



PEACE RIVER REGIONAL DISTRICT

2016 Communications Audit Report

diverse. vast. abundant.



Communication Audit Background

- 2013: The PRRD's first communication audit was completed and the 2013-2016 Communication Strategy launched
- 2016: Audit undertaken in August and September 2016
October: Audit report received by Board
November: 2017-2020 Communication Plan received by Board
- 2017: New PRRD Communication Plan in place

Methodology included face-to-face and phone interviews, surveys, literature review



Internal Findings

- 1 ▶ **All-staff meetings**, held quarterly since 2014, have had the biggest impact on positive internal communication and inter-departmental information sharing
- 2 ▶ Up/down information flow (**supervisor to staff**) is getting better but still room for improvement
- 3 ▶ Inter-office communication (**Dawson Creek/FSJ**) improving now that staff attend all-staff meetings
- 4 ▶ **WINK intranet** and better MS Office **templates** make info sharing easier



Board Findings

- 1 ▶ Board members indicate they are satisfied with the level of information they receive
 - 2 ▶ Directors have a high level of satisfaction with Board-to-staff communication flow
 - 3 ▶ Most report that they prefer to contact a staff person for quick access to information
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External Findings

- 1 ▶ Website
 - 2 ▶ Consultation and Engagement
 - 3 ▶ Social Media
 - 4 ▶ Visual Identity
 - 5 ▶ Communication Channels
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External Findings

A large number of respondents—including Board members, staff, stakeholders and the general public—cited a **lack of understanding of the function of the PRRD**



I have only lived in BC for five years. I was unaware of what [the] PRRD even was until I got involved with some local organizations.”

— *PRRD stakeholder*

I didn't know what the Regional District was or anything about it before the fires.”

— *Resident*



External Findings: Website

When asked about the ease of use of the PRRD website, 97.5 per cent were able to find what they were looking for.

A new website section entitled 'Engage!' was created in 2015.



Website is a nine out of 10 – often looking for info and it's easy to find. Lots there!"

