times if possible

Suggested Tools:

In addition to the requirements under law, the following tools will assist you when consulting with the public and/or other interested parties regarding discretionary planning decisions:

- Media releases
- A posting on the Town of Stratford’s website
- A posting in the Town of Stratford’s newsletter (if timing permits)
- A school notice (if the study or plan impacts children or youth)
- A mass e-mail to residents
- Public meetings
- Open houses

Suggested Timelines:

Prior to the making of a discretionary planning decision:

- Organize a public/town hall meeting

As always, communicate this information to residents via mass e-mail, social media, and a website posting. In cases where it is particularly important to gather feedback, consider placing an advertisement in The Guardian.

Please consult the Facilitation Guide for tips on facilitating public meetings, open houses and focus groups.

Required Templates:

Media Release Template

Media Release

[Insert date]

[Insert summarized headline in 1-2 words or less (i.e., ‘Traffic



Safety’]

[Insert headline in 8-10 words maximum]

[Insert opening sentence, which will serve as a summary of the release. Be sure to include the ‘5 w’s and an h’: **who**, **what**, **when**, **where**, **why** and **how**.]

[Enter the first block of detail. This paragraph will contain the most relevant information, and will expand upon the opening sentence. Typically, this block of detail provides the **context** necessary to fully comprehend the opening sentence.]

[Insert a quotation from a spokesperson.]

[Enter the second block of detail. This context provided in this paragraph will contain slightly less relevant detail, but is nevertheless still vital to the overall comprehension of the piece.]

[Enter quotation by impartial, credible third party.]

[Insert a call to action, being sure to include all relevant detail/contact information. When using a call to action, be sure to designate one staff/council member to serve as an official spokesperson, and include their contact information. If no call to action is required, this paragraph will serve as a conclusion.]

Background and Links

Background: [Insert any relevant background information required to enable readers to fully comprehend the initiative.]

Links: [Insert any web links required to enable readers to fully comprehend the initiative.]

Bios: [Insert a brief biography of the third party source quoted in the media release. Include contact information. Ensure that the third party contact has a chance to review and approve the release.]

Interviews: [If Town representatives will be available for public interview(s), be sure to provide their name and the time they’ll be available.]

For further information, please contact [insert name, title, e-mail and telephone number.] .

Website Posting Template

[Enter informative, SEO-optimized headline of 8-10 words or less]

The Town of Stratford has released [insert name of discretionary planning decision] on [insert date and time] at the Town of Stratford’s monthly council meeting. This [insert name of discretionary planning decision] highlights [insert purpose/rationale/high level summary, here.]

[Enter supplementary information, here].

To provide your feedback, please [insert call to action, here.]

For more information, please contact [insert name and title here] at [insert telephone number and e-mail address, here].

Newsletter Template

[Enter informative headline of 8 words or less]

[Insert opening sentence, which will serve as a summary. Be sure to include the '5 w's and an h': **who**, **what**, **when**, **where**, **why** and **how**.]

[Enter the first block of detail. This paragraph will contain the most relevant information, and will expand upon the opening sentence. Typically, this block of detail provides the **context** necessary to fully comprehend the opening sentence.]

[Insert a quotation from a spokesperson.]

[Enter the second block of detail. This context provided in this paragraph will contain slightly less relevant detail, but is nevertheless still vital to the overall comprehension of the piece.]

[Insert a call to action, being sure to include all relevant detail/contact information. When using a call to action, be sure to designate one staff/council member to serve as an official spokesperson, and include their contact information. If no call to action is required, this paragraph will serve as a conclusion.]

E-mail Distribution Template

[Enter informative, SEO-optimized headline of 8-10 words or less]

The Town of Stratford has released [insert name of discretionary planning decision] on [insert date and time] at the [insert venue]. This [insert name of discretionary planning decision] highlights [insert purpose/rationale/high level summary, here.]

[Enter supplementary information about the initiative/report, here].

To provide your feedback, please [insert call to action, here.]

For more information, please visit our website at www.townofstratford.ca, or contact [insert name and title here] at [insert telephone number and e-mail address, here].

7.3 Major Purchases (Consult)

Consult with the public regarding major purchases when the purchase has an impact – albeit minor. For example, if a major capital purchase is required, if the purchase is over

\$1 million, or if there are two or more options available, consult with citizens. A decision-making system or online forum may be developed to enable residents to choose between two or more options.

If, on the other hand, residents have the ability to determine whether or not to proceed with a major purchase, collaboration is required.

When consulting with the public and/or other interested parties regarding major purchases, please consider the following:

- Use plain language
- Avoid jargon, abbreviations, acronyms and technical terms
- Repeat your main message three times if possible

Suggested Tools:

The following tools will assist you when consulting with the public and/or other interested parties regarding major purchases:

- Media releases
- A posting on the Town of Stratford's website
- A posting in the Town of Stratford's newsletter (if timing permits)
- A school notice (if the study or plan impacts children or youth)
- A sign board posting
- A mass e-mail to residents
- Public meetings
- Open houses
- Surveys
- Focus groups

Suggested Timelines:

Prior to making purchase:

- Organize a public/town hall meeting
- Develop an online survey (via SurveyMonkey or similar program) to gather feedback from those who are unable to attend a meeting in person
- If the subject matter is particularly specialized/technical in nature, consider facilitating a focus group with residents who have expertise in that particular area

As always, communicate this information to residents via mass e-mail, social media, and a website posting. In cases where it is particularly important to gather feedback, consider placing an advertisement in The Guardian.

Please consult the Facilitation Guide for tips on facilitating public meetings, open houses and focus groups.

