

STRATEGIC PLANNING COMMITTEE - MAY 11, 2009

COUNCIL PRIORITIES PLAN COMMUNICATIONS STRATEGY

Recommendations

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

1. That Council Priorities Plan Communications Strategy report be received
2. That Attachment 1 – Council Priorities Plan Communications Strategy be approved
3. That Attachment 2- Council Priorities Plan Quarterly Report Template be received
4. That Attachment 3- Council Priorities Plan Website format be approved

Economic Impact

Upon implementation of the Communications Strategy any costs will be identified for future approval.

Communications Plan

Submitted as an attachment.

Purpose

To discuss and approve the Council Priorities Plan Communications Strategy.

Background - Analysis and Options

The Council Priorities Plan 2009 was approved by Council at its meeting on February 3, 2009. At the Committee of the Whole Working Session on March 30, 2009 verbal and written reports were provided on updated actions for the first quarter of 2009 on the Council Priorities Plan initiatives. The committee also recommended "that staff prepare a communications strategy that incorporates Members of Council's comments."

Council Priorities Plan Communications Strategy

The Council Priorities Plan Communications Strategy Attachment 1, presents the various steps in the process to publicize the progress on the initiatives at the quarterly update meetings at the Committee of the Whole (working session). This includes utilizing the Council Priorities Plan Quarterly Template Report for internal use to track progress on implementing the milestones in the initiatives. Further, the Council Priorities Plan website format will publicize quarterly progress in implementing the initiatives to the community. Stories will be developed for each of the initiatives communicating their successes.

Other options of communicating with citizens include inserting a brochure in the Recreation and Culture Guide. This guide is produced bi-annually and sent to all households. However, it should be noted that at this time, funding has not been established for this initiative and would require future budget approval as part of the 2010 budget.

Council Priorities Plan Quarterly Template Report

Council approved the Council Priorities Plan Quarterly Report Template on March 23, 2009 and examples of the template can be seen in Attachment 2. It is recommended that Councillors present the template for their initiative quarterly at the Committee of the Whole (working session) meeting. This template will provide updated information on the progress of the priority initiative milestones. Each Councillor has been sent a copy of their initiative template and it is recommended that this information be tabled as part of the quarterly plan update in June'09.

Council Priorities Plan Web Site Format

The Council Priorities Plan website format, Attachment 3, will feature quarterly status updates to the community. This online newspaper format will be available on the City's website and will profile stories on all Council Priorities Plan initiatives. A website tile will be created called "Council Priorities Plan" which when selected will direct the user to a web page where quick highlights of each of the priority initiatives will be profiled. If the reader is interested in further information they can hit the link which will take them to the complete story.

Further, the stories will provide links to other relevant projects or organizations. For example, for the senior's story a link will be available to the Seniors Association Vaughan Initiative (SAVI) or for the subway extension a link could direct readers to York Region. As well, it is recommended that a 'trial' run of the web page be created utilizing the information from Councillor's Peter Meffe, Sandra Yeung Racco and Regional Councillor Mario Ferri who presented at the March 30, 2009 Committee of the Whole (working session). The prototype would be created by June 2009 and if successful all of the Council priorities will be profiled following the June 2009 quarterly report. The key to success going forward is that Councillors provide information in their updates which can be used to develop a story on the initiative. The online newspaper would be updated every quarter once the information has been provided at the working committee meetings.

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

The quarterly updates will provide information on any regional impacts which the Council priority initiatives may have.

Conclusion

The Council Priorities Plan Communications Strategy is being presented for approval.

Attachments

1. Attachment 1 - Council Priorities Plan Communications Strategy

Report prepared by:

Thomas Plant MBA, MPA
Senior Manager of Strategic Planning

Madeline Zito,
Director Corporate Communications

Respectfully submitted,

Madeline Zito,
Director Corporate Communications

Thomas Plant MBA, MPA
Senior Manager of Strategic Planning

Council Priorities Plan Milestones

COMMUNICATIONS STRATEGY

May 11, 2009

PROJECT LEAD

Madeline Zito, Thomas Plant

OBJECTIVES

1. Communicate major milestones in achievement of Council priorities. Report back to the community on successes to date
2. Communicate milestones in plain language that is relevant to the average person
3. Report to the public through multiple communication channels.

TARGET AUDIENCES

External –

Residents
Ratepayers' Associations
Community Groups
Media
Business Community
Other levels of government

Internal –

City staff

KEY MESSAGES

1. The City is meeting its Council Priorities Plan.
2. Meeting those priorities is essential to achieving our strategic vision to be a 'city of choice'
3. We can't do it alone. Citizen engagement is vital to meeting the priorities.

