

COUNCIL PRIORITY: COMMUNICATIONS

Communications – The Municipality of Jasper will engage the community on initiatives, and clearly communicate its principles, goals and actions. Then listen to the community feedback.



Objective:

Improve communications with residents and visitors

- Update the municipal website
 - ✓ New website in development stage
- Develop and implement a strategic communications plan
 - ✓ Communications plan in development stage
- Renew the municipal entrance and wayfinding signs (in consideration of brand, or generic)
 - ✓ Wayfinding project is underway with participation by a range of internal to Jasper organizations including Parks Canada, a firm specializing in wayfinding hierarchy and design has been hired
- Review the role of social media for municipal communications
 - ✓ Social media use is under review and included in new communications plan in development

Objective:

Increase opportunities for public engagement

- Provide opportunities for “strategic community conversations” on matters of importance and interest, such as budget, events, new opportunities, etc
 - ✓ Developing opportunities for community conversation on Shaw Wifi
 - ✓ Public invitation to participate in budget process
- Revitalize municipal volunteer opportunities

Objective:

Promote Jasper as a “Healthy Community” in all we do

- Promote the strategic outcome of a “Healthy Community” for health and wellness in all Council Priority goal areas for 2013 to 2017: Governance, Organizational Health, Fiscal Health, Relationships and Communications