Required Templates:

Media Release Template

Media Release



[Insert date]

[Insert summarized headline in 1-2 words or less (i.e., ‘Traffic Safety’)]

[Insert headline in 8-10 words maximum]

[Insert opening sentence, which will serve as a summary of the release. Be sure to include the ‘5 w’s and an h’: **who**, **what**, **when**, **where**, **why** and **how**.]

[Enter the first block of detail. This paragraph will contain the most relevant information, and will expand upon the opening sentence. Typically, this block of detail provides the **context** necessary to fully comprehend the opening sentence.]

[Insert a quotation from a spokesperson.]

[Enter the second block of detail. This context provided in this paragraph will contain slightly less relevant detail, but is nevertheless still vital to the overall comprehension of the piece.]

[Enter quotation by impartial, credible third party.]

[Insert a call to action, being sure to include all relevant detail/contact information. When using a call to action, be sure to designate one staff/council member to serve as an official spokesperson, and include their contact information. If no call to action is required, this paragraph will serve as a conclusion.]

Background and Links

Background: [Insert any relevant background information required to enable readers to fully comprehend the initiative.]

Links: [Insert any web links required to enable readers to fully comprehend the initiative.]

Bios: [Insert a brief biography of the third party source quoted in the media release. Include contact information. Ensure that the third party contact has a chance to review and approve the release.]

Interviews: [If Town representatives will be available for public interview(s), be sure to provide their name and the time they'll be available.]

For further information, please contact [insert name, title, e-mail and telephone number.] .

Website Posting Template

[Enter informative, SEO-optimized headline of 8-10 words or less]

The Town of Stratford is requesting residents' feedback on the purchase of [insert type of purchase/information on proposed purchase.] This purchase will [insert rationale behind purchase.]

[Currently, a number of options have been proposed. The Town of Stratford is requesting your feedback on which of these options is the most suitable. Enter other supplementary information, here].

To provide your input, [insert information required to access decision making tool such as a survey link] no later than [insert deadline for feedback].

Newsletter Template

[Enter informative headline of 8 words or less]

[Insert opening sentence, which will serve as a summary. Be sure to include the '5 w's and an h': **who**, **what**, **when**, **where**, **why** and **how**.]

[Enter the first block of detail. This paragraph will contain the most relevant information, and will expand upon the opening sentence. Typically, this block of detail provides the **context** necessary to fully comprehend the opening sentence.]

[Insert a quotation from a spokesperson.]

[Enter the second block of detail. This context provided in this paragraph will contain slightly less relevant detail, but is nevertheless still vital to the overall comprehension of the piece.]

[Insert a call to action, being sure to include all relevant detail/contact information. When using a call to action, be sure to designate one staff/council member to serve as an official spokesperson, and include their contact information. If no call to action is required, this paragraph will serve as a conclusion.]

E-mail Distribution Template

[Enter informative, SEO-optimized headline of 8-10 words or less]

The Town of Stratford is requesting residents' feedback on the purchase of [insert type of purchase/information on proposed purchase.] This purchase will [insert rationale behind purchase.]

[Currently, a number of options have been proposed. The Town of Stratford is requesting your feedback on which of these options is the most suitable. Enter other supplementary information, here].

To provide your input, [insert information required to access decision making tool such as a survey link] no later than [insert deadline for feedback].

7.4 Bylaw Amendments (Consult)

Consult with citizens regarding bylaw and/or official plan amendments or new bylaws that are primarily internal and do not have a broad impact on residents.

When consulting with the public and/or other interested parties regarding bylaw amendments, please consider the following:

- Use plain language
- Avoid jargon, abbreviations, acronyms and technical terms
- Repeat your main message three times if possible

Suggested Tools:

The following tools will assist you when consulting with the public and/or other interested parties regarding bylaw amendments:

- Media releases
- A posting on the Town of Stratford's website
- A posting in the Town of Stratford's newsletter (if timing permits)
- A school notice (if the study or plan impacts children or youth)
- A mass e-mail to residents
- Public meetings
- Open houses
- Surveys (depending on the magnitude and/or impact of the proposed amendment)
- Focus groups (if testing a different option, for example).

Suggested Timelines:

- Organize a public/town hall meeting
- Develop an online survey (via SurveyMonkey or similar program) to gather feedback from those who are unable to attend a meeting in person

- If the subject matter is particularly specialized/technical in nature, consider facilitating a focus group with residents who have expertise in that particular area

As always, communicate this information to residents via mass e-mail, social media, and a website posting. In cases where it is particularly important to gather feedback, consider placing an advertisement in The Guardian.

Please consult the Facilitation Guide for tips on facilitating public meetings, open houses and focus groups.

Required Templates:

Media Release Template

Media Release



[Insert date]

[Insert summarized headline in 1-2 words or less (i.e., ‘Traffic Safety’)]

[Insert headline in 8-10 words maximum]

[Insert opening sentence, which will serve as a summary of the release. Be sure to include the ‘5 w’s and an h’: **who**, **what**, **when**, **where**, **why** and **how**.]

[Enter the first block of detail. This paragraph will contain the most relevant information, and will expand upon the opening sentence. Typically, this block of detail provides the **context** necessary to fully comprehend the opening sentence.]

[Insert a quotation from a spokesperson.]

[Enter the second block of detail. This context provided in this paragraph will contain slightly less relevant detail, but is nevertheless still vital to the overall comprehension of the piece.]

[Enter quotation by impartial, credible third party.]

[Insert a call to action, being sure to include all relevant detail/contact information. When using a call to action, be sure to designate one staff/council member to serve as an official spokesperson, and include their contact information. If no call to action is required, this paragraph will serve as a conclusion.]

Background and Links

Background: [Insert any relevant background information required to enable readers to fully comprehend the initiative.]

Links: [Insert any web links required to enable readers to fully comprehend the initiative.]

