



Corporate Communications

Inform | Involve | Inspire



Vision

Building on a foundation of strong communication practices, we will build greater trust and public participation through transparency, consistency, and responsiveness.

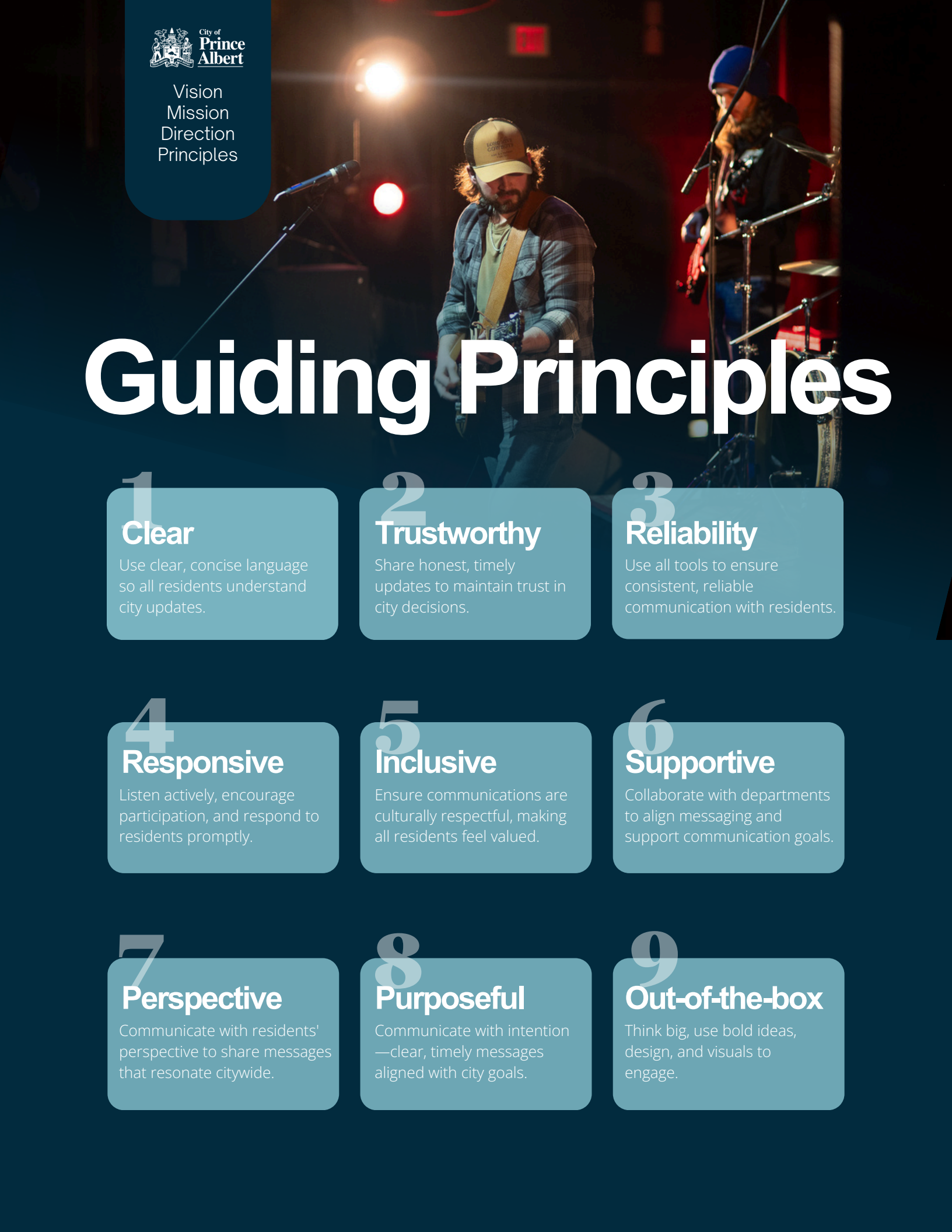


Mission

We are committed to clear and accessible communication that informs, engages, and empowers residents.

