



CEO/CAO FORUM

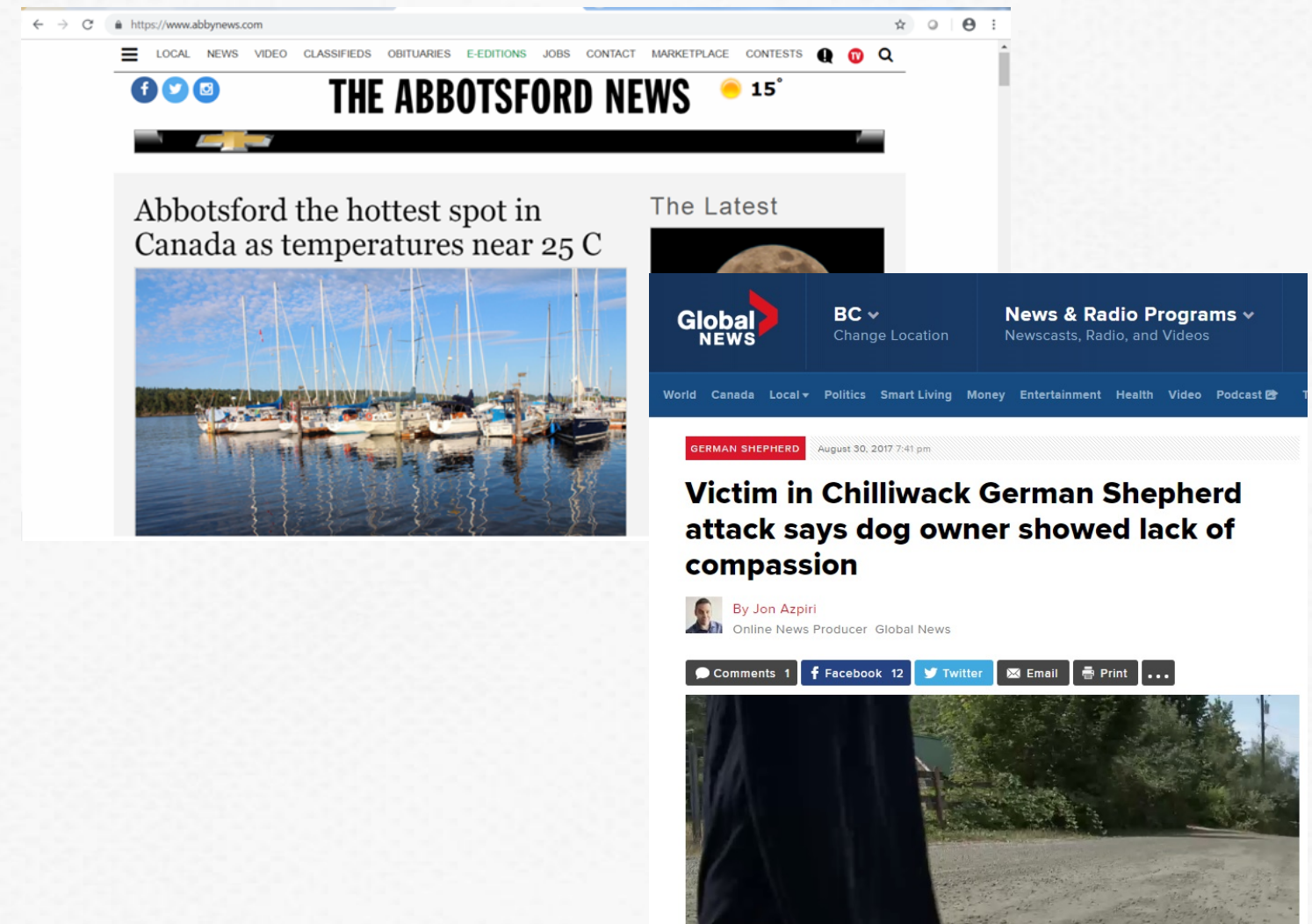
Integrated Communication Strategy

Vice Chair Patricia Ross and Paul Gipps, CAO

A decorative footer consisting of a pattern of overlapping blue triangles in various shades, creating a geometric, low-poly effect.