Bios: [Insert a brief biography of the third party source quoted in the media release. Include contact information. Ensure that the third party contact has a chance to review and approve the release.]

Interviews: [If Town representatives will be available for public interview(s), be sure to provide their name and the time they'll be available.]

For further information, please contact [insert name, title, e-mail and telephone number.] .

Website Posting Template

[Enter informative, SEO-optimized headline of 8-10 words or less]

The Town of Stratford is proposing to amend bylaw [insert name of bylaw], which [insert purpose of bylaw.] This proposed amendment will [insert rationale behind proposed amendment].

[Enter supplementary information, here].

To provide feedback, please [insert call to action.]

For more information, please contact [insert name and title here] at [insert telephone number and e-mail address, here].

Newsletter Template

[Enter informative headline of 8 words or less]

[Insert opening sentence, which will serve as a summary. Be sure to include the '5 w's and an h': **who**, **what**, **when**, **where**, **why** and **how**.]

[Enter the first block of detail. This paragraph will contain the most relevant information, and will expand upon the opening sentence. Typically, this block of detail provides the **context** necessary to fully comprehend the opening sentence.]

[Insert a quotation from a spokesperson.]

[Enter the second block of detail. This context provided in this paragraph will contain slightly less relevant detail, but is nevertheless still vital to the overall comprehension of the piece.]

[Insert a call to action, being sure to include all relevant detail/contact information. When using a call to action, be sure to designate one staff/council member to serve as an official spokesperson, and include their contact information. If no call to action is required, this paragraph will serve as a conclusion.]

School Notice Template

NOTICE TO [Insert recipient(s), i.e. Parents, Students, Staff] of [Insert school name]

[Insert date of notice]

The Town of Stratford is proposing to amend bylaw [insert name of bylaw], which [insert purpose of bylaw.] This proposed amendment will [insert rationale behind proposed amendment].

[Enter supplementary information, here].

For more information, please contact [insert name and title here] at [insert telephone number and e-mail address, here].

The Town of Stratford

E-mail Distribution Template

[Enter informative, SEO-optimized headline of 8-10 words or less]

The Town of Stratford is proposing to amend bylaw [insert name of bylaw], which [insert purpose of bylaw.] This proposed amendment will [insert rationale behind proposed amendment].

[Enter supplementary information, here].

To provide feedback, please [insert call to action.]

For more information, please visit our website at www.townofstratford.ca, or contact [insert name and title here] at [insert telephone number and e-mail address, here].

7.5 Policies (Consult)

Consult with citizens regarding policies which have an external (as opposed to internal) impact.

When consulting with the public and/or other interested parties regarding policies, please consider the following:

- Use plain language
- Avoid jargon, abbreviations, acronyms and technical terms
- Repeat your main message three times if possible

Suggested Tools:

The following tools will assist you when consulting with the public and/or other interested parties regarding policies requiring their consultation:

- Media releases
- A posting on the Town of Stratford’s website
- A posting in the Town of Stratford’s newsletter (if timing permits)
- A school notice (if the study or plan impacts children or youth)
- A mass e-mail to residents
- Public meetings
- Open houses
- Surveys (or an interactive discussion forum)
- Focus groups

Suggested Timelines:

Prior to launch of new policy:

- Organize a public/town hall meeting
- Develop an online survey (via SurveyMonkey or similar program) to gather feedback from those who are unable to attend a meeting in person
- If the subject matter is particularly specialized/technical in nature, consider facilitating a focus group with residents who have expertise in that particular area

As always, communicate this information to residents via mass e-mail, social media, and a website posting. In cases where it is particularly important to gather feedback, consider placing an advertisement in The Guardian.

Please consult the Facilitation Guide for tips on facilitating public meetings, open houses and focus groups.

Required Templates:

Media Release Template

Media Release

[Insert date]

[Insert summarized headline in 1-2 words or less (i.e., ‘Traffic Safety’)]



[Insert headline in 8-10 words maximum]

[Insert opening sentence, which will serve as a summary of the release. Be sure to include the '5 w's and an h': **who**, **what**, **when**, **where**, **why** and **how**.]

[Enter the first block of detail. This paragraph will contain the most relevant information, and will expand upon the opening sentence. Typically, this block of detail provides the **context** necessary to fully comprehend the opening sentence.]

[Insert a quotation from a spokesperson.]

[Enter the second block of detail. This context provided in this paragraph will contain slightly less relevant detail, but is nevertheless still vital to the overall comprehension of the piece.]

[Enter quotation by impartial, credible third party.]

[Insert a call to action, being sure to include all relevant detail/contact information. When using a call to action, be sure to designate one staff/council member to serve as an official spokesperson, and include their contact information. If no call to action is required, this paragraph will serve as a conclusion.]

Background and Links

Background: [Insert any relevant background information required to enable readers to fully comprehend the initiative.]

Links: [Insert any web links required to enable readers to fully comprehend the initiative.]

Bios: [Insert a brief biography of the third party source quoted in the media release. Include contact information. Ensure that the third party contact has a chance to review and approve the release.]

Interviews: [If Town representatives will be available for public interview(s), be sure to provide their name and the time they'll be available.]

For further information, please contact [insert name, title, e-mail and telephone number].

Website Posting Template

[Enter informative, SEO-optimized headline of 8-10 words or less]

The Town of Stratford is seeking input from residents on a recently developed policy [insert name of policy], which will [insert purpose of policy/summary of policy.]

[Enter supplementary information about the policy, here].

To provide input please visit [insert link to decision-making tool/survey, if one has been developed], or contact [insert name and title here] at [insert telephone number and e-mail address, here].

Newsletter Template

[Enter informative headline of 8 words or less]

[Insert opening sentence, which will serve as a summary. Be sure to include the '5 w's and an h': **who**, **what**, **when**, **where**, **why** and **how**.]

