



Staff Report

Administration

Report To: Community Communications Advisory Committee
Meeting Date: November 20, 2020
Report Number: FAF.20.182
Subject: Corporate Communications Survey Results
Prepared by: Tim Hendry, Manager of Communications and Economic Development

A. Recommendations

THAT the Community Communications Advisory Committee receives Staff Report FAF.20.182, entitled "Corporate Communications Survey Results";

AND THAT the Community Communications Advisory Committee acknowledges that the survey responses will be analyzed with resulting action items incorporated into the final draft of the Communications Strategy;

AND THAT the Community Communications Advisory Committee requests staff to provide the Corporate Communications Survey Results directly to Council for information at the November 30, 2020 Council meeting.

B. Overview

This report provides the Communications Advisory Committee with the results from the Corporate Communications Survey and requests the same information be provided to Council.

C. Background

The Communications Survey was available between Monday, October 5 and Sunday, October 25, 2020. In total, 264 responses to the survey were received.

The survey was promoted through the following tactics:

- Press release sent to media and community distribution lists
- E-Blast to website email subscribers
- Newsletter sent to YourView subscribers
- Social media messages posted to Town's Twitter account
- Mailed post cards (6000 mailed directly to TBM households)
- Road signs (25 signs located at key intersections)
- Radio campaign (95.1 Peak FM & CFOS 560)
- Chamber of Commerce Road Sign

D. Analysis

Despite limited engagement, the survey results provide an in-depth and extremely valuable snapshot into the Town's communication efforts and the associated views and opinions of residents regarding Town business and operations.

The survey results will be analyzed in detail by Town staff and the Communications Sub-Committee. Associated tactics will be incorporated into the final draft of the Communications Strategy.

The full results of the Communications Survey are attached to this report.

E. Strategic Priorities

1. Communications and Engagement

We will enhance communications and engagement between Town Staff, Town residents and stakeholders.

2. Organizational Excellence

We will continually seek out ways to improve the internal organization of Town Staff and the management of Town assets.

F. Environmental Impacts

No environmental impacts are anticipated as a result of this report.

G. Financial Impact

No environmental impacts are anticipated as a result of this report.

H. In consultation with

John Milne, Chair - Community Communications Advisory Committee

I. Public Engagement

The topic of this Staff Report has not been subject to a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Tim Hendry, communications@thebluemountains.ca.

J. Attached

1. Corporate Communications Survey Results

Respectfully Submitted,

Tim Hendry
Manager of Communications and Economic Development

Shawn Everitt
Chief Administrative Officer

For more information, please contact:
Tim Hendry
communications@thebluemountains.ca
519-599-3131 extension 282

Corporate Communications Survey 2020

SURVEY RESPONSE REPORT

03 September 2019 - 26 October 2020

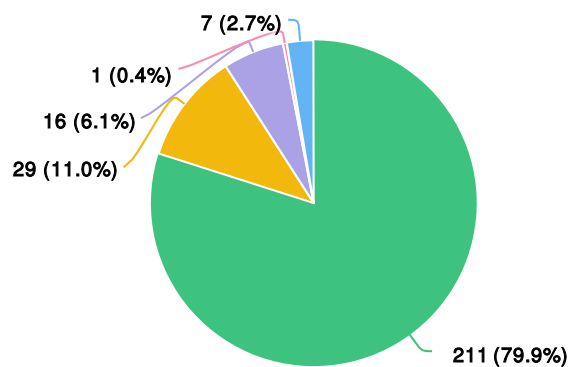
PROJECT NAME:

Communications Strategy 2020-2025



SURVEY QUESTIONS

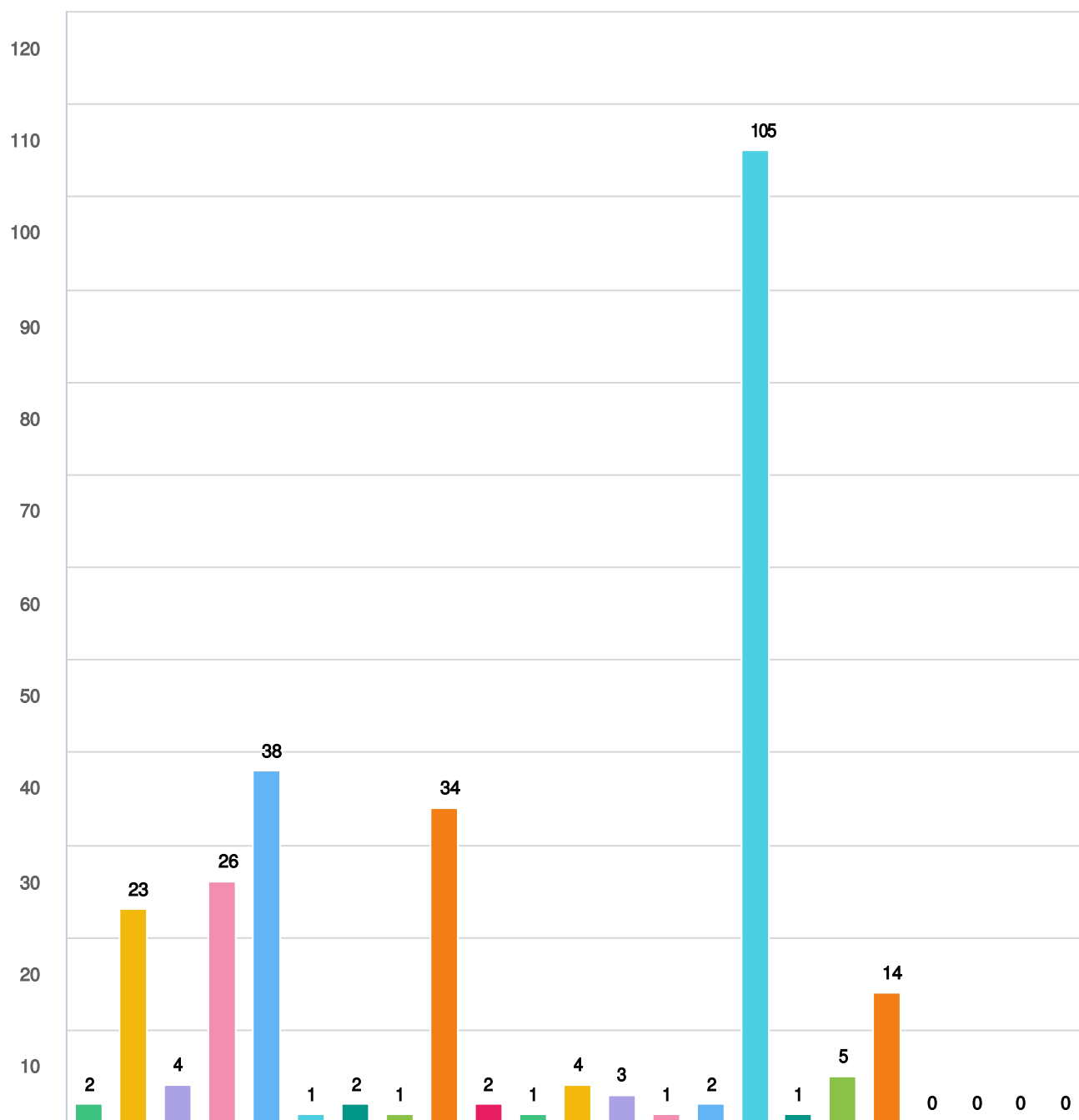
Q1 What type of resident do you consider yourself?



Question options

- Full-Time, Year Round
- Part-time, 6 Months – 11 Months
- Seasonal, 6 Months or Less
- Flex, live in the Town but work outside of the community
- I do not live in The Blue Mountains

Q2 Where is your property located in the Town of The Blue Mountains?



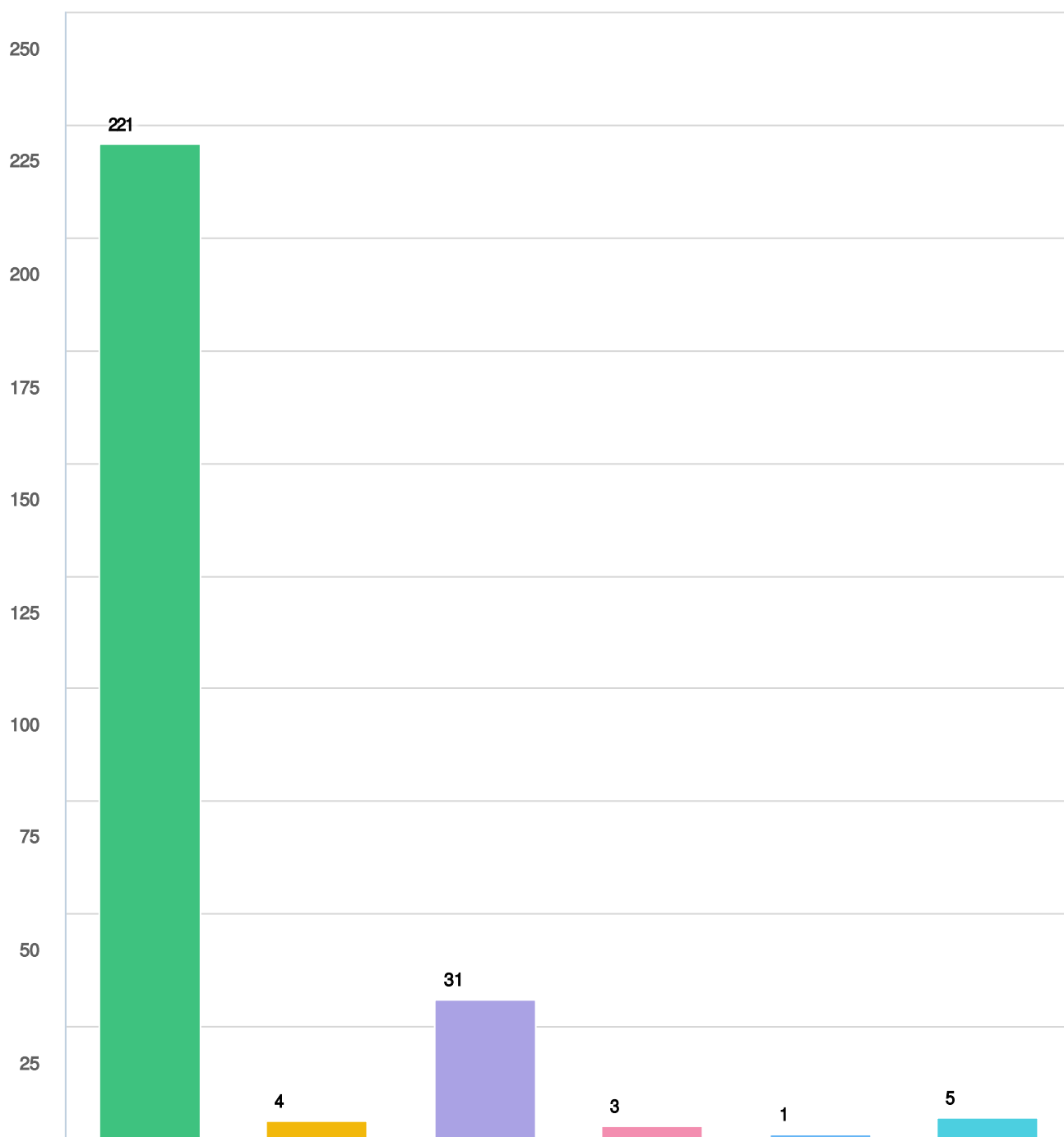
Question options

Banks Blue Mountain Village Camperdown Clarksburg Craigleith Duncan Heathcote
 Kolapore Lora Bay Loree Osler Ravenna Red Wing Slabtown Swiss Meadows
 Thornbury Victoria Corners I do not live in The Blue Mountains Other (please specify) Castle Glen
 Egypt Gibraltar Sandhill

Question #2 – Other (Please Specify)

- *Next to Blue Mtn Village*
- *Christie Beach*
- *Adjacent to Blue Mountain, not in the Village*
- *Collingwood*
- *Monterra Estates*
- *Union*
- *Windfall Subdivision across from Blue Mountain*
- *Blue Mountain/Meaford Town line*
- *Crestview Estates*
- *Windfall*
- *Windfall*
- *Craiglieth*
- *Windfall*

Q3 Please select the option that best describes yourself. I am responding to this survey as a _____?



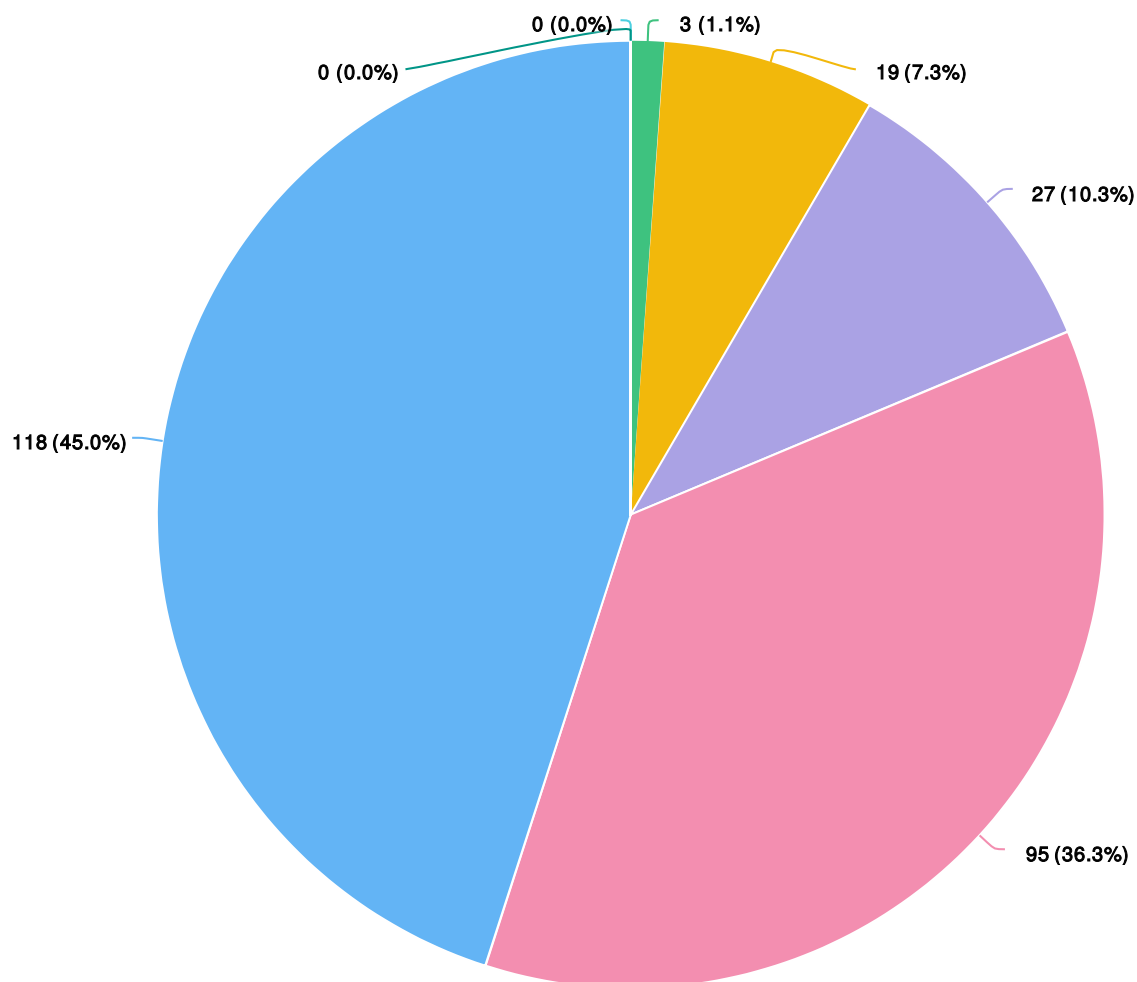
Question options

- Town of The Blue Mountains Resident
 ● Business owner in The Town of The Blue Mountains
- Both a resident and a business owner
 ● Working in the Town of The Blue Mountains but living elsewhere
- Visitor (Where are you visiting from?) Please indicate in the 'other' box below
 ● Other (please specify)

Question #3 – Other (Please Specify)

- Weekender
- Owner of a unit in Weider Lodge (hotel/condo)
- Collingwood resident
- I am a resident AND work in town

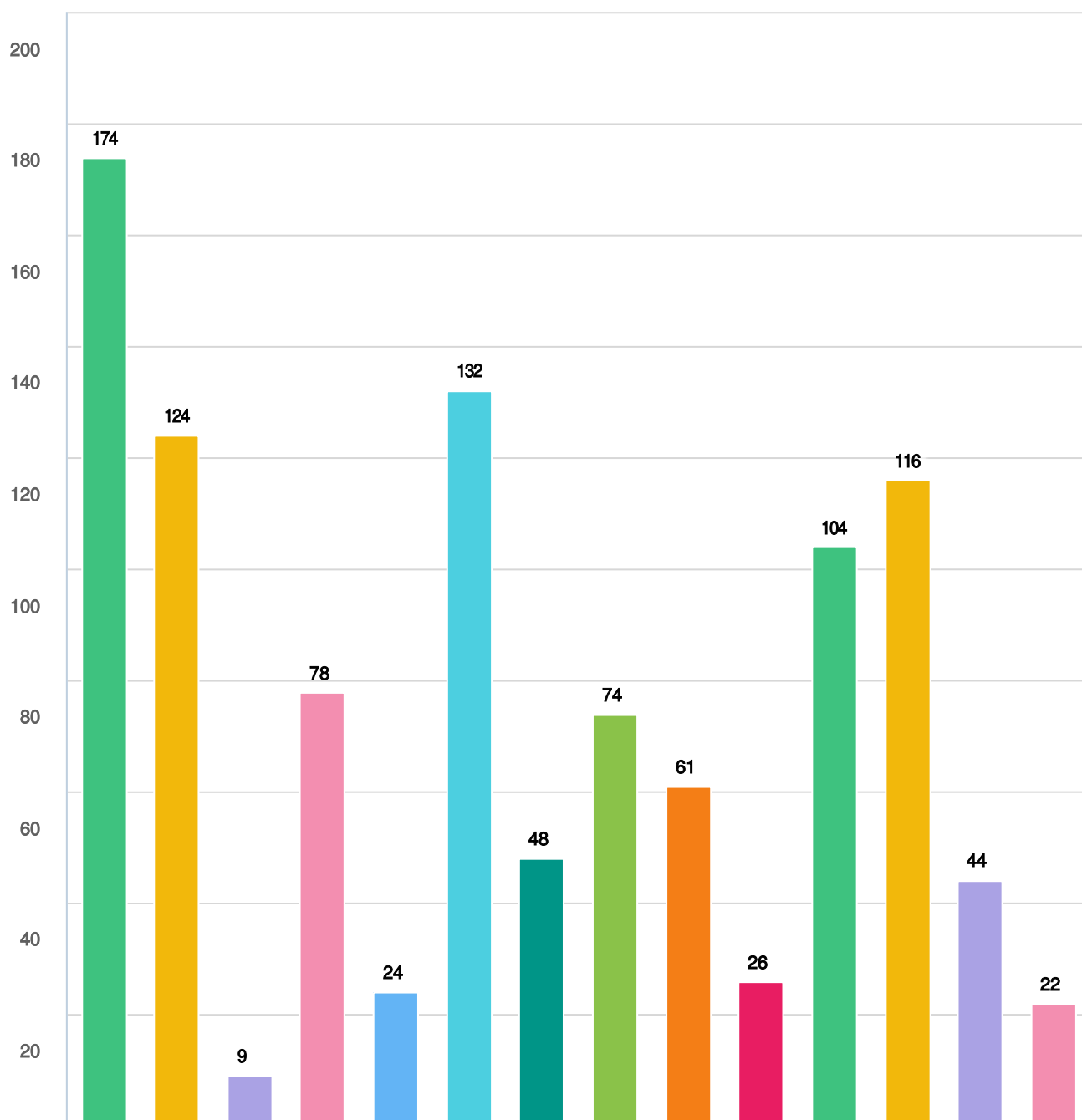
Q4 What is your age?



Question options

25-34 35-44 45-54 55-64 65+ Under 18 18-24

Q5 Which of the following sources do you currently use to receive your information about the Town of The Blue Mountains? (please check all that apply)



Question options

- Town Website
 ● Town Email Blasts including the Weekly Recap Email
 ● Town Twitter Account
- Public Facebook Groups
 ● Other Social Media Accounts
 ● Local Newspapers
 ● Local Radio
- Road Signs
 ● Mailed Post Cards
 ● Town Staff
 ● Town Tax Bill
- Newsletter
 ● Word of Mouth
- Attend / Watch Council and Committee Meetings
 ● Other (please specify)

Question #5 – Other (Please Specify)

- Neighbours of The Blue Mountains
- Digital news paper, ratepayers association,
- The Review
- Word of Mouth, The Review
- Blue Mountain Review
- New Letter from Linda Wykes
- The Review mailing.
- The Review
- BMA newsletter
- Blue Mountains Review
- Rate payers association
- Collingwood Today daily email
- The Blue Mountains Review
- Collingwood Today
- Local groups - Citizens Forum and BMRA.
- Blue Mountain Review newsletter, Public Meeting, Citizens Forum on Facebook one time,
- Road Signs
- Collingwoodtoday
- Marsh St Centre coffee
- Thornbury BIA is not doing their job of communicating. Chair needs to be replaced.

