



Claresholm

REQUEST FOR DECISION

Meeting: April 14, 2025

Communications Survey

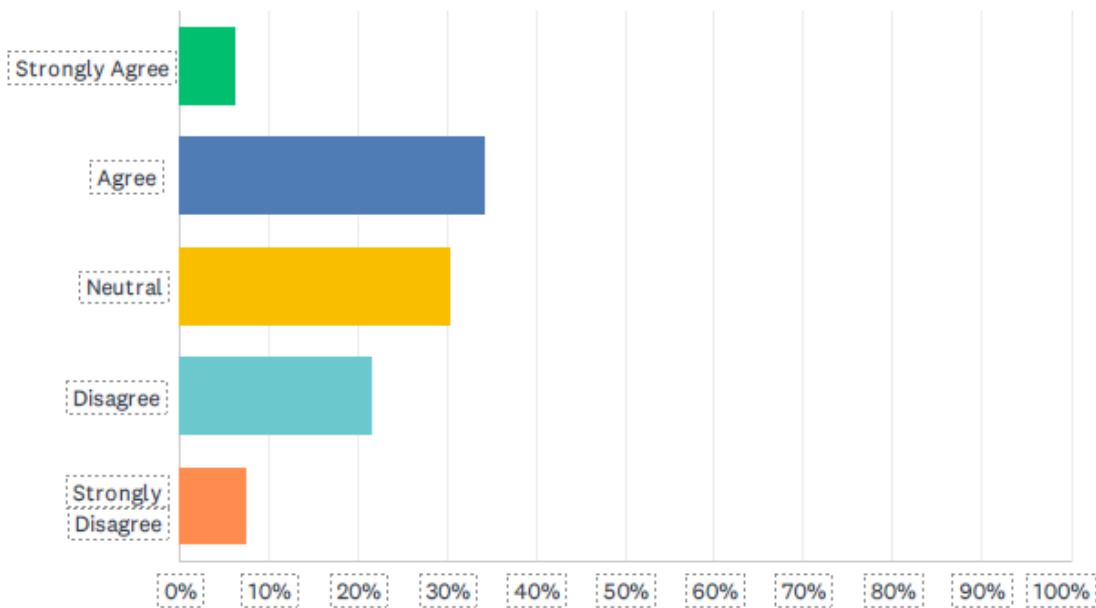
DESCRIPTION/BACKGROUND:

The Town conducted a Communications survey in 2024. We had 292 responses to the survey. The survey was comprised of five questions and aimed to understand how informed town residents are of municipal issues, how they prefer to get informed and what the Town can do to improve communications. The results are summarized in the tables below, with a discussion and recommendations at that end of this document.