[Enter the first block of detail. This paragraph will contain the most relevant information, and will expand upon the opening sentence. Typically, this block of detail provides the **context** necessary to fully comprehend the opening sentence.]

[Insert a quotation from a spokesperson.]

[Enter the second block of detail. This context provided in this paragraph will contain slightly less relevant detail, but is nevertheless still vital to the overall comprehension of the piece.]

[Insert a call to action, being sure to include all relevant detail/contact information. When using a call to action, be sure to designate one staff/council member to serve as an official spokesperson, and include their contact information. If no call to action is required, this paragraph will serve as a conclusion.]

School Notice Template

NOTICE TO [Insert recipient(s), i.e. Parents, Students, Staff] of [Insert school name]

[Insert date of notice]

The Town of Stratford is seeking input from residents on a recently developed policy [insert name of policy], which will [insert purpose of policy/summary of policy.]

[Enter supplementary information about the policy, here].

To provide input please visit [insert link to decision-making tool/survey, if one has been developed], or contact [insert name and title here] at [insert telephone number and e-mail address, here].

The Town of Stratford

E-mail Distribution Template

[Enter informative, SEO-optimized headline of 8-10 words or less]

The Town of Stratford is seeking input from residents on a recently developed policy [insert name of policy], which will [insert purpose of policy/summary of policy.]

[Enter supplementary information about the policy, here].

To provide input please visit [insert link to decision-making tool/survey, if one has been developed], or contact [insert name and title here] at [insert telephone number and e-mail address, here].

8. Collaborate

Goal

To communicate, consult and collaborate with residents and stakeholders to frame the question, design the process and identify solutions together.

Application Guideline

This approach will be used when developing future visions or when a decision has a major impact on resources and/or residents and stakeholders and it includes:

- Strategic planning
- Official plan
- Studies and plans (where the impact on residents is major, and when there is no immediate requirement for action)
- Annual budgets
- Major purchases* (where such purchases are at council's discretion, and where there is no immediate or mandated requirement to act)
- Bylaws (where such bylaws are external in nature and have a significant impact on residents)

A collaboration strategy must be developed by the Department Manager or designate for each collaboration issue with the suggested communication, consultation and collaboration tools to be employed, together with proposed resource requirements and timelines, for approval by the Committee of the Whole Council, on the recommendation of the Accountability and Engagement Committee.

Resident Commitment

To become informed and to contribute meaningfully to the discussion with an open mind and heart.

Tools

In addition to the methods under communicate and consult, there are a number of tools you can use when following the “collaborate” engagement strategy. These tools include:

- Citizen panels and/or discussion forums
- Decision making systems (optional at council's discretion)
- Plebiscites (optional at council's discretion)

Approval

All communications must be approved by the Chief Administrative Officer, who shall consult with the Mayor and/or Committee Chair where necessary, before being issued.

Templates and Tools: ‘Collaborate’

8.1 Strategic Planning (Collaborate)

When collaborating with the public and/or other interested parties regarding strategic planning processes, please consider the following:

- Use plain language
- Avoid jargon, abbreviations, acronyms and technical terms
- Repeat your main message three times if possible

Suggested Tools:

The following tools will assist you when collaborating with the public and/or other interested parties as part of a strategic planning process:

- Media releases
- A posting on the Town of Stratford’s website
- A posting in the Town of Stratford’s newsletter (if timing permits)
- A school notice (if the study or plan impacts children or youth)
- A sign board posting
- A mass e-mail to residents
- Citizen panels
- Discussion forums
- Decision-making systems
- Plebiscites

Suggested Timelines:

When commencing the strategic planning process:

- Organize a public/town hall meeting
- Develop an online survey (via SurveyMonkey or similar program) to gather feedback from those who are unable to attend a meeting in person
- If the subject matter is particularly specialized/technical in nature, consider facilitating a focus group with residents who have expertise in that particular area

As always, communicate this information to residents via mass e-mail, social media, and a website posting. In cases where it is particularly important to gather feedback, consider placing an advertisement in The Guardian.

Please consult the Facilitation Guide for tips on facilitating public meetings, open houses and focus groups.

Required Templates:

Media Release Template

Media Release



[Insert date]

[Insert summarized headline in 1-2 words or less (i.e., ‘Traffic Safety’)]

[Insert headline in 8-10 words maximum]

[Insert opening sentence, which will serve as a summary of the release. Be sure to include the ‘5 w’s and an h’: **who**, **what**, **when**, **where**, **why** and **how**.]

[Enter the first block of detail. This paragraph will contain the most relevant information, and will expand upon the opening sentence. Typically, this block of detail provides the **context** necessary to fully comprehend the opening sentence.]

[Insert a quotation from a spokesperson.]

[Enter the second block of detail. This context provided in this paragraph will contain slightly less relevant detail, but is nevertheless still vital to the overall comprehension of the piece.]

[Enter quotation by impartial, credible third party.]

[Insert a call to action, being sure to include all relevant detail/contact information. When using a call to action, be sure to designate one staff/council member to serve as an official spokesperson, and include their contact information. If no call to action is required, this paragraph will serve as a conclusion.]

Background and Links

Background: [Insert any relevant background information required to enable readers to fully comprehend the initiative.]

Links: [Insert any web links required to enable readers to fully comprehend the initiative.]

Bios: [Insert a brief biography of the third party source quoted in the media release. Include contact information. Ensure that the third party contact has a chance to review and approve the release.]

Interviews: [If Town representatives will be available for public interview(s), be sure to provide their name and the time they'll be available.]

For further information, please contact [insert name, title, e-mail and telephone number.] .

Website Posting Template

[Enter informative, SEO-optimized headline of 8-10 words or less]

The Town of Stratford is requesting input from residents as we develop our strategic plan.