Q6 | If you indicated that you use "Public Facebook Groups" in the question above, please specify which Facebook group(s) in the comment box below.

Thornbury Citizens Forum

Citizens Forum

Residents of Windfall, Collingwood & Blue Mountains Commentary, Beaver Valley Moms, Thornbury buy & sell

Citizen forum

I will not answer as I could be identified given the size of the group relative to the population of TBM as you know who has completed this survey as per the logins.

Citizens' Forum

Citizens forum

Citizens forum town of blue mountains

citizen forum

Thornbury

Citizens Forum

Weather watchers, Citizens Forum, BMRA, BM resort

citizens forum

Citizen forum

Citizen's Forum Facebook page

Citizens Forum/Town of Blue Mountains, Friends of Thornbury Harbour

Citizen's Forum

Town of Blue Mountain, Citizens forum

Citizens Forum/Town of the Blue Mountain

Citizens forum town of blue mtns

Citizens Forum/Town of Blue Mountains

Citizens Forum

Thornbury

Collingwood Today news pages.

Citizens Forum

Citizens Forum, Thornbury On

Blue Mountain facebook group

Citizens' Forum

Citizens Forum & 1 other?

Citizens Forum / Town of the Blue Mountains

Citizens Forum/Town of the Blue Mountains/Collingwood & Blue Mountains
News and Commentary Group

Citizens forum

Citizens Forum / Town of the Blue Mountains

Citizens form

citizens forum Town of Blue Mountains

Thornbury group,, Citizens Forum group.

Citizens' Forum

Thornbury Ontario, Citizens Forum, Care Mongering Town of the Blue
Mountains area

public

Collingwood&Blue Mountains News & Commentary Group, citizens forum

N/A

Collingwood Today

citizen form

Citizens Collition

Citizen's Forum

Citizens Forum

Thornbury Ontario

Citizens forum

Friends of Harbour

The Forum/Blue Mountains

The Forum

The Citizen Forum

The Forum / Town of the Blue Mountains

The forum, town of blue mountains

Thor bury, town of blue mountains forum

Citizens forum

Thornbury Facebook group and the citizens forum of blue Mountains

The Forum

Citizens Forum and Thornbury group and georgian bay weather watchers

Citizen forum town of the blue moutains

Facebook

Thornbury Ontario, The Forum/Town of the Blue Mountains, Collingwood & Blue Mountains News & Commentary Group

The Forum

The Forum/Town of the Blue Mountains

Citizens Forum, Collingwood and area, South Grey News, Grey Highlands & Area, Meaford Community News

Thornbury Citizens Forum

The Form / Town of blue Mountain

The Forum/Town of Blue Mountains

Citizens Forum

The Forum TBM

Windfall Residents

Citizens Forum (now Forum) BUT I dislike using this group for getting my town/council issues, as they include many negative and trivial comments I don't want to read.

Citizens Forum

Citizens of the Blue Mountains Forum

Citizens Forum

the forum, formerly citizen's forum

The Forum/Town of the Blue Mountains

Q7 | If you indicated that you use "Other Social Media Accounts" in the question above, please specify which Social Media Accounts in the comment box below.

Instagram

elected officials twitter accounts as well as the town's

se above

instagram

Collingwood Today

CollingwoodToday.ca

The newsletter "the review"

Who has time for Twitter The locals are on Facebook and Instagram.

Citizens Forum

Collingwood Today

Collingwood Today

Blue Mountain App

Twitter

personal accounts

Individual Facebook pages

Instagram - experiencethornbury, bluemtnvillage, bluemtnresort

Instagram

Facebook general

Thornbury, Ontario

Collingwood Today website

**Personal accounts of town residents, Bruce Trail Club, Caremongering -
Town of the Blue Mountains**

Q8 If you indicated that you use "Local Newspapers" in the question above, please specify which Local Newspapers in the comment box below.

Connection

Blue Mountains Review, Collingwood Today

Blue Mountain Review

collingwood today

Collingwood Connection

Blue Mountain Review, Simcoe paper published out of Collingwood

Collingwood News and Meaford Independant

The Connection

Collingwood Today and TBM paper

Review

Blue Mountain Review, Collingwood Connection

The Review, Blue Mountains Neighbours, Collingwood paper & digital

Collingwood Today

Collingwood, Owen Sound Meaford & blue mountain review

Collingwood today

Collingwood Today

Collingwood Today

The Blue Mountains Review, Collingwood Today

Collingwood Today. Digital.

Collingwood Bulletin

The Review

Collingwood Today

Linda Wykes online paper Collingwood Today

The Blue Mountains Review

The Review Collingwood Connection both hard copy and online

collingwood today

Blue Mountain Review

Local paper that is dropped at house

Collingwood Today, Blue Mountains Review

The Review

Local magazines

Collingwood Today

The Review

Connection

The Review and the Collingwood Connection

Collingwood Today

The Review, CollingwoodToday.ca

collingwood today and blue mountain review

Blue Mountain Review & Collingwood Connection

Collingwood conection

Sun Times

Blue mountain review

Collingwood Today

The Review

The Review

Blue Mountains Review

Internet version

BM Review, The Connection

Connection

Collingwood connection

Blue Mountains Gazette

Collingwood Today, Thornbury Today, The Blue Mountain Review

Collingwood

CollingwoodToday.ca Blue Mountain Review

Other than the Monthly Review that Linda puts out there isn't any.

all local papers

The Review The Connection

N/A

Collingwood

Husband sometimes picks up Meaford paper

Review

The Connection, The eview

The Town of Blue Mountain Review

simcoe.com, collingwoodtoday.ca

Collingwood Today, BM Review

Collingwood Today, The Blue Mountain Review

Blue Mountains Review, Meaford Express on-line, the on-line one out of Collingwood

What's new in Collingwood , the blue mountain review

Collingwood today. Owen Sound Sun times. Blue Mountain review

Thornbury News

Owen Sound Sun Times

Blue mountain review

Blue Mountain Newsletter, and The Georgian, Escarpment, On the Bay magazines

The Review

The Blue Mountains Review and Collingwood Today

Collingwood Today

<https://www.bluemountainsreview.ca/index.cfm>

Collingwood Today, The Review,

Town of Blue Mountains monthly review

The Blue Mountains Review

The Review and Collingwood Today

www.collingwoodtoday.ca

The Review

The Review

The Review

Collingwood Today

**Blue Mountain - The Review, Collingwood Connection, & Meaford
Independent**

Blue Mountains Review

Blue Mountains Review, Meaford Independent, Sun Times, Flesheron
Advance

Collingwood Today

The Review

Blue Mountain Review

The Review

Georgian Bay Travel Mags

Connection

Blue Mountain Review

Blue Mountains Review, Blue Mountain Ratepayers Association, Collingwood
Connection

Blue Mountain Review

CjollingwoodConnection

Collingwood Today

Collingwood Connection

Collingwood today

Review

Meaford News, Collingwood Today

The Review

The Review newsletter

Blue Mountains News

Blue Mountain Review, Collingwood Today, Collingwood Connection

the review, collingwood connection

Collingwood today

The Sun Times, Owen Sound

Blue Mountains Review newsletter

The Connection

The Review

The Review

CollingwoodToday

Blue Mountain Review

Collingwood Connection

Q9 | If you indicated that you use "Local Radio Stations" in the question above, please specify which Local Radio Stations in the comment box below.

Mix 106

Peak FM

CFOS, Country93

99.3 The Jewel

The Triangle

107.?

102.9 FM

bayshore broadcasting

106.5

95.1 The Peak FM, Jewel 99.3 FM,

The Peak

99.3

95.1

Peak and 99.3

PEAK

95.1 The Peak

Jewel 99.3

95.1

The Peak

Jewel Meaford 99.3

95.1 the Peak FM

The Peak

Jewel & CBC (not exactly local)

The Peak

Grey-Bruce This Week

The Peak FM

99.3 Jules

the New Classical FM

Fresh radio

If you hear of any let us know. LOL And where is this business directory you speak of in question 11

95.1 The Peak

N/A

Jewel 99.3

The Peak

the Peak

95.1

92.3 The Dock 104.1, 93.5

99.1,, CFOS

The Peak fm

n/a

99.3 The Jewel

Bayshore

Peak FM and Jewel99.3

The Jewel99.3

The peak, 95.1

CFOS

95.1 the peak

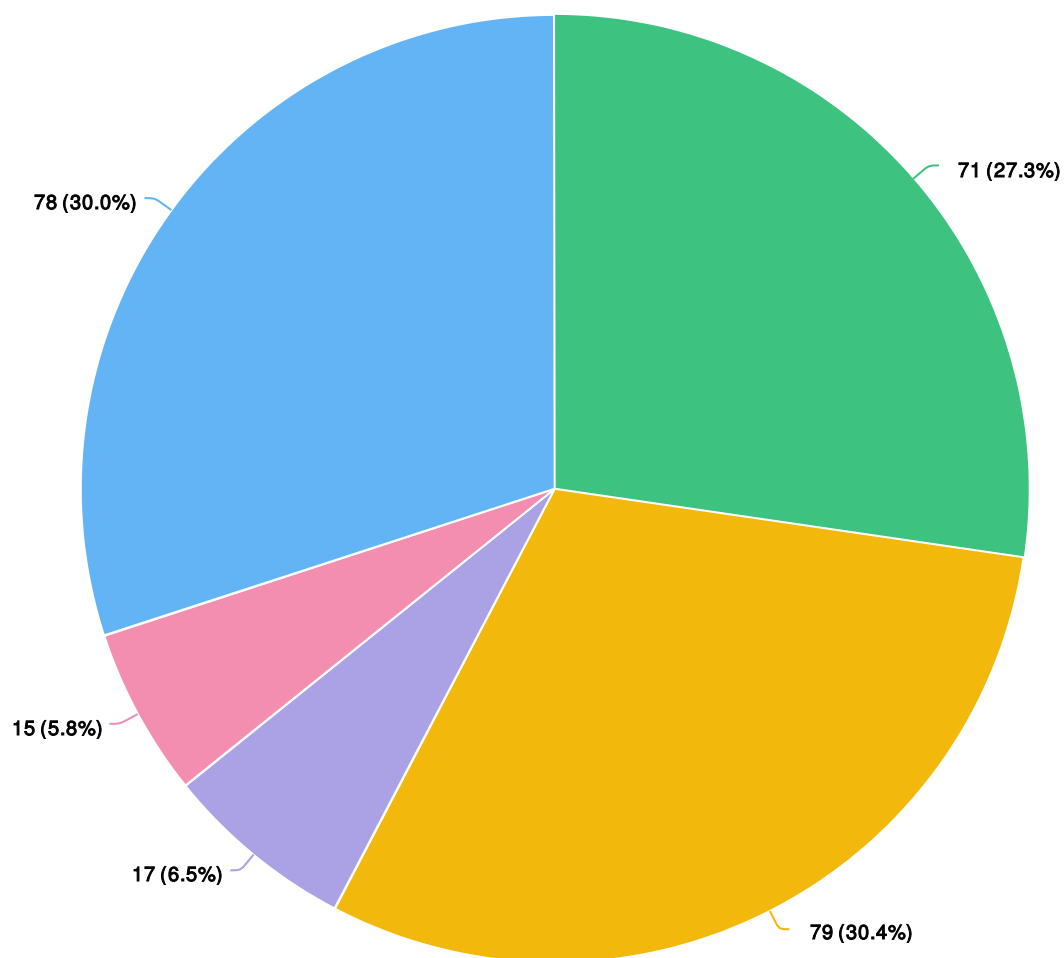
Mix 106.5

Rock95

Peak FM

Bayshore

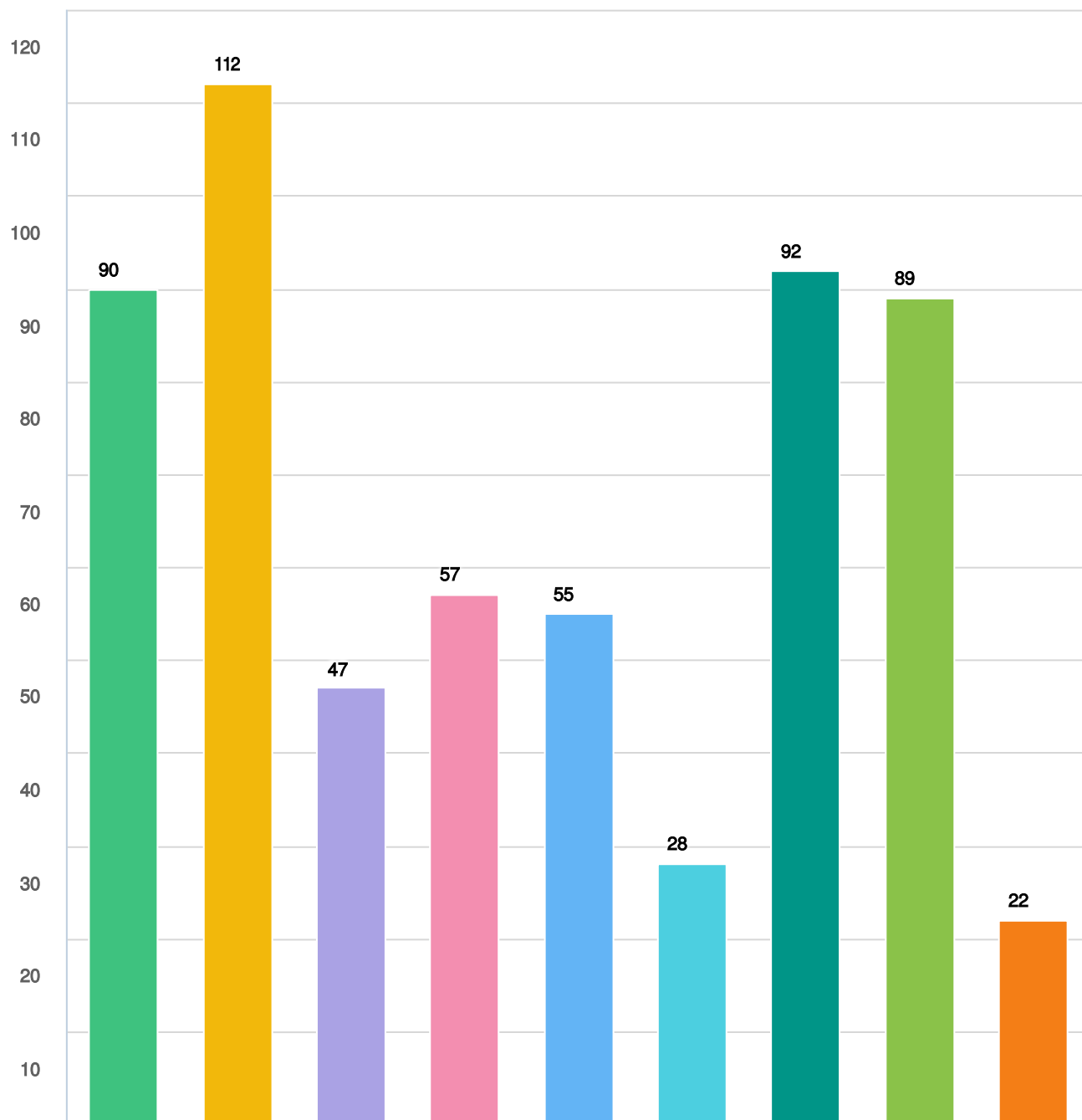
Q10 | How frequently do you check for news and updates regarding the Town of The Blue Mountains?



Question options

● Daily ● Weekly ● Bi-weekly ● Monthly ● I do not regularly check for updates

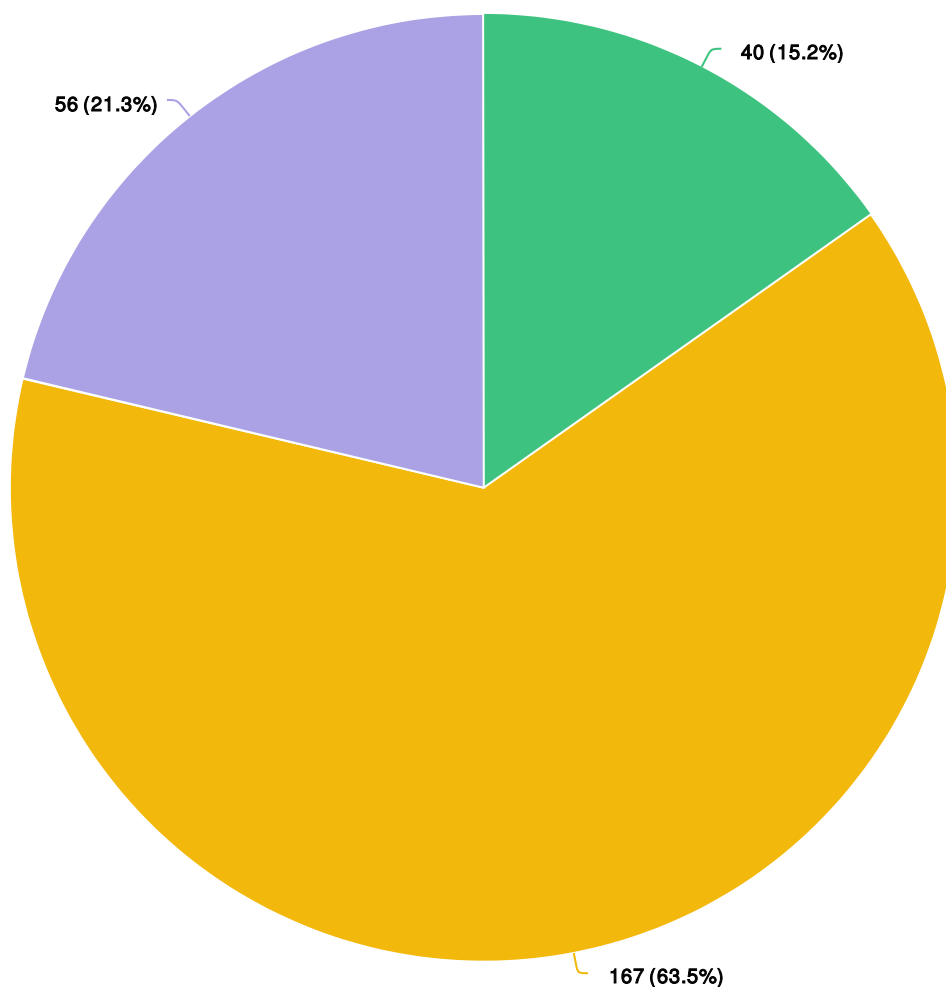
Q11 The Town offers a wide variety of communication tools and online services to residents. Please indicate if you have used or are aware of the following services (please check all that apply):



Question options

- Printed Community Guide
 ● Weekly E-Blast Website Newsletter
 ● Your View, Online Public Engagement Software
- Council & Committee of the Whole Meeting Live Stream
 ● Waste Resource Mobile App
- Online Services (Service Requests, Parking Tickets Payments)
 ● Online Utility and Tax Payments
- Online Community Events Calendar
 ● Online Business Directory

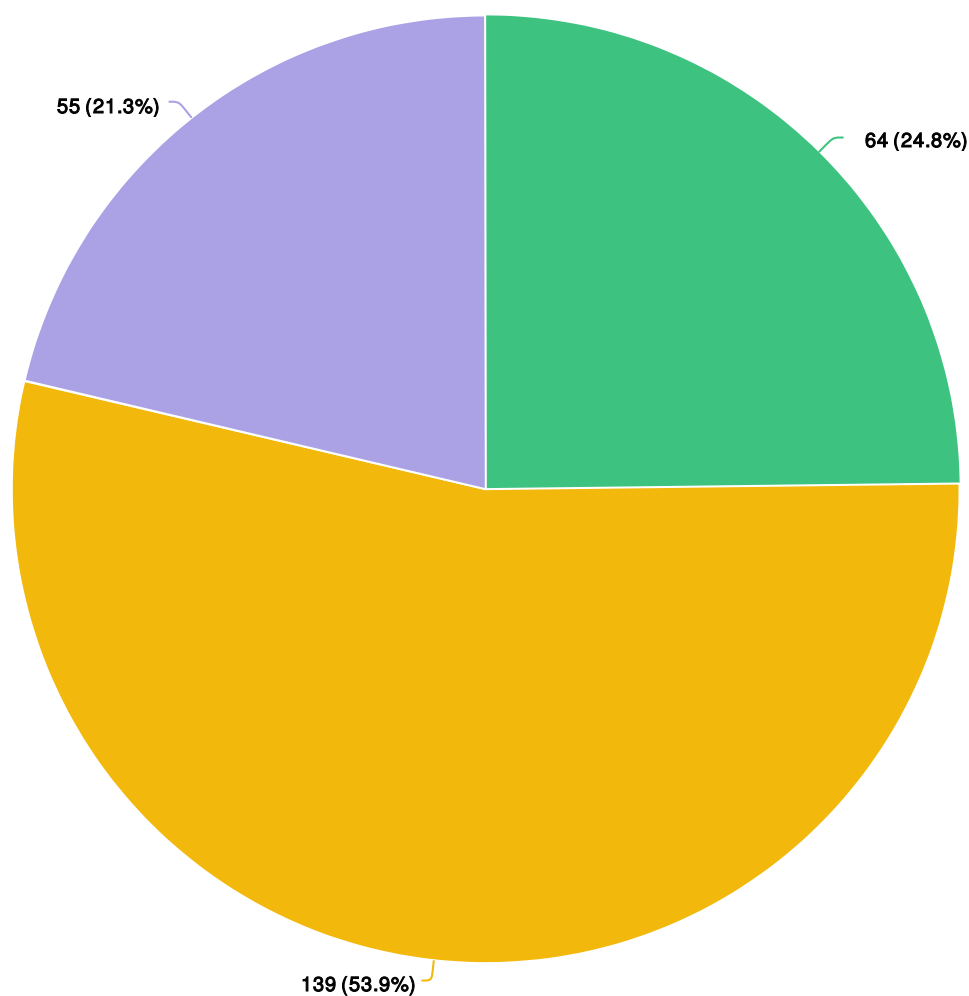
Q12 | In your opinion, do you feel well-informed and knowledgeable regarding Town operations, projects and initiatives?



