



Staff Report

Administration

Report To: Community Communications Advisory Committee
Meeting Date: November 18, 2019
Report Number: FAF.19.230
Subject: Communications Strategy Update (October 2019)
Prepared by: Tim Hendry, Communications and Economic Development Coordinator and Jeremy Chan, Communications and Economic Development Project Specialist

A. Recommendations

THAT the Community Communications Advisory Committee receives Staff Report FAF.19.230, entitled "Communications Strategy Update" for information purposes.

AND THAT the Committee endorses the strategy timeline and phases as detailed within the staff report;

AND THAT the Committee endorses the public engagement plan as detailed within the staff report;

AND THAT the Committee endorses the project name "Your Community – Your Voice | 2020-2025 The Blue Mountains Communications Strategy";

AND THAT the Committee endorses the Communications Strategy project budget as presented.

B. Overview

This staff report provides a status update to the Committee regarding the Communications Strategy.

C. Background

To guide the development of the Communications Strategy, staff have been researching best practices and identifying guidelines to help facilitate the development of the Communications Strategy. Through gathering information, staff have reviewed various communication strategies completed by municipalities throughout Ontario. In addition, staff have leveraged assistance from the Grey County Municipal Communications staff group. This report is being provided to the committee as a general project update.

D. Analysis

This section contains information on the following key areas:

- Project Timeline and Phases
- Project Name
- Project Engagement Plan
- Project Budget

Project Timeline & Phases

The following timeline and project phases have been established to ensure the timely creation of the Communications Strategy.

- **Phase 1: Pre-Launch & Planning (October - December)**
 - Establish project timeline & phases
 - Conduct Communications SWOT analysis
 - Create communication asset inventory
 - Generate a list of organizations and associations to engage
 - Pre-plan logistics with the communications committee
- **Phase 2: Public and Stakeholder Engagement (January)**
 - Launch survey and promotional campaign
 - Communication of public information session
- **Phase 3: Data Analysis & Goal/Action Development (February - March)**
 - Analyze survey data and identify trends within the results
 - Work with the communications committee to develop smart goals and actions as well as identifying timelines, resource considerations and measurement metrics for each action item
- **Phase 4: Final Report Preparation (April – May)**
 - Develop draft of communications strategy for committee review
 - Approval of the communications strategy by the communications committee
 - Presentation of the final communications strategy for approval by Council

Project Name

In consultation with the Community Communications Strategy Sub-Committee, the proposed name for the Communications Strategy will be “Your Community – Your Voice | 2020-2025 The Blue Mountains Communications Strategy”.

Public Engagement Plan

Input from residents and the business community plays a fundamental role within the successful development of the Communications Strategy. To foster engagement, staff are proposing both a public survey and an information session / open house.

The public survey will be developed by staff in consultation with the Communications Committee. The advertising campaign to promote the survey will follow the standard Town advertising process. Advertising will include a combination of the following: road signs, newspaper ads, radio ads, website postings, social media posts, mailed postcards, and outreach with local organizations and associations.

In addition to the public survey, staff are proposing that the Communications Committee hosts an information session / open house to educate the public about how the Town currently communicates with residents, and to identify opportunities to improve communication. This will also serve as an opportunity for residents to complete the survey and to share their feedback directly with staff and committee members.

Project Budget

\$100,000 was approved by Council in the 2019 Budget for the creation of the Communications Strategy. The following chart provides a breakdown of the remaining funds to date:

Budget Items	Expense
Beginning Budget	\$100,000
Staff Salary	\$38,353
Bang The Table	\$10,386
Strategy Development Survey Advertising \$10,000 Open House Expense \$2000 Graphic Design, Layout and Printing \$3000	\$15,000
Remaining Budget Available	\$36,261

E. The Blue Mountains Strategic Plan

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
Objective #3 To Consistently Deliver Excellent Customer Service

Objective #5 Constantly Identify Opportunities to Improve Efficiencies and Effectiveness

F. Environmental Impacts

No environmental impacts are anticipated within the scope of this report.

G. Financial Impact

The funds to develop the Communications Strategy were approved within the 2019 Budget.

H. In consultation with

Shawn Everitt, Chief Administrative Officer

I. Public Engagement

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.

J. Attached

No attachments.

Respectfully Submitted,

Tim Hendry
Communications & Economic Development Coordinator

Shawn Everitt
Chief Administrative Officer

For more information, please contact:
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