ACTION STEPS

ACTIVITY	DESCRIPTION	DATES
Website content "Newspaper format"	Use 'newspaper style' webpage to write up a story on the milestones each quarter – each report could include the Councillor's photo and provide in-depth detail on the initiative (CorpCom with info from departments). Initial 'pilot' rollout for presentations made at first quarter update meeting to be implemented by June'09 followed by all initiatives after second quarter update meeting	All initiatives posted on website Q2-Q3/09 Pilot rollout - June'09
Printed materials	Council Priorities Plan Quarterly Report Template to be completed and tabled by respective Councillor at the quarterly Committee of the Whole (working session) meetings Cover Council Priority Plan initiatives in annual Celebrating our Successes Report Council Priorities Plan newsletter insert in the Recreation and Culture Guide sent to all households bi-annually.	Starting in Q2/09 Annually - TBD TBD Budget approval required
Media opportunities	News release quarterly with link to website.	Q2/09
Intranet	VIBE story with link to website.	Q2/09
Other communications opportunities	<ul style="list-style-type: none"> • E-Blast to 4000 stakeholders with link to website • VBEC E-Blast quarterly, link to website • Include in Economic Development publication Business Link (short intro with web link) • Provide published material at all appropriate public meetings • Council E-newsletters 	Q2/09
Implementation of Communications Strategy	<p>IMPORTANT NOTE: 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>	

PERFORMANCE MEASUREMENTS

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

Council Priorities Plan Quarterly Report Template

#1 Implement the Transportation Master Plan and build the Yonge Street and Spadina subway extensions

REGIONAL COUNCILLOR JOYCE FRUSTAGLIO						
Initiative Description	Initiative Sponsor	Initiative Lead	Project Milestones	Project Milestone Timelines	Project Deliverable	Project Status
Implement the Transportation Master Plan and build the Yonge Street and Spadina Subway extensions	Regional Councillor Joyce Frustaglio	Commissioner of Engineering & Public Works	Coordination with TTC and York Region on Spadina and Yonge Street Subway	Q1/08 and ongoing	Completion of Spadina subway to Vaughan and Yonge subway extension	Spadina Subway construction to commence Q4/09. If Yonge subway is funded in 2009, construction projected to begin Q4/10 or Q1/11
			Provide input into Yonge St. subway Environmental Assessment (EA) Process	Q4/08	Input into Yonge St. subway EA process provided	Continue to provide input into EA process until Q2/09
			Completion of Vaughan's Transportation Master Plan	Q4/09	Completion of Vaughan's Transportation Master Plan	Incorporate GO, TTC and York Region capital plans into Vaughan's Transportation Master Plan

Council Priorities Plan Quarterly Report Template

- #2 Improving health care delivery for our residents
 a) play a significant role to make the Vaughan hospital a reality
 b) promote awareness of the Vaughan Community Health Centre
 c) where appropriate, partner with the Vaughan Community Health Centre in the delivery of programs to seniors and youth

REGIONAL COUNCILLOR JOYCE FRUSTAGLIO & COUNCILLOR TONY CARELLA						
Initiative Description	Initiative Sponsor	Initiative Lead	Project Milestones	Project Milestone Timelines	Project Deliverable	Project Status
Improving health care delivery for our residents: (a) play a significant role in making the Vaughan hospital a reality (b) promote awareness of the Vaughan Community Health Centre (c) where appropriate, partner with the Vaughan Community Health Centre in the delivery of programs to seniors and youth	Reg. Councillor Joyce Frustaglio and Councillor Tony Carella	City Manager SMT	Create the Health Care Foundation	Q2/05	Health Care Foundation created	Completed
			Continue to serve on the Vaughan Community Health Centre and Vaughan Health Campus of Care boards	ongoing	Participation and involvement on Vaughan Community Health Centre and Campus of Care boards	Consider opportunities to deliver joint programs to seniors and youth
			Organize the Mayor's Gala and Golf Tournament Fundraiser	annually in Q2 & Q3	Fundraiser for Health Care Foundation implemented	Annual Events
			Create a Vaughan Community Health Centre	Q2/09	Vaughan Community Health Centre established	Vaughan Community Health Centre to be operational in Spring 2009
			Provide awareness of the Vaughan Community Health Centre	Q2/09	Public Relations and communications implemented to raise awareness of the health centre	
			City Officials continue to support and collaborate with the Vaughan Health Care Foundation and the Vaughan Community Health Centre	Q4/10	Ongoing support	

Council Priorities Plan Quarterly Report Template

#3 Drive the management of the city according to our strategic plan-Vaughan Vision 2020