Question options

- Yes, I feel well informed and knowledgeable
- Somewhat, but there is room for improvement and a need for increased public information
- No, I am not aware and would like to learn more about the Town

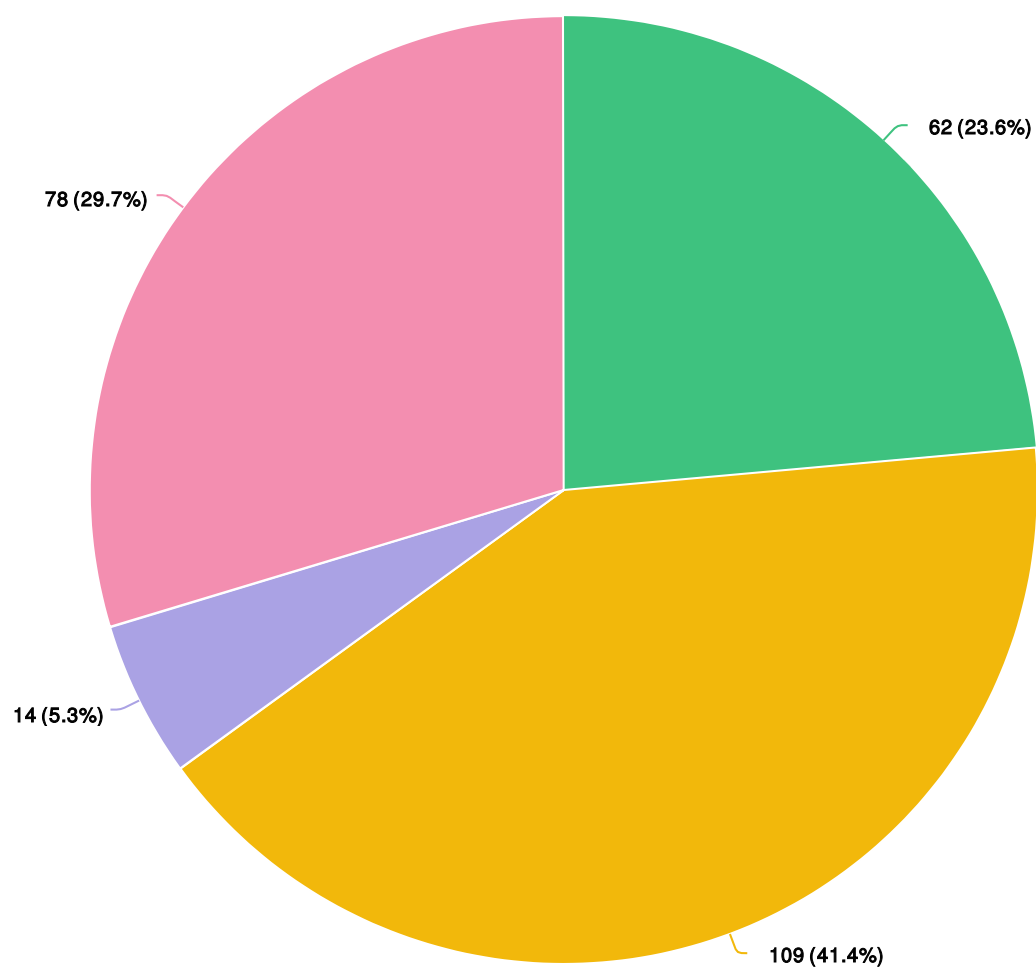
Q13 | In your opinion, do you feel that the Town is open and transparent in sharing news and information with the public?



Question options

- Yes, I feel that the Town is transparent
- Yes, but I feel that there is room for improvement
- No, I do not feel that the Town is transparent

Q14 Within the past year, have you participated in a Town public engagement opportunity such as a public meeting, project survey, public information session, and/or public open house?



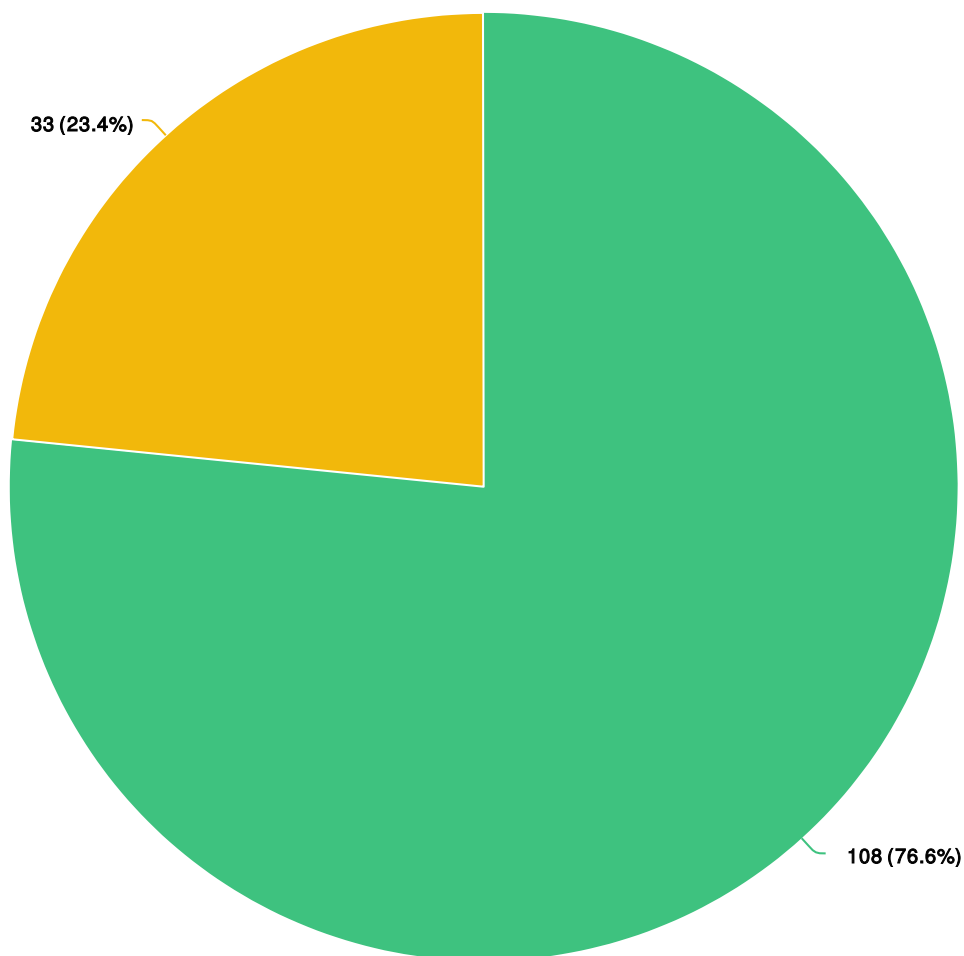
Question options

● Yes (please specify in the comment box below) ● No ● Unsure ● Comment Box (Select to make comment box appear)

Question #14 – Other (Please Specify)

- All candidates meeting pre-election
- Meet the Mayor meetings
- Project survey
- What does this mean? Open Houses and Public meetings re planning and attainable housing, Leisure Activities survey, Economic survey, this survey etc.
- A couple of public meetings with the Mayor, public information session on the proposed water park, observed numerous recordings of Council meetings on topics of interest.
- Generally participate in most all the surveys and a number of the public information sessions
- Financial Update with Mayor at Marsh Street Centre
- Attainable Housing survey, CIP survey, direct comments to ED of BMAHC
- Attainable housing survey
- Attainable Housing Survey
- Just a Public Survey, covid has prevented much this. When I see something I want to comment on at town meetings I cant find my way to the place to do that. The email says that I can submit questions, a link to where to do that would be helpful.
- Attended a Town Hall meeting.
- Yes, in regard to Wakepark, Clarksburg infrastructure revamp, etc.
- Recreation survey
- Attainable housing survey
- Lora Bay Phase 4
- survey regarding attainable housing project in Thornbury.
- comments made regarding Aquavil
- Surveys, watched meetings, Mayors messages. BTW: This survey software is terrible."
- No. The town meetings regarding Craigleith matters (proposed development, cell phone towers etc). have been held at night during the winter when storms have been occurring. The meetings are always held in thornbury. How about holding them in Craigleith when the matters locationally deal with Craigleith.
- Yes, council and committee meetings
- I try to participate in all surveys, I try to attend attainable housing info sessions, I often read council minutes or watch.
- Citizens Forum with town staff and/or town council members speaking. Respond to all town surveys. town meetings on specific projects.
- recent Activities questionnaire
- Yes, public meetings should be recorded and available for viewing as other council and committee meetings are.
- Public Meeting, Project Survey
- Public Meeting, surveys.
- Attainable Housing meetings; Sustainability Committee meetings
- Affordable Housing location
- Abbott's Development
- Wake board Park
- I have completed a couple of surveys this year...housing, recreation...
- public meeting, project survey
- I have been at meetings re the Wake Board Park. In the past also concerned about Noise Laws. Filled out survey re affordable housing project.
- Thornbury West Master Drainage Plan
- Meetings at Marsh St, surveys, in-person and on-line council meetings,
- Yes, mayor speaking at the Blue Mountain 'owners meeting'
- Housing survey and recreation survey
- Surveys
- Have completed a survey in the past regarding housing and events in and around town.
- Public Comment and Deputation
- Attainable Housing, CIP,
- Public meetings, public information sessions, public open house
- All surveys
- 1. public info session on pavement alternatives for Peel St North. 2. submitted comments on preliminary housing concept for old Foodland site.
- pickle ball court location/discussion AND Gateway Attainable Housing project
- Peel St N development. Public info session. Public open house. Letters to Council.
- Made depositions to council. Meetings with CAO and department head
- Following the Attainable Housing Project and submitting letters of concern regarding our proximity to this project.
- Attainable housing survey
- meeting at Ravenna Hall with Mayor and other community stakeholders. Feel this council is doing a good job.
- LAP project
- Made comments to development at Camperdown
- Regularly watch Committee meetings and BIA, sent a comment to staff following a meeting. Was pleased with response.
- Recreation survey
- Leisure Activities Plan Survey
- Strategic plan workshop, public surveys, public info session, public open house
- Planning for Old Lakeshore Road Development
- Affordable housing survey
- Survey, public meeting, information session
- just surveys brought to my attention through email
- Leisure survey; pumping station
- Surveys
- The leisure survey and the survey of staff housing.
- surveys
- survey
- Public Meetings Public information sessions, project survey
- Did the Leisure activity survey
- surveys
- Public Meeting
- Public Planning Meetings, BMPL events, Lobsterfest
- Anything to do with Art Shows at the library and in the townhall
- Project survey
- Attainable Housing
- Husband zoomed into Meeting on Lansdowne development
- Provided comments for the presentation to council on the development at Grey Road 40/Hwy 26 across from Indian Circle
- attended Ridge Estates Public Meeting
- Project survey
- Water, sewage residents meeting
- Tuesday meetings at The Corner restaurant
- A lot of town information sessions / meetings occur during business hours which makes it quite difficult for working residents to attend

Q15 | If you answered 'yes' to the question above, do you feel that you had adequate notice and opportunity to provide your comments on the plan and or project that you engaged with?



Question options

● Yes ● No, please specify

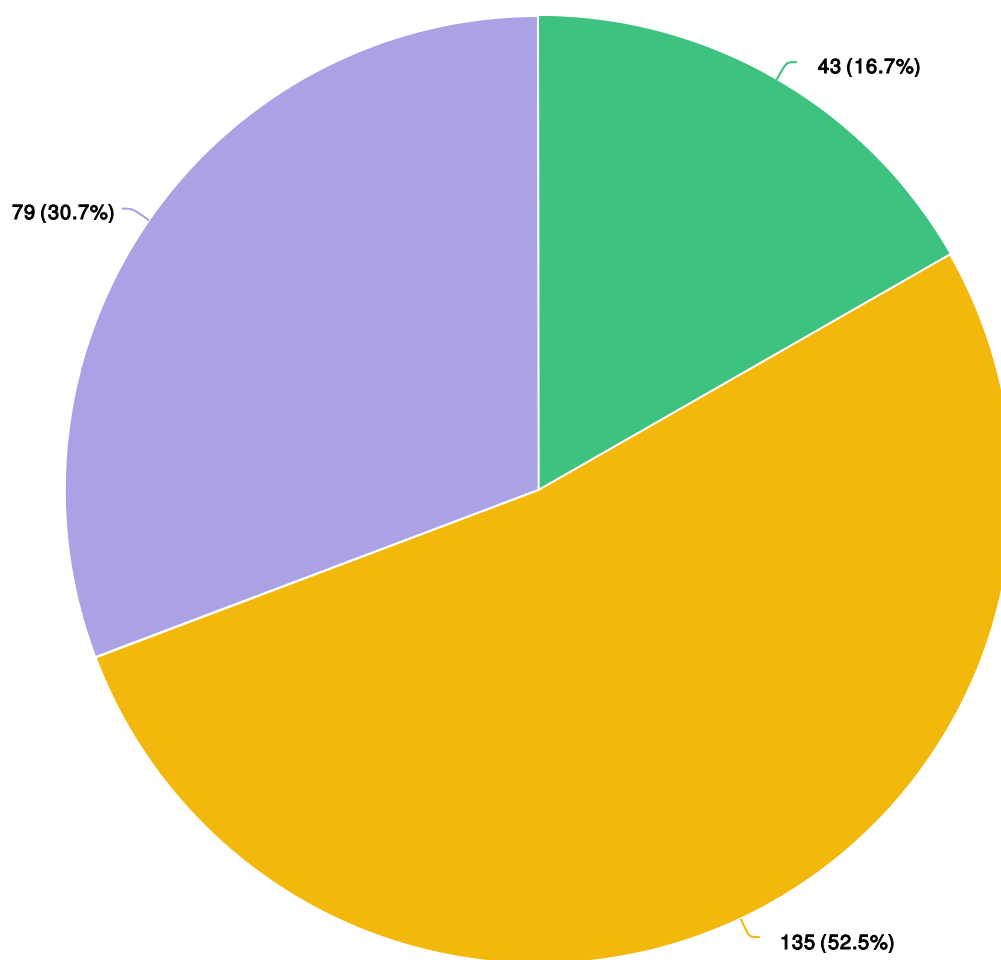
Question #15 – No, Please Specify

- No, not really. I found these events directed more to the more highlight engaged or informed resident. I hope they would be more for general information. Discourse started at a higher level
- Advance notice could be better, sign postings are too small for large important projects, signs are not dated, updated or removed, COW meeting comments are too short (usually 3 minute limit), online public meetings are not yet comfortable (Councillors not visible so not able to read reaction or body language or be sure they are attending/listening).
- There are important initiatives taken without adequate input from either the public or council. Eg. The unsightly, poorly designed and expensive downtown parking restrictions. The \$1M unneeded parking lot. The idiotic and unsafe Soever/Ford 50km/hr Hwy 26 limit which was sprung on the council and the ratepayers. Also, the reputation the town has for being extraordinarily difficult to deal with by sophisticated developers (Home Hardware, Sobey's, etc.) and for financial inefficiency is a reflection on councils acting without adequate accountability for years.
- The only reason I knew about these meetings was because I am majorly DIRECTLY affected by the issues of these meetings and I still had to DIG within and try to navigate the Town website for the truth, details dates, what terms of the meetings meant, way beyond what I should have to do. Awareness and ease of finding details on issues needs to be improved so ALL residents are aware of issues that can affect their desire to live here.
- Meetings were posted, then dates were changed
- Now enough time to prepare deputations between when the public sees a staff report and when its presented
- All information meetings should be after hours so everyone can attend. There are many working residents who can't take time during the day due to work obligations.
- Only heard about the public meeting from a neighbour
- Re noise issues at a local pub only heard about an application by word of mouth through a neighbour. My home was considered outside the distance yet I am only one block away. This distance needs to be enlarged.
- Low interest
- Not well notified about ability to respond to Aquavil development changes. Only by word of mouth did I know of dramatic changes by developer
- Often difficult to gather all the information to be well informed, in order to make relevant comments.
- There is no summary to give an overview of town plans. The current blast of info and COW are far too detailed, with legal language which needs to be far more user friendly, if the town expects to engage and keep residents informed of all the important town issues which effect them!
- Housing survey not adequately publicized
- Some staff does not return phone calls in time.
- Absolutely not. When feedback was presented there was absolutely not indication that it was reviewed
- Pickle all was only made public once the deal was done.
- Survey, but project was already underway.
- always feel like "they" the town is trying to skirt something through quickly without proper public discussion and input
- It looks like decisions were made before public was consulted and it's close to impossible to change it. Things are done <<like they always were>> and there is no opening for new

ideas or learning from other municipalities. Thornbury is making all the same mistakes and is developing like the Toronto suburbs did in the 70s and 80s. Clear cutting for big roads and parking lots for big cars first, pedestrians and environment last. People will soon get killed simply trying to cross any road in Thornbury. Very sad.

- Poor communication
- Certain development meetings
- With regards to the Old Lakeshore Road Neighbourhood Plan, we did not receive adequate notice, and with a proposed trail leading directly through our property we would have liked an opportunity to speak to council at the initial meeting (which we did not know about).
- The Town should give 1 month notice for Public Meetings . A resident needs time to understand and respond to the documents provided by the Applicant.
- Had to hear about it from a neighbour
- Content of meeting was not clear before the event.
- I learned about the issues at the same time the survey was made known to me / because the survey was made known to me
- Only found out about the project shortly before surveys were due. Did not know there was a committee with residents involved until it was too late to be involved.
- Did not receive any mailings in regard to the project - read it in a posted sign
- Old Lakeshore neighbourhood consulting process was completely deficient
- Usually you do not find out about the meeting until after the cutoff date for submissions. Almost seems like "a well planned error"
- This is the first opportunity I have had to participate

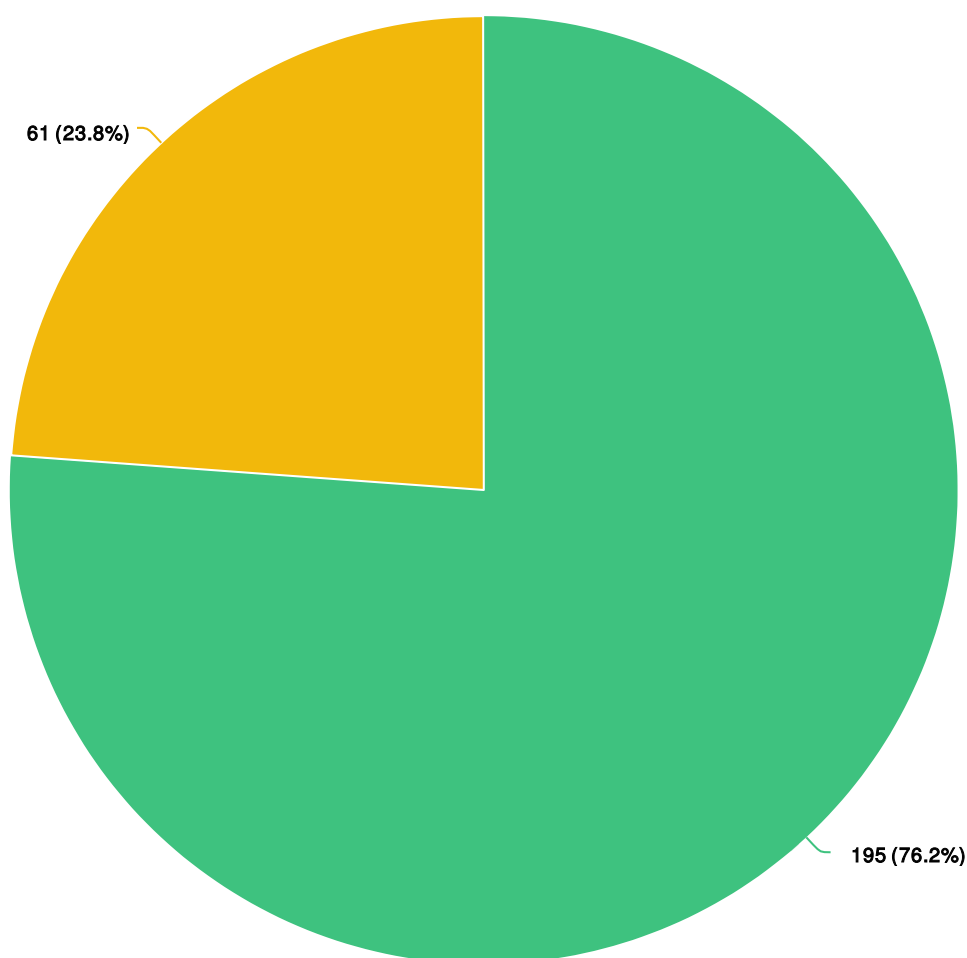
Q16 In your opinion, do you feel informed and knowledgeable about Council meetings and the decisions of Council?