Question 1

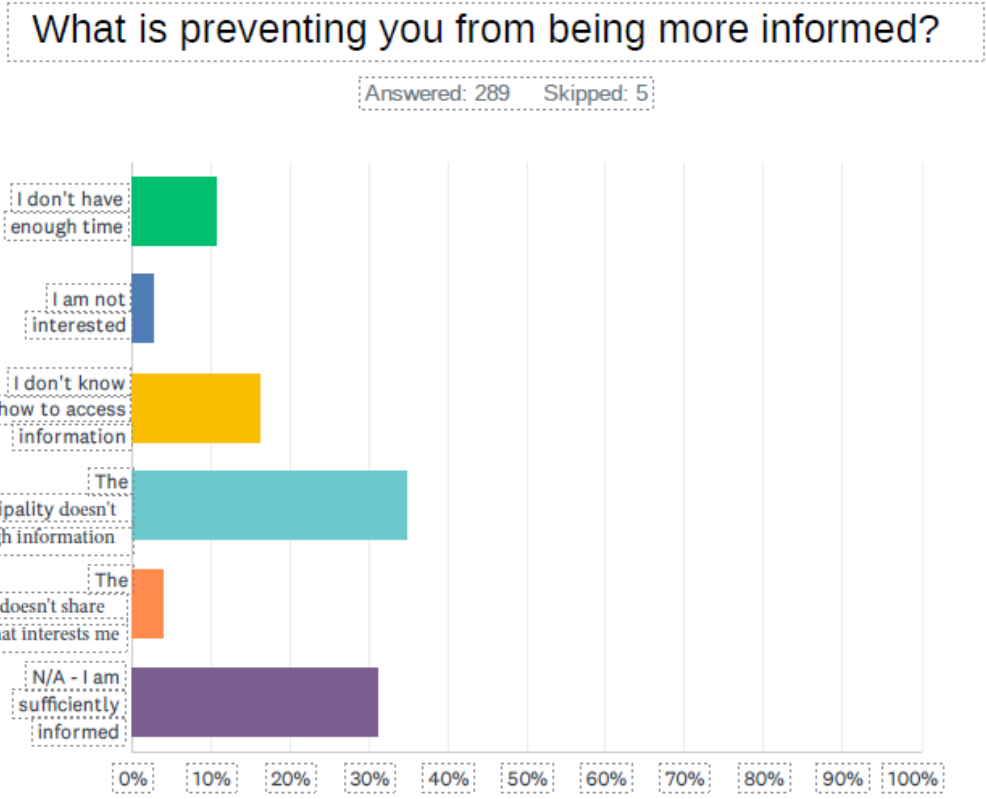
I feel informed of local government issues.

Answered: 292 Skipped: 2



Agree (34%), Neutral (30%) and Disagree (22%) were the top three responses, representing 86% of respondents. About 40% of respondents either Strongly Agree or Agree that they are informed, 30% are Neutral, and 30% either Disagree or Strongly Disagree.

Question 2

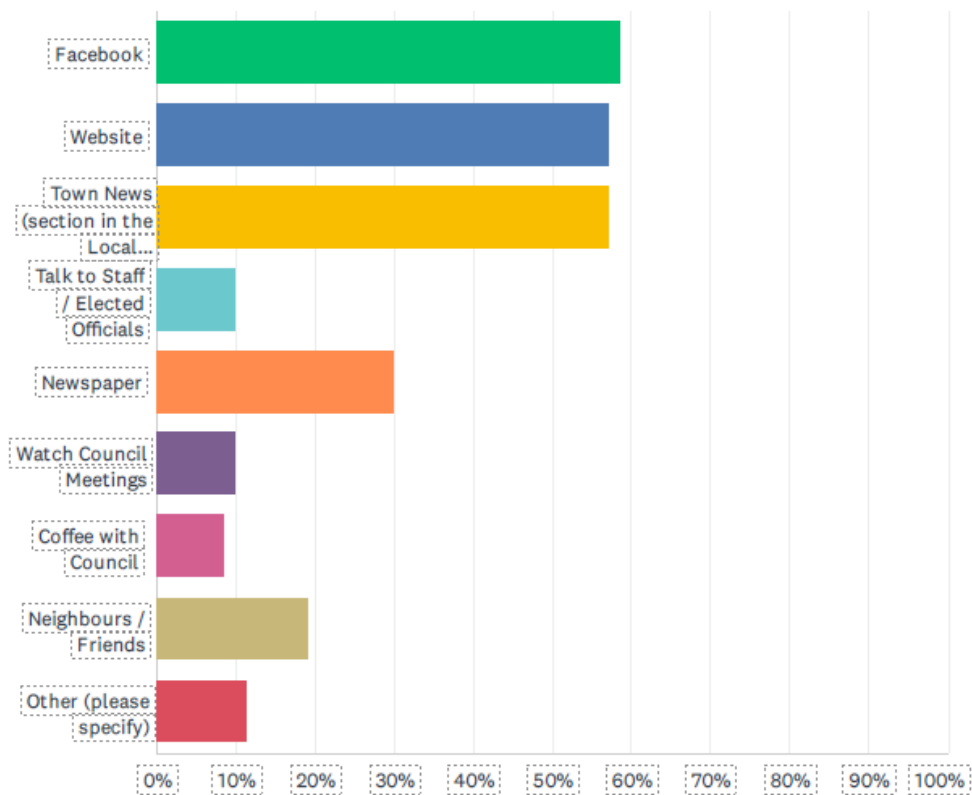


The Municipality Doesn't Share Enough Information (35%), I Am Sufficiently Informed (31%) and I Don't Know How to Access Information (16%) were the top three responses, representing 81% of respondents. Sharing more information could be an area for improvement.