[Enter supplementary information, here].

To provide input, please [insert link / call to action here], or contact [insert name and title here] at [insert telephone number and e-mail address, here].

Newsletter Template

[Enter informative headline of 8 words or less]

[Insert opening sentence, which will serve as a summary. Be sure to include the '5 w's and an h': **who**, **what**, **when**, **where**, **why** and **how**.]

[Enter the first block of detail. This paragraph will contain the most relevant information, and will expand upon the opening sentence. Typically, this block of detail provides the **context** necessary to fully comprehend the opening sentence.]

[Insert a quotation from a spokesperson.]

[Enter the second block of detail. This context provided in this paragraph will contain slightly less relevant detail, but is nevertheless still vital to the overall comprehension of the piece.]

[Insert a call to action, being sure to include all relevant detail/contact information. When using a call to action, be sure to designate one staff/council member to serve as an official spokesperson, and include their contact information. If no call to action is required, this paragraph will serve as a conclusion.]

E-mail Distribution Template

[Enter informative, SEO-optimized headline of 8-10 words or less]

The Town of Stratford is requesting input from residents as we develop our strategic plan.

[Enter supplementary information, here].

To provide input, please [insert link / call to action here], or contact [insert name and title here] at [insert telephone number and e-mail address, here].

8.2 Official Plans (Collaborate)

When collaborating with the public and/or other interested parties regarding official plans, please consider the following:

- Use plain language
- Avoid jargon, abbreviations, acronyms and technical terms
- Repeat your main message three times if possible

Suggested Tools:

The following tools will assist you when collaborating with the public and/or other interested parties when developing an official plan:

- Media releases
- A posting on the Town of Stratford's website
- A posting in the Town of Stratford's newsletter (if timing permits)
- A school notice (if the study or plan impacts children or youth)
- A sign board posting
- A mass e-mail to residents
- Citizen panels
- Discussion forums
- Decision-making systems
- Plebiscites

Suggested Timelines:

When commencing the development of the official plan:

- Organize a public/town hall meeting
- Develop an online survey (via SurveyMonkey or similar program) to gather feedback from those who are unable to attend a meeting in person
- If the subject matter is particularly specialized/technical in nature, consider facilitating a focus group with residents who have expertise in that particular area

As always, communicate this information to residents via mass e-mail, social media, and a website posting. In cases where it is particularly important to gather feedback, consider placing an advertisement in The Guardian.

Please consult the Facilitation Guide for tips on facilitating public meetings, open houses and focus groups.

Required Templates:

Media Release Template

Media Release



[Insert date]

[Insert summarized headline in 1-2 words or less (i.e., ‘Traffic Safety’)]

[Insert headline in 8-10 words maximum]

[Insert opening sentence, which will serve as a summary of the release. Be sure to include the ‘5 w’s and an h’: **who**, **what**, **when**, **where**, **why** and **how**.]

[Enter the first block of detail. This paragraph will contain the most relevant information, and will expand upon the opening sentence. Typically, this block of detail provides the **context** necessary to fully comprehend the opening sentence.]

[Insert a quotation from a spokesperson.]

[Enter the second block of detail. This context provided in this paragraph will contain slightly less relevant detail, but is nevertheless still vital to the overall comprehension of the piece.]

[Enter quotation by impartial, credible third party.]

[Insert a call to action, being sure to include all relevant detail/contact information. When using a call to action, be sure to designate one staff/council member to serve as an official spokesperson, and include their contact information. If no call to action is required, this paragraph will serve as a conclusion.]

Background and Links

Background: [Insert any relevant background information required to enable readers to fully comprehend the initiative.]

Links: [Insert any web links required to enable readers to fully comprehend the initiative.]

Bios: [Insert a brief biography of the third party source quoted in the media release. Include contact information. Ensure that the third party contact has a chance to review and approve the release.]

Interviews: [If Town representatives will be available for public interview(s), be sure to provide their name and the time they'll be available.]

For further information, please contact [insert name, title, e-mail and telephone number.] .

Website Posting Template

[Enter informative, SEO-optimized headline of 8-10 words or less]

The Town of Stratford is seeking to collaborate with residents regarding the development of Stratford's Official Plan, which will [insert rationale/purpose of study/plan, here.]

[Enter supplementary information here].

To provide your feedback, please [insert call to action here] or contact [insert name and title here] at [insert telephone number and e-mail address, here].

Newsletter Template

[Enter informative headline of 8 words or less]

[Insert opening sentence, which will serve as a summary. Be sure to include the '5 w's and an h': **who**, **what**, **when**, **where**, **why** and **how**.]

[Enter the first block of detail. This paragraph will contain the most relevant information, and will expand upon the opening sentence. Typically, this block of detail provides the **context** necessary to fully comprehend the opening sentence.]

[Insert a quotation from a spokesperson.]

[Enter the second block of detail. This context provided in this paragraph will contain slightly less relevant detail, but is nevertheless still vital to the overall comprehension of the piece.]

[Insert a call to action, being sure to include all relevant detail/contact information. When using a call to action, be sure to designate one staff/council member to serve as an official spokesperson, and include their contact information. If no call to action is required, this paragraph will serve as a conclusion.]

E-mail Distribution Template

[Enter informative, SEO-optimized headline of 8-10 words or less]

The Town of Stratford is seeking to collaborate with residents regarding the development of Stratford's Official Plan, which will [insert rationale/purpose of study/plan, here.]

[Enter supplementary information here].

To provide your feedback, please [insert call to action here] or contact [insert name and title here] at [insert telephone number and e-mail address, here].

