

Council Communication



www.redbrick.ca

May 2021

Brian Lambie, President
Redbrick Communications



Roles and Goals

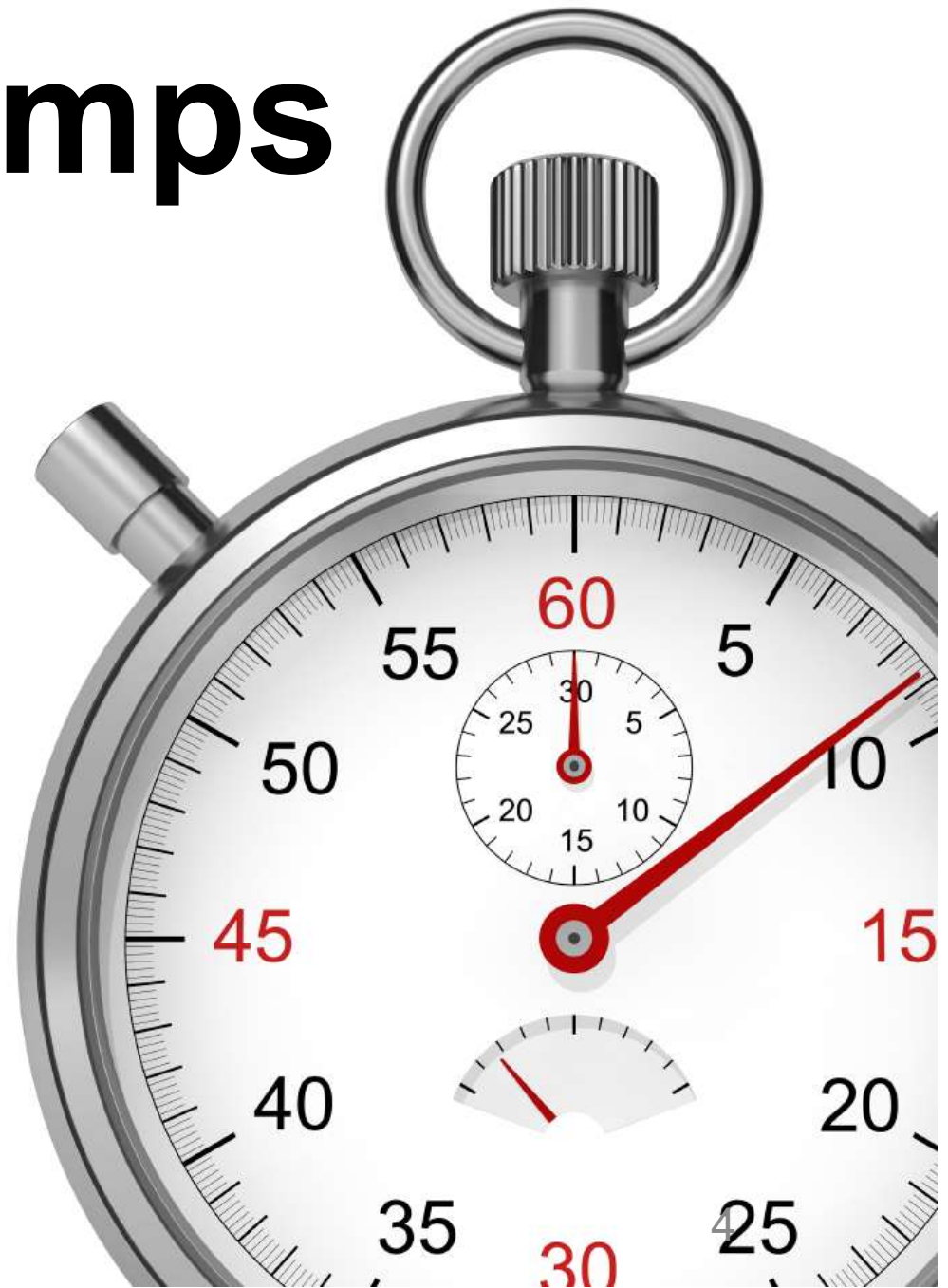
- Head of Council serves as the voice of Council, communicating consensus.
- Disagreement is normal.
- Strong Councils disagree well.
- Strong governments work cooperatively to avoid surprises.



**News
travels in
real time.**



**Speed trumps
accuracy.**



While we approve text...

The City clocks had only just gone three, but
but was quite dark already -- it had not been light
neighbouring offices, like ruddy smears upon
valuable air brown, No 99
and () was so dense without that although
was of the narrowest, the houses of
phantoms.



