



Council

# CAO & COMMUNICATIONS

Chief Administrative Officer

Communications & Strategic Initiatives Specialist

Digital Media Associate

## WHAT WE DO

### Chief Administrative Officer (CAO):

Ensures quality services are delivered to residents and businesses, align services with Council-approved policies and strategic decisions, provides professional advice to the Mayor & Council, and provides direction and leadership to employees as they implement the policy direction to Council.

### Communications & Strategic Initiatives Specialist (CSIS)

Enhance the Township's two-way communications capacity, deliver effective communications programs that help achieve the organizational goals, engage and work collaboratively with residents. Supports the CAO and Senior Management Team by coordinating all cross-departmental, strategic initiatives, plans and projects, including Councils strategic initiatives.

### Digital Media Associate


Manages the Township's social media platforms and tracks trends and progress, ensures Township branding is consistent through internal and external communications, updates and maintains the Township's websites, works directly with stakeholders & partners to develop their digital strategies, assists CSIS when needed.

## KEY FACTS

- 1 The Township works with many partners including: County of Wellington and lower tier member municipalities, Grand River Conservation Authority, Centre Wellington Hydro, Groves Memorial Hospital board of directors, Centre Wellington Chamber of Commerce, Elora & Fergus Business Improvement Areas, and other levels of Government.
- 2 The Township informs and engages the public on the township's key decisions, programs, services, policies and initiatives.
- 3 Connect CW is the Township's online engagement tool that allows for 2-way communication, 24/7.
- 4 The Township currently has 5,300 followers on Facebook and 3,506 followers and presence on LinkedIn.

## NUMBER OF STAFF:

3

-  Chief Administrative Officer (CAO)
-  Communications & Strategic Initiatives Specialist
-  Digital Media Associate

## UPCOMING PROJECTS & GOALS

-  Strategic Planning
-  Foster a positive relationship between Council, staff and the public
-  Continue to encourage Public Engagement through a variety of ways to enhance two way dialogue and ensure public input contributes to key decisions
-  2023 Budget
-  Remain an active stakeholder in the County of Wellington's County-wide Municipal Comprehensive Review of Land Needs Assessment
-  Increase presence on various Social Media platforms across the Township:
  - Centre Wellington Township Facebook, Twitter & LinkedIn
  - CW Fire Rescue Facebook & Twitter
  - Elora & Fergus Tourism Instagram & Facebook
  - Fergus Grand Theatre Instagram & Facebook



# TOP QUESTIONS ASKED

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## Why is strategic planning a priority for the Township?

The strategic plan declares what Council is trying to achieve, and invites residents, businesses and community organizations to get on board and help Council to achieve its objectives. It makes transparent not only what services and assets are desirable but also the financial obstacles to potentially expanding services and infrastructure. As each new term of Council begins, Council and staff review the key priorities and initiatives that will guide the Township's work plan for the coming four years. Based on community input and Council's final approval, the top priorities for the 2019-2022 Strategic Plan were:

- Safe & Well-Maintained Roads & Infrastructure
- Healthy Growth
- Good Government
- Good Financial Management
- Strong Local Economy
- Active & Caring Community

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## Why is Asset Management Planning so important?

Centre Wellington has a diverse inventory of assets that must be in good working order to provide the quality services you expect from us. The Township maintains over \$1 Billion in assets (2022 replacement value). The Asset Management Plan provides a long term operating and capital forecast for asset related costs, indicating the requirements for maintaining, rehabilitating, replacing/disposing and expanding the Township's assets, while moving towards the specified expected levels of service. The goal of the asset management strategy is to have the Township in (or moving towards) a sustainable asset management position over the forecast period. Funding tools such as the Dedicated Capital Levy are critical to funding the Asset Management Plan.

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## Why do we place so much emphasis on communicating with our residents?

It's a priority for us to connect, engage and share information with our community about the Township's programs and services that matter most to you. Public feedback and input from residents are essential to ensure that we utilize the most effective and efficient methods of communication. Strong communication in local government creates trust in its citizens. The hope is that this trust will inspire citizens to become involved in their communities.

We believe an engaged community is a happy community. You play an important role in our decision-making process. We regularly engage our residents, local businesses and community organizations through:

- sharing information
- consultation on specific projects
- ongoing participation in the development of Township policies, strategies and plans for strategic investments