

Community Development Forum (CDF), Halfmoon Bay

External Communication Policy

1. Objective: To inform the Halfmoon Bay community, elected officials, government staff, and other partners about land use and development issues of concern to the community in order to facilitate constructive engagement and action.
2. Principles:
 - a. Deliver the facts.
 - b. Encourage constructive, respectful engagement through appropriate communication channels.
 - c. Acknowledge and respect diversity of opinions and positions on issues.
 - d. Recognise the volunteer and collaborative nature of the Forum, and capacity of its volunteers.
3. Approach:
 - a. The Forum's focus is on significant issues related to land use and development that are of interest to the Halfmoon Bay community (e.g. OCP renewal). Communications relating to more localized land use concerns will be restricted to those expressly agreed upon by the Forum Committee.
 - b. The Forum will distinguish between communication that involves:
 - i. Public outreach to the Halfmoon Bay community and wider; and
 - ii. Relations with governments and organizations.
 - c. The Forum will engage the public, elected officials, government staff, and organizations regarding relevant issues with the aim of providing facts, exchanging views, expressing concerns and/or support, and seeking solutions.
 - d. The Forum will be mindful of communication that may contribute to or encourage toxic or divisive discussion, while being aware that there will be varying opinions on controversial issues.
4. Responsibilities:
 - a. The Forum Committee will:
 - i. Review and approve all external communication prior to being issued.
 - ii. Directly manage communications with organizations and all levels of government.
 - iii. Occasionally request specific communication to be issued.
 - b. The Communication Coordinator will:
 - i. Propose appropriate public outreach topics/objectives, discussants, target audiences and communication channels;
 - ii. Prepare and request that external communication be reviewed and approved by the Committee;
 - iii. Manage/coordinate public outreach communication and events, while meeting any deadlines and sharing with the Chair, Committee and volunteers as appropriate; and
 - iv. Monitor and update the content of the Forum webpage.