



Adopted by Council on June 13, 2023  
Approved by Motion 2023-346

## **Environmental Advisory Committee (EAC) Communications Working Group Terms of Reference**

### **Mandate**

The Working Group will investigate and advise, assist, and report to the Environmental Advisory Committee (Committee) on matters where public outreach or public communications is deemed beneficial in assisting Prince Edward County and its residents in preparing for, adapting to, and mitigating the effects of climate change and other environmental threats.

### **Goals/Purpose**

The goals and purpose of the EAC Communications Working Group are to:

1. Identify outreach and engagement channels and opportunities.
2. Advise the Committee on appropriate communications/outreach to the public.
3. Prepare appropriate communications/outreach material.
4. Collate news/technical items of broad environmental interest to the County population and using appropriate media to make this information widely available.
5. Promote climate change mitigation and adaptation.

### **Membership**

1. One (1) to five (5) Committee members, as long as it does not constitute a quorum of the Committee.
2. The Chair of the Working Group will be a member of the Committee.
3. Up to ten (10) members of the public or outside technical experts. Preference will be given to new members with public communications experience particularly referencing environmental issues and familiarity with productive social media methods.

## **Scope of Activities/Roles**

1. Liaise with communications staff from the County as needed to develop and make available materials to advise County residents on matters within this Working Group's responsibility.
2. Members will actively participate and provide support and expertise.
3. Members will adopt a participatory, inclusive, and collaborative approach.
4. Members will serve as voting members for the Working Group.

## **Responsibilities of the Working Group**

1. It is the responsibility of all appointed members to comply and work with County procedures, By-Laws, and Provincial legislation, with guidance of staff.

This includes abiding by:

- a. Council's Code of Conduct
  - b. *Ontario Heritage Act*
  - c. County Accountability and Transparency Policy
  - d. County Procedural By-Law
  - e. Other applicable County By-Laws and policies
  - f. *Municipal Act*
  - g. *Municipal Freedom of Information and Protection of Privacy Act*
  - h. *Municipal Conflict of Interest Act*
  - i. *The County's Social Media Policy, Website Content Policy, Media Relations Policy, and Marketing and Outreach Policy*
2. To make recommendations to the Committee on communication strategies and provide regular updates.

## **Term**

The term of the Working Group will coincide with the Committee term.

## **Staff Support**

Staff support, and resources may be provided to the Working Group with the approval of the Chief Administrative Officer (CAO).

## **Reporting Relationship to Council**

The Working Group will act as a resource to the Committee and does not have any delegated authority. Recommendations for specific outreach and/or communications activities implementation will be based on Committee requests/instruction and provided to Council via the Committee.

The Working Group will report to the Committee.

### **Finances**

No member shall receive remuneration for services. A member is entitled to reimbursement for any reasonable out-of-pocket expenses that have been pre-approved by the CAO or Council.

### **Meetings**

The Working Group shall meet as required. Should a public meeting be required, staff will provide support, on direction from the CAO.