

# Community of North Rustico, Prince Edward Island Communication Policy

Policy # 2013-P-2

Council approval date Aug 28, 2013

Effective August 28, 2013

The Community of North Rustico is committed to governance and decision-making, characterized by openness, inclusiveness, transparency and accountability. Council communications activities will support these commitments by offering information with respect to issues, decisions, operations, and participation opportunities.

## PURPOSE

1. The Community recognizes that effective two-way communication is a key aspect of building positive and lasting relationships with residents and the business community, media, other municipalities, other levels of government, and the general public.

To this end, Council is committed to:

- a) informing the community of key council decisions, services, programs and initiatives;
- b) promoting transparency and accountability in council decision-making processes;
- c) promoting opportunities for public consultation and participation in Council activities;  
and
- d) building pride through a positive image of the Community.

## SCOPE

2. This policy applies to the chairperson, council, and all committees and departments of the Community.

## RESPONSIBILITIES

3. The Chairperson is the official council spokesperson. With approval from the Chairperson or by council resolution, councillors, the chief administrative officer or any other person may act as official spokesperson on any particular matter.

## GENERAL

4. This policy is not intended to restrict the legitimate public comment of council members on matters of essentially a personal interest. It is however understood that comments or communications from a councillor represent the views of the individual councillor and not necessarily the formal position of the Community of North Rustico.

Where it is the case that an individual councillor chooses to make comment in public on specific matters that are essentially of personal interest, and the comments are not the formal position of the council, it is the council member's responsibility to express: their respect for council's position on the matter, that their comments do not reflect the formal position of the Community, and that they recognize that they are bound by the formal position taken by the Community.

Every member of council shall display the dignity and decorum inherent in the position of community councillor when expressing his or her personal opinions on any past, existing or proposed Town bylaw, resolution, policy, or the town administration.