Question options

- Yes, I feel well informed and knowledgeable
- Somewhat, but there is room for improvement and a need for increased public information
- No, I am not aware and would like to learn more about the Town

Q17 Currently, the Town standard is to publish meeting agendas the Wednesday of the week before the scheduled meeting. For example, if the meeting is on a Monday, then the agenda is posted on Wednesday of the previous week. In your opinion, is this enough public notice?



Question options

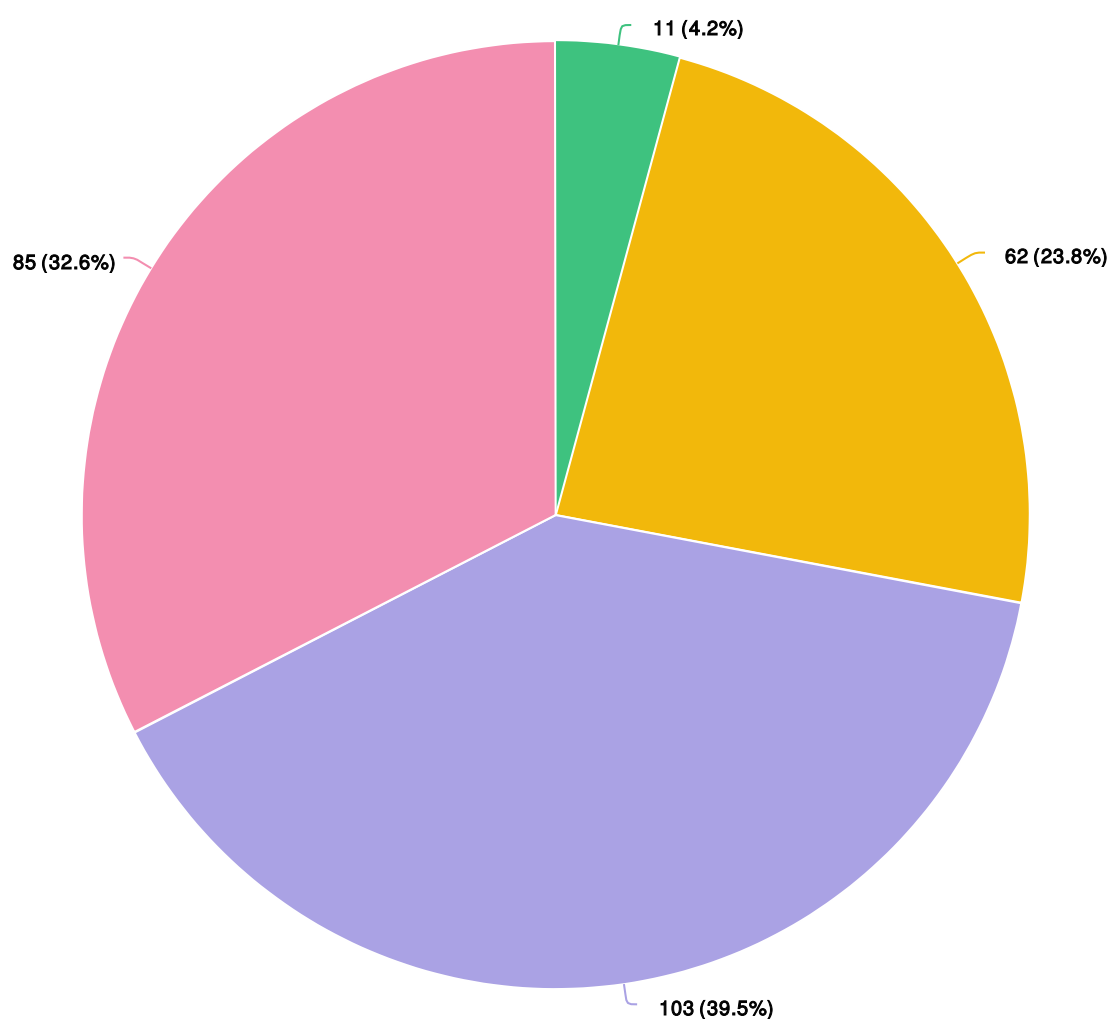
☒ Yes ☐ No, please specify your desired notice time frame

Question #16 – No, please specify your desired notice time frame

- not really, more notice for important matters
- 2 weeks
- 2 weeks to allow for deputations to be submitted
- No, I think it would be reasonable to allow questions submitted up to the day before the meeting and provide one full week to do so. Very few want to spend their week end submitting questions to council so that leaves a couple of days, and thats it.
- min 7 days
- 2 weeks notice is sufficient
- 3weeks
- 2 weeks
- Should be at least 1 week (7 working days) prior to meeting
- one week
- Two weeks ahead would be better.
- The agendas should be published a week in advance
- We need a week
- There is no accommodation for working residents to become vocally involved. Seems the town is oblivious to this.
- For working individuals at least 2 weeks so they can make appropriate arrangements to attend/participate. Live streaming of council meetings is very helpful, again for those working, but the meeting we attended ran very late and participants were not kept to allotted times.
- One -two weeks would be more acceptable.
- Two weeks ahead would give more time.
- Two weeks?
- 10 days notice
- This is too much information sent that is not user friendly to the general public! Forwarding copies of council meeting agendas/ minutes is not informing Residents, who want a quick read and overview of town issues without trying to decipher these time consuming memos!
- 1 week minimum
- 2weeks
- one month via internet
- 10 Business Days
- I would be more inclined to attend if I could see agenda items further out and see what was of interest to me. Even if the agendas aren't fully developed, you could perhaps issue what you know is on the agenda a month out (or if that's optimistic, 2 weeks).
- At least a full week.
- Not enough time if staff doesn't respond to requests for more information.
- You can't find it easily on your site. Website needs better organization.
- 2 weeks notice
- at least 2 weeks would be reasonable
- 3 weeks minimum would be better
- two weeks notice
- 2weeks
- Yearly calendar would be useful for plan purposes.
- Not if there is required research to be done on the public's part

- One week would be nice
- 14 days
- An entire week should be the minimum.
- 2 weeks prior and again one week prior
- add a week
- 3 weeks with a mechanism allowing for time sensitive matters to be added would allow for better public engagement
- One weeks notice
- I think a weeks notice would be better.
- 2 weeks
- Minimum would be five business days
- 1 week before
- suggest 2 weeks, to allow to time to prepare, or schedule
- I think agendas should be published at least 10-14 days prior to meetings.
- 1 clear week before meeting
- "A full week's notice, plus- The Friday before the week before the Council meeting in order that weekenders be given enough notice
- eg. Friday notice on October 9th for October 19th meeting and updates during the week as comments, issues are added to the agenda as per current practice"
- At least a weeks notice would be better
- Believe agenda should be published two week prior, with some last minute additions, if urgent, up to Wednesday before Monday meeting
- Should be 7 days in advance. While I am a part time resident those who are not may need additional time to arrange for time off to attend or make comments
- seven business days
- Two weeks
- At least two full weeks
- Ten business days
- at least 1 full week.
- 14 days
- No. This is usually also the cutoff date for residents to submit their comments or right to speak. The cut off date must be closer to the meeting
- A week would be better.

Q18 All Committee of the Whole Meetings, Council Meetings, and Committee Meetings are live streamed and archived on the Town website. How often do you watch the live stream and/or archived meeting videos?



Question options

● Regularly ● Sometimes ● Never ● I was not aware that meetings are live streamed and archived

Q19 | In your opinion, how can the Town improve communications with residents and what methods of communication would you like the Town to use?

Printed newsletters delivered by mail

In general both staff and council are on send more than receive. They continually defend their position rather than listen and absorb other possible solutions and concerns. Sadly it seems to be about special interest groups, personal agendas and not about what the whole community needs and wants.

I believe the town is doing a very good job with regard to communications. The mayor's weekly video message is just one example of this. Email blasts are also excellent for anyone signed to to receive this information.

I would like fewer emails with the content spelled out rather than links

This survey help -but a communication showing us how we can be better informed would be useful

Staff need to keep commitments to respond as they state they will, answer questions posed honestly by email, and acknowledge receipt of emails.

I'd like to subscribe to a weekly email that summarizes what is happening with the Town. This email is only a summary with links that I can click on to get further detailed information regarding any specific topic that is of interest to me. One Source. One Email.

The email blasts are a good way but often not enough info is included. For instance, when studies are being considered the public should be informed. Also, there should be some recourse when studies are done improperly such as the attainable housing study of the site should not have been done in winter.

Local Newspaper could be a better vehicle for communication

Provide a "layman's" summary of council decisions , once final, in addition to the minutes of meetings

No comment

With some exceptions, the Town largely does what it wants to do 1st and then communicates what it has done. More attempts should be made by the Town to communicate what it would like to do at an earlier stage at which community involvement is still possible to influence the course being changed.

Better access to contact information of the town council plus feedback that your e-mail has been received. I wrote to the mayor a month ago but have had no feedback or response re the too high of a speed limit on Sunset Blvd

print summaries into all resident mailboxes. A compendium of ALL active social media accounts, and other sources would also be very useful

By being transparent and truthful

communicate changes that were passed at the town meeting

Staff dept do not communicate anything; Council communicates but no progress or upcoming work is published from staff

The use of social media would be great and not just twitter

Better use of eblasts

With regard to watching town meetings ..some of us are not too swift at finding it on our iPads...need some easy instructions.

Be fully aware that they are limiting communication from working people in this town. Seems to benefit the town on what they push through.
Development for example is out of control with no infrastructure being updated. ie. roads and drainage.

The town is more secretary and deceitful than ever. Closed sessions are a common occurrence and committee meetings never have a quorum. Right wing bias is evident. Friends of the mayor are selected members of committees rather than a cross section of people with varying ideas. Bullying tactics are frequently used and this will lead to more frequent litigation for the town. And communication...haha, that's a laugh...you tell us what you want us to hear.

Respond to emails! Never heard from Paula Hope or staff on one inquiry. Wife emailed our Mayor one month ago, with no reply. I emailed our Mayor on Friday and am waiting on a reply.

Primary goal of every communication should be to engage, educate as well as inform. Communicate to engage and educate, using very simple language that everyone understands. Explain all terms and acronyms and never use jargon. Create an enjoyable experience with every communication. Ensure that all members of the community, who wish to be reached, can be accessed by email or print copy. Ensure that the Town website is written to educate and engage and is user friendly and truly helpful

I have nothing constructive to say, except to say that a brief summary of Council decisions should be sent by email to every taxpayer after every meeting.

email blasts on specific news and issues digital newspaper

I like the Facebook & Instagram personally. The Citizens Forum is good but there is a lot of bickering between the same individuals. Maybe the Town might consider its own Facebook page?

By sending Emails.

Personally, I like the emailed newsletters.

The Mayor's YouTube Weekly Update is great and should continue once the COVID-19 crisis is over. It should include a summary of event, council meetings, status of the municipality

These types of surveys are useful in informing people of the various communication channels. I think sending a circular to each resident is a better way of informing them of these channels, including how to access the various channels.

email subscription list available at the end of surveys

The Town needs to be a lot more transparent in communicating its plans to residents and businesses. For example, the concrete blocks on Main St that were installed in the spring - apparently businesses weren't consulted. Improve the website and send out emails to residents. Don't rely on Social Media - lots of people don't use it.

what is the link to sign up for the weekly blast

2020 is not a normal year so unsure that this should be the time to benchmark ways to improve. Demands of Covid response skew everything. Overall, I suggest that everyone associated with the Town and its

communications efforts give themselves a huge round of applause. Crisis is always tough and ripe for Monday morning quarterbacks. Stay the course and keep doing what you've been doing. Much appreciated.

email directly to town residents

It's up to me to get involved based on existing communications or avoid the aggravation of having no say on these rather inconsequential issues and being silent. I'll have to decide if involvement is worth it.

The newspaper we get in mail from month to month is my preference--Some seniors do not use computer a lot--thus written word also needed

Perhaps have more updates maybe twice a week on the web of what is transpiring

Email and social Media and archives and online presence

More specific information And updates on Ongoing projects And future ones

Earlier notification of public meetings online, inclusion of all residents affected by zone proposals and applications by mail and email.

Small town hall meetings are good (Ravenna for instance). I get "lost" in the legalese of the agendas - not my thing.

Weekly news feed on line

Email high level summary of topics (just a very brief list) to be discussed at each meeting without having to click through to a separate detailed document. Consider other creative options to connect with people who are not signed up for town emails or who do not use a computer.

Make people aware of how to get signed up for email blasts

I am aware of folks who rent here (do not receive/pay property tax in town so miss out on any communication that goes directly to property owners in the mail vs the people who actually live and work/participate in community life here. That may be a missed opportunity for communication?

Instagram - use format followed by Town of Banff

For me. E-mail. Weekly is too frequent it pollutes the inbox. Biweekly or monthly would be fine. Snails don't move that fast.

Great question. I sometimes believe the question is as to what it would take to have the public actually care to receive or absorb communication that would be beneficial to residents and property owners.

Produce and publish more reports that effect residents i.e. noise complaints and other bylaw infractions, analyze trends and patterns. Eblast them to people that sign up.

A lot happens in this town and the residents are often "the last to know". Also very little feedback to residents.

Not everyone is on social media, Facebook etc. especially seniors, do not make that the sole or first priority method of communication, Emails are better. More transparency and an easier way to navigate the Town website which is crammed and confusing to many should be improved, its 2020! Make it easy to find stuff. Separate ICONS to make this easy.

Be clear & honest, train staff

When you consult the public, do it genuinely and be receptive and open. Don't do it just to say you did.

This survey, like others, has been informative We could try to pay more attention to the town website

Electronic sign board with current events or key info

Facebook

short "executive" summary of projects, issues, etc.

Create an Official TOBM Facebook page. Right now Citizens Forum/Town of The Blue Mountains is conveying town information. Social media gets information out quickly. Another thing the town might consider is installing an official message board at the Bruce Street Parkette.

Continue with signs around TBM for those without internet/more town hall with Mayor Soevar

It would be nice to know what issues were being discussed and how to contact representatives. Emails sent from representative websites have gone

unacknowledged.

A website similar to Collingwood Today

Development is an issue - what projects are being considered and their progress.

The Town is doing a good job. Keep up the good work!

I get daily updates on Committees and Council meetings. The website provides more information on development projects. This enough for me.

newsletter good

Not sure.

I have to admit I do not like being on the computer too much so I appreciate the monthly newsletter that is put out.

Live streaming is useful ONLY FOR THOSE WITH INTERNET; this omits many residents

Provide communications in a more "user friendly" format. For instance, Council meeting agendas are a struggle to wade through all the formalities to get to the key issues being reviewed.

electronic newsletter at a regular interval would work best for me

Email blast to those who register with meeting agendas etc.

Notices in the mail box is fine with me.

Town based social media that comes from a single town source. I feel that there are too many avenues and not all are credible. Forum groups on social media have partisan and not fact based opinions that at times appear to represent the town so a strong social media presence that is the 'Real Town of The Blue Mountains' should be integrated to offset this issue.

Be more open active and committed

Communication is important but listening to residents comments and opinions is more useful. Acting on those suggestions would be a great step forward for this Council.

It's great that the town meetings are livestreamed but they are brutal to watch. Would like a brief synopsis of decisions made via email regularly.

By engaging with constituents as you are doing !

Improve the Website, Facebook

I would like to see the Town on Facebook. It has become our primary source of sharing information as we only have a monthly newsletter, and no radio station. A properly moderated group can be a valuable resource. When you have a topic on an agenda that allows public input provide a link to send a question rather than say "You can submit questions". When sending information about an update it would be help full to provide a small map to indicate location rather than just a street name. Many describe locations by landmarks and not street names. Rather than inform only vicinity neighbours all residents should be made aware of potential changes. The towns website does not list all of the names of the department heads. It is not very welcoming to send an email to someone when you don't know their name.

I didn't know that there was so much communication available to me

I find the communications is adequate to the point of even posting small signs in the community something I have never seen before. Not the most economical but does act as a reminder. As someone with extensive sign experience prior to my retirement perhaps investing in an electronic message sign one in Thornbury and one in Craighleith could capture the majority of the population .And make it available for local events and tourism opportunities. The electronic sign industry is complicated with the industry not disclosing all the options so would need to navigate carefully since these can be costly and understand the realistic expectations

social media -an informed, non-opinionated social media page would be great to combat the misinformation coming from other sources

I like online information and actively look for it.

Make the various communication methods more apparent in the bills we receive, as I was unaware of the weekly newsletter blast.

n/a

Newsletter

more openness about development process. Much more advance notice of development needed. Residents need to know about every application before any approval

would like to know when the Town is considering Zoning changes well before developers are proposing development designs

With the ability to sign up for specific email notifications/updates, I think the municipality does a good job of communicating relevant information.

I think you're doing a great job! I subscribe to the town's Twitter account and receive notifications whenever a post is made. It's been a really effective way to stay informed. The "Your View" website is also fantastic.

I like the idea of the "blast" newsletter. I was unaware of this and will look for more information on it and sign up.

Make sure that residents calling by phone can always navigate to get to speak to a real person if that would help them. e.g. I wanted to reach By Law "right now" to report "currently in-progress" COVID rule breaches. Couldn't reach. Happened TWICE!! Go an extra mile to minimize the number of residents who are taken by surprise, and object, when "something new" may or will happen. Probably it's their own fault because they ignored info provided; but try to find a way to minimize the numbers anyway. Make an effort to get across to ratepayers that even if their assessment rises, their SHARE of property-tax collected may actually DECREASE. There's a line on the tax bill that shows the change due to assessment change; try to publicize / explain this.

Use of door to door flyers or mailers giving updates.

I think TBM is doing a great job of communication, but only those that take the time are rewarded with good knowledge of TBM activities.

When projects have an impact on a certain area. Those residents should be given ample notice in order to have feedback that could positively change said project.

The council meeting emails provide very detailed meeting minutes, however, they are not easily understood. One has to track back emails to find out different issues and agenda items. It is hard to find one place where there is

an overall plan that lays out the long term strategy, the key strategic initiatives and timelines. It may be there somewhere on the website, but I haven't found it. It might be beneficial to organize communications by key categories I appreciate the Mayors video although most of it has been focused on COVID. Perhaps he could address the challenges and opportunities within the Blue Mountains on a quarterly basis.

Mail out notices to ALL residents in the immediately effected area

Before retirement, I worked for a government organization that quadrupled in size (over 2500) and went through the challenges of technology enhancement. Internal / external stakeholders had a lot of great ideas on how to keep people informed but the challenge became on "who" is going to ensure all the information is kept updated and accurate. Additionally, many processes are linked so a change in one area affects other areas but as people leave the organization or get promoted, the incumbents, through no fault of their own, have no corporate knowledge on these linkages so items become stale dated. I am seeing that on the Town website when I am searching for information. For example, infrastructure projects that have not been updated on your website for 15 months.

Mailed newsletters to residents & postings on Facebook like Ross Kentner of the Meaford Council.

Include highlights and outcomes of town meetings, rather than just the agendas. More town news would be welcome. Perhaps a young journalist could be hired to create a more fulsome weekly newsletter.

The website is informative and transparency with posting of council meetings is appreciated. What would nice would be better direct communication when a proposed plan affects a specific neighbourhood.

The fact that I get more and better info from the Facebook page is a bad sign. It means the town either (a) doesn't share what is important or (b) shares so much stuff in such a poorly organized manner that I won't use it.