**...audiences
'consume
content...'**



**...that's easy
to create.**



Communicating Quickly



Communicating Quickly

- Requires care and commitment to the organization's best interests
- Prevent surprises
- Clear protocols, roles and responsibilities
- Long range communications planning
- Council and staff focus on strengths



Council Strengths

- Responsive and caring leadership
- Can reach key audiences
- Can demonstrate listening
- Can act on concerns
- Greater freedom to communicate
- Greater freedom to generate interest
- Can help connect audiences to quality information and sources

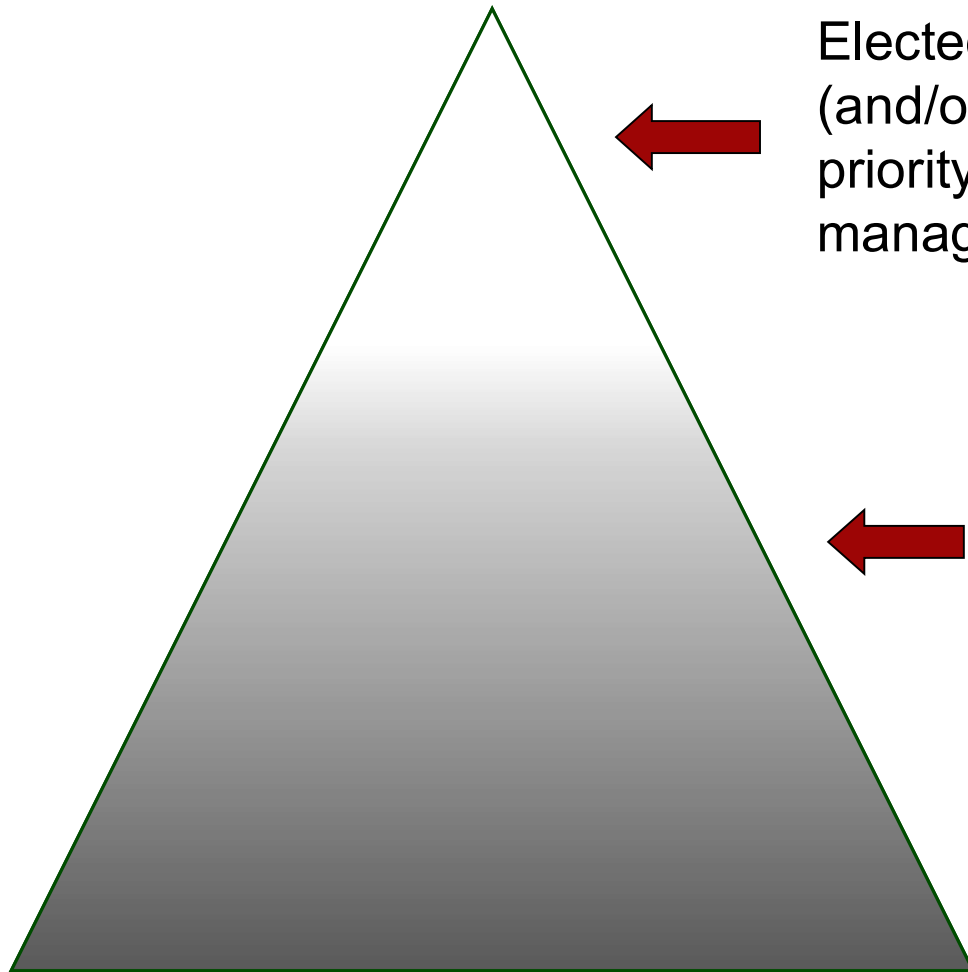


Staff Strengths

- Professional support and advice
- Planning, management and focus
- Provides detailed information
- Maintains formal communications tools and information sources
- Can deliver quality information in a neutral manner



Prioritize to Increase Speed



← Elected officials tend to lead with (and/or amplify) high-level, high-priority information – and they help to manage expectations.

← Staff tend to provide detail, implement longer term processes – and they must deliver on expectations.



When Media Call...



Rapid Corporate Response

React quickly, but do not agree to an interview immediately.

- Set expectations: “What’s your deadline? How much time do we have?”
- Interview the reporter to gather information.
- Create a break, so you can prepare.
- Deliver quality information at a mutually acceptable time.



Telling Your Story Well



Central Themes

- Trust / credibility
- Financial impact
- Health / safety
- Economy
- Environment
- Due diligence
- Transparency
- Plan / next steps



Positioning Statement

- Your story in a sentence.
- What's the best possible, long-term perception?
- Credible.
- Plain language.
- Easy to remember.
- Words and actions support it.