8.3 Studies and Plans (Collaborate)

When collaborating with the public and/or other interested parties regarding studies and plans, please consider the following:

- Use plain language
- Avoid jargon, abbreviations, acronyms and technical terms
- Repeat your main message three times if possible

Suggested Tools:

The following tools will assist you when collaborating with the public and/or other interested parties when developing a study and/or plan:

- Media releases
- A posting on the Town of Stratford's website
- A posting in the Town of Stratford's newsletter (if timing permits)
- A school notice (if the study or plan impacts children or youth)
- A sign board posting
- A mass e-mail to residents
- Citizen panels
- Discussion forums
- Decision-making systems
- Plebiscites

Suggested Timelines:

Prior to the launch of a study/plan:

- Organize a public/town hall meeting
- Develop an online survey (via SurveyMonkey or similar program) to gather feedback from those who are unable to attend a meeting in person
- If the subject matter is particularly specialized/technical in nature, consider facilitating a focus group with residents who have expertise in that particular area

As always, communicate this information to residents via mass e-mail, social media, and a website posting. In cases where it is particularly important to gather feedback, consider placing an advertisement in The Guardian.

Please consult the Facilitation Guide for tips on facilitating public meetings, open houses and focus groups.

Required Templates:

Media Release Template

Media Release



[Insert date]

[Insert summarized headline in 1-2 words or less (i.e., ‘Traffic Safety’)]

[Insert headline in 8-10 words maximum]

[Insert opening sentence, which will serve as a summary of the release. Be sure to include the ‘5 w’s and an h’: **who**, **what**, **when**, **where**, **why** and **how**.]

[Enter the first block of detail. This paragraph will contain the most relevant information, and will expand upon the opening sentence. Typically, this block of detail provides the **context** necessary to fully comprehend the opening sentence.]

[Insert a quotation from a spokesperson.]

[Enter the second block of detail. This context provided in this paragraph will contain slightly less relevant detail, but is nevertheless still vital to the overall comprehension of the piece.]

[Enter quotation by impartial, credible third party.]

[Insert a call to action, being sure to include all relevant detail/contact information. When using a call to action, be sure to designate one staff/council member to serve as an official spokesperson, and include their contact information. If no call to action is required, this paragraph will serve as a conclusion.]

Background and Links

Background: [Insert any relevant background information required to enable readers to fully comprehend the initiative.]

Links: [Insert any web links required to enable readers to fully comprehend the initiative.]

Bios: [Insert a brief biography of the third party source quoted in the media release. Include contact information. Ensure that the third party contact has a chance to review and approve the release.]

Interviews: [If Town representatives will be available for public interview(s), be sure to provide their name and the time they'll be available.]

For further information, please contact [insert name, title, e-mail and telephone number.] .

Website Posting Template

[Enter informative, SEO-optimized headline of 8-10 words or less]

The Town of Stratford is seeking to collaborate with residents regarding the development of [insert name of study/plan], which will [insert rationale/purpose of study/plan, here.]

[Enter supplementary information here].

To provide your feedback, please [insert call to action here] or contact [insert name and title here] at [insert telephone number and e-mail address, here].

Newsletter Template

[Enter informative headline of 8 words or less]

[Insert opening sentence, which will serve as a summary. Be sure to include the '5 w's and an h': **who**, **what**, **when**, **where**, **why** and **how**.]

[Enter the first block of detail. This paragraph will contain the most relevant information, and will expand upon the opening sentence. Typically, this block of detail provides the **context** necessary to fully comprehend the opening sentence.]

[Insert a quotation from a spokesperson.]

[Enter the second block of detail. This context provided in this paragraph will contain slightly less relevant detail, but is nevertheless still vital to the overall comprehension of the piece.]

[Insert a call to action, being sure to include all relevant detail/contact information. When using a call to action, be sure to designate one staff/council member to serve as an official spokesperson, and include their contact information. If no call to action is required, this paragraph will serve as a conclusion.]

E-mail Distribution Template

[Enter informative, SEO-optimized headline of 8-10 words or less]

The Town of Stratford is seeking to collaborate with residents regarding the development of [insert name of study/plan], which will [insert rationale/purpose of study/plan, here.]

[Enter supplementary information here].

To provide your feedback, please [insert call to action here] or contact [insert name and title here] at [insert telephone number and e-mail address, here].

8.4 Annual Budgets (Collaborate)

It is recommended that a budgetary decision-making system and/or online forum be developed to enable collaboration with residents.

When collaborating with the public and/or other interested parties regarding annual budgets, please consider the following:

- Use plain language
- Avoid jargon, abbreviations, acronyms and technical terms
- Repeat your main message three times if possible

Suggested Tools:

The following tools will assist you when collaborating with the public and/or other interested parties when developing and presenting an annual budget:

- Media releases
- A posting on the Town of Stratford's website
- A posting in the Town of Stratford's newsletter (if timing permits)
- A school notice (if the study or plan impacts children or youth)
- A sign board posting
- A mass e-mail to residents
- Citizen panels
- Discussion forums
- Decision-making systems
- Plebiscites

Suggested Timelines:

Prior to the development of the annual budget:

- Organize a public/town hall meeting
- Develop an online survey (via SurveyMonkey or similar program) to gather feedback from those who are unable to attend a meeting in person
- If the subject matter is particularly specialized/technical in nature, consider facilitating a focus group with residents who have expertise in that particular area

As always, communicate this information to residents via mass e-mail, social media, and a website posting. In cases where it is particularly important to gather feedback, consider placing an advertisement in The Guardian.

Please consult the Facilitation Guide for tips on facilitating public meetings, open houses and focus groups.

Required Templates:

Media Release Template

Media Release



[Insert date]

[Insert summarized headline in 1-2 words or less (i.e., ‘Traffic Safety’)]

[Insert headline in 8-10 words maximum]

[Insert opening sentence, which will serve as a summary of the release. Be sure to include the ‘5 w’s and an h’: **who**, **what**, **when**, **where**, **why** and **how**.]

