



# Staff Report

## Administration – Communications

---

**Report To:** Community Communications Advisory Committee  
**Meeting Date:** April 19, 2021  
**Report Number:** FAF.21.065  
**Title:** 2021 – 2025 Communications Strategy  
**Prepared by:** Tim Hendry, Manager of Communications and Economic Development

---

### A. Recommendations

---

THAT the Community Communications Advisory Committee receive Staff Report FAF.21.065, entitled “2021 – 2025 Communications Strategy”;

AND THAT the Community Communications Advisory Committee endorses the 2021 – 2025 Communications Strategy in principal and requests that staff incorporate the feedback from the Community Communications Advisory Committee into the final draft of the Strategy to be presented for approval at a special meeting of the Community Communications Advisory Committee to be scheduled as soon as possible by the Executive Assistant.

AND THAT the Communications Strategy be presented to Council for formal consideration as soon as possible following approval by the Community Communications Advisory Committee.

### B. Overview

---

This report provides the Community Communications Advisory Committee with an overview of the latest draft of the 2021 – 2025 Communications Strategy as drafted by the sub-committee for consideration by the full Community Communications Advisory Committee.

### C. Background

---

The 2021 - 2025 Communications Strategy is the Town’s first Strategy to formalize a plan to improve and strengthen engagement with all residents and stakeholders through a respectful, informed and ongoing dialogue.

The Strategy was developed by the Community Communications Advisory Committee subcommittee through direct consultation and collaboration with Town staff.

As presented, the Strategy currently recommends the implementation of 22 tactics over the next five years.

## **D. Analysis**

---

Prior to the April 19<sup>th</sup> CCAC meeting, the draft Communications Strategy was forwarded to the full Committee with a request to provide comments and feedback. Many great suggestions were brought forward by Committee members and will be incorporated into the Strategy. To help develop the final draft of the Strategy, Staff would like to discuss the following points with the CCAC for further consideration:

### **Timeline & Tactic Implementation**

- As presented, the Strategy outlines the implementation of the tactics on a year-by-year basis. The tactics were prioritized through the approach of establishing a communications baseline in year one and two, followed by more creative based tactics in subsequent years. Tactics were also prioritized based upon financial and staff resources.
- Through feedback from the CCAC, Town staff will review the timeline for the final draft of the Strategy.

### **Print Newsletter & E-Newsletter Frequency**

- The launch of a quarterly printed and mailed Town newsletter is recommended for implementation in 2021. This will be a multipage newsletter with articles on Town projects and initiatives, as well as updates from Members of Council.
- The launch of a monthly e-newsletter is recommended for implementation in 2022 to align with the launch of the new Town website. The timing of the monthly e-newsletter will be adjusted based upon the new website launch date. The monthly frequency is suggested as this will allow for more detailed articles and project updates.
- Through the email address collection efforts and the launch of the new website, the “Weekly Recap” email will be revamped. The email will provide subscribers with a visually appealing and informative weekly emailed newsletter.

### **Tactic #2 in 2024 - News boxes**

- The idea of installing ‘news boxes’ in key rural areas was added into the Strategy to address concerns from residents regarding slow and/or unreliable internet access. Although Town Staff acknowledges the role of digital media, this tactic provides a cost-effective means (over direct mail and newspaper advertising) to reach and engage rural residents.

## **Professional Video Content**

- In 2020, the Town issued a request-for-proposal for video production services. Through the RFP a professional video production agency has been retained by the Town. To date, the agency has been used to produce both corporate videos and videos for the Community Recovery Task Force. The tactics within the Strategy will benefit from the use of professionally produce video as supported through the budget.
- Video examples include:
  - o Corporate Strategic Plan: [https://www.youtube.com/watch?v=s\\_Rhvc6zcso](https://www.youtube.com/watch?v=s_Rhvc6zcso)
  - o STA Fire Inspection: <https://www.youtube.com/watch?v=eaMFmUPp6dQ>
  - o Support Local Businesses: <https://www.youtube.com/watch?v=0LI5EDU5Clo>
  - o Shop Safe Protocols: <https://www.youtube.com/watch?v=uCaYMvInn6M>
  - o Thornbury Fishway: <https://www.youtube.com/watch?v=wFWqbPbkmSM>
- The weekly videos from Mayor Soever and other videos are filmed internally by Town staff either in person or online through Microsoft Teams. Comments from the CCAC have been shared with Mayor Soever.

## **E. Strategic Priorities**

---

### **1. Communication and Engagement**

We will enhance communications and engagement between Town Staff, Town residents and stakeholders

### **2. Organizational Excellence**

We will continually seek out ways to improve the internal organization of Town Staff and the management of Town assets.

## **F. Environmental Impacts**

---

N/A

## **G. Financial Impacts**

---

The financial cost to implement the Strategy is included within the Strategy document. This staff report only seeks endorsement of the Strategy, and as a result the financial impacts of implementing the Strategy will be considered at a future meeting.

## **H. In Consultation With**

---

Shawn Everitt, Chief Administrative Officer

## **I. Public Engagement**

---

To help create the foundation of the Communications Strategy, a public survey was conducted to gain feedback from residents and stakeholders. In addition, the Community Communications Advisory Committee hosted a committee led public engagement session to gain additional insight and feedback from residents and stakeholders.

Together, the insight gained were used to help guide and develop the goals and tactics as recommended within the strategy.

Any comments regarding this report should be submitted to Tim Hendry, Manager of Communications & Economic Development [communications@thebluemountains.ca](mailto:communications@thebluemountains.ca) .

## **J. Attached**

---

1. 2021 – 2025 Communications Strategy

Respectfully submitted,

Tim Hendry  
Manager of Communications & Economic Development

Shawn Everitt  
Chief Administrative Officer

For more information, please contact:  
Tim Hendry, Manager of Communications & Economic Development  
[communications@thebluemountains.ca](mailto:communications@thebluemountains.ca)  
519-599-3131 extension 282

### Report Approval Details

Document Title:	2021 - 2025 Communications Strategy.docx
Attachments:	
Final Approval Date:	Apr 12, 2021

This report and all of its attachments were approved and signed as outlined below:

**Shawn Everitt - Apr 12, 2021 - 7:49 AM**