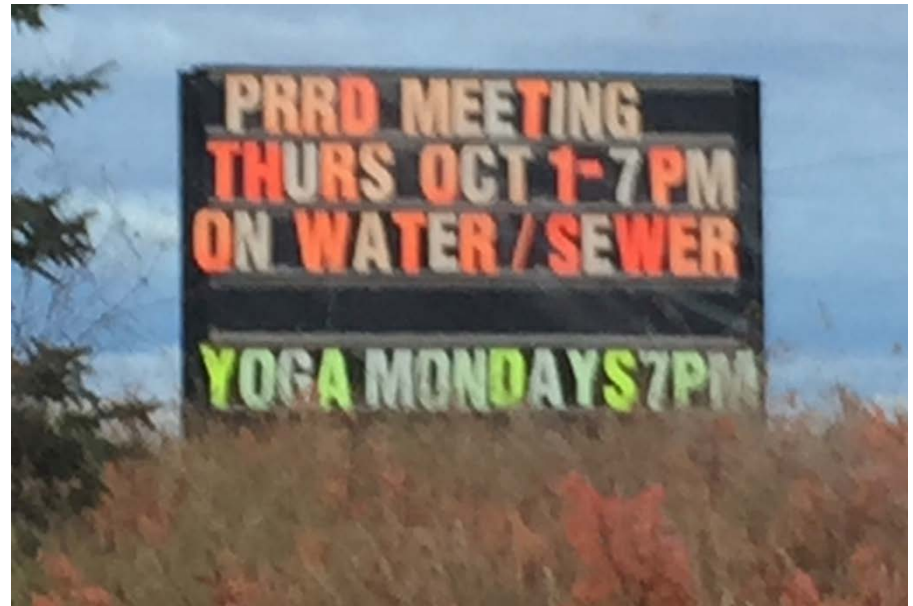
— PRRD stakeholder



External Findings: Consultation and Engagement

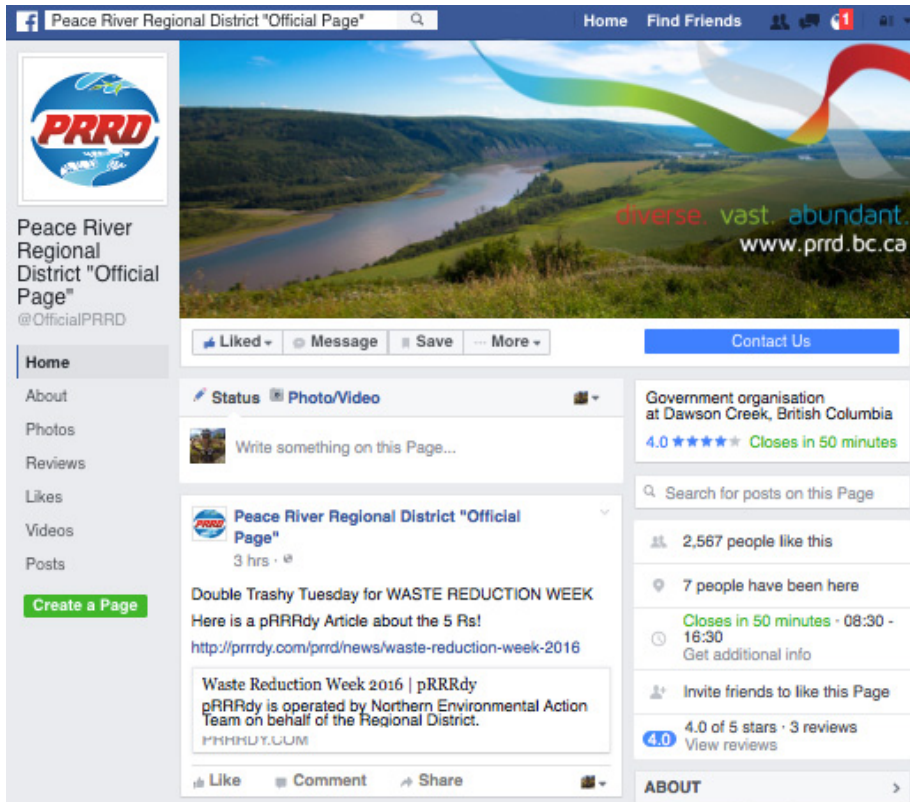
The PRRD has embraced IAP2 principles and tactics for its consultation & engagement activities.

The IAP2 spectrum of participation is a widely recognized benchmark in helping determine the level of engagement required for any given engagement process.





External Findings: Social Media



The PRRD updates its Facebook feed several times a week and uses daily themes such as 'Trashy Tuesday' and 'Weedy Wednesday'



49 per cent of survey respondents see the PRRD's Facebook posts.



External Findings: Visual Identity



Most respondents recognize (and like!) the PRRD's distinctive colours and 'flag' banner' and identify materials as genuine PRRD information.



External Findings: Communication Channels

The PRRD's channels include:

- Printed materials (brochures, handouts)
- Website
- RSS feeds (subscription to webpage updates)
- Email newsletters
- YouTube channel
- Social media (Facebook)
- Radio ads
- Newspaper ads (incl monthly full page notices)
- Website banner ads
- Posters
- Marketing materials (such as fridge magnets)



Recommendations: Internal Communications

- 1 ▶ Increase opportunities for employees to connect (eg All-Staff Meetings)
 - 2 ▶ Promote use of new and existing communication tools
 - 3 ▶ Use communication section of board reports to outline comms requirements
 - 4 ▶ Tie the PRRD strategic plan to individual/departmental work plans
 - 5 ▶ Define internal corporate values to create a more accountability
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Recommendations: Board Communications

- 1 ▶ Create a better understanding of roles of board, staff, and the regional district
- 2 ▶ Develop new onboarding package for next incoming elected board (2018)
- 3 ▶ Continue existing level of information dissemination (administrative)
- 4 ▶ Provide IAP2 'Communication and Public Participation for Decision Makers' training for Directors



Recommendations: Stakeholder Communications

- 1 ▶ Increase attendance at business events, community fairs, and other similar events
- 2 ▶ Use these events to showcase PRRD business



Recommendations: External Communications

- 1 ▶ Create communication plan around governance literacy, or **“What is the Peace River Regional District?”**
- 2 ▶ Continue with proactive communication tactics
- 3 ▶ Continue with current channel “mix”
- 4 ▶ Develop language & tone guidelines (Grade 8 level)
- 5 ▶ Create feedback mechanism for simple issues



Recommendations: External Communications

- 6 ▶ Explore opportunities to support transparent & open Board meetings
- 7 ▶ Continue to develop and formalize a “Community Champions” network



Board meetings should be taped!

Minutes do not reflect the decisions and discussion.

CJDE broadcasts [Dawson Creek] meetings.”

— PRRD resident



Recommendations: Engagement

- 1 ▶ Continue to utilize IAP2 principles and PRRD engagement strategy process templates for notification and public consultation processes.
- 2 ▶ Look for opportunities to gain public trust by identifying emerging issues and apply IAP2 principles to the engagement process. Discover the consensus and implement collaborative solutions in a timely fashion
- 3 ▶ Develop a consultation and engagement policy to formalize the PRRD's objectives and process
- 4 ▶ Develop an internal toolkit/toolbox for staff to introduce the IAP2 principles to community groups



Recommendations: Department Structure

- 1 ► Add a full-time communications coordinator position
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Next Steps

2017–2020 Communication Plan Strategy

- Will be presented to the Board on November 24



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