Well Rounded Communication

- Positioning and context
- Key messages
- Helpful or illustrative examples
- Helpful or illustrative facts



Preparing Strong Messages

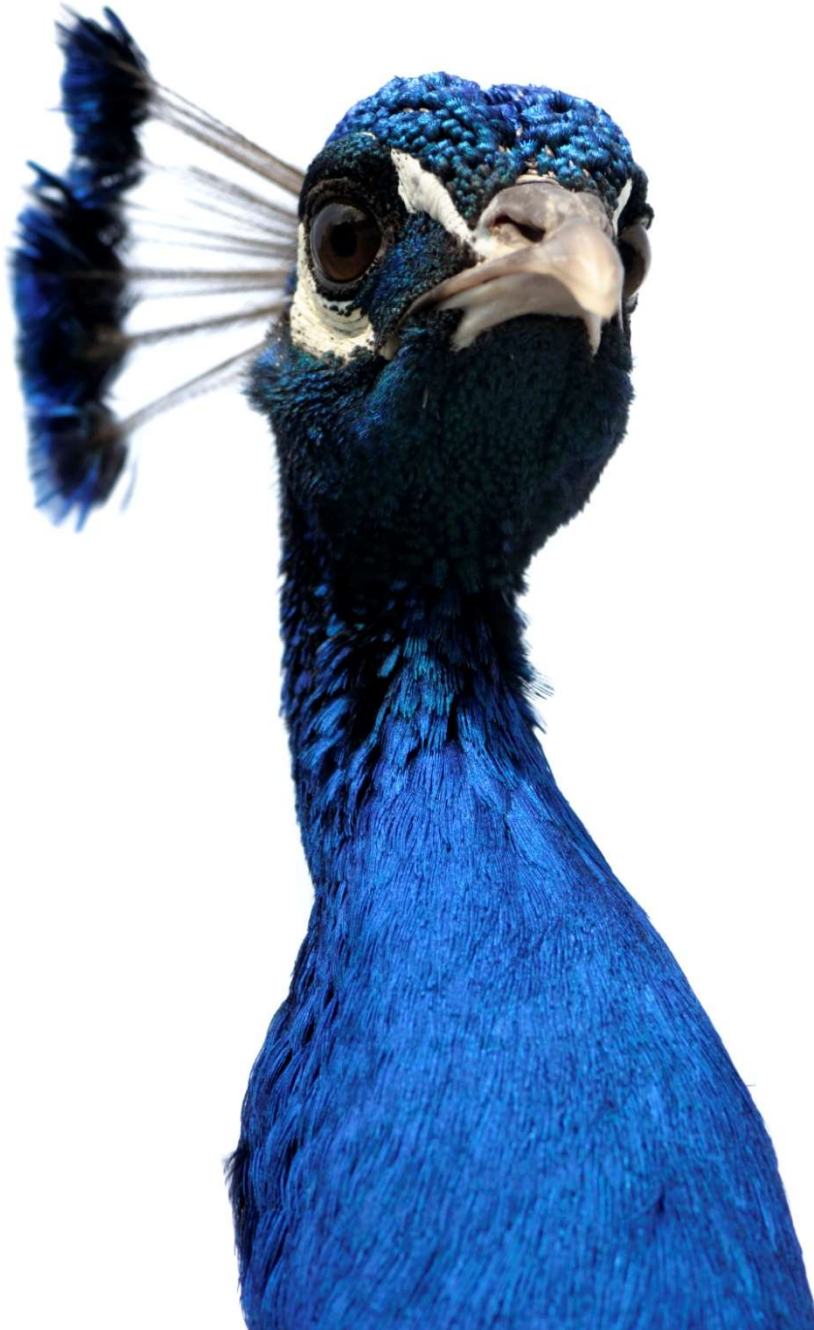


What Makes News?

- *Change*
- *Controversy*
- *Human Interest*

(Drama / Emotion / Celebrity)



