

3.10 Communication

How to ensure that residents and visitor have easy access to opportunities for the interchange of information, thoughts and opinions.

Short Term (0-24 months) Preferred Future Initiative:

Use of technology to facilitate wide spread and 2 way communication between citizens.

Priorities:

- A) Use of various electronic media to facilitate learning, awareness and information exchange within the community.

Strategies:

1. Sundre Website enhanced, interactive and available to home computers, conveniently accessed and inexpensive use of public computers.
2. Electronic board located at highly visible sites.
3. Use of scrolling bulletin board at traffic light. (Board to be put in place by Rodeo & Race Association)
4. Use of Sundre high school's Video Conference Centre (VCC). See details of this in the Learning strategy area (section 3.12)
5. Community skills/expertise inventory.
6. Use of F.M. Transmitter Radio to communicate local events and activities.

Medium Term (2-5 years) Preferred Future Initiative:

Create meeting spaces, new opportunities and awareness of our local assets.

Priorities:

- A) Creating meeting spaces/opportunities.

Strategies:

1. Create a vibrant town centre on the model of many European cities – more for people than for cars.

- B) Take advantage of skill in the community – set up an exchange mechanism.

Strategies:

1. Web based – easy access of community skills inventory.

- C) Use of various electronic media to facilitate learning, awareness and information exchange within the community.

Strategies:

1. Enhanced Sundre website; interactive, available, inexpensive and conveniently accessed.

PRIORITIZATION MATRIX

Strategy Area: Communication
Preferred Future Initiative: Info technology to facilitate learning & info exchange between citizens
Short Term / Medium Term / Long Term (circle the appropriate term)

Does this initiative:

1. move us towards our community's preferred future initiative?
2. move us towards the sustainability principles?
3. provide flexibility for future community leaders to take action?
4. generate sufficient economic and potential return to seed future investments?

Idea	# 1	# 2	# 3	# 4
Use of Sundre website (enhanced & interactive)	Yes / No	Yes / No	Yes / No	Yes / No
Use of community bulletin board	Yes / No	Yes / No	Yes / No	Yes / No
Use of scrolling bulletin board	Yes / No	Yes / No	Yes / No	Yes / No
Use of Sundre High School Video Conference Centre	Yes / No	Yes / No	Yes / No	Yes / No
Community skills/expertise inventory	Yes / No	Yes / No	Yes / No	Yes / No
Use of F.M. Transmitter Radio	Yes / No	Yes / No	Yes / No	Yes / No

Reference Material:

The Natural Step Principles

1: We dig stuff up (like heavy metals and fossil fuels) out of the Earth's crust and allow it to build up faster than nature can cope with it.

2: We create man-made compounds and chemicals (like pesticides and plastics etc.) and allow them to build up faster than nature can cope with them.

3: We continuously damage natural systems and the free services they provide (including climate regulation and water filtration) by physical means (for example over harvesting and paving wetlands).

and..

4: We live in and create societies in which many people cannot meet their basic needs (for example, to find affordable housing).

5 Dimensions of a Sustainable Community

1: A Healthy Environment

2: A Strong Economy

3: A Vibrant Cultural Scene

4: Good Governance

5: A Strong Social Network

Town of Sundre MSP Process

Communications	How to ensure that residents and visitors have easy access to opportunities for the interchange of information, thoughts, and opinions
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PREFERRED FUTURE INITIATIVE: Use of technology to facilitate wide spread and 2 way communication between citizens.

Issues and Obstacles Goals (short)	Assets and Opportunities	Measure of Success	Action Steps Within Next 0-24 months	Who is responsible for ensuring the action is carried out (see list at the end of document)
A) Use of various electronic media to facilitate learning, awareness and information exchange within the community.	<p>A1) Sundre website enhanced, interactive and available to home computers, conveniently accessed and inexpensive use of public computers.</p> <p>A2) Electronic board located at highly visible sites.</p> <p>A3) Use of scrolling bulletin board at traffic light. (Board to be put in place by Rodeo & Race association)</p>	<p>A1) More aware citizenry (all demographics). Citizens more aware of and contributing to sustainability initiative through the Town website.</p> <p>Citizens are aware of sustainability efforts in and out of Sundre (worldwide) through links to other sustainability initiatives.</p> <p>A2) With success Council is more aware of trends and thinking in the community. More input to governance. There is a Survey of Council.</p> <p>A3) Citizens more aware of events (cultural/ civic/ emergencies etc.) Measure by survey on town website.</p>	<p>A1) Allocate time to a Town staff for action steps and management of the project.</p> <p>A2) Project manager as above follow through with action steps required. (arrangements for boards/manage costs/get approvals.)</p> <p>A3) Work with Rodeo and Race association for costs of advertising.</p> <p>Assign on Town staff to post notices and monitor.</p>	<p>A1) Town of Sundre</p> <p>A2) Town of Sundre</p> <p>A3) Town of Sundre Sundre Rodeo & Race Association</p>

