

City of
Peterborough**Communications Policy**

Department:	Chief Administrative Officer
Division:	Communication Services
Section/Function:	N/A
Approval Level:	Council
Effective Date:	2020-03-30
Revision #:	N/A

1.0 Purpose

- 1.1. The City of Peterborough (City) recognizes the value and importance of effective internal and external communications practices and activities to fostering:
 - a) A well-informed and engaged community
 - b) Awareness of and support for municipal priorities and objectives
 - c) Alignment of municipal and community strategic interests and priorities
 - d) Responsive and informed municipal decision-making and service delivery
- 1.2. This Policy, and its related Procedures, set direction and provide an overarching framework for City internal and external communications practices and activities.

2.0 Application

- 2.1. This Policy applies to:
 - a) All those responsible for developing, delivering, and/or approving internal and external communications on behalf of the City. This may include but is not limited to: City staff, consultants, contractors, partners, elected or appointed officials.
 - b) All internal and external communications by the City.
- 2.2. The City operates a decentralized communications model with:
 - a) A corporate Communication Services Division that provides general guidance, support and oversight of communications activities; and
 - b) Shared responsibility across the corporation for the development, dissemination, and receipt of internal and external communications.

2.3. This Policy is administered by Communication Services.

3.0 Definitions/Acronyms

City – The Corporation of the City of Peterborough.

Coat of Arms – The City’s Coat of Arms, including the crest, shield and adjacent symbols, is a heraldic device granted by way of a warrant dated May 9, 1950 by the College of Heralds of England.

Community Brand – The idea developed in the City’s Community Branding process that captures what makes Peterborough special and unique, inspiring the creation of the City’s Community Brand Identifiers.

Community Engagement – Activities that engage citizens to work and learn together on behalf of the community including informing citizens, inviting their input, collaborating with them to generate solutions, and partnering with the community.

Media – Communications outlets that use a medium such as radio, television, newspaper, a magazine or the Internet to reach an audience.

4.0 Policy Statements

4.1. City communications practices and activities will be conducted in accordance with the requirements of this Policy, related Procedures, and the following communications objectives:

- a) Ensure the dissemination of clear, accurate and timely information in an inclusive, proactive and responsive manner.
- b) Support opportunities for two-way communication.
- c) Respect access to information and privacy rights.
- d) Ensure the alignment of communications activities across the Corporation and with the City’s strategic priorities and visual identity.
- e) Ensure a consistent approach and shared ownership of communications activities across the Corporation.

4.2. To support Policy compliance, the City will establish and maintain complementary policies and procedures on subjects such as:

- Visual identity (i.e. Community Brand and Coat of Arms)

- Media relations, public relations and customer service
- Social media
- Website governance
- Community engagement
- Internal communications
- Emergency management

- 4.3.** The City will be proactive in how it communicates, employing a variety of ways and means to communicate and provide information to accommodate diverse needs.
- 4.4.** Municipal information, both online and in print, will have a clearly recognized, consistent identity to assist the public in recognizing and accessing the policies, programs, services and initiatives of the City.
- 4.5.** All communications received by the City will be reviewed, and where applicable, processed in accordance with this Policy in a timely manner, having regard to the circumstances the communication, including but not limited to, the subject matter of the communication, staff availability, priorities, and the **Municipal Freedom of Information and Protection of Privacy Act**.
- 4.6.** The City will not engage with communication that:
- a) is discriminatory;
 - b) espouses hatred, harassment, violence or racism; or
 - c) is abusive or derogatory.

5.0 Appendix, Related Documents & Links


Note: All references refer to the current version, as may be amended from time to time.

5.1. Pertinent Resources:

- Brand Guidelines, City of Peterborough
www.peterborough.ca
- City of Peterborough Code of Conduct
- **Municipal Freedom of Information and Protection of Privacy Act**
- Website Governance Framework, City of Peterborough

5.2. Related Policies:

- Policy 0003 – Accountability and Transparency Policy

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- Policy 0020 – Accessible Customer Service Policy
- Policy 0030 – Integrated Accessibility Standards Policy
- Policy 0031 – Social Media Policy
- Policy 0036 – Sponsorship, Naming Rights and Advertising Policy
- Policy 0048 – Visual Identity Policy
- Policy 0049– Heraldic Identifiers Policy

5.3. Related Procedures:

- Procedure 0020-P03 – Communicating and Interacting with People with Disabilities
- Procedure 0030-P01 – Integrated Accessibility Standards Information and Communications Procedure

6.0 Amendments/Reviews

Date (yyyy-mm-dd)	Section # Amended	Comments
2020-03-30	N/A	Policy Approved by Council on March 30, 2020 through Report CAOCS20-001 – Communication Policies dated March 2, 2020

Next Review Date:	2025-01-01
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