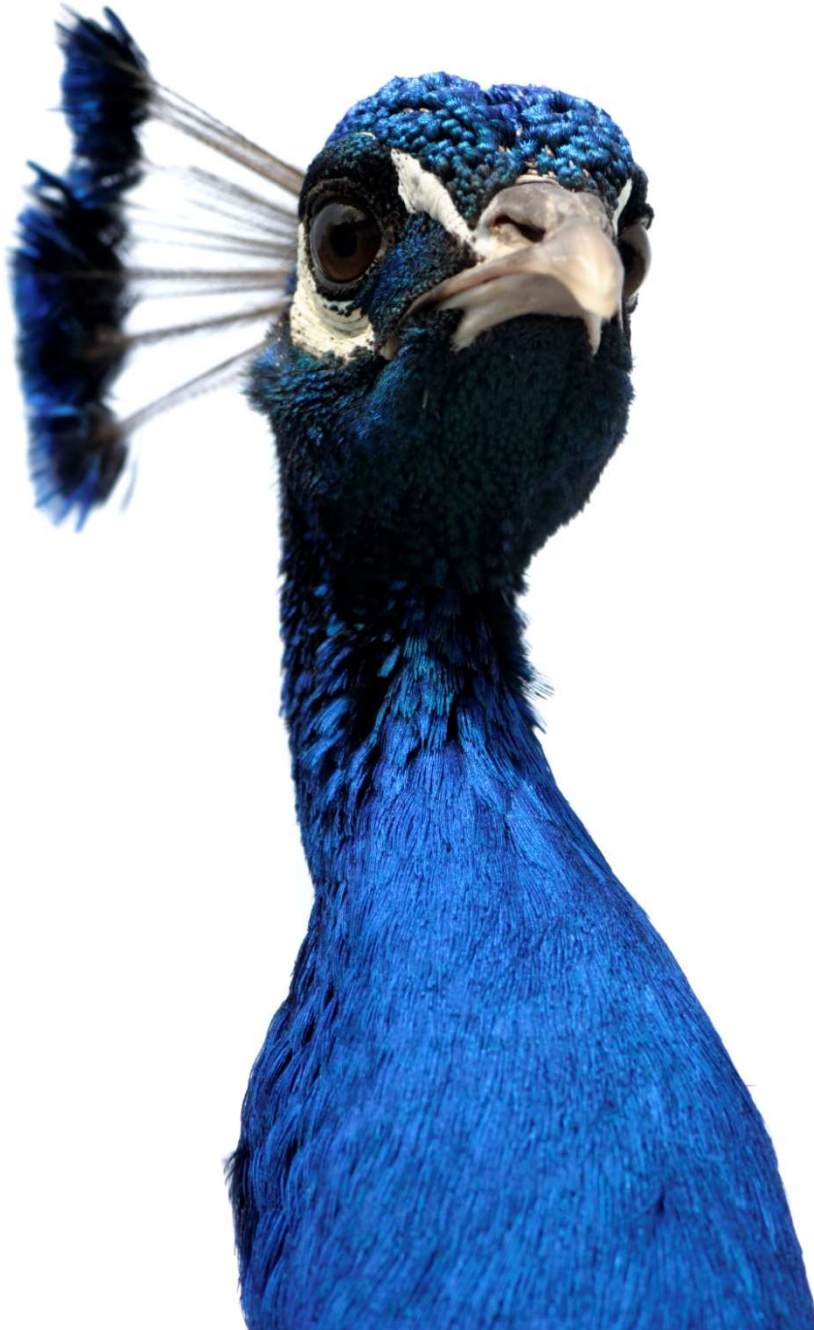


Want to be Memorable?

- Simple
- Unexpected
- Concrete
- Credible
- Emotion
- Story

Credit: Made to Stick: Why Some Ideas Survive and Others Die by Chip Heath and Dan Heath





Want to be Memorable?

- What & why
- Colourful language
- A few good numbers & remarkable facts
- Examples, anecdotes & analogies
- Common sayings
- Local connections



Simple messages travel further, faster, and more accurately. They also inspire trust.



Thank you for the... conference.

This conference is... mean it is important to (

ROMA... it is imp... tant to all of us.

It is an important... ke Ontario work.

The success of th... e success of Ontario.

Twice a year... at... AMO Conference in Augu

come together.

In addition to the program, we have all of the formal delegation meetings Province. There are usually about 300 of them.

On top of that we have all the informal connections that create solutions

Readability Statistics

Counts	
Words	2083
Characters	10127
Paragraphs	111
Sentences	135
Averages	
Sentences per Paragraph	1.2
Words per Sentence	15.2
Characters per Word	4.7
Readability	
Passive Sentences	8%
Flesch Reading Ease	53.2
Flesch-Kincaid Grade Level	9.5

OK

Managing Issues



Courage

Someone will complain
about anything and
everything.



1. Address Actual Problems

- Listen carefully to the actual complaint (or concern)
- Address real problems.
- Good government should take priority over (good?) debate.

2. Plan ahead

An ounce of **prevention**
is worth a pound of cure.