Question 3

How do you prefer to access information on local government issues?
Choose top 3 options.

Answered: 292 Skipped: 2



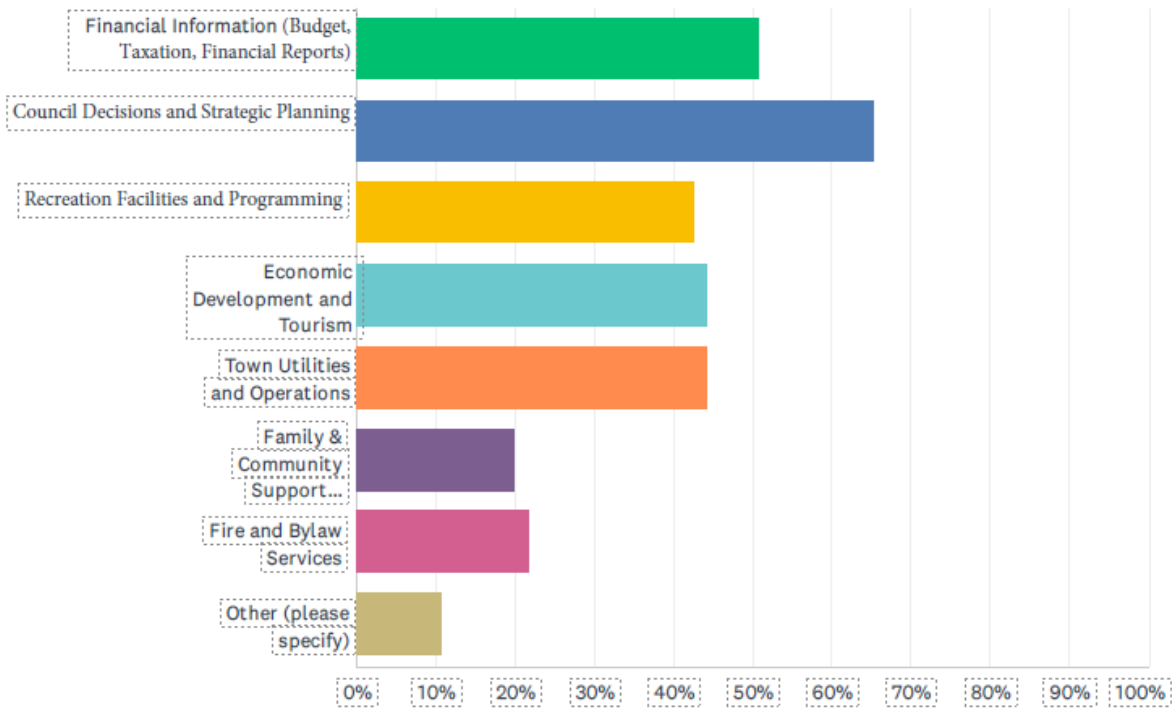
Facebook, Website and Town News were the top three responses, with 55% or above of respondents choosing these options. These mediums are frequently used/preferred by residents to access information on the municipality.

The 'Other' option was a short answer selected by 11% of respondents and included answers such as Utility/Tax Notices, Emails, Youtube, Twitter.

Question 4

What municipal issues would you like to know more about?

