



**THE CORPORATION OF THE VILLAGE OF ASHCROFT
COMMITTEE OF THE WHOLE AGENDA**

**FOR THE MEETING OF COUNCIL TO BE HELD IN THE COUNCIL CHAMBERS
OF THE VILLAGE OFFICE AT 6:00 PM ON MONDAY, OCTOBER 28, 2019**

- 1. CALL TO ORDER**

 - 2. ADOPTION OF THE AGENDA**

 - 3. PRESENTATIONS**
 - 3.1. Age Friendly Communities - Vicky Trill / Cnclr. Tuohey**
 - 3.2. Ranchland Mosaic - Daniel Collett**
 - 3.3. Portable Digital Sign – Discussion**

 - 4. TERMINATION**
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STAFF REPORT TO COUNCIL – CotW MEETING

DATE: October 28, 2019
TO: Mayor and Council
FROM: Anne Yanciw, CAO
SUBJECT: Portable Sign Board Discussion

Background

In late June of 2019, Council met to develop their Strategic Priorities for the next 18 months. As the Village currently has a number of large (defined by a combination of cost and required effort from staff) projects in progress, Council chose to limit the burden of additional priorities to three. One of those three priorities is *“Purchase a digital sign that could be used in times of emergency as well as to provide community updates and information. A portable sign with solar power capabilities that can be located in various locations.”*

Step One outlined in the Action Plan is to determine style, number of lines of text, and single or double sided for message display.

Discussion

If a linear process of accomplishing this priority is used, a Committee of the Whole (CotW) would normally focus on Step One of the Action Plan. Council at this CotW, however, is being asked to take a step back and consider some alternatives.

Alternative One is to implement Step 2 of the Action Plan first. This approach would include the policy development supported by a Communications Plan that defines how we as an organization communicate internally and externally. This provides a framework for what is communicated, how it is communicated, to whom, and when. This would provide guidance for both the communications that may be displayed on a portable digital changeable message board as well as all other communications in our organization.

Alternative Two is to first engage in a facilitated process to define the problem, generate solutions, evaluate those solutions and choose the best one. This facilitated process would involve:

- Defining the problem to be solved
- Generating solutions to the defined problem
- Assessing the solutions for viability, and
- Confirming a solution

Without this process prior to moving forward the risk includes some of the following:

- Incomplete understanding of the problem – is it poor communications mediums? Incomplete communications? Insufficient communications? Lack of resources or other barriers to communication? Lack of trust in communications?
- Reduced consideration of alternative solutions such as social media, mass notification systems, large screen TVs, a combination of solutions or other alternatives.
- Little information for critical assessment of the fit between the problem and the solution, and of the viability of the solution chosen.

Alternative Three is to continue with the Action Plan as exists. The Council would:

- Determine style

- Mounted on a trailer that can be towed and installed in various locations (as opposed to fixed location)
- Determine number of lines of text
 - Text should be large and easy to read
 - Text should change frequently to allow larger messages to be displayed
- Single or double sided for message display

Options and Recommendation

Option 1: That the Committee of the Whole discuss the elements of a Communications Plan and a Policy to guide Village communications.

Option 2: That the Committee of the Whole engage in an analytical process of problem definition, solution generation and solution assessment.

Option 3: That the Committee of the Whole focus their discussion on the existing Step One of the Action Plan to “determine style, number of lines of text, and single or double sided for message display”.

Recommendation: That the Committee of the Whole discuss the elements of a Communications Plan and a Policy to guide Village communications.

Respectfully submitted,



Anne Yanciw,
Chief Administrative Officer