



INFORMATION BRIEF

Meeting: April 28, 2025

Communications – Utility Newsletter

DESCRIPTION:

Following the presentation of the Communication Survey results at the April 14, 2025, Council Meeting, Administration has reviewed potential strategies to enhance the way information is shared with the community and developed a utility newsletter as a communication initiative.

BACKGROUND:

The Communications Survey responses indicated a strong preference for receiving more information through a newsletter or email format. In response to this feedback, Administration is proposing the introduction of a bi-monthly newsletter to be included with residential and commercial utility bills.

This approach would ensure wide distribution and reach, leveraging an existing channel as every household and commercial business receives a utility bill. The newsletter will provide timely updates, promote Town initiatives, and improve overall community engagement.

DISCUSSION/OPTIONS:

A sample of the first edition of the bi-monthly newsletter, *The 60 Day Scoop*, is included for Council's review.

ATTACHMENTS:

- 1.) The 60 Day Scoop – Utility Newsletter

APPLICABLE LEGISLATION:

- 1.)

PREPARED BY: Jennifer Place, Director of Corporate Services

APPROVED BY: Abe Tinney – CAO

DATE: April 24, 2025