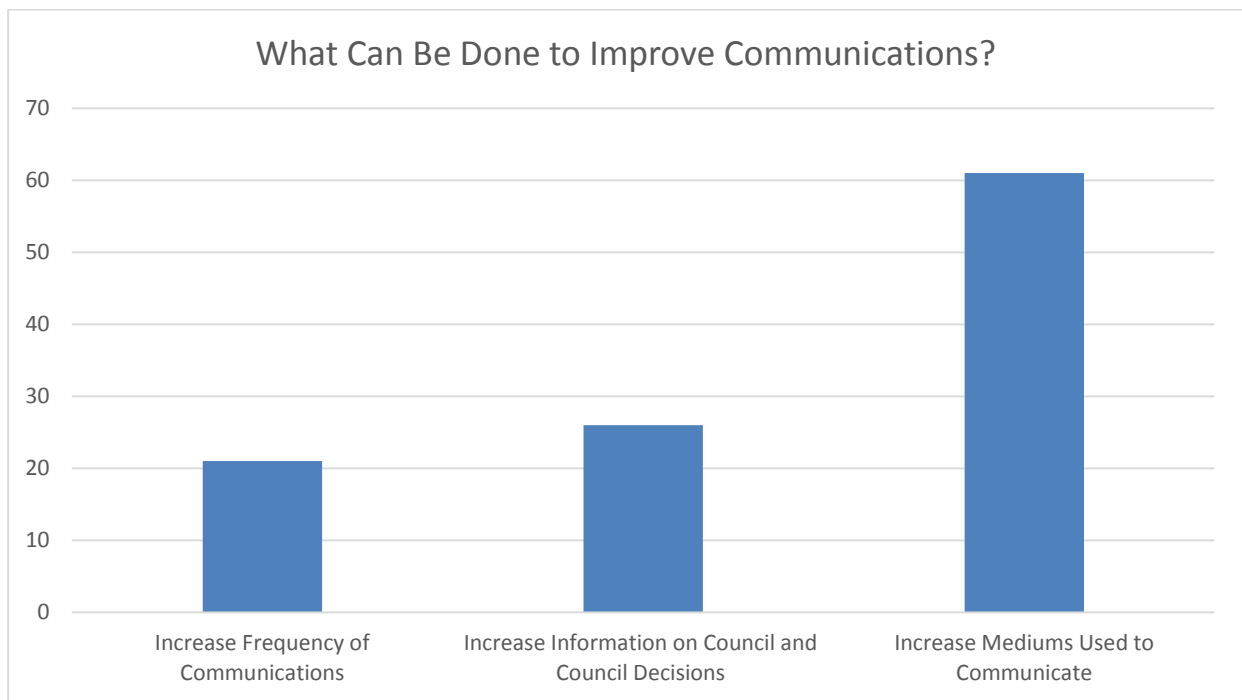
Answered: 284 Skipped: 10



Residents were able to choose multiple options. Respondents chose Council Decisions and Strategic Planning (65%), Financial Information (51%), Recreation Facilities and Programming (43%), Economic Development and tourism (44%), and Town Utilities and Operations (44%) were the top selections. Town utilities and operations 44%

