



TITLE:	Municipal Communications Policy
NUMBER:	POL-2025-01
APPROVAL DATE:	Jan 6, 2025
EFFECTIVE DATE:	Jan 6 , 2025

Mayor

Chief Administrative Officer

General Statement of Policy

The Town 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.

1. Policy Objectives or Purpose

The Town 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 Town.

This policy may only be amended by resolution of the Council of the Town of North Rustico.

2. Definitions:

2.1. "Chief Administrative Officer" or "CAO" means the administrative head of a municipality as appointed by Council under clause 86 (2)(c) of the *Municipal Government Act*.

2.2. "Council" means the Mayor and other members of the Council of the municipality

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2.3. “Councillor” means a member of Council other than the Mayor.

SCOPE

2. This policy applies to the Mayor, Council, and all committees and departments of the Town.

RESPONSIBILITIES

3. The CAO is the official spokesperson for the Town of North Rustico. By Council resolution, the Mayor, councillors, 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 Town 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 Town, and that they recognize that they are bound by the formal position taken by the Town.

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