

SPECIAL COMMITTEE OF THE WHOLE (WORKING SESSION) JUNE 13, 2001

STATUS REPORT
2001 CITY STREET MAP

Recommendation

The Director of Corporate Communications recommends that this report be received for information.

Purpose

The purpose of this report is to update Members of Council on the projected printing date for the 2001 City Street Map, and the proposed method of marketing and distribution.

Background - Analysis and Options

For the past year, staff has been working on the preparation of a 2001 City Street Map and a Vaughan Community Information Guide, (formerly referred to as the Vaughan Residents' Guide).

The original intention was for both items to be sent to every household in Vaughan. In January 2001, in response to a staff report identifying the potential for duplication with other existing publications and other options for providing the information, the decision was made to post the Community Information Guide on the Web Site and provide it as an internal document to staff, community centers and libraries. This will be completed this summer. Much of the Community Information Guide material was also provided to the Phone Directories Company and Telus telephone directory for inclusion in those publications that are delivered door-to-door in Vaughan.

Direction was given for work to proceed on the Map as originally planned. The Map is now substantially complete, printing expected to be finalized by the end of this month. We have ordered 70,000 copies to have, potentially enough for one per household, or alternatively, to have enough for use over an extended period of time. The 1995 map was used for several years until supplies were depleted.

Marketing:

It is intended to market the map by placing notices in the Liberal "City Page", and in other local papers as well as on the City Web Site advising the public that a free copy of the 2001 Vaughan City Street Map can be picked up at the following locations:

Civic Centre
Community Centres
Libraries
District 4 York Region Police Department

The maps will be prominently displayed at the above locations.

Distribution:

As well, Maps will be provided to:

Members of Council for distribution to constituents upon request
Economic Development for promotional purposes
Other City Departments for distribution to the public upon request
Cashier for distribution to residents making tax or other payments, etc.

As supplies permit, maps may be offered to builders/developers for distribution to new homebuyers.

The distribution method selected will make the maps accessible to only those who want them, and this can be achieved at very little cost.

The other options considered for distribution of the Map included door-to-door delivery by either the Liberal with its advertising material or Canada Post through unaddressed ad mail. These options had three potential deterrents: there is a danger that the map will be thrown out as junk mail, they may go to people who do not want or need them and there is a cost involved, and were therefore rejected. (I hope to have specific costs for Members of Council at the meeting).

Conclusion

The 2001 Vaughan Street Map is expected to be ready within the next month. It has been quite an extensive project, involving staff from several departments providing input and information over several months. We believe the information is as accurate and comprehensive as possible in our ever-changing environment and will be an excellent tool for our residents and business to know their community better. It is staff's opinion that the best method to get it into the hands of those who want and need it, is via the approach described.

Attachments

None

Report prepared by:

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Director of Corporate Communications

Respectfully submitted,

Victoria Leskie
Director of Corporate Communications