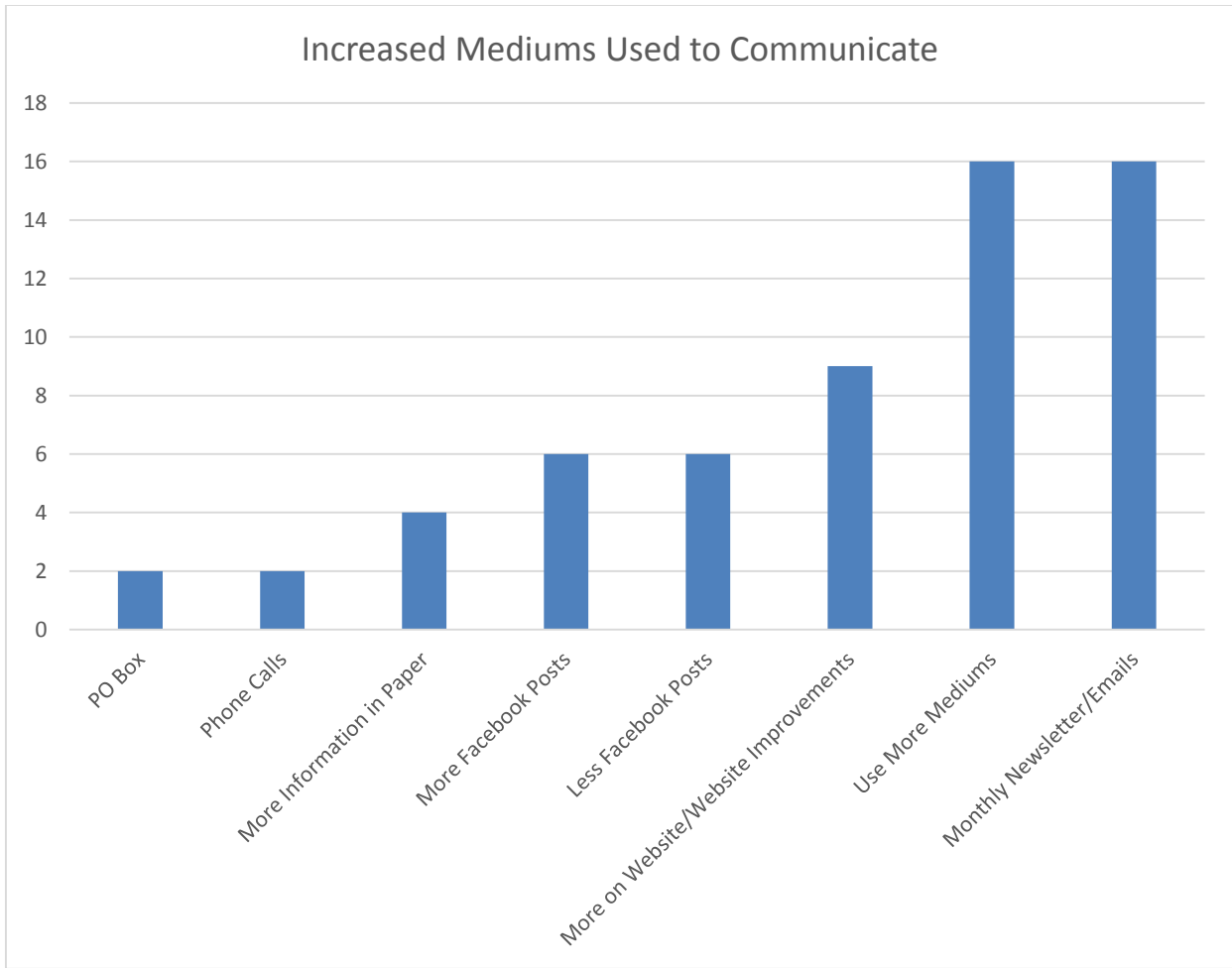
The 'Other' short answer option was again selected 11% of the time, with answers including RCMP and Law Enforcement, Notifications of Potential Tax Increases, Nothing, Plans for Global Warning, Housing and New Business. There were also several comments about the size of 'Town bureaucracy.'

Question 5 – What Can Be Done to Improve Communications?



