

## **STRATEGIC PLANNING COMMITTEE MARCH 2, 2009**

### **2008 CELEBRATING OUR SUCCESSES REPORT**

#### **Recommendation**

The Director of Corporate Communications and the Senior Manager of Strategic Planning in consultation with the Senior Management Team recommends:

- 1) That Attachment 1- the 2008 Celebrating our Successes Report Communications Strategy be approved

#### **Economic Impact**

Funds have been included in the 2009 operating budget

#### **Communications Plan**

Outlined in Attachment 1 2008 Celebrating our Successes Report Communications Strategy

#### **Purpose**

To approve the timeline for the development of the 2008 Celebrating our Success Report.

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

The 2007/8 annual successes report "Celebrating our Successes: Vaughan at Work" was completed and distributed to all City of Vaughan households in December 2008. This was a hybrid report in that it covered two years of successes since the last report was issued in September 2006. Going forward it is important to establish a process whereby the report is issued at a set time and communicates the successes over the past year. Thus, the report recommended for publication in June 2009 will cover the key successes for 2008.

In preparation for the production of the 2008 successes report a timeline has been established which outlines the major stages in the development of the report. As can be seen below the first draft of the report will be completed in early April 2009. Following Council and Senior Management review, a final draft will be completed at the end of May 2009 followed by circulation of the report to all households by Canada Post by the end of June 2009. To provide cost savings in the production of the report, the 2008 report will use the same design format as the recently-released 2007/8 report. Attachment 1 provides a more detailed production schedule for the report as well as other steps in the communications process.

#### **2008 Celebrating Our Successes Report Timeline**

##### **Early April 2009**

Development of draft successes report for Council and Senior Management review

##### **End of May 2009**

Final draft of Successes report approved for printing production

**End of June 2009**

Circulation of Successes report to all City households

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

The annual Successes report is a report to the community on the key strategic and operational successes over the past year.

**Regional Implications**

N/A

**Conclusion**

It is recommended that the timeline and Communications Strategy for the 2008 Celebrating our Successes report be approved.

**Attachments**

Attachment 1- the 2008 Celebrating our Successes Report Communications Strategy

**Report prepared by:**

Thomas Plant MBA, MPA  
Senior Manager of Strategic Planning

Ted Hallas  
Manager of Corporate Communications

**Respectfully submitted,**

Madeline Zito  
Director, Corporate Communications

Thomas Plant MBA, MPA  
Senior Manager of Strategic Planning

# 2008 Celebrating Our Successes Report

## COMMUNICATIONS STRATEGY

**DATE:** March 2, 2009

**COMMITTEE:** Strategic Planning Committee  
Regional Councillor Mario Ferri, Chair

**PROJECT LEAD:** Thomas Plant, Senior Manager of Strategic Planning

### OBJECTIVES

1. Develop a 2008 *Celebrating Our Successes* report to be delivered to all Vaughan households through Canada Post.
2. Promote the 2008 *Celebrating Our Successes* report to key stakeholders through the media, printed materials, website content, and other communication vehicles.
3. Ensure information provided to the public is well-written, easily understood and accessible in order to clearly communicate the organizational successes to our stakeholders.

### TARGET AUDIENCES

**External –**

Residents  
Ratepayers' Associations  
Community Groups (social, cultural, etc.)  
Media  
Development Community  
Business Community (incl. chambers of commerce)  
Seniors  
Youth Groups

**Internal –**

Council  
City staff

### KEY MESSAGES

1. The 2008 *Celebrating Our Successes* report outlines the key strategic and operational initiatives which have been implemented during this time.
2. Public communication is a key element in this process.
3. Vaughan is successfully implementing the key strategic initiatives outlined in the *Vaughan Vision 2020* strategic plan.

**ACTION STEPS**

ACTIVITY	DESCRIPTION	DATES
Production of Report	<ul style="list-style-type: none"> <li>• 16 pages – 8.5 x 11 in.</li> <li>• Update design format from 07/08</li> <li>• Includes 2008 Financials</li> <li>• Includes projects/news up to end Q1 2009</li>   <li>• Determine layout &amp; design &amp; list of featured projects – March 13, 2009</li> <li>• 1st draft with updated design &amp; examples of key news items – April 1</li> <li>• 2nd draft with new photos, complete news content – April 29</li> <li>• Final due date for Financials – May 13</li> <li>• Final draft for review – May 20</li> <li>• Sign off press proofs – June 1</li> <li>• Distribution of report – June 17</li> </ul>	March - June
Publish	<ul style="list-style-type: none"> <li>• Issue News Release before report publishing date</li> <li>• Distribute to every household</li> <li>• Copies available at City facilities (Civic Centre, libraries, etc.)</li> </ul>	June 10 June 17
Website development	<ul style="list-style-type: none"> <li>• Update current content on VV2020 section of City's website</li> <li>• Produce and post pdf version of Report</li> <li>• Create hot links from pdf document to major projects on website</li> </ul>	June 17
Website enhancements	<ul style="list-style-type: none"> <li>• Facilitate online comments from public (contact us feature)</li> </ul>	TBD
Publicize report	<ul style="list-style-type: none"> <li>• Proactive media coverage – promote project to print and broadcast media</li> <li>• Publicize through Council e-newsletters</li> </ul>	TBD
Internal Communications	<ul style="list-style-type: none"> <li>• Staff kick-off event</li> <li>• Distribute Report copies with cover memo to staff (desk drop)</li> </ul>	TBD
Other opportunities	<ul style="list-style-type: none"> <li>• Determine social media opportunities</li> <li>• Produce welcome/intro video for website</li> <li>• Meetings with key stakeholders (Chambers of Commerce, Seniors, Ratepayers, Youth, etc.) to communicate VV2020 and key City successes</li> </ul>	TBD  February - October

ACTIVITY	DESCRIPTION	DATES
Implementation of Communications Strategy	<p><b>IMPORTANT NOTE:</b> The project lead is responsible for the review, approval and implementation of this 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 be submitted for review and approval, as per corporate procedure.</p>	N/A

### **PERFORMANCE MEASUREMENTS**

Monitor media coverage

Monitor public comments submitted through website