Make the town website easier to navigate. Agendas and other information documents should have a first page that is a synopsis of document in simple English, then if people want to read the whole document after that they can. However all documents should be less legalese and more user friendly to read.

publish recap of Town decisions as soon as they are made

Facebook Page

Social media channels fb, Twitter, Instagram

Emails

Email

E-mail and Canada Post (regular). I'm not on Facebook, and prefer not to join.

Communication as two way - Information out (from Town to residents) is very good. Information in - (residents to Town, in a sincere way) needs improvement.

Be more transparent and open!! Send out weekly flyers to remind of upcoming meeting.. or put on Facebook

Longer notice for upcoming public meeting. We are involved with a development application and discovered not all relevant documents had been posted to the website. We had to revise our submission at the last minute to get it in by required time.

I was involved in a request to council regarding paving on Lake Drive. I was surprised that the council members followed recommendations by staff without real awareness of the matter. In speaking with council members, it seemed like the matter was decided before the meeting began, and that the residents of Lake Drive will have no relief from road conditions in the foreseeable future.

Become fully transparent

more social media - I would follow specific pages from the Town. If they exist I do not know of them.

Your problem is not with comm from town to residents but the other way around. We have been residents for 2 years. Where we lived before we were accustomed to getting a response from calls/emails with town employees / councillors. I have made several calls and sent several emails to councillors and town employees and it is sadly quite rare that I get a response. Every communications must be returned. I am currently getting less than 10%. This is incredible. Management needs to emphasize the importance of professional communication among its employees and elected officers. At present you do not look like a serious organization.

email what is planned

push out information. no one wishes to read council minutes. summary of activities, updates on initiatives ie. housing, where we at, budget - are we ok, etc

Agenda, news, plans through email

Direct mail

We are bombarded with emails daily and people often ignore anything that is not "mission critical". However when it comes to print media, people will often take the time to read it.

Information could be provided on all Council Committees and their responsibilities. (Or perhaps this already available?).

I need to access on-line information better.

Agendas and meeting information is communicated well. The decision making process that goes into the results/outcome of the agendas and meetings needs to be more transparent.

Create hubs online where the Town shares sites with local business, art and community groups.

We are still better with paper notifications, mail out information to residents.

I would like to see things at a higher level - how is Council doing against their established agenda. Here's what you said you were going to be focused on and here's how you're doing. A bit of a scorecard/self assessment on a 6 monthly basis - so we can see how all of these initiatives tie together to support the agenda. I think you're doing a good job, but I think it would help you if you communicated how you're doing and where you're struggling (and why). Perhaps you could also do this in a town hall format.

Email

Although I identify as a resident of Thornbury, we actually pay taxes to Meaford and so search on their web site for information.

Town should help people understand what the local BIA is doing.

Be more transparent - tell us how you're spending our tax dollar before you spend it...like buying property. I like email notification.

No comment.

The Town is a legislative body. Any legislative/legislated matters must be communicated to the public.

all manners of electronic communications

Monthly newsletter mailed out.

Monthly newsletter mailed out.

Email, newsletters

Consolidate and support development of a real weekly newspaper. The Blue Mountain Review is a good start but there is room for improvement on timeliness of news and chosen topics leave out much of what is going on in the community and what is important to those living here.

The monthly newsletter is very useful but could be larger.

Email where possible, less paper and mailings

I would like regular, 'summarized updates from committees and council mtgs, with a possible newsletter of highlights that would be shared with residents on a weekly/ bi-weekly or monthly basis. Where to receive this information needs to be easy to access, have a sign up to receive it But make it easily accessible to residents, and sent out proactively. I do not want to get important town information through Facebook groups like Citizens Forum, as my main source! This fb group has a large membership but only a vocal few that do not represent the opinions or attitudes of the vast majority. Please replace this source of information with something more professional and 'town- worthy'! Thank you.

Promote a Town newspaper..... @ private editor & regular reporting on municipal business & other community interests . Could be online !

Send a registration link in water & tax bills, personalized to the resident, to register for regular emails

When I send a letter/email to the town staff, it would be nice if they could respond that they have received or acknowledged the receipt of the letter and when they will get around to commenting on it. The town clerk C. Giles and Mr. T. Green seem to be the only persons with the Town that will do that. One never knows if the letter was received and read. Very seldom receive a response at all.

Always ways to improve communication. It's a 2 way street & folk like myself need to make a greater effort to keep updated.

It would help greatly if the information is provided in a "layered" fashion, i.e. provide broad update on all aspect of Town activities, decisions, etc in summary format. With more detailed information accessible include for further perusal. For electronic channels this should be simple. Rationale for this is that it is not always obvious where topics of personal interest will be covered/discussed. Thus if only "subscribed" to specific committees and meetings one may miss key topics.

With the tax bill, include ways to stay in touch. Sign up for communication, Social media sites. Is there one place to get all info?

Better use of Social Media

It would be nice to see more notifications through mail or email, not everyone is on social media or has access to a computer. It was much easier to keep apprised of what was happening in the town when we had the Courier Herald coming out weekly. A weekly town newspaper would be a good idea.

Calendar of Events and Live Streaming of Town meetings

Monthly, by email.

Please make sure you speak to both full and part time residents. We all pay the same taxes and should have the same rights. Today we favour those of us who live here as opposed to our fellow land owners and residents

We are busy, like everyone else. Sadly the best way to communicate is multiple times, multiple ways. Your postcard reminded me that I wanted to do this. In your face works!!

Communication about possible new infill development at a very early stage might lead to better understanding by neighbours and response by developers.

The Town needs to find ways to communicate better with those who do normally reside in the Town

Use the Review. Mayor continue the weekly message. Collingwood connection. Have live or "taped" conversations with councilors and staff about issues the community should know about including the good things that are happening such as the drywall and mattress recycling at the landfill.

Email summary of Town Council issues, updates and decisions on a monthly basis.

I think the web blasts are good. My wife keeps close attention to the "Community Forum". More information sooner is better than little information too late.

In addition to notices of meetings in the weekly emails, also include the decisions that were made at those various meetings.

I think the weekly email to the website is sufficient. In future, I may attend some meetings and may possibly be able to contribute as well.

Email

Emails on major issues.

The Town could drastically increase its use of social media. The Town should have its own dedicated social media accounts on Facebook, Instagram, Twitter, and YouTube. This would make information more visible and accessible to residents, and make for a more dynamic form of engagement with residents.

emails

Short 3 or 4 page paper report in all mail boxes. This will ensure I read it. Email is an option but can easily be ignored/deleted with the volume of emails everyone receives.

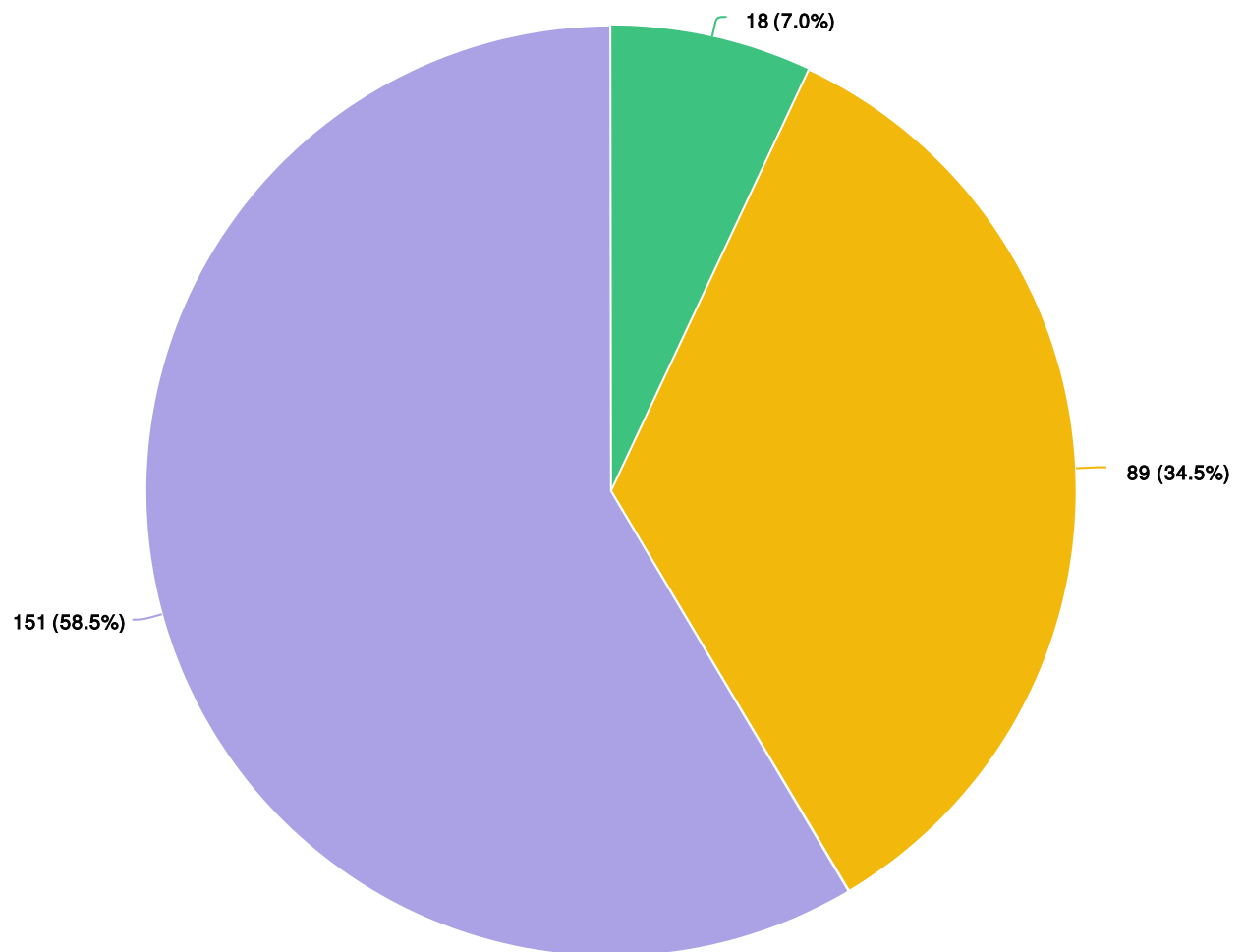
I'm a print person so I like print.

Perhaps remind folks of how to learn more. Also email notifications when there are significant updates

I hope that TBM realizes that with the high cost of wifi not all residents have a personal computer. Furthermore, not everyone is constantly online.

It would be nice to receive a summary sheet in The Bulletin. Wi-Fi is very expensive in our region unless you are of a higher-earning demographic. The number of users of the library media commons is evidence of how not all residents have personal Wi-Fi. I think that print media is still important

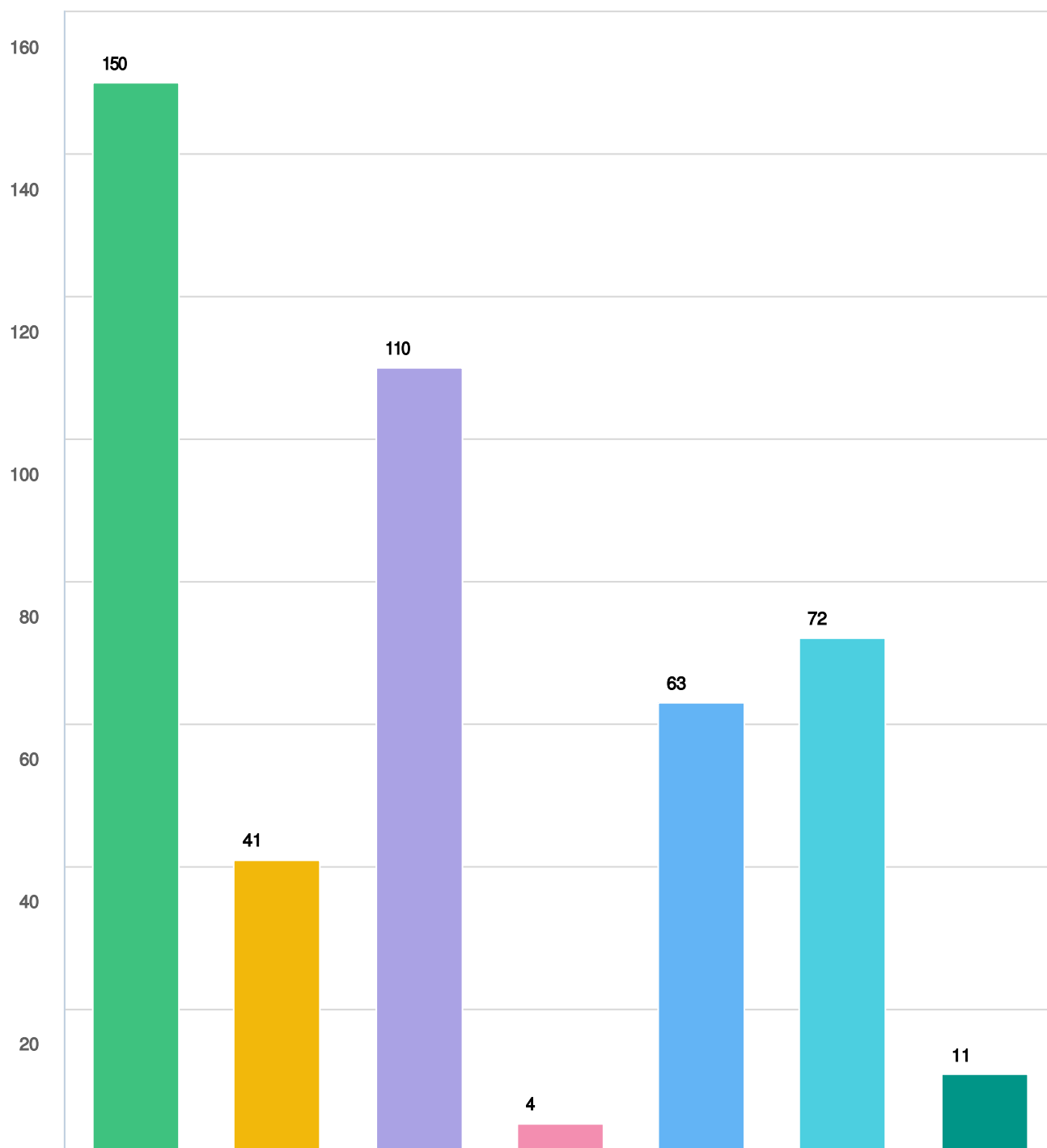
Q20 | The Town currently uses Twitter to share news and information. Do you follow the Town of The Blue Mountains Twitter account to receive news, information and updates?



Question options

● Yes ● No ● I do not use Twitter

Q21 If you use Social Media, which platforms do you regularly use?



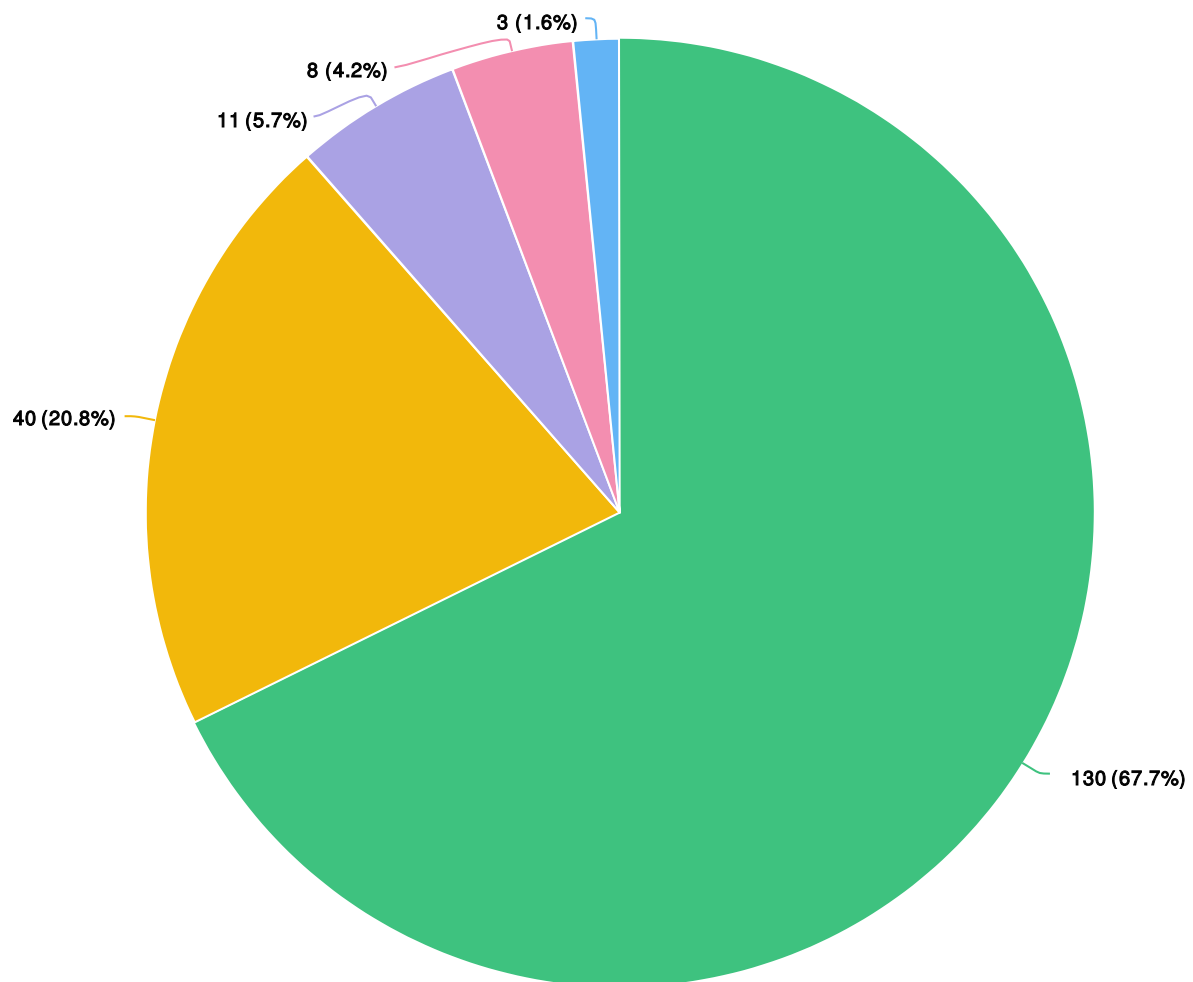
Question options

- Facebook Twitter Instagram Snapchat LinkedIn I do not use Social Media
Other (please specify)

Question #21 – Other (Please Specify)

- I have access to all of these but i do not regularly use them. Too much clutter to get through in all sources so I try to be selective. For Q22, I use FB every day but the others only weekly.
- I do not use these social media platforms. I have them all, Donald Trump has bastardized their use!! Hope you are laughing LOL
- Email
- Telegram, WhatsApp.
- I use email; all social media is American, not Canadian
- YouTube
- Instagram and tiktok
- Some use of Facebook, but it is declining and I would not want to have to check it for information.
- E-mail
- Online news ie) Google News, Apple News
- I rarely use Facebook but if there was notification from the town I would definitely log in

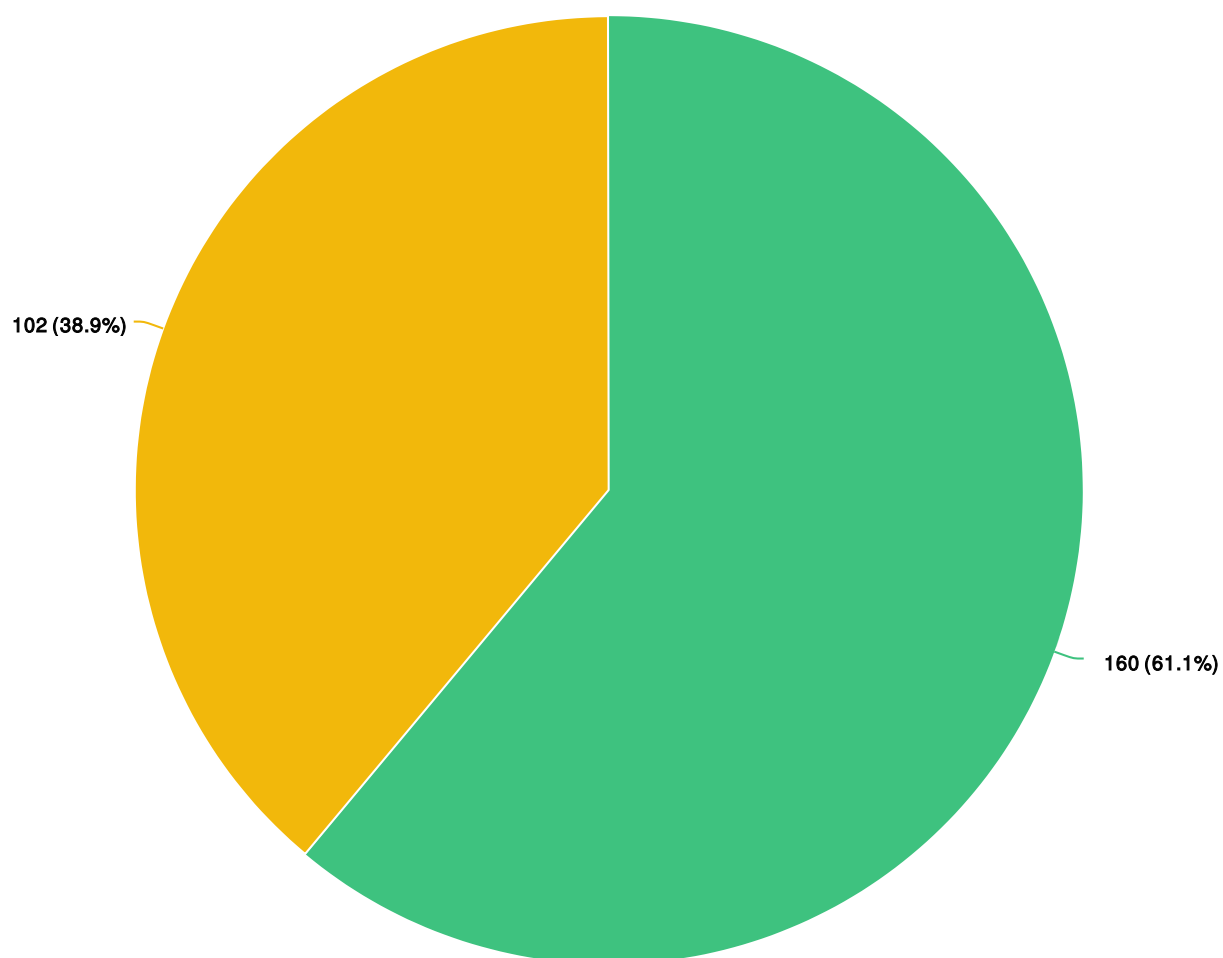
Q22 If you do use social media, how frequently do you access your social media accounts?