REGIONAL COUNCILLOR MARIO FERRI						
Initiative Description	Initiative Sponsor	Initiative Lead	Project Milestones	Project Milestone Timelines	Project Deliverable	Project Status
Drive the management of the city according to our strategic plan-Vaughan Vision 2020	Regional Councillor Ferri	City Manager Senior Manager of Strategic Planning	Outline key Strategic Initiatives in revised VV 2020 Strategic Plan: a) Recreation and Culture, Parks and Forestry & Facilities Master Plan; b) Environmental Master Plan; c) Official Plan Review; d) Growth Management Strategy; e) Long Range Financial Plan	Q3/08	Reviewed strategic initiatives list approved by Council in September 2008	a) Approved b) Approved c) Ongoing d) Ongoing e) Ongoing
			Develop a public engagement plan: a) meet with the Chamber of Commerce; b) meet with the seniors; c) schedule meeting with youth, school councils and ratepayers associations	Q1/09	Public Engagement Plan tabled at March 2009 Strategic Planning Committee meeting	a) Completed b) Completed c) Completed
			Design a template for Council Priority Plan Successes: a) table report at Strategic Planning Committee to make recommendation to Council; b) align 2009 Council Priorities Plan with Vaughan Vision 2020	Q1/09	Council Priority Plan Successes template developed and approved by Council	a) Completed b) Completed
			Schedule and hold the Council SMT Symposium/Workshop: a) book location; b) recruit event speakers; c) develop agenda, send invitations, and schedule meeting	Q2/09	Council SMT Symposium/Workshop scheduled for April 1-2, 2009 at Hockley Valley Conference Centre	a) Completed b) Completed c) Completed
			Track the progress of each strategic initiative for 2009	Q2/09	Milestone templates for each strategic initiative will be tabled at the 2009 Council SMT Symposium/ Workshop	Milestone templates published bi-annually
			Produce and distribute to all households the successes report identifying the major achievements in 2008: a) design report; b) identify priority initiatives for report; c) draft report; d) production and distribution of report	Q2/09	"Celebrating our Successes" Report produced and distributed to all households in June '09	a) Completed b) Completed c) In process and pending d) Pending
			Align, approve and implement departmental business plans as per the Vaughan Vision 2020 for 2009	Q3/09	Business Plans completed as part of the 2010 operating budget	Pending
			Define and apply strategic success indicators for strategic goals and objectives: a) Senior Management Team review; b) Council Approval	Q4/09	Phase 1 of strategic success indicator framework completed by end of 2009	a) In process b) Pending

Council Priorities Plan 2009 Quarterly Report Template

#5 Create a new official plan that will deal with the difficult economic times ahead through citizen engagement in order to build a more liveable, sustainable and economically prosperous city

COUNCILLOR PETER MIEFFE						
Initiative Description	Initiative Sponsor	Initiative Lead	Project Milestones	Project Milestone Timelines	Project Deliverable	Project Status
Create a new official plan that will deal with the difficult economic times ahead through citizen engagement in order to build a more liveable, sustainable and economically prosperous city	Councillor Peter Meffe	Commissioner of Planning	Draft new Vaughan Official Plan	Q4/09	Draft new Vaughan Official Plan to be issued for stakeholder feedback	In process and pending
			Conduct public meetings	Q4/09-Q1/10	Public meetings held to inform and engage the public on the draft plan	In process and pending
			Council presentation of draft plan	Q1/10	New Vaughan Official Plan presented to Council for feedback	
			Adoption of new Vaughan Official Plan by Council	Q3/10	Council endorsement of new Vaughan Official Plan	
			Regional and Provincial approvals of new Vaughan Official Plan	Q4/10	New Vaughan Official Plan approved by Province and York Region	

SEARCH WEBSITE:

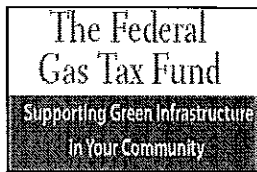


Council Priorities

Program Updates

- Transportation Plan
- Vaughan Hospital
- Strategic Plan
- Continuous Improvement
- Official Plan Review
- Community Health Centre
- Democratic Participation
- Financial Planning
- Downtown Development
- Integrity and Transparency
- Economic Development

Featured Projects



Another step closer to a hospital in Vaughan

The City has moved another step closer to realizing the dream of having a hospital built in Vaughan. At a special Budget Committee meeting on April 27, the Vaughan Health Campus of Care made a request to the City for financial support. [Read More ...](#)

Have 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. [Read More ...](#)

Working to get the vote out

We work hard at the City of Vaughan to get our residents involved in the process, and we are working just as hard to get them out to vote. The City's Task Force on Democratic Participation and Renewal has been working for the past two years, examining the challenges and opportunities to increase voter turnout. [Read More ...](#)

City gets feedback from Seniors

To ensure that the City's strategic plan, Vaughan Vision 2020, remains a living document, the public must be consulted. City officials recently met with representatives from the Seniors Association of Vaughan Initiative (SAVI) to discuss gain their input. [Read More ...](#)