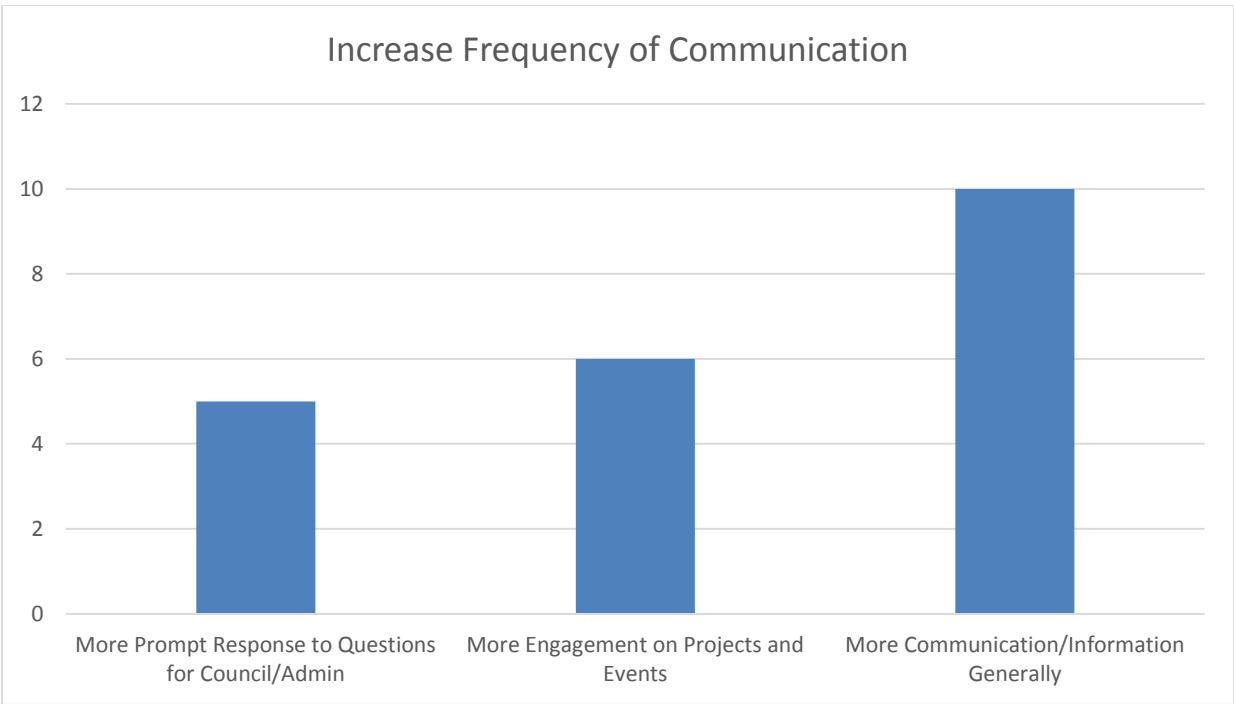
This was a short answer question, where respondents had to provide their own answers. We received 135 responses and coded them into the three categories above. These responses are further broken down in the graphs below. Administration eliminated 26 responses because they were not relevant.¹

¹ For example, responses like 'crime in town', 'hold meetings', 'quit spending tax money like it was water' and 'tell the truth about the reason for your actions' were not included because they are hard to code or categorize with the other responses.