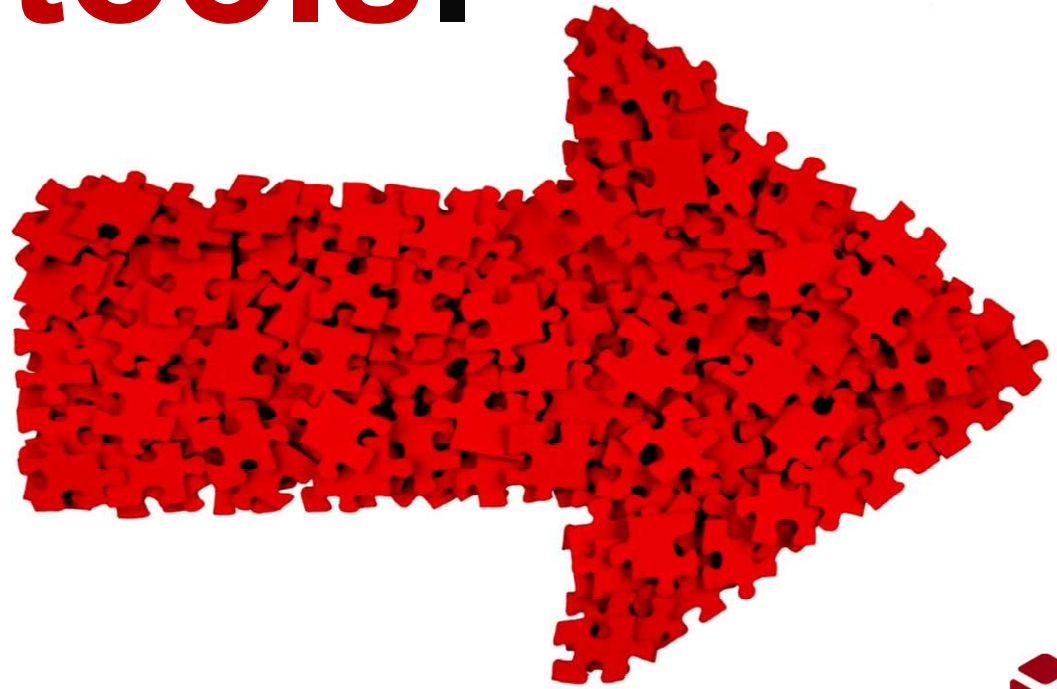


3. **BIG** dreams call for **BIG** processes.

- Long range planning.
- Traditional stakeholder processes.
- Communicate process repeatedly.
- Demonstrate that you are listening.
- Make it easy to engage, and to find evidence of your effort.



**4. Direct people to
practical and
helpful tools.**





City of Kawartha Lakes
@cityofkawarthalakes

Home

About

Photos

Videos

Events

Posts

Notes

Community

Create a Page

Like Follow Share



City of Kawartha Lakes

January 25 · 🌐

Another messy winter weekend! Our plow trucks have been working on the roads since early morning. Please fully clear the snow off your car before leaving, and drive carefully. For winter tips, see our website: <https://www.kawarthalakes.ca/.../winter-and-what-you-need-to-...>



18

12 Comments 9 Shares

Like

Comment

Share

All Comments ▾



write a comment...



City of Kawartha Lakes Please let us know about service requests by going to this page on our website: <https://forms.kawarthalakes.ca/Report-an-issue-or-concern>



FORMS.KAWARTHALAKES.CA

Report an issue or concern - Kawartha Lakes

Contact Us

Send Message

Invite your trends to like this Page

9,369 people like this

10,154 people follow this

Scottie Martin likes this or has checked in

6,549 check-ins

About

See All

(705) 324-9411

Send Message

www.kawarthalakes.ca

Public Service - City Hall - Government Organization

Hours 8:30 AM - 4:30 PM
Open Now

Suggest Edits



Page Transparency

See More

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - August 4, 2010

Related Pages



Kawartha Lakes Thi...
News & Media Website

Like



Foodland Ontario
Ellen Timms likes this
Government Organization

Like



KLAWS - Kawartha La...
Emma Murphy likes this
Nonprofit Organization

Like

Report an issue or concern:

Please select an issue type: *

- | | | |
|---|--|---|
| <input type="radio"/> Ask a Question? | <input type="radio"/> Dust/Sweeping | <input type="radio"/> Grading |
| <input type="radio"/> Noxious Weed Issue | <input type="radio"/> Parks and Recreation | <input type="radio"/> Potholes |
| <input type="radio"/> Roadside Dead Animal | <input type="radio"/> Roadside Ditching/Drainage | <input type="radio"/> Roadside Litter-Garbage Dumping |
| <input type="radio"/> Road Winter Maintenance Issue | <input type="radio"/> Snowplow Damage | <input type="radio"/> Streetlight/Traffic Light Maintenance |
| <input type="radio"/> Trees | <input type="radio"/> Waste Collection/Recycling | <input type="radio"/> Water Bill Inquiry |
| <input type="radio"/> Water Meter Readings | <input type="radio"/> Other | |

Describe the issue. *

Enter the issue location below.

