



# Staff Report

## Administration

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**Report To:** Community Communications Advisory Committee  
**Meeting Date:** July 15, 2019  
**Report Number:** FAF.19.126  
**Subject:** Communication Survey Feedback from Service Delivery Review  
**Prepared by:** Tim Hendry, Communications and Economic Development Coordinator

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### A. Recommendations

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THAT the Community Communications Advisory Committee receive Staff Report FAF.19.126, entitled "Communication Survey Feedback from Service Delivery Review" for information.

### B. Overview

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This report provides information to the Community Communications Advisory Committee ("Committee") regarding feedback received at the June 22, 2019 Service Delivery Review meeting. In particular, it confirms the primary methods by which attendees became aware of the event.

### C. Background

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Town staff conducted a comprehensive media campaign to promote and advertise the Service Delivery Workshop. The media campaign consisted of the following:

- Radio Advertisements
  - o 95.1 Peak FM and 560 CFOS
  - o 80 Ads in total
- Newspaper Advertisements
  - o Blue Mountain Review and Collingwood Connection
- Road Signs
  - o 25 signs in total with a focused placement in rural areas
- Chamber of Commerce Road Sign
- Postcard Mailer
  - o 5250 mailed to every registered Canada Post address
- Postcards in Municipal Facilities & Local Businesses

- Town Website
  - o Press release
  - o Listing on event calendar
  - o Weekly Recap Email (4 weeks)
  - o Event Email (4 weeks)
  
- Town Twitter Account
  - o Eight individual posts
  
- Town Hall TV Screen
  
- Individual Invitation Letters with Request for Communication Assistance
  - o Thornbury BIA, Blue Mountains Chamber of Commerce, Blue Mountain Village Association, Clarksburg Village Association, Blue Mountain Ratepayers Association, Citizens Forum, Thornbury / Clarksburg Rotary Club, Beaver Valley Outreach, Blue Mountain Community Church, First Baptist Church, Grace United Church, St. George's Anglican Church, St. Pauls Presybterian Church, Beaver Vally Probus Club, and Beaver River Watershed Initiative.

## **D. Analysis**

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To gain insight into the communications efforts to promote the event, staff asked attendees to complete a short one-question survey when they arrived for the workshop. The question asked:

**“How did you learn about this Service Delivery Review Workshop? (Check all that apply)”**

The results of the survey are listed below:

- Newspaper: 1
- Radio Ads: 0
- Town Website: 8
- Social Media: 0
- Word of Mouth: 3
- Outreach / Invitation by Council or Staff: 6
- Road Signs: 9
- Direct Mail: 10

## **E. The Blue Mountains Strategic Plan**

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Goal #2: Engage Our Communities & Partners

Objective #1 Improve External Communication with our Constituents

Goal #4: Promote a Culture of Organizational & Operational Excellence

Objective #2 Improve Internal Communications Across our Organization

## **F. Environmental Impacts**

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N/A

## **G. Financial Impact**

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N/A

## **H. In consultation with**

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Shawn Everitt, Chief Administration Officer

## **I. Public Engagement**

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The topic of this Staff Report has not been subject to a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Tim Hendry, [communications@thebluemountains.ca](mailto:communications@thebluemountains.ca).

## **J. Attached**

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N/A

Respectfully Submitted,

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Tim Hendry  
Communications and Economic Development Coordinator

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Shawn Everitt  
Chief Administrative Officer

For more information, please contact:

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