Question options

● Everyday ● A few times a week ● Once a week ● A few times a month ● Once a month

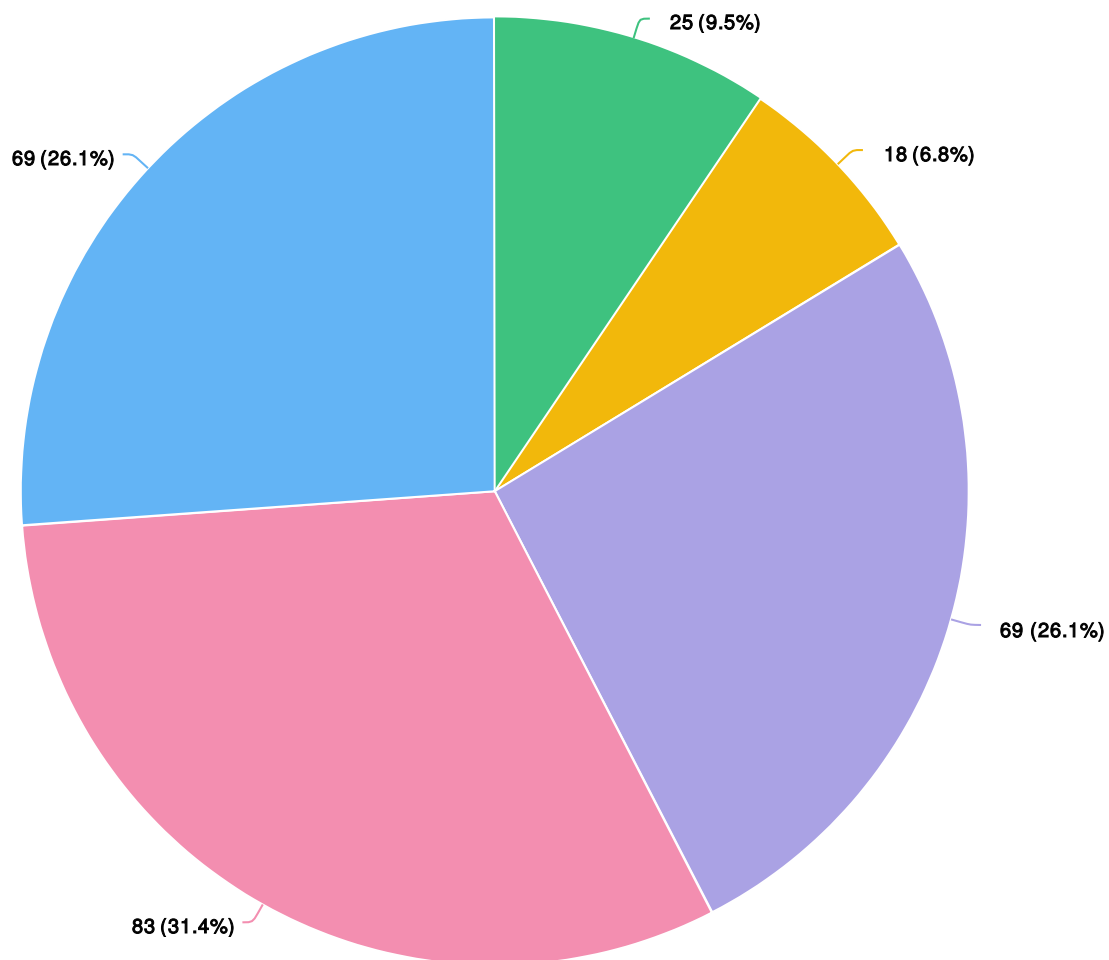
Q23 | The Town has received requests to create an official Town of The Blue Mountains Facebook page to share news and information with residents. Would you use the Town of The Blue Mountains Facebook page as a source to receive news, information and upda...



Question options

● Yes ● No

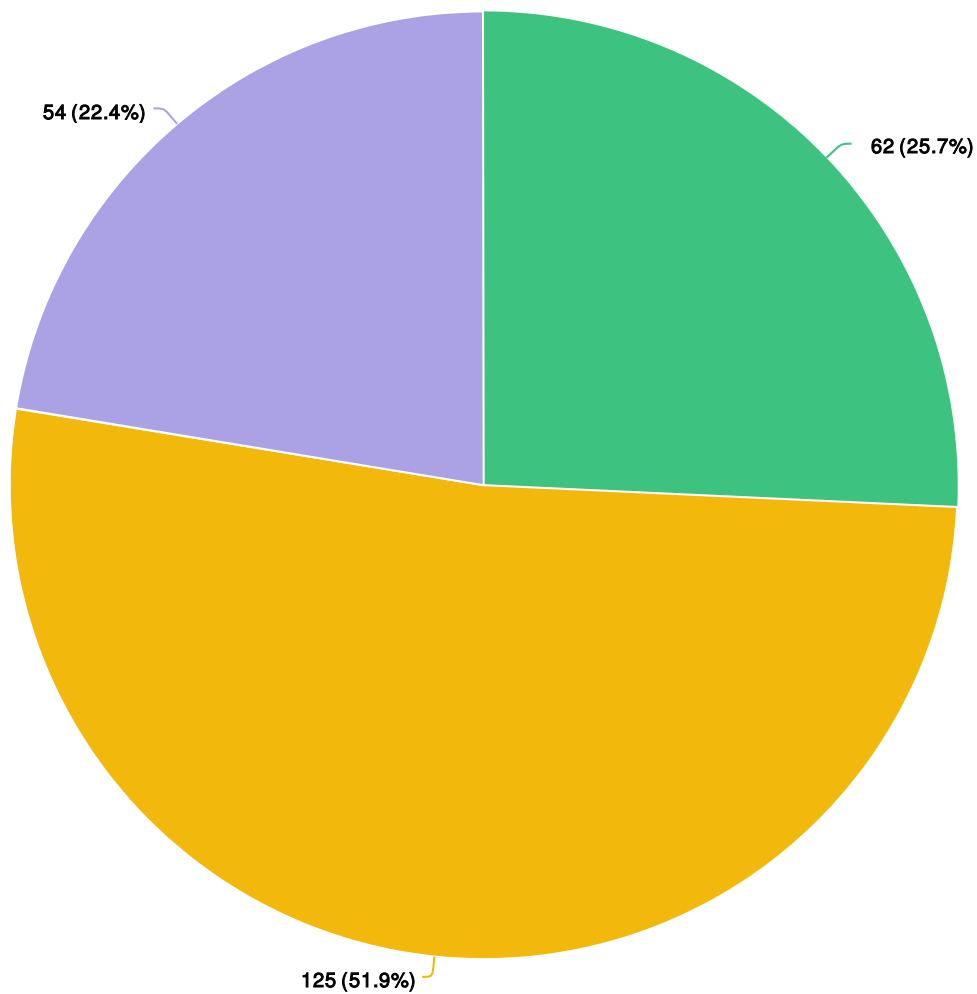
Q24 | How often do you visit the Town of The Blue Mountains website
(www.thebluemountains.ca)?



Question options

- Several times per week
- Once per week
- A few times a month
- A few times per year
- I do not regularly visit the Town website

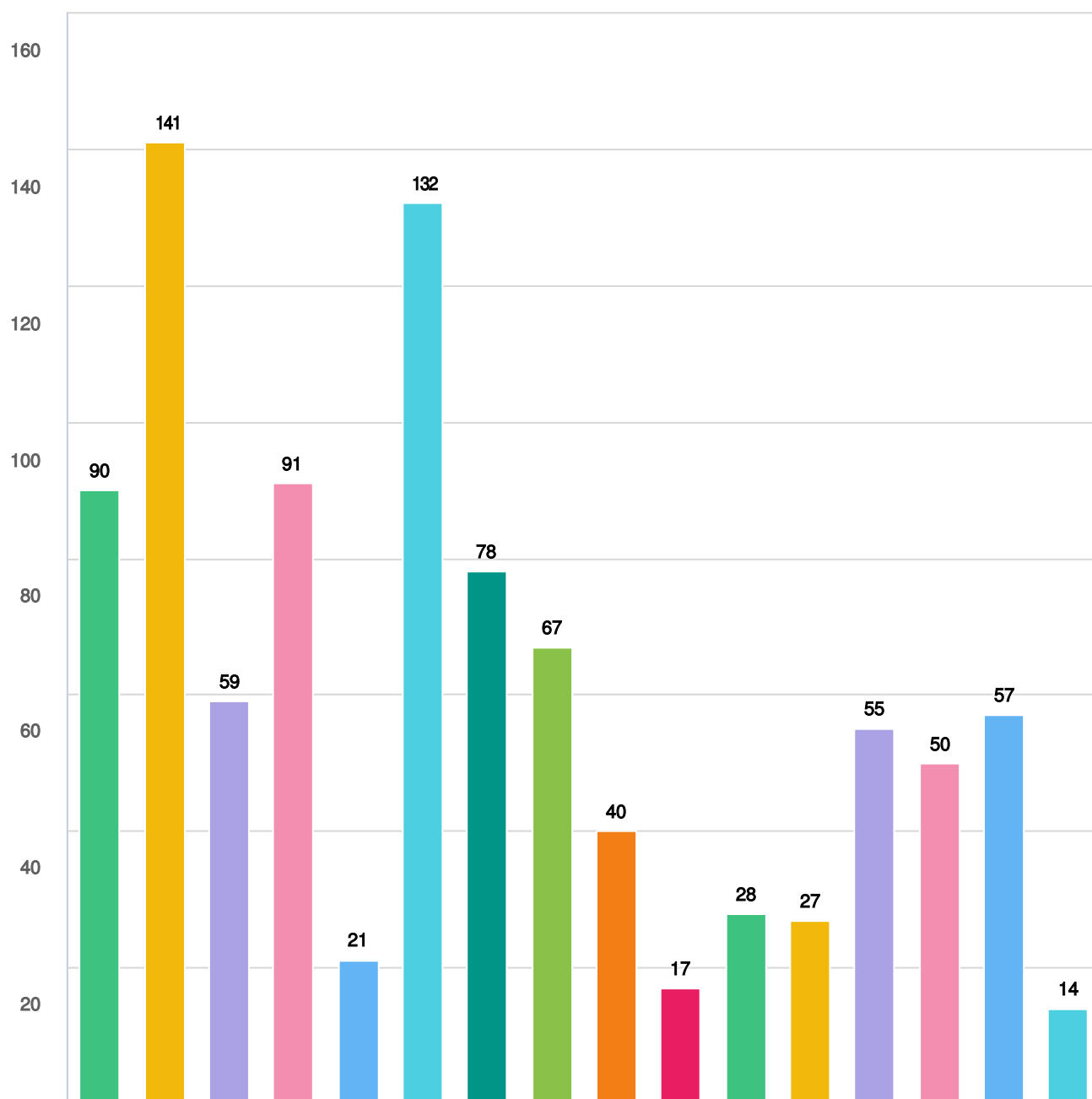
Q25 | In your opinion, are you able to easily navigate and find the information you are looking for when accessing the Town website?



Question options

- Yes, the Town website is easy to use and navigate
- Yes, but the Town website has room for improvement
- No, the website is difficult to use

Q26 What information do you generally access on the Town website? (please check all that apply)



Question options

- Council and Committee Meetings, Agendas & Minutes
 ● News Releases & General Information
- Property Tax & Utility Information
 ● Community Events Calendar
 ● Business Directory
 ● Waste Collection Information
- Municipal Bylaws
 ● Department and Staff Contact Information
 ● Permits and Applications
 ● Employment Opportunities
- Online Payments
 ● Publications (budgets, annual reports, etc.)
 ● Recreation Facilities and Programming
- Road Closures & Service Disruptions
 ● Special Project Information
 ● Other (please specify)

Question 26 – Other (Please Specify)

- *To find a staff member or department.*
- *info on the municipal elections*
- *Past reports, studies etc. Often have to contact the town as the 'links' are not working*
- *Document Library*
- *Official town plan, new developments, highway improvement schedule*
- *I appreciate the notices that the Town sends out about "closures".*
- *Permits, business related issues*
- *Planning and development projects*
- *Special Project Information, Municipal Bylaws, Council and Committee Meetings, Agendas & Minutes, I am not able to locate certain Town policies. There should be a link to all by-laws, policies, etc. as categorized with a Table of Contents.*
- *I actually didn't know there was a town website (moved here almost a year ago) but will certainly start using it.*
- *Planning department: proposed projects*

Q27 | In your opinion, what changes to the Town website would make it easier to use and more user friendly?

Use Icons(by department) like a windows/apple desktop. Content is great but navigation could be better.

The legal jargon of the bylaws is difficult to decipher.

Haven't thought about it

Keep the 'links' working. Search engine could be more responsive.

I don't visit it.

I would like to see a section on what the town is doing to address the Climate Crisis Emergency the Town declared in 2019

I'm unsure.

Please develop a more comprehensive map giving weather conditions/road closures etc—from at least Shelburne, Orangeville airport road, 400 into Collingwood and the blue mountains—we have many people travel here to enjoy the area and yet, we have the worst road conditions info—I have to go on simcoe county road conditions/closures then grey Bruce road conditions/closures then... you get my point

No comment

If you are looking for info ie garbage pickup or parks or road etc you have to know the precise department to get the info. Perhaps a search for garbage info could bring a drop down menu to tell you what department you need for specific issues related to your query. Even if you are searching for speed limit regulations ie it could refer you to another agency if appropriate.

Include staff in contact list

Pop ups of newly posted community events and reports

Search function is useless, Files on planning matters are not at Town level therefore implies no control. Cumbersome/wordy.

Would like to have (hard copy) available for those who are not especially computer savvy ...or don't happen to own one.

Post all documents for development in accordance with projects, even if they have not been provided. Ask developers for documents so things don't take so long to obtain!

Make it more intuitive

Search needs to be user-friendly and intuitive. The website should be engaging and inspiring, speaking to the values of our Town (community, nature, family) Current news items come up first when accessing the website Promote TOBM businesses much more Needs to be faster and easier to navigate Improve content on the cultural front

nothing to add here

Land planning and development, bylaws, application requirements needs to be easily found. Just to find out if I require an application for a shed is a chore; have to wade through pdfs of bylaws. Some navigational links send you in a circular loop. Too much drilling down to information that should be readily accessible. Residents have basic info needs: taxes, waste collection, permits.

Ability to securely retrieve Water/Sewer and Tax Bills. I travel a lot and have in the past have made late payments to Water/Sewer Bills as they did not arrive by email due to a problem with my email system. I had to pay extra to get copies of the missing bills. So far not problems with Tax Bills that are physically mailed, but I could miss payment dates if my mail is on hold. For all bills, it would be easier to receive notifications via email and/or SMS Text and have an online town website based account to log into and obtain the bills. Online payment is less of a need, as I use Transact e-Transfer through my bank to make payments. Going paperless with online access would save The Town of the Blue Mountains some money, eliminating the need to print and mail.

better searching engine

make it easy for everyone

Make website more user friendly to zero in on a specific heading, ie Progress on Attainable Housing updates

I read what the Town sends to my inbox - I do not often go searching on the website

search function improvement

- improved search function

Keep it simple...category specific...lots of links to appropriate sections...

Have not looked lately. I know that young and old people look at these pages differently. Words are important for older folks to find the correct submenus.

keyword searches allowing for simple language terms to find the information

Short cuts on the home page would save 3 or 4 clicks as you bore down the tree the info you are looking for.

I mentioned this earlier. Its' messy, crammed, too much information that isn't useful. It needs to have distinct ICONS like "HAVE YOUR SAY" separate and easy to locate, not buried within LIVE HERE or BUSINESS AND DEVELOPMENT.

Hire a web designer to simplify the web site and make it easy to navigate. Use bullet points, not full paragraphs. Make is short and to the point. Remove all filler and design that makes the space too busy. Use logical menus, organize it in a logical manner. Give a summary, then a link if people want to read more or acquire more in depth knowledge. Have members of the public use the web site in front of you so you can see how they actually look for info and where it's confusing. Does not have to be expensive. I have tried searching the bylaws and it was impossible. They should be searchable by key word. Web site design 101.

Include a hyper link to statements like 'There are specific areas of the Town that are zoned to allow for licensed Short Term Accommodation use.' So we can see where those areas are. Offer highlights from meetings - most people don't have time to go through the minutes

It's pretty good overall considering how much information there is to communicate. Changes to the layout might help. No major revision is necessary.

Navigating through the mainscreen to drop down to specific areas
Streamline the search engine

I am not familiar with the website, but I know I have been on it.

Navigation update

I think this could be better answered by inviting people in and watching how they navigate the website to find what they are looking for.

Not sure.

I just do not want to be signed up to Facebook. Privacy. Safety. When an issue arises I do find the staff very helpful.

Primarily, I find the search function often does not lead me to the desired info.
Can be difficult to find reports.

make it easier to navigate

Focus on 'top headlines' to quickly highlight daily changes and important information regarding town events, meetings, utilities and road closures. Less text and more visual based design.

Some of the sites are hard to find and use easily such as the road side waste collection service and DA applications.

I generally find it difficult to find the info I'm looking for. The search function is not always helpful at all. The links are not easy to locate. I follow the town on Twitter but never see an update in my news feed. Not sure why that is.

Given that I do not use it ? I would suggest that FB or other information gatherers not be used .

Having a search function that works. 95% of search are "not found".

What about sitting down with someone who knows a little about the town but is interested in learning more, and another person who has a lot of local knowledge but little computer experience. Ask them both to find the answers to common questions in each department. Then include some harder questions, like what is the zoning of their property or where are the short

term accommodation units located. It may help you find the dead ends that users come across. I find that when I go to the website there are gaps in information. For example let's say I want to know when yard waste begins. When I do find what I'm looking for, the answer is not there. I want to take a bus to Blue Mountain from Thornbury, oh that's not possible. Let people know if it is in the future plan. Let's say I want to send an email to the chief building official or the zoning coordinator, what is his/her name. The staff directory is not complete. Try not to use acronyms eg GIS maps without defining the acronym. Maybe I would like to see where the short term accommodation areas are, provide a map to indicate where they are. Maybe I want to open a B&B, where is that permitted and what are the parameters. When I search for that I get "nothing is found". There are gaps that don't answer the questions. By the way, what is all that, next to staff directory on the top line. I have no idea. When you write about a by-law change in an email blast it would be helpful to provide a link to the website that defines what the current by-law states. When I figure out on the website that my property is zoned R1 and I want to know what that means where is that defined on the website. Another dead end. One of the dead ends is a spelling mistake in the search bar. Is it possible to have spell check added there. Many times I find it easier to call or go to the town hall and ask in person. I get more information that way than using the website. Not all are willing or able to do that.

Good now

I just remember trying to get info on taxes and not being able to find out. Also, we shouldn't be using FACEBOOK - use other methods - Zuckerberg promotes fake news and hatred

none

better directory, better search

I think the website is easy to navigate. I like the "live here" "play here" and other individual tabs. I think there is a lot of good information on the website. I don't like how the only staff name listed is the CAO. Why are staff names not openly accessible? The search function isn't great. I often have problems finding a certain person or document.

