

COMMUNICATIONS PLAN 2025 - 2028



VAL QUENTIN COUNCIL
OCTOBER 2025



INTRODUCTION

1.1 Purpose

The purpose of this Communications Plan is to establish a clear, consistent, and proactive approach to sharing information between the Summer Village of Val Quentin, its residents, regional partners, and stakeholders. Effective communication strengthens trust, enhances transparency, and supports informed decision-making.

1.2 Objectives

- Ensure timely, accurate, and accessible communication.
- Increase community awareness of municipal programs, services, and initiatives.
- Build trust and transparency between Council, Administration, and residents.
- Strengthen engagement through digital and in-person channels.
- Support the implementation of Council's priorities and strategic goals.





COMMUNICATION & ENGAGEMENT

2. Guiding Principles

Transparency – Share clear and factual information on municipal matters.

Consistency – Maintain a unified and professional voice across all communications.

Accessibility – Use plain language and accessible formats.

Responsiveness – Address inquiries promptly and respectfully.

Collaboration – Encourage cooperation with residents, partners, and other municipalities.

3. Communication Goals (2025–2028)

Goal	Outcome	Actions
1. Increase Awareness	Residents understand municipal decisions and services	Publish regular Council highlights and project updates
2. Enhance Engagement	More resident participation in events and meetings	Invite resident participation
3. Strengthen Digital Presence	Improved access to information	Maintain website and social media updates
4. Improve Emergency Communications	Clear procedures for urgent updates	Coordinate with SVREMP and FRI/LSAC
5. Build Community Identity	Foster pride and connection	Promote local events, stewardship, and partnerships



4. Key Audiences

Audience	Communication Focus	Preferred Channels
Residents & Property Owners	Services, notices, Council decisions	Website, newsletters, email, social media
Council & Staff	Internal updates and alignment	Email, shared drives, meetings
Regional Partners	Collaboration and intermunicipal initiatives	Email, intermunicipal meetings
Provincial/Federal Agencies	Grant reporting, compliance	Official correspondence
Visitors & Seasonal Residents	Safety, community events, local services	Website, signage, social media

5. Communication Channels

Channel	Description	Frequency	Responsibility
Municipal Website	Central hub for updates, bylaws, and forms	Ongoing	Administration
Email / ALLNET	Project updates and community notices	Quarterly	Administration
Social Media (Facebook)	Real-time updates, event promotion	Daily/ Weekly	Administration
Public Notices & Posters	Cantin Park Sign The Bulletin/Community Voice	As needed	Administration
Council Meetings	Agenda, minutes, and public participation	Monthly	Council / Administration
Print Mailouts (as required)	Taxes and Newsletter	Annually	Administration
Regional Collaboration	FRI, SVREMP, Tri-Village Sewer, FCSS, LSACE	As scheduled	Council / CAO



6. Key Messages

Topic	Core Message
Governance	Val Quentin Council is committed to transparency, accountability, and community service.
Infrastructure	In alignment with Asset Management processes, we invest responsibly in maintaining and improving community infrastructure.
Community Safety	Safety and emergency preparedness are shared responsibilities.
Environment & Stewardship	Protecting Lac Ste. Anne and our natural surroundings <u>is</u> vital to our quality of life.
Community Engagement	Your feedback matters—help shape the future of Val Quentin.

7. Communication Tools

- Website updates
- Branded email templates
- Local newspaper submissions
- Cantin Park bulletin board
- Council highlights and summaries for social media
- Emergency notification coordination through SVREMP



8. Implementation Timeline

Year	Focus Area	Key Actions
2025	Foundation	Refresh website, Annual Newsletter, social media updates
2026	Engagement	Host open house, enhance accessibility
2027	Integration	Align communication tools with budget and planning processes
2028	Review & Update	Evaluate plan effectiveness and adopt updated strategy

9. Evaluation & Measurement

Measure	Method	Frequency
Website traffic	Analytics report	Quarterly
Social media engagement	Followers, shares, interactions	Quarterly
Resident feedback	Online or paper surveys	Annual
Attendance at Council meetings	In person/virtual	Ongoing



10. Roles and Responsibilities

Role	Responsibilities
Council	Approve policy direction and ensure transparency
Chief Administrative Officer (CAO)	Oversee implementation and messaging consistency Prepare and distribute communications materials
Community Partners	Share relevant information and promote regional collaboration

11. Risk Management

Risk	Mitigation Strategy
Inconsistent messaging	Use approved templates and review by CAO
Limited staff resources	Automate routine communications where possible
Misinformation on social media	Prompt correction and official updates

12. Review and Updates

This Communications Plan will be reviewed annually and updated in 2028 to align with the next Council term and the Municipal Strategic Plan. Performance will be reported to Council and shared with the public to ensure ongoing transparency.

13. Conclusion

The Summer Village of Val Quentin’s three-year Communications Plan provides a roadmap for open, effective, and engaging communication. By strengthening outreach, improving responsiveness, and promoting collaboration, Val Quentin will continue to foster a well-informed and connected community.

CONTACT US

Mayor Kathy Dion

 403 923 8694

 k.dion@valquentin.ca

Deputy Mayor Barrie Ronaldson

 780 686 9884

 barrie.ronaldson@valquentin.ca

Councillor Kent Galusha

 kent.galusha@valquentin.ca

CAO, Marlene Walsh

 780 668 3182

 cao@valquentin.ca

VAL QUENTIN WEBSITE

 www.valquentin.ca