Town of Sundre MSP Process

<p>A4) Use of Sundre high school's Video Conference Centre (VCC). See details of this in the Learning strategy area (section 3.12)</p>	<p>A4) Residents are aware of the video conference centre as a communication tool.</p>	<p>Encourage use for cultural, sports, and learning activities.</p> <p>A4) See details in Learning strategy area (section 3.12)</p>	<p>A4) Town of Sundre</p>
<p>A5) Community skills/expertise inventory. -website -print media -electronic bulletin board</p>	<p>A5) Citizens increase capabilities through formal and informal use of the database. Measure by survey.</p>	<p>A5) See details in Learning strategy area (section 3.12)</p>	<p>A5) Town of Sundre</p>
<p>A6) Use of F.M. Transmitter Radio for local events & activities.</p>	<p>A6) Local events and activities are broadcasted on a regular basis</p> <p>Visitors and Citizens alike have easy access to an information source focused on local happenings.</p>	<p>A6) Research opportunities for an FM Transmitter in Sundre.</p>	<p>A6) Economic Development Committee Town of Sundre</p>

PRIORITIZATION MATRIX

Strategy Area: Communication
Preferred Future Initiative: Info technology to facilitate learning & info exchange between citizens
Short Term / Medium Term / Long Term (circle the appropriate term)

Does this initiative:

1. move us towards our community's preferred future initiative?
2. move us towards the sustainability principles?
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4. generate sufficient economic and potential return to seed future investments?

Idea	# 1	# 2	# 3	# 4
Create meeting spaces/opportunities	Yes / No	Yes / No	Yes / No	Yes / No
Skills in the community: set up an exchange mechanism	Yes / No	Yes / No	Yes / No	Yes / No
Use of various electronic media to facilitate learning, awareness & information exchange	Yes / No	Yes / No	Yes / No	Yes / No

Reference Material:

The Natural Step Principles

- 1:** We dig stuff up (like heavy metals and fossil fuels) out of the Earth's crust and allow it to build up faster than nature can cope with it.
- 2:** We create man-made compounds and chemicals (like pesticides and plastics etc.) and allow them to build up faster than nature can cope with them.
- 3:** We continuously damage natural systems and the free services they provide (including climate regulation and water filtration) by physical means (for example over harvesting and paving wetlands).
and..
- 4:** We live in and create societies in which many people cannot meet their basic needs (for example, to find affordable housing).

5 Dimensions of a Sustainable Community

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PREFERRED FUTURE INITIATIVE: Create meeting spaces, new opportunities and awareness of our local assets.				
Issues and Obstacles Goals (Medium)	Assets and Opportunities	Measure of Success	Action Steps Within Next 2-5 years	Who is responsible for ensuring the action is carried out (see list at the end of document)
A1) Creating meeting spaces/opportunities	A1) Create a vibrant town centre on the model of many European cities – more for people than for cars. Some features would be: <ul style="list-style-type: none"> • Small specialty shops • Pedestrian mall with trees • Murals by local artists • Internet Cafes • Electronic bulletin board • Street performers 	A1) Enjoyment of citizens. Promotion by Alberta Tourism. A desired visiting stop by tourists. Engaged seniors and retirees. More learning/social interaction between the different demographic groups (ex: seniors and youth)	A1) Town appoint a project leader/ manager and team. Develop principles & guidelines for transforming Sundre. Conduct feedback surveys Contact a sustainable cities consultant (ex: International centre for Sustainable Cities)	A1) Town of Sundre CAG
B1) Take advantage of skill in community – set up an exchange mechanism.	B1) Web based – easy access of community skills inventory.	B1) See details in Learning strategy area (section 3.12)	B1) See details in Learning strategy area (section 3.12)	B1) Greenwood Neighbourhood Place Chamber of Commerce
C1) Use of various electronic media to facilitate learning, awareness and information exchange within the community.	C1) Enhanced Sundre website, interactive, available, inexpensive and conveniently accessed.	C1) Carry our surveys through available media to gauge level of awareness and behaviour change.	C1) Use the same project team as described in the Communication short term, A1.	C1) Town of Sundre