

## **STRATEGIC PLANNING COMMITTEE – SEPTEMBER 15, 2009**

### **COUNCIL PRIORITIES PLAN NEWSLETTER**

#### **Recommendations**

The Director of Corporate Communications and the Senior Manager of Strategic Planning in consultation with the City Manager recommend:

1. That Attachment 1 Council Priorities Plan Newsletter prototype be received;
2. That direction be provided as to the delivery option.

#### **Contribution to Sustainability**

Any sustainability impacts if applicable are covered under each Council Priorities Plan initiative.

#### **Economic Impact**

The costs associated with this proposal are included in the report. Funds have not been specifically allocated in the 2009 budget.

#### **Communications Plan**

The communications approach is dependant upon the option selected and will be developed upon implementation.

#### **Purpose**

To discuss and obtain direction on the Council Priorities Plan Newsletter.

#### **Background - Analysis and Options**

The Council Priorities Plan 2009 was approved by Council at its meeting on February 3, 2009. At the Strategic Planning Committee meeting on May 11, 2009 a communications strategy was discussed which contained activities such as website news stories for each initiative, a quarterly report template for each initiative tabled at Committee of the Whole (Working Session) meetings, and quarterly news releases. It was proposed in the communication plan that a Council Priorities Plan Newsletter could be created and sent to all households, however it was noted that budget funds were not allocated to this initiative. Subsequently, the Committee asked that costing information be gathered and tabled at a future meeting.

There are three feasible delivery options available for distribution of the proposed Council Priorities Plan Newsletter which includes Canada Post, the Recreation and Culture Guide and an electronic newsletter.

##### **Option 1**

This option utilizes Canada Post to deliver the newsletter to approximately 78,000 households including apartments and condominiums. However since it is delivered with other flyers and mail, the newsletter may be overlooked or lost.

##### **Option 2**

This option includes the newsletter as an insert with the Recreation and Culture Guide. This option was utilized with the 2008 Successes Report. This Guide is produced bi-annually (February and August) and sent to all households. Note that the August 2009 Guide has been produced and the next Guide will be published in February 2010. The advantage of this option is

that many households use the Guide which is delivered in a sealed clear plastic bag and as a result is less likely to be discarded. The total circulation is approximately 71,000, however the company does not deliver to apartments and condominiums.

Option 3

With this option the newsletter would be distributed by email, to the 4,000 citizens who have signed up to receive information from the City using electronic distribution. As well, each individual Member of Council could also send the information as part of their e-newsletter. Under this option the newsletter would be designed internally and there would be no additional cost to produce it other than staff resources.

**Costing Information for Production and Delivery of Council Priorities Plan Newsletter**

Delivery Method	Cost to Produce Black/White Newsletter	Cost to Produce Colour Newsletter	Distribution Cost	Total
<b>Rec &amp; Culture Guide</b>	\$2,856*	\$3,699*	\$3,195 Approx. .45 per copy	\$6,051 b/w \$6,894 colour
<b>Canada Post</b>	\$3,106**	\$4,023**	\$8,878 approx.	\$11,984 b/w \$12,901 colour
<b>E-Newsletter</b>	\$0 Internally produced	\$0 Internally produced	\$0 Internally produced	\$0 Internally produced

\* Approximate cost

- Cost based on print run of 73,000 copies
- Taxes not included

\*\* Approximate cost

- Cost based on print run of 80,000
- Taxes not included

The costs illustrated above were gathered from three different printing company quotes and then averaged. The newsletter is a double sided 8 1/2" x 12" document which would then be folded accordion style for distribution (see Attachment 1). Distributing the newsletter electronically is the most cost effective option. A hard copy of the newsletter distributed with the Recreation & Culture Guide is the second most cost effective option.

### **Relationship to Vaughan Vision 2020/Strategic Plan**

The Council Priorities Plan includes strategic initiatives listed in the Vaughan Vision 2020 strategic plan. This report recommends a change from the priorities previously set by Council and the necessary resources have not been allocated.

### **Regional Implications**

N/A

### **Conclusion**

The Council Priorities Plan Newsletter is being presented for discussion and direction on the option to implement.

### **Attachments**

1. Attachment 1 - Council Priorities Plan Newsletter prototype

### **Report prepared by:**

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Respectfully submitted,

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under quick links.*



Members of Vaughan Council for the 2006-2010 term of office are: (from front left): Regional Councillor Joyce Frustaglio, Mayor Linda Jackson, Ward 4 Councillor Sandra Yeung Racco, and (back row from left) Ward 2 Councillor Tony Carella, Ward 5 Councillor Alan Shefman, Ward 3 Councillor Bernie DiVona, Ward 1 Councillor Peter Meffe, Regional Councillor Gino Rosati, and Regional Councillor Mario Ferri.

## *Vision establishes City's future direction*

Our strategic plan, Vaughan Vision 2020, sets out the overall direction and guiding principles for the City's future. It is a living document that can be amended and changed over time. Vaughan Vision also outlines the City's priorities for the next decade and sets a timetable for meeting those deadlines. Since the plan was finalized in December 2007, a great many strategic objectives have been met.

## *Vaughan looks to name new city centre*

Every great city has a great downtown area that is the heart and soul of the community. Vaughan is planning its future downtown to be a sustainable community development that will make it a gateway for York Region and for the province. Currently known as the Vaughan Corporate Centre, this is the largest and most ambitious development in the City's history.

## *Having your say on the City's future*

How can we make sure Vaughan grows in the right way in order to reach its potential? With your help. By participating in the planning process, residents and businesses can have a significant impact on the viability and future prosperity of our great City. The City of Vaughan is currently in the midst of an Official Plan Review which will set out where and how Vaughan will grow.

## *Working to get the vote out*

It has often been said that voting is our right and responsibility as citizens of a democracy. Yet many of us do not exercise that right and choose not to be involved in the election process. For decades now, voter turnout in this country has been on the decline and is now among the lowest in the western world.

## *Ensuring accountability and transparency*

Integrity is defined as “an adherence to moral and ethical principles; soundness of moral character; honesty.” These are all things the City of Vaughan is striving to achieve through the creation of the Integrity Commissioner position and the recently announced Code of Ethical Conduct for Members of Council.

## *Better health care services in Vaughan*

As a growing municipality of more than 270,000 people, Vaughan is the largest city in Canada without its own hospital. Our continued growth, combined with increased traffic congestion and significant wait times at hospitals in neighbouring municipalities, makes the need for a hospital in Vaughan great.

## *Financial planning for the future*

We are all finding ways to save money these days, including here at the City of Vaughan. Tough decisions will have to be made to ensure that excellent service levels are maintained while having the least impact on residential taxes in 2010 and beyond. To respond to these economic challenges, Vaughan Council has passed the 2010 Operating Budget and Business Planning Guidelines.

## *Improving transportation and transit*

More people mean more cars and even more congestion on our already very busy roads. To accommodate Vaughan’s emergence as a major urban centre with increased traffic and transit demands, the City is planning ahead.

## *Continuous improvement at the City*

The City's rapid growth has necessitated the need for change in many areas including the implementation of new policies and procedures. Our goal is “continuous improvement” in terms of how the City operates.

## *Ensuring the City’s economic prosperity*

The City of Vaughan is moving forward with plans to ensure its continued economic prosperity. During these challenging economic times, it is important to stay on top of existing and emerging trends so that Vaughan can continue to compete in a global marketplace.