Ward 4 resident Maxine Roness was presented with the City's Civic Hero Award yesterday in Council Chambers in recognition of her commitment to help others and her work on community issues. [Read More ...](#)

City approves budget, modest tax increase

Increasing property taxes is always the last option, but it is necessary to maintain essential services. The majority of this year's increase is directly related to road repairs and safety and security. [Read More ...](#)

Vaughan residents 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 the province. The City encourages public input and has launched a contest to find the perfect name for the City Centre. [Read More ...](#)

New Council expense disclosure policy

In an ongoing effort to promote transparency and accountability, City of

Vaughan Council has approved the Expense Disclosure Policy. The policy requires Members of Council to post detailed spending information online by expenditure account, such as the cost of meals charged to their expense budgets. [Read More ...](#)

Council appoints new Integrity Commissioner

One of the key elements of the Council Priorities Plan was the hiring of a new Integrity Commissioner, which has now been accomplished. Vaughan Council has appointed Suzanne Craig to the position. Previously, she was the City of Toronto's Director of Corporate Access and Privacy. [Read More ...](#)

Ensuring the City's Economic Prosperity

During these difficult economic times, the City of Vaughan is moving forward with plans to ensure its economic prosperity. Council has approved the formation of two new committees. [Read More ...](#)

SEARCH WEBSITE:

Council Priorities

Program Updates

Transportation Plan

Vaughan Hospital

Strategic Plan

Continuous Improvement

Official Plan Review

Community Health Centre

Democratic Participation

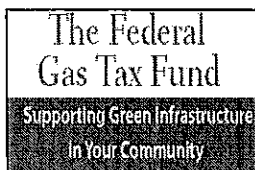
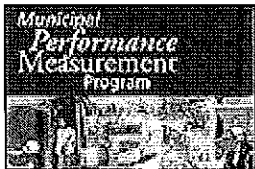
Financial Planning

Downtown Development

Integrity and Transparency

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Featured Projects



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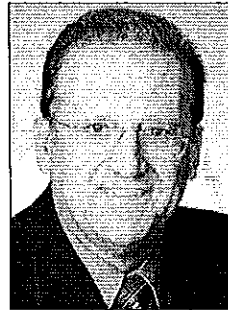
The presentation also included a review of the key successes from 2008 and then the floor was opened to hear about issues of concern from the seniors. These issues included snow removal, transportation planning, and health and safety.

Vaughan Vision 2020 sets out the overall direction and guiding principles for the city's future.

As Chair of the City's Strategic Planning Committee, I am extremely proud of this plan and the values it promotes. Vaughan is a vibrant city that continues to grow and change. How we manage this growth and make it work is fundamental to the City's long-term success.

Setting a vision

One of the best ways to succeed at anything is to have a vision, which is defined as 'the act or power of anticipating that which will or may come to be'. *Vaughan Vision 2020* is just that – the plan for the future of our City. It establishes the City's mission, vision and corporate values and outlines



Regional Councillor Mario Ferri

Chair
Strategic Planning Committee

April 29, 2009 Update

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the strategic goals and initiatives. We have a wonderful quality of life in Vaughan and we want to make it even better. However, in order to determine where we're going, we must first look at where we are, and then determine how to get to where we want to go.

Where are we now?

Vaughan has been and continues to grow at a rapid pace. The numbers are impressive – almost \$4 million is invested in the City every day. Ten to 12,000 people move to the City of Vaughan every year. Between 2001 and 2006, the City's population grew by more than 31% and by 2021; our population is expected to grow to 305,000.

Vaughan is the city of choice in the GTA. In my almost 25 years of living here, I have watched it change from a largely rural township into the busy city it is today. But if we are to achieve the goal of becoming an urban centre in the next two decades, we need a plan, or should I say plans.

Some have been completed, others will be finished this year, while some

are still a few years away, but we are hard at work on all of them. *Vaughan Tomorrow* is the name of the City's overall growth management strategy, which is mandated by the City's strategic plan, *Vaughan Vision 2020*. It encompasses all the areas that will have an impact on how the City takes shape. It includes everything from transportation, to water, to recreation and culture, employment and the environment. All of these will have master plans that will guide us and help ensure that the overall vision can be achieved. In addition to providing the overall direction for the preparation of the *Vaughan Tomorrow* program, *Vaughan Vision 2020* will also play an important role in its implementation.

City building is an arduous process, but we have the vision and we have the plans. I'm sure there will be a few bumps along the road in the journey to reach our final goal but I have no doubt that we will get there. Vaughan is a great place to live, work and play, but it can still be a better city, one that residents will value and appreciate, one that will attract visitors.