Issue Street Address *	Unit # (if applicable)	City/Town/Village *
<input type="text"/>	<input type="text"/>	<input type="text"/>

Enter your name and contact information below.

First Name Last Name *	Street Address *	Unit # (if applicable)	City/Town/Village *
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Phone Number *	Cell Phone Number	Email Address *
<input type="text"/>	<input type="text"/>	<input type="text"/>

Personal information collected on this form is collected pursuant to The Municipal Act, 2001 and will be used for the purpose of responding to your request. Questions about the collection of this information should be directed to the City Clerk or Deputy Clerk at 705-324-9411 extension 1295 or 1322.

Submit and please wait for your reference number.

**5. Maintain
reasonable
rules and
standards.**





(905) 895-5193

customerservice@newmarket.ca

<http://www.newmarket.ca/>

A community well beyond the ordinary.

[Government Organization · Public & Government Service](#)

See what Town of Newmarket is doing in Messenger
[Get Started](#)

General Information

Town of Newmarket Facebook Page Terms of Use:

First and foremost we encourage you to interact with us and comment on our page however we ask that you are respectful of not only the Town of Newmarket but others that post on our page. We want you to have an open dialogue on our page but if your post breaks any of the following rules, we reserve the right to delete that post.

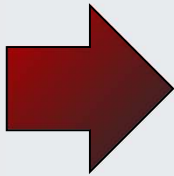
- Anything political in nature
- Violent, obscene, profane, hateful, or racist posts, links or images
- Comments that are unrelated to the topic of the page or posts
- Solicitations, advertisements, or endorsements of any financial, commercial or not-for-profit organizations
- Comments that are illegal in nature or that violate copyrights or trademarks
- Repetitive posts, or copied and pasted or duplicated by single or multiple users

If these rules are not adhered to and multiple offences committed by the individual, we retain the right to block that person.

If you do not agree with these rules and wish to no longer "like" the official Town of Newmarket Facebook page, please feel free to remove yourself by clicking the "Unlike" link located on the left hand sidebar.

You are solely responsible for the User Content you submit, and the Town of Newmarket assumes no liability for any User Content submitted by you. You agree to indemnify the Town of Newmarket against all claims and liabilities resulting from your User Content.

DISCLAIMER: In addition to the rights that you grant to Facebook, you grant to the Town of Newmarket a royalty-free license to use your content in any manner or media, globally, forever, without any obligation to you. This includes the right to use any ideas you submit (including ideas about our products or advertising campaigns) in any manner that we choose, without any obligation to you.



6. Live Your Values
You create the City's
brand and culture,
bit by bit, every day.



Typical Approach

- ✓ Helpful
- ✓ Humble
- ✓ Not overly promotional
- ✓ Positive
- ✓ Productive
- ✓ Interesting



**Find a way to be
inspirational.**

**Avoid being
critical.**



Direct Messages

- Your messages will be shared.
- Address underlying concerns.
- Focus on the concern, not the specific text, or assumed 'tone'.
- Conversations often ease tension better than correspondence can.



Look after your team

- Attention is often unkind.
- Staff can feel powerless and abused.
- Staff are often prevented from defending themselves.
- They deserve to know there's a plan -- and that they're valued.



Exercise



City of Burlington, Ontario

Jan. 22, 2020 • 🌐

Did you know that coyotes mate between January and February, causing an increase in coyote sightings? Residents are encouraged to walk dogs on leash and keep cats indoors. For more information on coyotes, including hazing techniques and tips on coyote-proofing your yard, please visit <https://bit.ly/2RD7Nob>.





Select Language

What are you looking for?



I Need to...

Live and Play

Services for You

Your City

Animal Services

Adoption

Animal Control

Animal Shelter Volunteering

Dog Licensing

Donations

Educational Programs

Leash Free Parks

Lost Pets

Wildlife

• Coyotes

Accessible Services

Applications, Licences and Permits

Building Permits

Burlington Fire Department

Burlington Transit

Business in Burlington

Coyotes

A A A | SHARE

Subscribe to this page...



Coexisting with Coyotes

Coyotes are native to North America and can be found living in urban and rural areas.

While coyotes are very wary of humans and avoid people whenever possible, coyote sightings in Burlington are common. Burlington's green spaces and forested areas provide an excellent habitat for coyotes, they can travel great distances along ravines, hydro corridors, and highways.