[Enter the first block of detail. This paragraph will contain the most relevant information, and will expand upon the opening sentence. Typically, this block of detail provides the **context** necessary to fully comprehend the opening sentence.]

[Insert a quotation from a spokesperson.]

[Enter the second block of detail. This context provided in this paragraph will contain slightly less relevant detail, but is nevertheless still vital to the overall comprehension of the piece.]

[Enter quotation by impartial, credible third party.]

[Insert a call to action, being sure to include all relevant detail/contact information. When using a call to action, be sure to designate one staff/council member to serve as an official spokesperson, and include their contact information. If no call to action is required, this paragraph will serve as a conclusion.]

Background and Links

Background: [Insert any relevant background information required to enable readers to fully comprehend the initiative.]

Links: [Insert any web links required to enable readers to fully comprehend the initiative.]

Bios: [Insert a brief biography of the third party source quoted in the media release. Include contact information. Ensure that the third party contact has a chance to review and approve the release.]

Interviews: [If Town representatives will be available for public interview(s), be sure to provide their name and the time they'll be available.]

For further information, please contact [insert name, title, e-mail and telephone number.] .

Website Posting Template

[Enter informative, SEO-optimized headline of 8-10 words or less]

The Town of Stratford is seeking to collaborate with residents regarding the development of the annual budget.

[Enter supplementary information here].

To provide your feedback, please [insert call to action here] or contact [insert name and title here] at [insert telephone number and e-mail address, here].

Newsletter Template

[Enter informative headline of 8 words or less]

[Insert opening sentence, which will serve as a summary. Be sure to include the '5 w's and an h': **who**, **what**, **when**, **where**, **why** and **how**.]

[Enter the first block of detail. This paragraph will contain the most relevant information, and will expand upon the opening sentence. Typically, this block of detail provides the **context** necessary to fully comprehend the opening sentence.]

[Insert a quotation from a spokesperson.]

[Enter the second block of detail. This context provided in this paragraph will contain slightly less relevant detail, but is nevertheless still vital to the overall comprehension of the piece.]

[Insert a call to action, being sure to include all relevant detail/contact information. When using a call to action, be sure to designate one staff/council member to serve as an official spokesperson, and include their contact information. If no call to action is required, this paragraph will serve as a conclusion.]

E-mail Distribution Template

[Enter informative, SEO-optimized headline of 8-10 words or less]

The Town of Stratford is seeking to collaborate with residents regarding the development of the annual budget.

[Enter supplementary information here].

To provide your feedback, please [insert call to action here] or contact [insert name and title here] at [insert telephone number and e-mail address, here].

8.5 Major Purchases (Collaborate)

It is recommended that a decision-making system and/or online forum be developed to enable collaboration with residents.

When collaborating with the public and/or other interested parties regarding major purchases, please consider the following:

- Use plain language
- Avoid jargon, abbreviations, acronyms and technical terms
- Repeat your main message three times if possible

Suggested Tools:

The following tools will assist you when collaborating with the public and/or other interested parties when considering and communicating a major purchase:

- Media releases
- A posting on the Town of Stratford's website
- A posting in the Town of Stratford's newsletter (if timing permits)
- A school notice (if the study or plan impacts children or youth)
- A sign board posting
- A mass e-mail to residents
- Citizen panels and/or discussion forum
- Decision-making systems (at the discretion of council)
- Plebiscites (at the discretion of council)

Suggested Timelines:

Prior to undertaking a minor purchase:

- Organize a public/town hall meeting
- Develop an online survey (via SurveyMonkey or similar program) to gather feedback from those who are unable to attend a meeting in person
- If the subject matter is particularly specialized/technical in nature, consider facilitating a focus group with residents who have expertise in that particular area

As always, communicate this information to residents via mass e-mail, social media, and a website posting. In cases where it is particularly important to gather feedback, consider placing an advertisement in The Guardian.

Please consult the Facilitation Guide for tips on facilitating public meetings, open houses and focus groups.

Required Templates:

Media Release Template

Media Release



[Insert date]

[Insert summarized headline in 1-2 words or less (i.e., ‘Traffic Safety’)]

[Insert headline in 8-10 words maximum]

[Insert opening sentence, which will serve as a summary of the release. Be sure to include the ‘5 w’s and an h’: **who**, **what**, **when**, **where**, **why** and **how**.]

[Enter the first block of detail. This paragraph will contain the most relevant information, and will expand upon the opening sentence. Typically, this block of detail provides the **context** necessary to fully comprehend the opening sentence.]

[Insert a quotation from a spokesperson.]

[Enter the second block of detail. This context provided in this paragraph will contain slightly less relevant detail, but is nevertheless still vital to the overall comprehension of the piece.]

[Enter quotation by impartial, credible third party.]

[Insert a call to action, being sure to include all relevant detail/contact information. When using a call to action, be sure to designate one staff/council member to serve as an official spokesperson, and include their contact information. If no call to action is required, this paragraph will serve as a conclusion.]

Background and Links

Background: [Insert any relevant background information required to enable readers to fully comprehend the initiative.]

Links: [Insert any web links required to enable readers to fully comprehend the initiative.]

Bios: [Insert a brief biography of the third party source quoted in the media release. Include contact information. Ensure that the third party contact has a chance to review and approve the release.]

Interviews: [If Town representatives will be available for public interview(s), be sure to provide their name and the time they'll be available.]

For further information, please contact [insert name, title, e-mail and telephone number.] .

Website Posting Template

[Enter informative, SEO-optimized headline of 8-10 words or less]

The Town of Stratford is seeking to collaborate with residents regarding the purchase of [insert item], which will [insert rationale for purchase and intended use.]

[Enter supplementary information about the purchase, here].