Just try to optimize ease of navigation

When you use search, site brings up words only, needs to be more macro and not micro ie type in housing, does not bring up BMAHC main page

Fewer categories to channel your focus

There is actually a lot of great information on the site. The headers help to put the information into categories. Sometimes after drilling down through all the info, it doesn't provide enough information to get a decision or advice so talking to a person is still required. I tried a couple of searches to test the search capabilities and it only got me to the info i needed 1 out of 3 times. It might help to have a scrolling screen somewhere on the home page with timely info on events and key communication messages.

My previous comments address this.

I am yet not familiar with the website but plan to start using it, primarily for news releases and general information.

Create a structure that is designed from the resident/ tax payer point of view. Government terms can be impenetrable. Users first!

Better organization and better tagging to be able to find information. Brief synopsis on all documents so you don't have to read a 20 page document needlessly. User friendly language and communication. Less legalese.

Navigation improvement

Improve Searchability, Make sure all bylaws are posted and show up when you search

Better to have a Facebook page

Have a proper search engine, have dropdown menus

Actually, I think it's quite good. It could be a little more streamlined.

plain language easier navigation

I have never used the website, so I cannot comment

More videos and animation. Set up a team in Communications that will release video on how to access services: landfill, waste, road repair, etc.

Start with recreation and leisure. Set up a Youtube channel and link the videos to your website. Make it personable, interview Town staff, show residents and tourists in it, have a heart.

Rather than a full re-design I think you should get a cross range of users to try to find a list of things to look up and get the input that way (what was difficult, etc.). Website design is a skill and my experience is that a few tweaks could make a big improvement (vs. A full re-do that can be costly and not yield a C change improvement). Unless, of course, you're proposing to change the underlying platform/software.

Not really sure

link to BIA and other entities making decisions that affect the area.

?

No comment.

Planning and development projects need to be up to date and easier to find.

Planning & Development needs to be more up to date.

The website is not inviting, the topics are dry and back-dated. It is a government website and not reflective of what drives our community news: Who are our heroes, what are we doing to ensure development in in check with and respects our sustainability goals, what are we doing to protect our environment and protect our wildlife. The TBM is a fragmented geography and stakeholders have different interests but we must set a bar and a vision for all to respect and not just exploit independent financial gain.

As noted earlier... the town email blasts and forwarding of complete agendas/minutes are currently confusing to read, difficult to understand and impossible to skim quickly to glean relevant information. Some kind of easy to access summary of important issues with bullet points of what's achieved, in progress and what is not completed is important to help residents navigate the system, if you truly want community participation and input!

Research others !

Hire a good UX designer to simplify / organize

Committee of the whole?? Certainly needs further explanation.

Some navigation issues that should be addressed, but in general the site is quite good and intuitive. The main structure (Live here, Play here, etc) makes great sense and certainly should be maintained.

Colour coding

Easier to navigate and find items. I was not even aware all those things were on the website. The home page does not make that clear.

I should become more familiar with the Town website because I wasn't aware that all the above information was available. However, if I had needed the info I no doubt would have found it.

Very robust search engine

More clarity on who does what. It usually takes me a lot of time to find what/who I'm looking for

The search function is practically useless. It is easier finding TBM documents on Google. A functioning search tool could also possibly eliminate many of the buttons. It is frustrating trying to guess which button has the category of information you need. I also don't understand the "Live Here", "Play Here" etc. headings. Altogether the website is not user friendly, in my experience.

Improve navigation and search capabilities

Eg: If ask for garbage info have the options for that word not everyone knows to go to waste management

Please make things correct. The web address on the information cards in the mail had the wrong email address. I had to hunt to find it on the website! The website is structured pretty good. Your search engine could be a lot better. An inquiry into fire burning regulations had no answers.

Clearer information and options to find specific works proposed or in progress

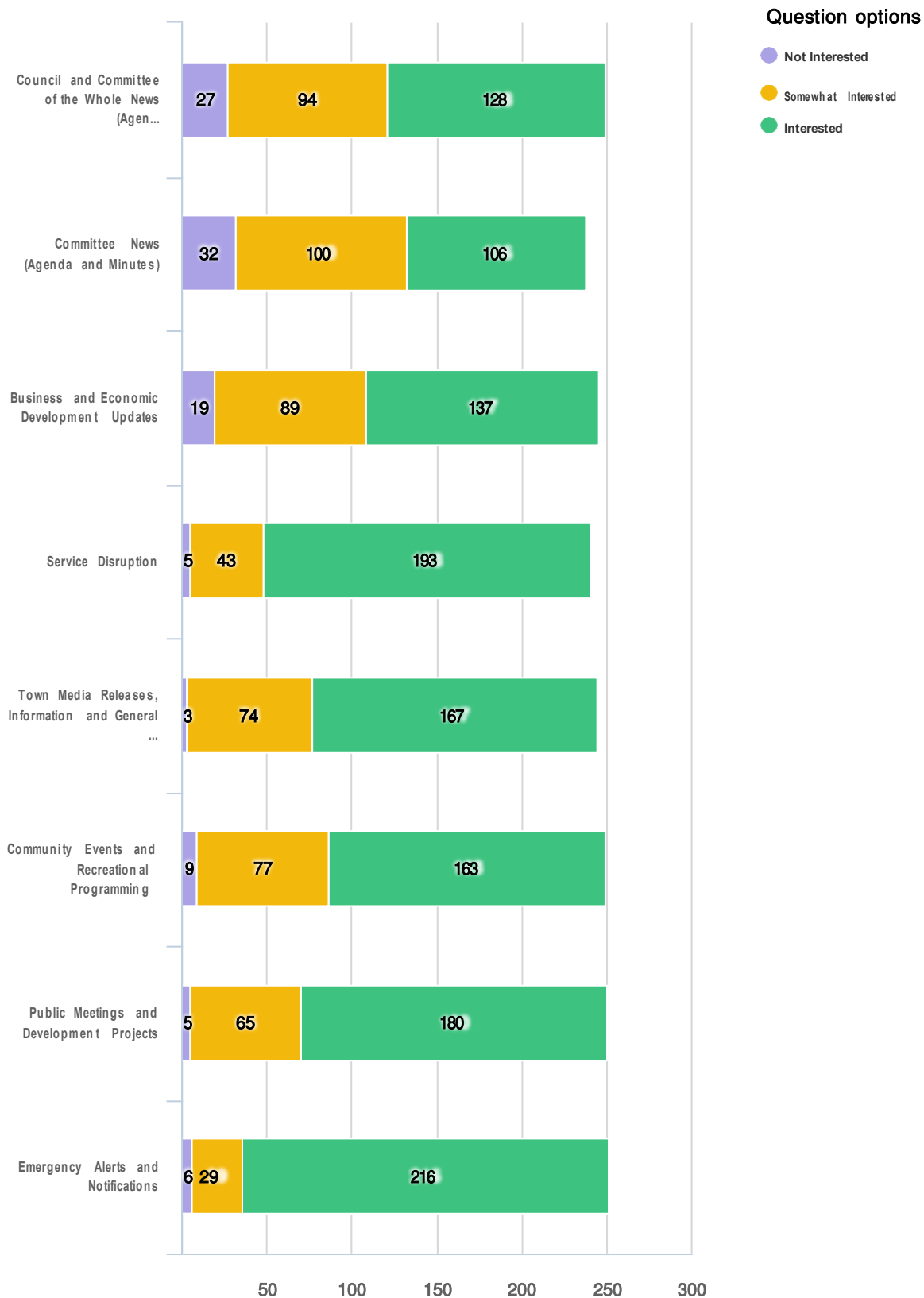
Improve the accuracy and pertinence of the search function

The website is easy enough to navigate.

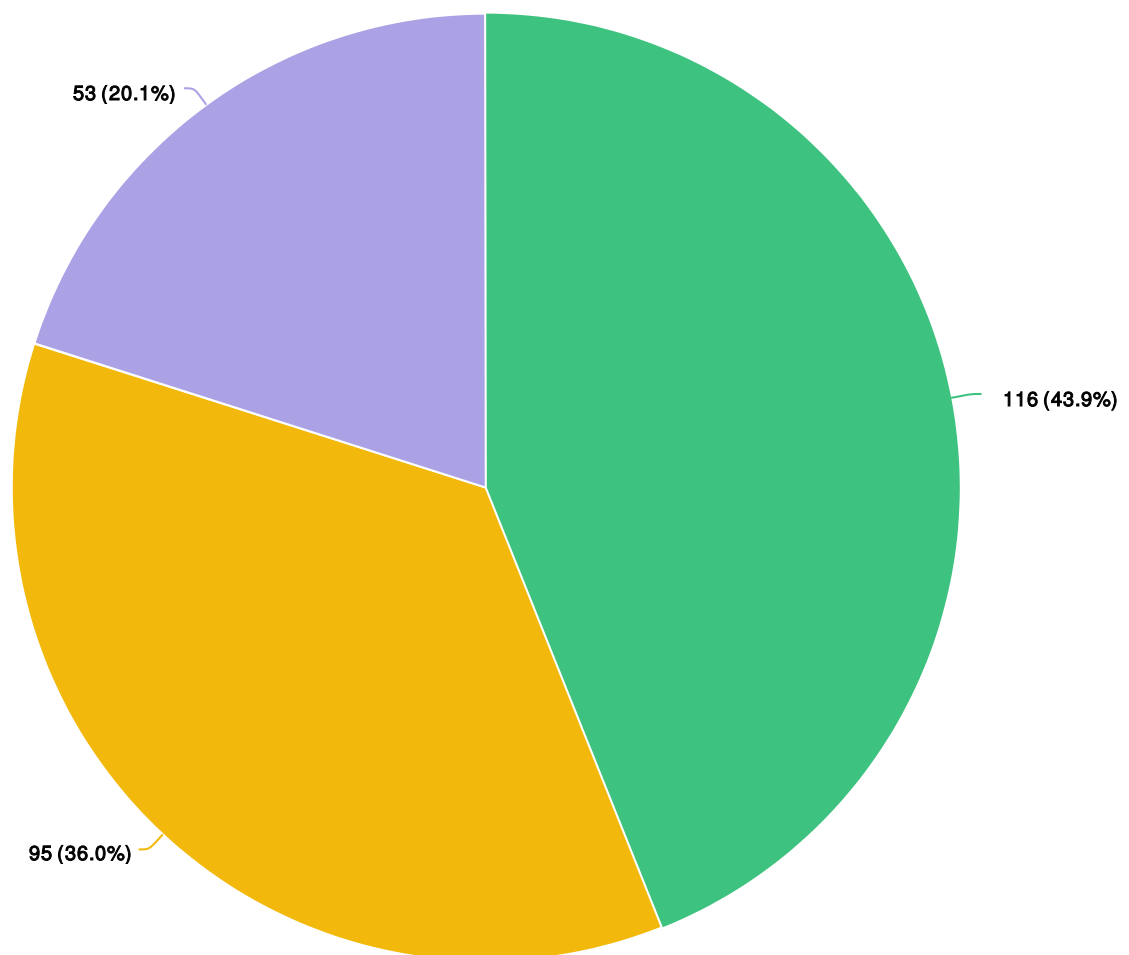
Searching the website for meeting minutes and agendas is not user friendly.

Make it easier to search. If you are not aware of the vocabulary used in the website, you won't necessarily get a "hit" while searching.

Q28 A primary method of communication with residents is email notifications to subscribers through the Town website. Please indicate your level of interest for each of the following news topics:



Q29 Are you currently subscribed to receive email updates and notifications from the Town?



Question options

● I am not sure ● No ● Yes

Q30 | In your opinion, what lessons can the Town learn from the communication related activities and efforts throughout the COVID-19 Pandemic?

The need for local information concerning areas and numbers of infections

Provincial support needed to assist with the influx of day trippers to the Southern Georgian Bay region. Additional funding for Bylaw officers at beach areas and any area where people can congregate in crowds. Regular garbage collection in these areas is a must. Littering is more evident now in public parks and beaches with increased traffic. Ticketing anyone who does not conform to parking and other bylaw regulations! Having someone at the gates to public beaches is a great idea, otherwise parking regulations are not paid any attention to. Bottom line; if there are regulations, they must be enforced! Ticketing would help to offset the costs for additional staff. Overall the Town has done a phenomenal job coping with everything COVID related. Strong leadership and a communicative Mayor!

To be open, direct and inclusive....but not over bearing. Give reasons for decisions being made ie lowering speed limit, pier being closed, parking passes, etc. Provide a town resource to answer questions as i to being portrayed through FB Citizens Forum is usually misleading and often wrong. A lot of negative sentiments stirred up especially when a quick direct and correct town response could have shut the gossip down.

How about letting people know in the updates of confirmed case's of Covid in Thornbury and at what location so people are aware and take precautions

The current infrastructure cannot accommodate all residents being here are the same time. There is a divide (perceived or real) between full and part time residents. Communicate earlier!!!! There was far too much silence from the town initially. Communicate that the Mayor was involved in Ontario wide municipal meetings and with the Premier - this would be reassuring. Leveraging technology from the get go - Webex and Zoom platforms were slow to get off the ground given they are not new technology

TBM needs to keep the residents aware of the situation.

I would like to learn more about issues facing the town such as waste management (the leachate problem), the pier resurfacing problem and proposed solution, attainable housing how all these issues connect to climate crisis.

I haven't gone to Town communications on Covid. I have used Federal & Provincial tools.

Updates are appreciated. I check Collingwood Today daily for the local numbers.

Better communication in town to reflect proper etiquette for everyone during Covid19. Bakery still main problem with people standing across sidewalk and not making space for people to walk. This also an issue at Ashanti Not enough signage. Bikes should not be allowed on sidewalk and should be in stands at end of street.

The signage at parks, beaches etc is excellent. The supervision at these sites has been excellent

Mayor's video updates have been helpful

Update cases and testing availability more frequently.

I do not watch the mayor video broadcast. Would much prefer just an e-mail. Why do we not know where COVID cases are found in our community besides the nursing homes.

Whatever efforts were made to control the level of visitor activity to Bayview Park was completely in vain. Parking around the park was a mess...these were not people who live in the Town, they should have been restricted. Neighbors went around and cleaned the park each morning of garbage left behind. This was crazy.

Communicate and consult before making changes i.e. the debacle concrete barriers downtown, the ridiculous decision to change speed limits on highway 26

??TBD

communication and planning is essential. beach control and parking is an issue.

Council has been very attentive and proactive. Staff seem to have used it to lengthen work timetables. Small meetings are still virtual tho not mandatory. Virtual meetings should have participants visually attending not muted and no picture. Town residents should come first and then visitors. Speed on 26 should be permanently reduced. Projects can still go ahead but in a different way.

Don't shut down our outdoors! those parking passes were a fail

Get ahead of the curve with residents.

Don't know how successful it's been

Mayor advertising that The Blue Mountains was open for Business at the start of the pandemic. Fully time residents have had to "hide" in their homes as we were so inundated with visitors.

Get educated

Announcements between the Town and/or Public Health And the Province seems to lag one another or differ slightly.

Town needed to communicate to residents via email. A full email address list of all residents, who wish to be in touch, should be available

Need a lot more online communication.

The only communication I seem to receive is via the Citizens Forum Facebook page. I get very few emails or notifications directly from the Town of Blue Mountains. I thought I was signed up but maybe I'm mistaken? During something like the Pandemic, it would be preferable to have "emergency update notifications" emailed directly to residents rather than expecting them to go on the Town or County website and search them out. If the Town has its own Facebook and/or Instagram pages, they could also post the same updates and reach an even wider audience.

Follow the advice of medical experts and communicate frequently. Protect those who are vulnerable.

I think the town did a good job of signage for parking and beach access

The importance of publishing, promoting, and ENFORCING COVID-19 safety protocols. I have been impressed with the seriousness and their following protocols by Foodland and the Thornbury LCBO. But I can see how some business in Thornbury and Collingwood have become more lax.

thought the town did a pretty good job given the unknowns and limited budget. Great pivot with the parking issue at the beaches. Thank you for

providing resident passes

Communication is very important. We need to know what businesses are open. We need to know when the land transfer stations are open.

Over communicating is much less annoying than under communicating

use virtual meetings

It takes time for changes to get noticed (i.e. parking changes at beaches) so residents and public not always aware and I'm sure confused at times. Thank you to the staff for your patience.

That national, provincial and local public health officials had no consistent message and that they need to back up their conflicting recommendations with evidence of their factual reasoning.

There needs to be more updated info going out

Those who are full time residents really care and want regular updates so that they can become informed to make decisions based on guide lines, alerts, and information that is made public to us.

better understanding of the nature of the various businesses in the community and how to assist in somewhat or completely negating the adverse impact. More specifically the retail and tourist operators.

Posting local cases and areas to avoid.

Plan, be prepared and anticipate alternatives.

I wish the Town were not so "attractive" to those who live south of here looking to get away from the busyness. The beach areas were full but I am not sure how much the Town businesses gained from the "traffic" this summer.

Better on line notification of beach closures and limitations and blocking off Thornbury main street for outside seating

Clear and consistent messaging is VERY important, especially in a fluid situation. Multiple channels of communication are needed to reach everyone. Social media is very susceptible to negative and non-constructive feedback, so online public forums need to be carefully monitored.

We have an awesome community.

There is always new information...it is hard to keep communication during a pandemic up to date and current. The Mayor's video update is great!

Town needs to promote new ways to send communication. Most people (especially weekenders) are completely uninformed and they would like to know more.

I did not hear from the town. Daily news on radio is where I got all basic information. After that I had to go digging.

I think the town did a pretty good job overall given that there was no user manual provided for a pandemic

Keep us informed! The Council and town employees seem to do things and then inform the public.

We see NO Police presence in this town ever, even though the Town has increased the Police budget. You only ever see them at the end of a street closure/barricade for an event, that's not enough. You just see the cruisers parked in the OPP parking lot, never out there among the people.

The Town should have acted faster to provide more details and used its committees to their full advantage

I had no idea that the Town actually said anything about it.

What?

Beaches are popular and need to continue to be monitored in warm weather.

There needs to be more public consultation regarding decisions and more anticipation of community needs ie. the beach parking passes came out too late in the season and no one in our household got one. The decision to lower the speed limit on hwy 26 was made without public consultation and annoyed a lot of locals. Also why were there not more garbage bins put around town? A lot of residents complaining about garbage and dog poop bags on the ground and on residents' properties..

Respect for science and international interdependence.

I think they are doing a great job

No comment

Make all staff knowledgeable about efforts.

Need community officers to be visible at beaches and along the bridge during fish ladder season.

What position the Town has in regards to the Rental Management agreements that condo owners have with Blue Mountain Resorts and their owners in Denver!

If possible, could the Town have a section of posted information and news for each area of the Municipality. As an example, could there be a "Graigleith" section or a "Lora Bay" section, so that all of the information for that specific pocket or area is in one location making it a little easier to find out the information, projects or news that is going on in a specific area.
Thank you

Weekly updates on COVID-19 cases in our area

Everyone it seems did a good job. So what happened at Erinrunga? Was it imported from some other place?

Too much reliance on internet. It just gets tiring to be on the computer all of the time.

Info that is current is essential. Include those who are not connected to the internet, Be Accurate and comprehensive.

Helpful to over communicate to ensure messages are getting to the desired audiences. Multiple media formats required.

n/a

More information on how many cases are in the town or surrounding area.

A focused central Social Media strategy that uses Facebook and Instagram would reach me but I do not see any Twitter posts as I do not use Twitter.
The same information on social media should be applied to updates on the

website. Everything needs to compliment one another. Any group stating info about the town that is false should be flagged and reported by the town (ie. Ratepayer type social media groups). We need fact based town information not opinions from groups that have nothing to do with the town.

Be clear and timely

Why are a number of Council workers still working from home now?
Springwood Hub staff do not answer the telephones. Some of the staff at the Blaxland Landfill are extremely rude and unhelpful.

Obviously meetings have been more difficult so emails and social media updates need to be stepped up.

Be ready for a serious influx of new residents. Be flexible, open the restaurants. Open the harbour. Get innovative.

Communication in the first few weeks was almost non-existent. When there was communication, it was reactive, not pro-active, with too much blame towards citizens.

Oh boy I had a big long answer typed here and below in #31 I thought I had completed the survey and I went back to review my answers. On my return to this page I have found them gone.

be honest with communications, more is better than not enough

I thought communications were adequate and readily available. We mostly used your on line resources. The maps with updated closures and openings were particularly helpful.

Should have pushed out thru email and mailing lists (I am only on mail lists due to property taxes) information about registering for twitter, email newsletter, etc.

more transparency needed

Communications is required as it relates to Visitors to the region to ensure public spaces are safe for everyone.

Keep up the good work. I felt the messages were timely and relevant.

