

STRATEGIC PLANNING COMMITTEE SEPTEMBER 15, 2009

VAUGHAN VISION 2020 COMMUNITY INFORMATION FORUM

Recommendation

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

- 1) That Attachment 1 Vaughan Vision 2020 Community Information Forum Communications Strategy be received
- 2) That Attachment 2 Vaughan Vision 2020 Meeting Flyer be received

Contribution to Sustainability

The Community Sustainability and Environmental Master Plan initiative is listed as one of the Corporate successes in the Vaughan Vision 2020 strategic plan.

Economic Impact

Funding has been provided in the 2009 operating budget

Communications Plan

A Communications Plan is attached

Purpose

To review the Vaughan Vision 2020 successes at a Community Information Forum on October 20, 2009 , 7 pm at the Council Chambers.

Background - Analysis and Options

A Vaughan Vision 2020 Community Information Forum has been held previously in 2007 and 2008. The 2007 meeting gathered public feedback on the draft Vaughan Vision 2020 strategic plan. The 2008 meeting reviewed the successes to date in implementing the plan. As well a facilitated feedback session was held with meeting participants to gather feedback on the question "what are the key issues for the future?" These meetings help to facilitate public engagement and ensure that the City's strategic plan is a 'living' document by responding to changing issues, circumstances and opportunities.

The 2009 meeting is scheduled for October 20, 2009. The structure of the meeting will be similar to previous years with an overview of Vaughan Vision 2020 successes, 2009 Ipsos-Reid survey, as well as a review of key initiatives for 2009/10. An opportunity will be provided for meeting participants to provide feedback in smaller breakout sessions concerning key issues as well as comments and feedback on the "reporting back" to the stakeholders that was identified previously by the public as an important part of the process.

Attachment 1 is the communication strategy for the event. Publicity for the event will be provided through the City website, City page, Access Vaughan, letters sent to key stakeholders, newspaper advertisements and e-mail. As well as can be see in Attachment 2 a flyer has been developed which will be distributed at the Civic Centre as well as libraries and community centers.

Relationship to Vaughan Vision 2020/Strategic Plan

The Vaughan Vision 2020 Community Information Forum provides a process for citizen engagement and ensures the Vaughan Vision 2020 remains a 'living' strategic plan.

Regional Implications

N/A

Conclusion

The 2009 Vaughan Vision 2020 Community Information Forum to be held on October 20, 2009 will provide an opportunity to review key successes in the implementation of the strategic plan, fulfill Council's commitment to report back to the public and facilitate public engagement.

Attachment

1. Attachment 1- Vaughan Vision 2020 Community Information Forum Communications Strategy
2. Attachment 2- Vaughan Vision 2020 Meeting Flyer

Report prepared by:

Thomas Plant MBA, MPA
Senior Manager of Strategic Planning

Madeline Zito,
Director Corporate Communications

Respectfully submitted

Clayton D. Harris, CA
City Manager

Thomas Plant MBA, MPA
Senior Manager of Strategic Planning

Vaughan Vision 2020 Community Information Forum Communications Strategy

September 15 2009

PROJECT LEAD

Thomas Plant, Madeline Zito

OBJECTIVES

1. Communicate scheduling of Vaughan Vision 2020 Community Information meeting to stakeholders
2. Use multiple communication channels to deliver message

TARGET AUDIENCES

External –

Residents

Ratepayers' Associations

Community Groups

Media

Business Community

Other levels of government

KEY MESSAGES

1. The City is holding a Vaughan Vision 2020 Community Information meeting in order to fulfill the commitment to report back to the public the City's annual major milestones and achievements.
2. Public engagement and feedback is essential to refine the priorities for the upcoming year

ACTION STEPS

ACTIVITY	DESCRIPTION	DATES
Website content	<ul style="list-style-type: none"> • Advertise Vaughan Vision 2020 Community Information meeting on City's website • E-Blast to 4000 stakeholders 	September 2009 following Council approval
Printed materials	<ul style="list-style-type: none"> • Letters to stakeholders from Chair of Strategic Planning Committee • Flyer promoting event made available at the Civic Centre, Libraries and Community Centres 	September 2009 following Council approval
Media opportunities	News release issued following event.	October 20th
Intranet	VIBE story with link to website.	Late October
Other communications opportunities	<ul style="list-style-type: none"> • Advertisement on City Page and local papers • Access Vaughan telephone registration 	Starting in October 2009 Starting in September 2009
Implementation of Communications Strategy	<p>IMPORTANT NOTE: The project lead is responsible for the review, approval and implementation of the communications strategy, including the allocation of required resources.</p> <p>Any support provided by the Corporate Communications Department in its implementation requires a service request for review and approval, as per corporate procedure.</p>	

PERFORMANCE MEASUREMENTS

Monitor media coverage
Track website hits
Track telephone inquiries and feedback to CorpCom
Number of attendees



Mario F. Ferri
Regional Councillor
Chair, Strategic Planning Committee

**YOU ARE CORDIALLY INVITED
to attend a Vaughan Vision 2020
Successes Meeting**

on

**October 20, 2009
7:00 – 9:00 p.m.
Council Chambers
2141 Major Mackenzie Drive**

Your Feedback is Urgently Needed!

Vaughan residents recently received the Annual Successes Report “Getting the Job Done” featuring the City's major milestones and achievements for 2008.

What is your reaction to the report? Do you agree with the direction of the City and the priorities it has set for 2009/10? Is the City addressing the right strategic issues? Do you think there are other ways the City can report back to you and gather your feedback?

We Want To Know!

Come to the public meeting and give us your views on these and/or any other concerns that you may have. Your comments will help us to refine the priorities set for this upcoming year.

If you have any questions about the meeting format please feel free to contact my office at (905) 832-8585 ext. 8350 or Thomas Plant, Senior Manager of Strategic Planning at (905) 832-8585 ext. 8231.