We ensure timely and accurate information that supports meaningful public participation.

Strengthening strategic, in-depth communication and collaboration enhances communication connections and helps shape the City's future.



Guiding Principles

1

Clear

Use clear, concise language so all residents understand city updates.

2

Trustworthy

Share honest, timely updates to maintain trust in city decisions.

3

Reliability

Use all tools to ensure consistent, reliable communication with residents.

4

Responsive

Listen actively, encourage participation, and respond to residents promptly.

5

Inclusive

Ensure communications are culturally respectful, making all residents feel valued.

6

Supportive

Collaborate with departments to align messaging and support communication goals.

7

Perspective

Communicate with residents' perspective to share messages that resonate citywide.

8

Purposeful

Communicate with intention—clear, timely messages aligned with city goals.

9

Out-of-the-box

Think big, use bold ideas, design, and visuals to engage.



Vision
Mission
Direction
Principles

Our Focus

Three areas of focus for the next three years:



Community Understanding

Enhance the community's understanding of and confidence in municipal operations.



Celebrating Prince Albert

Strengthen our ability to share that we are building the best community in the Province.



Empowered Communications

Empower staff to communicate with Council, the community and other employees confidently.

Priorities

Five areas we will be prioritizing in the next years:

A Culture of Proactive Communication

To support a culture of proactive communication, the City will work with staff early in the process to shape key messages and strengthen communication strategies. Employees will receive training to help them better understand complex issues, identify key points, and support accurate, clear messaging. This will help reduce misinformation and respond effectively to sensitive or high-stakes matters. Communication efforts will be led from the top, and staff will be encouraged to see communication as part of their role. The goal is to build skills across the organization and create a shared understanding of the importance of good communication in all areas.

Public and Stakeholder Engagement

To improve public and stakeholder engagement, the City will prioritize open discussions with affected groups before making decisions and continue that engagement during implementation. The City values new ideas and welcomes changes that meet the needs of its diverse community. Efforts will be made to create a welcoming environment where people feel heard. Staff across departments will be supported in understanding their role in engaging with the public and stakeholders. The City also aims to build trust by showing it genuinely values input and is open to different perspectives, with a focus on increasing in-person consultations wherever possible.

The City's Image and Brand

To strengthen the City's image and establish a strong brand, Prince Albert will highlight its positive attributes to support economic growth and attract talent. High-quality communication and strong branding will build public trust and pride. The City will partner with Prince Albert Tourism to showcase local amenities, history, and cultural richness. Efforts will include promoting strategic successes, celebrating Indigenous heritage, and recognizing Prince Albert as a historic gathering place. By positioning the city as an inclusive, culturally rich event-hosting destination, the City aims to shape positive perceptions and pass on a strong sense of identity to future generations.

Priorities

Five areas we will be prioritizing in the next years:

Access to Information

The City will enhance how it communicates by using both social media and traditional methods like newspapers and radio to reach a wider audience. Staff will focus on sharing compelling, newsworthy stories to engage the public and overcome apathy. Recognizing that not everyone is online, the City will continue using paper-based communication for those who prefer or need it. Employees will be encouraged to act as brand ambassadors, helping spread positive messages. Overall, the goal is to keep residents informed about City services and help them better understand how their city works—from the underground infrastructure up.

Internal Communication Flow and Coordination

To improve internal communication and coordination, the City will create more opportunities for employees to share input with senior leadership and increase face-to-face interaction across departments. Staff will be informed about City messaging, branding, and their role in delivering it. Training on customer service—both for the public and within the organization—will be a focus. Employees will be kept informed about issues that affect them before public announcements are made. Promoting the City's mission, vision, and values will help staff feel connected to the City's goals and understand how their work contributes to the bigger picture.
