

STRATEGIC GOAL | Communication

Build effective communication methods, strategies, and infrastructure to improve internal and external relationships.

OBJECTIVE C1	Ensure that every citizen can locate appropriate resources within the Police Service easily and effectively.
OUTCOME	Citizens will find it easier to locate and access appropriate resources within the Service.
SPONSOR	Director Corporate Communications

Action Plan	Measures	Timeline	Lead Accountability
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C1.1 Improve public accessibility to members, corporate communications, and facilities.

(a) Review external and internal publications to ensure that all police emergency and administrative contact numbers/addresses are available and easily accessible. Provide regular media releases to the public on the proper use of the 911 Emergency number.	Reduced number of improper 911 calls	Q2 2005 Ongoing	Manager Communications Director Corporate Communications
(b) Develop a searchable intranet system, which identifies mandated roles and areas of responsibility within the Service for call takers to direct inquiries and calls appropriately.	System implemented and evaluated	Q4 2005	Manager Information Technology
(c) Review hours of operation for Service facilities (Community and Satellite) to ensure greater public accessibility where possible.	Complete with recommendations	Q2 2005	Superintendent Policing Operations
(d) Provide voice mail capability to every member of the Service.	Full implementation	Q4 2006	Manager Information Technology

C1.2 Improve public accessibility to police-related information for publications, brochures, and events.

(a) Continue to implement a proactive media policy to communicate relevant and timely information to our community and our stakeholders.	Tri-annual public opinion survey responses	Ongoing	Director Corporate Communications
(b) Provide members with ongoing media training to improve consistency and relations with media partners.	Full implementation	Q1 2005	Director Corporate Communications Support: Police Learning Centre
(c) Increase frequency of exposure to media by all senior staff at major incidents and matters of community concern, when appropriate to demonstrate support and instill public confidence.	Increased participation at events	Annual Review	Director Corporate Communications
(d) Review current communication delivery methods to ensure that messages are carried to all members of the community.	Increased number of delivery methods used	Q2 2005	Director Corporate Communications

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OBJECTIVE C2	To work in partnership with other agencies and the community to promote safer neighbourhoods and roads that are free of injury, damage, and crime.		
OUTCOME	The community will be kept better informed on issues related to public safety through joint efforts by the Service and its community partners.		
SPONSOR	Director Corporate Communications		
Action Plan	Measures	Timeline	Lead Accountability
C2.1 Consult with external agencies, including other police agencies, to explore shared participation in joint messages, events, and information campaigns.			
(a) Review existing partnerships to focus resources on meaningful participation in joint communications to the public on matters of shared responsibility, crime prevention and public safety.	Number of joint partnerships established	Q1 2006	Director Corporate Communications
(b) Maintain a current up to date list of external agencies and examine the potential for building new partnerships and coordinating services.	Internally published list of partnerships	Ongoing	Director Corporate Communications
C2.2 Conduct a pilot project to explore the feasibility of expanding our current commitment to stakeholder and member surveys to include focus on specific users of police services:			
<ul style="list-style-type: none"> • Victims • Businesses • Other client groups 	Undertake surveys as required.	Q1 2006	Manager Corporate Planning and Development
C2.3 Continue to encourage the community to take an active role in reporting crime, including crime perceived to be minor in nature.			
(a) Develop a public education program to draw attention to the importance of reporting crime.	Public education program developed	Q1 2006	Director Corporate Communications