INFLUENCES CHANGING NEWS CYCLES

- Traditional Media
 - › Minute-by-Minute instead of Daily or Weekly
- Print, Broadcast, and now Online




INFLUENCES

- Social Media
 - › Facebook/Twitter/Instagram

- Non-traditional media

Bloggers and more

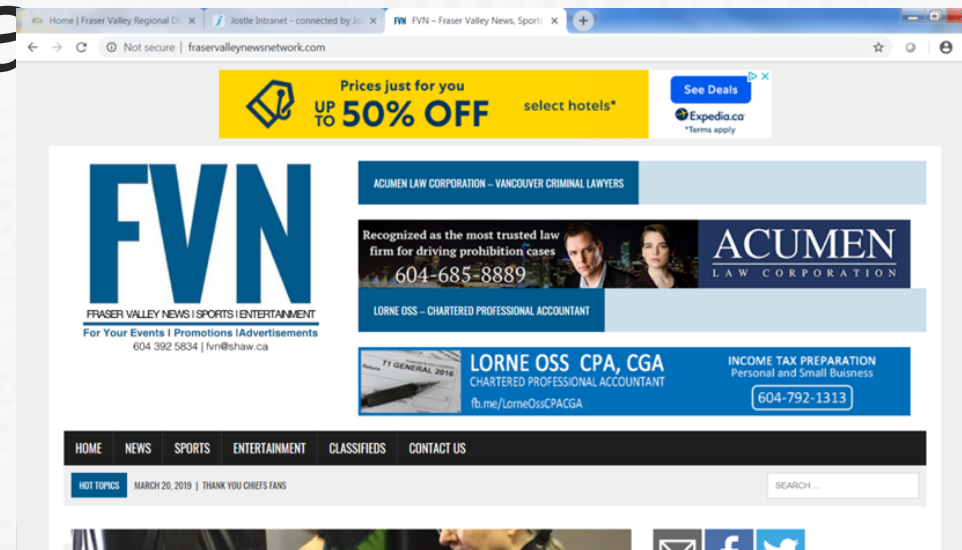


Upper Fraser Valley's Most-Read Online Community News!

The Valley Voice News

Your Voice for Chilliwack & The Upper Fraser Valley

Ron Finnegan above. Ray Ramey, president of Thresherman's Assn. spoke to city council Tuesday where he said 15,000 people passed through and 6500 volunteer hours in 2018



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HOME NEWS SPORTS ENTERTAINMENT CLASSIFIEDS CONTACT US

HOT TOPICS MARCH 20, 2019 | THANK YOU CHEFS FANS



TELUS LTE 10:06 AM mobile.twitter.com

Paul G
3 Tweets

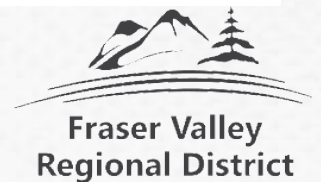
Paul G
@FVCAO
Joined December 2014
41 Following 17 Followers

Tweets Tweets & replies Media Likes

Paul G @FVCAO · Dec 17, 2014
Great meeting in #Victoria yesterday with the Ministry. Long term @FVRD project looking more positive each and every day.

Who to follow

Steve Dove
@steveworkbc
Lead employment workshop instructor helping up your job search solutions



TYPICAL CHALLENGE



Fraser Valley Regional District
Published by Sprout Social [?] · July 31, 2018 · 🌐

@Fraserhealth has CLOSED Hatzic Lake to swimming. Provincial and Federal officials have all been contacted and testing is underway. Please avoid contact with lake water until further notice. <http://bit.ly/2vqSfc4>

FVRD.CA ⓘ

Hatzic Lake Closed to Swimming | Fraser Valley Regional District

The FVRD has received reports from residents at Hatzic Lake of sightings of algae blooms, discoloured water, and dead fish. Some residents have also reported symptoms of nausea, stomach cramps, itchy skin, and eye...

🌱 **Get More Likes, Comments and Shares**
Boost this post for \$40 to reach up to 29,000 people.


26,680 People Reached	6,780 Engagements	Boost Post
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👍🙄🙁 22 23 Comments 452 Shares

👍 Like 💬 Comment ➦ Share 🏠

CHALLENGES GROW

GLOBAL NEWS HOUR AT 6 August 11 2018 10:12pm 01:36



Global News Hour at 6
Concerns are growing over the health of a popular Fraser Valley Lake

Concerns are growing over the health of a popular Fraser Valley Lake

Hatzic lake was closed to swimming late last month after a number of swimmers got sick and now fish are washing up dead in the lake. Jill Bennett reports.