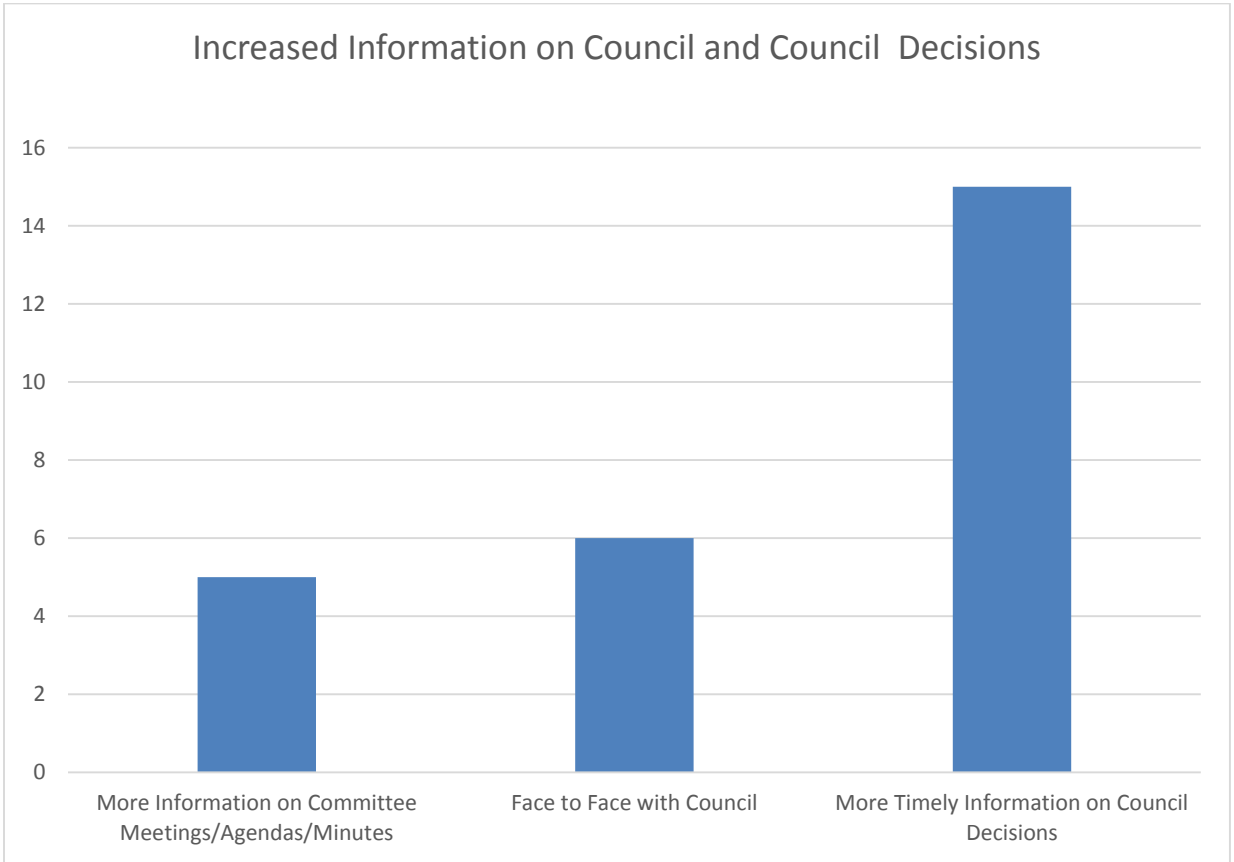


Many respondents recommended different methods or mediums for communication. Some responses indicated a general desire to have more methods to get information (Use More Mediums), while others indicated using PO Box Mailouts, Phone Calls, etc. The three more frequent responses were more information on the website (or making the website easier to navigate), using more mediums generally to share information, and a monthly newsletter email.

Administration will be working on website improvements/upgrades throughout 2025. If Council is interested, administration could explore options for a monthly newsletter.



Some respondents expressed frustration with not receiving answers from Council or administration on their questions. This is an area that we always strive to do well in and improve upon.



There was a desire to know more about Council decisions and Council committee activity, as well as having face to face conversations with Council. This correlates with the responses in Question 4 from the

main survey “What municipal issue would you like to know more about?”, where the most common response was Council Decisions and Strategic Plan.

DISCUSSION/OPTIONS:

Administration is recommending that we create a new Council Highlights document, which will provide the public with the highlights from each Council meeting. Administration can post this to the website and Facebook. We could also post a hard copies at the post office and in the town office.

Also, administration is in the process of revamping the website, and one of the goals is website ergonomics. Administration will be investigating a monthly report that we can share via email or the website. We will also be training staff further in Escribe, so committee agendas and minutes (EDC, MPC, Audit and Finance committee) will be posted to the website. Administration will provide a fuller report on the survey in May.

PROPOSED RESOLUTIONS:

Moved by Councillor _____ to approve the Council Highlights communication document for the Town of Claresholm and to direct administration to report back to Council with further suggestions based on the communications survey.

ATTACHMENTS:

- 1.) DRAFT Council Meeting Highlights March 24, 2025

PREPARED BY: Abe Tinney, CAO

DATE: April 11, 2025