As much as possible, the City of Burlington's approach to coyotes in the community is to leave them alone. Coyotes naturally fear humans and should remain wild animals. Coyotes play an important role in balancing the ecosystem in southern Ontario, helping to control the



Report a Coyote Sighting

Your feedback helps us to monitor

- Halton Court Services >
- Public Health Services >
- Home Improvements and Construction >
- Online Services >
- Maintenance Services >
- Parking >
- Planning and Development >
- Property Taxes and Assessment >
- Public Safety Services >
- Service Requests
- Snow Removal >
- Transportation >
- Utilities

Information on how to Coexist with Coyotes

- [Preventing Human/Coyote Conflicts](#) +
- [Protecting pets from coyotes](#) +
- [How to deter coyotes from your property](#) +
- [What about relocating or eliminating coyotes?](#) +
- [Techniques for hazing coyotes](#) +
- [What to Do If a Coyote Approaches](#) +

Past Meetings

The City continues to place a focus on education to help build the community's understanding about coyotes, their behaviour and preventing situations that may cause conflict.

- [March 10, 2021 - Community Coyote Meeting](#) +
- [June 13, 2017 - Public Information Meeting, Living with Coyotes](#) +

Frequently Asked Questions

- [Why are there coyotes in urban areas?](#) +
- [Can the coyotes be relocated or killed?](#) +
- [Why can't the City of Burlington's Animal Services come and take the coyote away?](#) +

Appendix "A" of PB-90-15

File: 715-1

Coyote Response Strategy

Coyote Behavior	Classification	Response
Coyote heard; scat or prints seen	Observation	Distribute educational material and information on normal coyote behavior.
Coyote seen moving through area (day or night)	Sighting	Distribute educational material and information on normal coyote behavior.
Coyote seen resting in area (day or night)	Sighting	If area frequented by people, educate on normal coyote behavior and how to haze to encourage animal to leave. Look for and eliminate attractants.
Coyote entering a yard (no person present outside)	Sighting	Educate on coyote attractants; provide hazing information and yard audit.*
Coyote following or approaching a person with no incident	Encounter	Educate on hazing techniques. Look for and eliminate attractants.
Coyote following or approaching a person and pet with no incident	Encounter	Educate on hazing techniques and pet management. In an open area, post educational signs to alert other residents to keep dogs on leash and to haze coyotes. If it is pup season and there is a known den nearby, consider blocking off the path or area until pup season is over.
Coyote entering a yard with pets, no incident	Encounter	Educate on coyote attractants and pet management, provide hazing information and yard audit.
Coyote entering a yard with people and pets, no pet attack occurring	Encounter	Gather information on specific animals involved and report circumstances. Educate on coyote attractants and pet management, provide hazing information and yard audit.
Coyote injures or kills unattended pet in back yard	Unattended Pet Attack	Gather information on specific animals involved and report circumstances. Educate on coyote attractants and pet management, provide hazing information and yard audit. If multiple incidents have occurred in the same vicinity within a short amount of time, lethal removal may be recommended.
Coyote injures or kills pet off-leash in open space area	Unattended Pet Attack	Gather information on specific animals involved and report circumstances. Educate on pet management and hazing. Look for and eliminate food attractants. Post educational signs in open area to alert other residents to keep dogs on leash and to haze coyotes. If it is pup season and there is a known den nearby, consider blocking off the path or area until pup season is over. Develop hazing team in area. Levy fines (for leash law violations) when appropriate.
Coyote injures or kills livestock	Livestock Loss/Depredation	Gather information on specific animals involved and report circumstances. Educate on proper livestock husbandry (including the use of secure enclosures, livestock guarding animals, and/or proper fencing).