Comments Embed Facebook 97 Twitter Google+

LOCAL NEWS VIDEO CLASSIFIEDS OBITUARIES E-EDITIONS JOBS CONTACT MAI

Like · Reply · 31w

I would suspect those properties selvage/septic draining is part of the problem.

Like · Reply · 32w

I own a place there, the lake need to be dredged and cleaned

Like · Reply · 6 · 32w

That water comes from stave lake .

Like · Reply · 32w

No, it does not.

Like · Reply · 32w

Maybe they will do whonnock lake next ! Both beautiful places but are both due for a de weeding and dredging !

Like · Reply · 4 · 32w

Its about time the Feds and Provincial government cleaned this body of wwter up. Dredging and weec controll are a must.

Like · Reply · 9 · 32w

I live on the lake and people are still boating, skiling and tubing on it.



OUR STORY ON WHAT CAN GO WRONG

We received a \$1.5 million grant to upgrade their water supply...

COMMUNITY CONCERNS

- Aquifer protection
- Global Warming
- Stream impacts
- Timing
- Community awareness
- etc



OUR SOLUTION

- Invite everyone to a public information meeting
- Send our Engineers and technical team
- Invite the Province Regulators



NOTICE OF PUBLIC INFORMATION MEETING

Dear Residents:

The Fraser Valley Regional District is conducting a Public Information meeting regarding the expansion of the Hatzic Prairie Water System.

The Public Information Meeting will be held on:

Thursday, January 11, 2018

7:00 p.m.

Location: McConnell Creek Hall

35483 Hartley Road

Mission, BC

We encourage you to attend this meeting and look forward to your participation. Questions with respect to this Public Information Meeting may be directed to:

Sterling Chan

Manager of Engineering & Infrastructure

Fraser Valley Regional District

604-702-5039

schan@fvrd.ca



WHAT HAPPENED

- Community had more questions after the meeting than before the meeting
- Loss of credibility
- Project delayed
- Provincial staff overwhelmed by complaints
- Reputation and credibility was tarnished

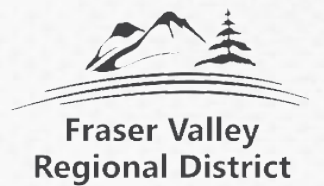
WHAT HAPPENED



Election Results: Changes in Electoral Areas are coming!

October 22, 2018


Long-time incumbent Director ousted by new candidate in one of FVRD's Electoral Areas



WHERE ARE WE NOW

- 5 months into the new mandate we are still talking about water only in that electoral area
- We had another community meeting after engaging our communications people
- We came to listen and we were prepared to give straight and clear answers (coaching)
- Technical staff were in attendance for support only
- Cost “putting the cat mostly back in the bag” \$35K staff time. Loss of production reputation \$???

**FVRD Public Information Meeting RE:
WATER PROJECTS**
Today at 1:38 PM



**PUBLIC
INFORMATION
MEETING**

You're invited to attend a Public Information Meeting to learn more about FVRD water projects and the future of water sustainability in Electoral Area F.

When: Thursday, February 21, at 7:00 p.m.
Where: Hatzic Prairie Community Hall
10845 Farms Road

We encourage you to attend this meeting and look forward to your participation. If you have any questions about this meeting, please contact one of the staff members listed below.

Tareq Islam Director of Engineering & Community Services (604)702-5026 tislam@fvrd.ca	Stirling Chan Manager of Engineering & Infrastructure (604)702-5039 schan@fvrd.ca
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4950 Chem Road | Chilliwack, BC | V8P 1Y6 Phone: 604-702-5000 | Toll Free: 1-800-638-0861



A NEW BEGINNING

- Integrating Communications in all our departments.
- Projects at inception are discussed
- Water
- Sewer
- Recreation
- Parks
- Animal Control
- Bylaw
- Planning

A NEW BEGINNING CONT'D

- Comms staff meet with staff prior to budget and review work plan.
- Identify areas that they offer support
- Meet with staff at monthly meetings
- Offer engagement and communications coaching
- Jointly identify potential community issues
- Proactive engagement
- Proactive communication

NEXT STEPS

- Developing an engagement strategy
- Place where the community can engage us directly
- Creating an environment where the community and the organization feel comfortable about connecting

- Evolve the strategy into normal operating processes

HOW TO GET STARTED

- We brought in a consultant to kick start our plan and used the resources we have.
- A strategy should be designed for your specific needs and can be very affordable

QUESTIONS