Need for consistency and transparency

Unambiguous CLARITY is key. Straightforward CONCISE info on does / don't's. Provide way for those interested to navigate / drill down for more-complete detail on the "why's". Try not to ever contribute to the "world is coming to an end" panic portrayed in MSM.

Social media is good for the younger generation but some of us don't use it. How about flyers or other forms of communication.

Considering no one ((TBM staff and Council) has experienced a pandemic before, they did a great job of learning what issues were being created, and communication of solutions. Problem was communication to non-residents arriving in our community without a clue to Town safety directives.

I believe you're doing things right by being protective

Generally, the Town has done a good job. Quicker response to public complaints regarding the crowded beaches and public parking. Enforcement on the Georgian Trail - it was often crowded with large groups walking or cycling (>10).

First of all, I think the Mayor and the council has done a good job in handling this unplanned and unprecedented event. Great that there was an investment in more bylaw officers. Needed to have more signs up for to notify private beach areas of off-water access points. Re Communications: 1. You can never say the key messages enough. Say them often and in different media. 2. Be consistent across the various communications. 3. Be aggressive in getting more residents to use digital communications.

Town acted a bit quickly in their efforts to respond. Some measures seemed to be overkill. e.g. 50 km/hr speed limit

I receive notifications on the status of COVID outbreaks in the Collingwood (Simcoe/Muskoka areas) but little in the Blue Mountain areas.

I would like to see residents put first ahead of visitors

Communications need to be clear. I do not think the town has really appreciated the long term implications of COVID-19 for example new development proposals.

How much time do you have? :-) I've written 100+ page briefs on lessons of the pandemic... the challenge for leaders everywhere is to not get too specific to their world. "communication related activities and efforts" is too small. You need new points of view on what people are thinking and feeling and then you build a program that suits the time.

Don't use COVID as an excuse or freedom to put things in place as bylaw;

that council wanted before COVID even happened. Look at how parking changes affect the community before you change it. Do not put signage at a park that beach is open where no beach exists. If you state that beach exists then parking attendance and parking limits should also have applied. Hire bylaw officers willing to charge people for infractions..not to argue and tuck tail and leave without ticketing. Don't open parks and beaches without having opened washrooms. Nobody wants crap in their yards or children's potties being dumped in parking lots. What is point of hiring by law officers when they are not around at the busiest times, weekends. All summer we witnessed by law officers driving by bay view park and NOT ticketing cars parked illegally in front of children's playground.

Communicate and involve the people/businesses impacted by the decisions being made

Have the Manager of Communications attend all relevant meetings so he is fully informed.

I receive most information secondhand through the blue Mountain citizen forum on Facebook. Best to have communication through online social media platform.

Communicate earlier and more often, be open to all advise

Be prepared with signage so that both residents and tourists are better informed of COVID-19 restrictions. The public beaches were overcrowded, and signage was posted after the fact. Enforcement is essential!

I think the town has done a good job. I like the Mayor's weekly video. The website has a COVID 19 link that is good. The more information the better. Information and transparency is key

The only communication of which I was aware was via large portable signage around town. The concrete bollards in downtown Thornbury are awful, and appeared with little notice.

Need to know the cases as they occur in the Town. Not part of larger area.

Communication is critical during an event such as the pandemic. the town must communicate clearly, regularly and using simple language.

Be proactive about 'hot spots'. We have an 18 or 19 year old grandson living with his grandmother at [REDACTED]. He has his 'friends' over periodically and meet in her shed, without wearing masks. What is your policy regarding this activity?

h26 speed change was not announced. I have little information from the town

on the virus and its impact on business, the community

Don't put ugly barriers on the downtown Thornbury street. It is without a doubt the ugliest, dumbest thing the town has done

No input solicited before change of speed limit on Hy 26.

The town needs to reach a wider audience to explain what's happening - as we saw with the concrete barriers downtown Thornbury

Perhaps the covid app has some potential? For example if residents were to download an app that directed the Town to their (the resident's) specific interests in TBM community affairs, those residents (apps) could be alerted by the Town accordingly. For example, as a retired city planner I have an interest in planning and development in TBM in general and near my neighbourhood in particular. If I've registered this particular interest with the Town, my app would be alerted of all proposals (Town or privately initiated) of a planning and development nature.

The mayor's weekly address has been helpful.

I am satisfied with the town's response.

Plan for events outside. Boost your presence online: youtube, facebook, and the rest. Create hubs of websites online. Always give simple instructions. Tell people we are in it together. Call on communities to step up.

Not everyone has a computer or can navigate on the internet through their phone.

I would like to see communication on the impact of Ford's Oct 9 announcement re tighter restrictions on Toronto and Peel. Specifically I would like to see what the Town is doing to support the recommendation that people in these areas do not leave them other than for essential travel. What is the Village, for example, doing to support this? Are they denying bookings/accommodation to those who live in these areas? By allowing them to visit are they not facilitating breach of the Premier's recommendation? I'd like to see the Town tackle this.

Very poor direction to business re directing foot traffic, line up management etc on Bruce. I feel the town focuses on enforcement vs vision and creating.

Your Covid default on the opening page of the site is often very out of date. If you are going to have it, keep it updated

The Mayor's messages are very effective.

Most of our Covid information was delivered by the province in the daily news. The Town needs to place more restrictions on visitors.

The weekly updates are excessive and could be better organized for the reader.

There is an influx of non-residents on weekends at The Village. As a local resident, I do not attend this area on weekends, since people cannot even follow directional arrows on walkways. BMV should limit number of people permitted to area, since it's too crowded to promote social distancing.

There has been no communication! ZERO that I am aware of.

The town (and some Facebook forums) presented a very divisive message of yes come to promote tourism and support local businesses, but don't come, if you don't live here,. There were too many (and still are) watch dogs, with vigilante type attitudes, 'them vs us' mentality, locals vs city folks reporting on each other, instead of just supporting and acknowledging people are trying their best and are not trying to bring the 'virus' here or anywhere. I feel the message from the Mayor could have been done differently, with more compassion, empathy and positive motivation ... and shorter! That being said, this is all a new normal for everyone, so all was done with the best of intentions and with the purpose of protecting and keeping us all safe. Acknowledgment that additional funds are necessary at this time should also mean that careful consideration and pausing of other major town expenditures (like attainable housing) should be put on 'hold' for the moment. There are many unanswered questions in regard to this development and accurate, transparent sharing of information is needed for whenever this project proceeds. I am quite shocked to know that the council has yet to meet in chambers at this time, when school are open and other employees are expected to report to work. This is a poor example of leadership to allow this to continue under the guise of covid protocols. Hiring of additional Town staff needs review at this time, as does staffing in general. This small town has too many staff and staff salaries that far exceed a government employee salary grid., even for a large city, rather than a small town.

Town has done well in Covid related communications ... Mayors weekly, etc. !

Be original, more specific to our area. Seems we just follow Toronto guidelines?? Not sure I need to listen to our Mayor and our Premier as they follow the same script.

Be honest, forthright, prompt

As is the case with communications related to Covid-19 from many levels of government, the absolute key is to provide the highest level of clarity possible. Keep-it-simple(-stupid) principle applies. Any ambiguity decreases, or even fully eliminates, the value of the message. Yes, nuances can be important, but if the recipient/reader can not play the message back it has failed its purpose.

A more approachable manner

There needs to be an easy way to inform residents of sudden changes, such as the speed limit and parking changes that occurred. We only found out about these by seeing the signs when they were put up.

By being registered with the Town website, my husband and I have just depended on word of mouth regarding the Covid pandemic, although we were at our cottage in Temagami from June-October.

great question!! it is so confusing about TBM. We were tested in Collingwood due to our postal code, but didn't understand where individuals who tested positive would be reported (we were/are negative). SO the public health structure is confusing to us. We live in Grey County and are tested in Simcoe County. WHY does it matter??? We need to know how much the disease has spread in our community like everyone else.

Great job overall. I never received a parking pass. That is not a communication issue, I realize. There was a communication issue with respect to the barriers on Bruce Street and perhaps there was a lesson learned there.

Communicate often and may have to communicate issues or topics many times.

Get your information to the public quickly and make sure it is accurate

I did appreciate the Mayor's Weekly Video messages about the current status of Covid in TBM and town policies regarding use of parks & beaches, etc. Also his efforts to highlight local businesses and Buy Local.

Continue to follow/promote the known policies and procedures such as (mandatory) mask wearing, encouraging hand washing and stay only with a very small regular group for now.

1) Meetings can be made more accessible through digital platforms. 2) There is a need for clear and consistent messaging on important issues. 3) The rationale for policy decisions should be explained to residents (e.g. parking

barriers, paid parking, sidewalk patios etc.) to limit confusion and misinformation. 4) Public debate on issues should not be interpreted negatively. It is positive that people care and are engaged with town issues. 5) Social media is an important forum of engagement in a time of social distancing and stay at home orders. 6) Social media should not be used as a dumping group of town information and reports, but is best used as a platform of engagement with the public. Town councilors should engage with the public in their official capacities through social media, especially when face-to-face interaction is limited.

That we need more access to services etc. from home.

Updates on Covid activity in our county. Clear direction on what we should do if we think we may have the virus or if we think we came into contact with someone who was positive.

Do not rely only on electronic communication, not everyone is "connected". A certain demographic is left out if only electronic communications are used.

Please do not rely only on electronic communication. It is not easily accessible to all. In fact, it misses the most vulnerable sectors of our population.

Q31 | Please provide any additional comments and/or feedback regarding Town communications activities and efforts.

Town Hall meetings at various locations in the TOBM were popular prior to COVID.

Idea if weekly video is a good one but Alar not the best at doing this. Maybe rotate through two. Staff and other counsellor.s as well.

The recovery task force and the previous Covid 19 survey DID NOT address the need for increased access to healthcare.

Covid has diverted attention away from other issues the town is facing such as over-development. I would like to hear the town talk about how we can make the town more green, going forward.

Clear, concise unbiased, respectful communication without an agenda is first and foremost.

Mayor's weekly update on covid and other matters has been helpful

Bikes still riding side by side on path and not going single file when passing pedestrians. Frustrating when you make a point of walking single file and people coming the other way are not. These are not visitors but locals. Need actual signage that clearly states this and also a list of etiquette for both bikers and walkers on the trail should be posted regularly. Have politely asked people to single file when trying to pass them and have been ignored.

No comment

Closing spacious parks and nature areas was unnecessary and counterproductive in that it forced people into more crowding on facilities that remained open such as the Georgian Trail.

Too many mistakes from e-blasts - wrong dates, changes etc. Links take you to links that take you somewhere else. Too many links. TBM should be more in the news.

A survey ..such as this one should be helpful ...but again it's electronic media....what if the power is off ? For a couple of days.....there should be other emergency measures in place.

Phone calls should be returned within 24 hrs. Things are being pushed through during the pandemic prior to actually finding out what the financial consequences are for the town. Spending money on homes for parking, affordable homes that someone else could have lived in. The idea that everyone is "rich" is insulting and that is no reason to push ahead with spending without proper meetings for all.

Town communications on COVID-19 protocol doesn't appear to be reaching all business owners and their employees. Crack down on non-compliance!

The Town has come a long way with its communications but it does have a distance to travel before reaching every TOBM citizen with regular and engaging communication which should arrive early and often.

It would be nice to have a single email newsletter that captured essential news - like Collingwood Today.

The Town of the Blue Mountains is a great place to live and own a residence! I just hope the speed of development does not change the character of Thronbury/Clarksburg and over stress the infrastructure! I know we need the Toronto tourists, but I also think they are the cause of most of the COVID-19 Safety Protocol laxness.

Make it easier for the developers to communicate with you. If it's not easy, the developers can clear land, and do other things that are potentially offside,

ostensibly "by mistake".

Try to communicate with ONE VOICE approach that informs all equally regardless of whether they are long-time permanent residents or workers, businesses, seasonal residents, vacationers or daytrippers.

??

I feel that this council has been very open and approachable. Infrastructure needs to be in place before any more residential developments are approved. A stricter window from submission to action needs to be in place. We moved here for the small town atmosphere and it is disappearing quickly.

Was not aware the town offered a news feed of activities. Should be made more aware in property tax mailings. I use Collingwood Today for notice of TBM activities

Good job so far, but please keep working on improvements - clear and transparent communication is SOOOO important!!!

Thanks and keep up the great work

Stay progressive, engaging, welcoming, inclusive and on the ball...

Every business in town uses Instagram to promote their services. Why doesn't the Town?? Super simple to post and no need for residents to be proactive to get information. Also none of the noise and gossip etc of Facebook.

A lot of decisions in this town are not well thought out before implementing.

Transparency means getting the information that matters to your taxpayers readily and with ease. Most of us are educated, it's a small town, everyone knows everyone and everyone talks to everyone about council, town staff, and know when things are not being properly disclosed. It's a booming vacation town and the influx of a new caliber of resident needs to be respected.

All staff and council should be answering all calls and emails within 24 hours of receipt

Good effort but more education for people about what you bring to a park or a trail you take out.

This survey itself indicates that Blue Mountains respects its citizens.

Make sure we still hold public meetings for construction / changes in our community rather than pushing things thru without consultation : referring specifically about new housing developments

I am very pleased with the work of this department. All of your hard work is greatly appreciated. Thank you for keeping us updated.

I have lived here since 1997 and have been impressed with the Town's efforts to communicate with residents over the years. Important for community building.

Email would be good.

I don't find that we are well informed of progress being made on key town initiatives and priorities - ie control of development, building of infrastructure, budget performance

n/a

Communications are overall good - the main issue is that there are not a lot of newspapers or journalism so we are either getting just facts from the town or one sided opinions rather than a healthy discourse. The Town of the Blue Mountains should encourage the creation of a Blue Mountains based newspaper that would be rewarded the official notices.

Council needs to do a lot better compared to our surrounding Councils such as Penrith, Blacktown and Fairfield regarding waste management, general leadership and services provided.

I have found in the past that calls for community involvement have not been made in advance of a decision by council. My experience is that. Staff has reported community input but I have not been aware and neither have my friends and neighbours. This is not a transparent process and perhaps staff is hoodwinking council. I don't understand how this can be allowed to happen but I have been frustrated by it several times. Please see my previous comment re Twitter.

Well done.

Not keen on the Mayor's weekly message, he was incredibly judgmental in the October 2nd video.

Its late. this is a long survey and Im done. See above #31

No FACEBOOK. I get info from Collingwood News I like that information.

Keep up the good work. Communications is a two way exercise you can do everything possible but it still takes some effort on both sides.

More information please

Notice of town meetings should have a direct link to agenda and afterwards a direct link to the minutes and/or live streaming videos

I think the Mayor's video messages are a very personal way of communicating important weekly items quickly. I like the ability to sign up for specific emails/notifications.

Pleased to see this survey provide good opportunities for citizen's thoughts. Too many typical "surveys" ask questions that they consider important, with no room for comments / questions.

Need to get everyone receiving TBM news letters

There can be an overload of info to sift through that I don't always have time for. For instance a minor variance on Bruce St. Thornbury I have little use for. Time is the precious factor here it's your full time job. Keep things brief and concise unless otherwise requested.

Thanks for the opportunity to comment. I am now going to sign up for the current communication from the Town.

There is a tremendous amount of activity for the council given the rapid growth of the area. I hope there is a long term and short term strategic plan to ensure a clear direction for infrastructure projects, cultural activities and local business owners.

WE feel that the town is doing a good job.

A municipal Facebook account should only be for lifestyle activities and experiences as a marketing initiative, not town business activities. There are many channels for feedback and the citizens forum allows for input on town business. That could be monitored for resident insights. Managing a Facebook account would consume too much staff resources.

I sometimes feel that the town is more concerned about tourism and visitors and not concerned about the people who live, work, and contribute to the town

I like what the town is trying to do. This group of leaders seems to be more, and better, engaged. But it still feels like it is not quite as well-managed and 'professional' as it could be. I'd like to see our leaders do more and be better compensated for it.

Town needs to have clearer, transparent communications. Surveys and communications must be available in a non technical format for people without computers or cell phones. We also believe that some covid decisions were not emergency decisions and covid was used as an excuse to execute the will of council. Be honest and ask for public input.

Make an effort to reach out to all tax paying members of the community and all matters.

Effective Communication is the key to good municipal governance. The Manager of Communications should be Director level and should be on the SMT.

The Town communication efforts are poor on a good day

I would personally like to see the town look after the parking situation at the Loree Forest. We are [REDACTED] and if someone doesn't do something about the amount of cars parked there - there is going to be an accident. We counted 60 cars at once on both sides this weekend.

The improvements in the past couple of years are noteworthy and appreciated. Much much better than a few years ago.

I didn't know that you did TBM news updates via twitter and email blasts. I'm a full time resident and read The Review newsletter every month. If I don't know, then I have to think that many others also aren't aware of the methods you use for publicizing TBM activities.

I think the Town fails to realize property owners who are not full time residents carry a huge part of the tax load compared to the services they use. For whatever reason towns like BM don't appreciate the value weekenders provide. They almost resent them.

A little better planning on specific activities would be beneficial. 1. The concrete barriers placed on Bruce St initially did not have gaps forcing pedestrians to hop over them. This was absurd. How could you have not foreseen that people need to cross the road without walking 100m up the road. The money needed to fix the problem was an unnecessary expense and could have been saved had someone done some thinking at the planning stage. 2. The rocks placed on the shoreline at Bayview Park also need to have gaps so that people can get down to the water. The beach is very small so physical distancing forced people to scramble over the rocks to get to the water - with their dogs sometimes. This is an outstanding problem. Angled paths to the lake will allow people to safely get to the water and will

not cause an erosion/flooding problem.

Make use of the local print publications. They are well read by residents, weekenders and tourists.

Thank you for this opportunity.

Stop making people download pdfs to get even basic things. Put up a real website.

Good luck.

I think you're making progress - but it's hard to see how you're really doing without some form of overall scorecard against your agenda.

My main interests are learning about developmental (business and residential) projects and community events, such as lobster fests

The decision to restrict traffic on Bruce St. was horrible and with no communication. You trusted the BIA chair which was a huge mistake. I feel the town moves with a lack of thought re consequences of decisions. I am thrilled the town is taking the initiative regarding parking. I don't know if we needed more, but expanding capacity and putting up signage (I had asked for the several years ago) was good. Town really needs to work with other levels of government regarding capacity issues on 26 across the bridge and lights at Bruce. Street racing has become a BIG problem. Can we work with the province to get camera radar and ticketing.

I like the Mayor's weekly videos

I have heard that Georgian International is going to re-visit their bid to increase density in Phases 5 and 6 at Windfall. This is terribly disappointed, since when I purchased, there was only going to be 608 homes in total. Permitting Georgian International to increase that amount to 680 dwellings would compromise the neighbourhood. Traffic flow and parking in Phase 2; where the number of semi-detached homes is greatest, has a parking problem. Plus, any increased density is going to put that much more pressure on recreation facilities; primarily The Shed. It will not be able to accommodate 608 homes, let alone 680 homes. Please do not permit Georgian International increased density. They have purchased additional land in the area so let them build semi-detached homes there instead, seeing it appears they are being greedy for more profit. Did you know they attached \$145,000 lot premiums for some lots in Phase 4? Ridiculous and surprising purchasers would pay that, given those lots back onto such a busy road.

Thank you.

The Town is doing a good job of keeping us safe during these challenging times.

Need better communication. Staff are excellent overall when working with them. They should know this.

In addition to all previous comments, I would like to say that I would like to see a more active role of the BMRA on council and advising Council. This is the pulse of the community, not the Forum Facebook page! This group represents the ratepayers of this town and residents support their ideas that have been aptly expressed in letters to council, from the chair, Jim Torrence. I support all of their recommendations and would like to see 'action' on all of these fronts and follow reports on where the issues stand and next steps!
Thank you

Basically keep up the good work. Respond to all citizens and not just groups like "Citizens Forum" etc. Certainly happy to be a Thornbury Resident.

I think you should publish a weekly update newsletter and email it to those who request it BUT you have to tell people it is available.

All residents and taxpayers deserve equal treatment

As new full time residents it will take some time to get engaged in what's happening in the town. and the "pull of collingwood" takes our attention too. We shop and play in collingwood.

Was not aware I could receive email notifications. ??? Idea, upon first visit to the Town website a pop up Tutorial appears to walk user through all facets of the site - what is available and why user may want to access particular site in the future.

I appreciate that the town values communication with the community.

Residents always hear about changes to developments AFTER they have been changed and diverted away from the Official Plan. Give us the information sooner and make it very transparent so that covert changes are not hidden behind paper

Signage always helps to get the message out as well as electronic format. Discourage day trippers from coming to our beaches. We have not been to our beach a single time this year. There are also some discussing things that "visitors" do on our beach.

No additional comments.

Embrace social media.

Make communications at the top line level with easy access to detail if we wish to know more.

I've actually heard very little from the town other than signs on stores and downtown Thornbury but that's because I'm not on social media. I would wear a mask whether the town mandated it or not but I'm glad it's mandated.

I wish there was more print media about TBM activities.