To provide your feedback, please [insert call to action here] or contact [insert name and title here] at [insert telephone number and e-mail address, here].

Newsletter Template

[Enter informative headline of 8 words or less]

[Insert opening sentence, which will serve as a summary. Be sure to include the '5 w's and an h': **who**, **what**, **when**, **where**, **why** and **how**.]

[Enter the first block of detail. This paragraph will contain the most relevant information, and will expand upon the opening sentence. Typically, this block of detail provides the **context** necessary to fully comprehend the opening sentence.]

[Insert a quotation from a spokesperson.]

[Enter the second block of detail. This context provided in this paragraph will contain slightly less relevant detail, but is nevertheless still vital to the overall comprehension of the piece.]

[Insert a call to action, being sure to include all relevant detail/contact information. When using a call to action, be sure to designate one staff/council member to serve as an official spokesperson, and include their contact information. If no call to action is required, this paragraph will serve as a conclusion.]

E-mail Distribution Template

[Enter informative, SEO-optimized headline of 8-10 words or less]

The Town of Stratford is seeking to collaborate with residents regarding the purchase of [insert item], which will [insert rationale for purchase and intended use.]

[Enter supplementary information about the purchase, here].

To provide your feedback, please [insert call to action here] or contact [insert name and title here] at [insert telephone number and e-mail address, here].

8.6 Bylaws (Collaborate)

When collaborating with the public and/or other interested parties regarding new or amended bylaws, please consider the following:

- Use plain language
- Avoid jargon, abbreviations, acronyms and technical terms
- Repeat your main message three times if possible

Suggested Tools:

The following tools will assist you when collaborating with the public and/or other interested parties when considering and communicating about a new or amended bylaw:

- Media releases
- A posting on the Town of Stratford's website
- A posting in the Town of Stratford's newsletter (if timing permits)
- A school notice (if the study or plan impacts children or youth)
- A sign board posting
- A mass e-mail to residents
- Citizen panels and/or discussion forums
- Decision-making systems (at the discretion of council)
- Plebiscites (at the discretion of council)

Suggested Timelines:

Prior to the development and/or announcement of a new proposed bylaw:

- Organize a public/town hall meeting
- Develop an online survey (via SurveyMonkey or similar program) to gather feedback from those who are unable to attend a meeting in person
- If the subject matter is particularly specialized/technical in nature, consider facilitating a focus group with residents who have expertise in that particular area

As always, communicate this information to residents via mass e-mail, social media, and a website posting. In cases where it is particularly important to gather feedback, consider placing an advertisement in The Guardian.

Please consult the Facilitation Guide for tips on facilitating public meetings, open houses and focus groups.

Required Templates:

Media Release Template

Media Release



[Insert date]

[Insert summarized headline in 1-2 words or less (i.e., ‘Traffic Safety’)]

[Insert headline in 8-10 words maximum]

[Insert opening sentence, which will serve as a summary of the release. Be sure to include the ‘5 w’s and an h’: **who**, **what**, **when**, **where**, **why** and **how**.]

[Enter the first block of detail. This paragraph will contain the most relevant information, and will expand upon the opening sentence. Typically, this block of detail provides the **context** necessary to fully comprehend the opening sentence.]

[Insert a quotation from a spokesperson.]

[Enter the second block of detail. This context provided in this paragraph will contain slightly less relevant detail, but is nevertheless still vital to the overall comprehension of the piece.]

[Enter quotation by impartial, credible third party.]

[Insert a call to action, being sure to include all relevant detail/contact information. When using a call to action, be sure to designate one staff/council member to serve as an official spokesperson, and include their contact information. If no call to action is required, this paragraph will serve as a conclusion.]

Background and Links

Background: [Insert any relevant background information required to enable readers to fully comprehend the initiative.]

Links: [Insert any web links required to enable readers to fully comprehend the initiative.]

Bios: [Insert a brief biography of the third party source quoted in the media release. Include contact information. Ensure that the third party contact has a chance to review and approve the release.]

Interviews: [If Town representatives will be available for public interview(s), be sure to provide their name and the time they'll be available.]

For further information, please contact [insert name, title, e-mail and telephone number.] .

Website Posting Template

[Enter informative, SEO-optimized headline of 8-10 words or less]

The Town of Stratford is seeking to collaborate with residents regarding the development of [insert proposed bylaw title], which will [insert rationale for purchase and intended use.]

[Enter supplementary information about the bylaw, here].

To provide your feedback, please [insert call to action here] or contact [insert name and title here] at [insert telephone number and e-mail address, here].

Newsletter Template

[Enter informative headline of 8 words or less]

[Insert opening sentence, which will serve as a summary. Be sure to include the '5 w's and an h': **who**, **what**, **when**, **where**, **why** and **how**.]

[Enter the first block of detail. This paragraph will contain the most relevant information, and will expand upon the opening sentence. Typically, this block of detail provides the **context** necessary to fully comprehend the opening sentence.]

[Insert a quotation from a spokesperson.]

[Enter the second block of detail. This context provided in this paragraph will contain slightly less relevant detail, but is nevertheless still vital to the overall comprehension of the piece.]

[Insert a call to action, being sure to include all relevant detail/contact information. When using a call to action, be sure to designate one staff/council member to serve as an official spokesperson, and include their contact information. If no call to action is required, this paragraph will serve as a conclusion.]

E-mail Distribution Template

[Enter informative, SEO-optimized headline of 8-10 words or less]

The Town of Stratford is seeking to collaborate with residents regarding the development of [insert proposed bylaw title], which will [insert rationale for purchase and intended use.]

[Enter supplementary information about the bylaw, here].

To provide your feedback, please [insert call to action here] or contact [insert name and title here] at [insert telephone number and e-mail address, here].