Appendix "A" of PB-90-15

Coyote Behavior	Classification	Response
Coyote injures or kills pet off leash with human nearby (within six feet)	Attended Pet Attack	Gather information on specific animals involved and report circumstances. Educate on pet management, coyote attractants and hazing. Perform yard/ neighborhood/public area audit. Post educational signs and/or send educational materials to residents in the area. Implement high intensity hazing techniques (by Animal Control Officers, police, trained volunteer groups etc.). If multiple incidents have occurred in the same vicinity within a short amount of time, lethal removal may be recommended.
Coyote aggressive toward person, showing teeth, back fur raised, lunging, nipping without contact	Incident	Gather information about incident and report circumstances. Educate on pet management, coyote attractants and hazing. Perform yard/neighborhood/ public area audit. Post educational signs and/or send educational materials to residents in the area. Implement high-intensity hazing techniques (Animal Control Officers, police, trained volunteer groups etc.) If multiple incidents have occurred in the same vicinity within a short amount of time, lethal removal may be recommended.
Coyote has bitten human (An attack where the involved human does not encourage the coyote to engage)	Unprovoked Human Attack	Identify and gather information on all details of attack (including action of victim before and after attack, were involved, action of victim towards coyote and how incident was resolved). Any human bitten by a coyote(s) will need to seek the advice of their physician concerning the administration of a post exposure rabies vaccination. Animal Control Staff will notify the City Manager, Halton Regional Police Services and the Ministry of Natural Resources and Forestry (MNRF). City staff will work with MNRF to locate and eliminate the responsible coyote (be tested for rabies, and also be given a full necropsy to determine general health and whether feeding was involved). Educate residents on coyote attractants, yard/neighborhood audits, hazing and pet management. Implement high-intensity hazing techniques (Animal Control Officers, police, trained volunteer groups etc.).
Coyote has bitten human (Human encouraged coyote to engage by hand feeding, approaching coyote with pups, intervening during pet attack, etc.)	Provoked Human Attack	Identify and gather information on all details of attack (including action of victim before and after attack, whether feeding or pets were involved, action of victim towards coyote and how incident was resolved). Any human bitten by a coyote(s) will need to seek the advice of their physician concerning the administration of a post exposure rabies vaccination. Animal Control Staff will notify the City Manager, Halton Regional Police Services and the Ministry of Natural Resources and Forestry (MNRF). City staff will work with MNRF to locate and eliminate the responsible coyote (be tested for rabies, and also be given a full necropsy to determine general health and whether feeding was involved). Educate residents on coyote attractants, yard/neighborhood audits, hazing and pet management. Levy fines (for wildlife feeding or leash law violations) when appropriate. Implement high-intensity hazing techniques (Animal Control Officers, police, trained volunteer groups etc.).

Fall is in the air. It's "dispersal season" for coyotes. Pups have grown up and are leaving their dens to look for their own territory. Coyote sightings are up and there are lots of posts on social media. Many residents are arguing, often bitterly. Some residents stress the need to coexist. Some are calling for a cull. The exchanges are starting to take on a life of their own.

Police report that they were called to a residential street following several 911 calls about a dog, or a coyote, that was acting strangely and bleeding from its mouth. When police arrived, they found an injured and weak coyote. Animal Services was alerted and they investigated. They believe the coyote escaped from a wire snare trap. Pictures from the incident have been posted to a community Facebook page. A poorly informed discussion includes incorrect speculation that the coyote may have been sick with rabies, or that it got into a fight with a raccoon that may have been rabid.



Instagram



Muscle.Dave



Muscle.Dave

Today Zues was attacked by a coyote near the golf course.



Armanda Sousa

Poor Zeus! When will they do something???



Muscle.Dave

Yup. 6 stitches.



Super Duper Ken

Terrible. Beyond frustrated.



Greg Connor



Will Sussman

May 10 at 10:09 PM · 



I'm at my wits end with my neighbour!! First it was the 11 PM basketball games. Now he's feeding coyotes!!!



Put that food in his mailbox. See if he likes having them on his porch.



Call Councillor Lund's office. I she can help.



Lund is useless. All she cares about is development. Good luck trying to get her attention. Unless you have lots of \$\$\$



Why do you think there are coyotes everywhere? They have paved everything. At least someone is looking out for them.



You can't be serious. You actually WANT to help these things? It's just a matter of time before they bite a kid.



I can think of a few solutions for that guy.



redbrick

COMMUNICATIONS



Brian Lambie
President



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@RedbrickComms



@BrianLambie1



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May 2021



Select Language

What are you looking for?

I Need to...

Live and Play

Services for You

Your City

Service Requests

- Accessible Services >
- Animal Services >
- Applications, Licences and Permits >
- Building Permits >
- Burlington Fire Department
- Burlington Transit
- Business in Burlington >
- City Projects >
- Commissioner of Oaths and Declarations
- Customer Service - Service Burlington >
- Freedom of Information Requests >
- Garbage, Recycling and Leaf Collection >
- Halton Court Services >
- Public Health Services >
- Home Improvements and Construction >

Service Requests

SHARE

The City of Burlington is launching a Customer Relationship Management (CRM) system that will allow people to contact the city through the channel of their choice: phone, email, online and in-person.

Because of the size of this project, City departments will be joining the CRM system one at a time. This online component is a pilot for Transportation service requests only.

If you do not see a specific request type below, please send us an email.

[Email Service Burlington...](#)



[Existing Requests](#)

[Create Request](#)

[Knowledge Base](#)

[Sign In](#)

[Register](#)

Submit service request, application or search information

- Search service or information, then you can submit your request.
- Use the textbox to Search. For example, type "parking" and click "Search" button to view the services related to parking.

Transportation Department

Search

Show all Services

Select a service:

Transportation Department

[Crossing Guard Feedback](#)