

Mandate Letter Communications Department 2026

Corporate Goals For All Departments

Council Priorities	Work to achieve the priorities established by Mayor & Council.
Municipal Plan	Review the Municipal Plan and incorporate the recommendations into your short and long-term plans.
CAO Goals	Work to achieve the CAO goals and report at year end to the CAO.
Long-Term Financial Plan	Demonstrate support for the Long-Term Financial Plan.
Improvement & Innovation	Demonstrate support for Improvement and Innovation by identifying potential projects, participate in a value stream mapping exercise, commit staff to participate in projects, and to act as facilitators and project team members.
Council Relations	Develop a respectful relationship with Town Council and individual Council members.
Employee Engagement	Support and actively participate in the Employee engagement efforts.
Teamwork	Work cooperatively with your senior management colleagues.
Corporate Leadership	Spend time with your staff, even in remote locations.
Health & Safety	Participate in safety meetings and take a keen interest in the safety in your area.
Fiscally Responsible	Be fiscally responsible by managing your budget, keeping expectations reasonable and working to have an efficient operation by reducing expenditures.
Role Model	Be a role model for staff in attendance, wellness, safety, treatment of staff, respect all Departments and their staff, respect for Council and the public, always speak highly of your colleagues, and discourage gossip and do not participate in it.
Travel	Be aware of the amount of travel you do and work to maintain a reasonable amount of time at work.

Specific Goals for the Communications Department

Goal	Outcomes/Measures	Strategic Priorities	Target Completion Date
Goal #1: Reviewed Communications Plan	Council Approval	Organizational Capacity	Q4
Goal #2: Public Engagement	Conduct Survey for Resident Feedback Regarding Town Communications (including Community Vitality initiatives)	Community Vitality	Q2
Goal #3: Standardized Communications for Public Works Department	Templates regarding work affecting residents	Community Vitality	Q2

