

COUNCIL – MARCH 17, 2003

VAUGHAN VISION 2007 COMMUNICATIONS AND PROMOTION STRATEGY

Recommendation

The Commissioner of Economic/Technology Development and Communications, in consultation with the Chair of the Organizational Review Committee, recommends:

1. That this report on the communications and promotion work plan in support of the new Vaughan Vision be received, and;
2. That Staff initiate the work plan to promote the Vaughan Vision to external and internal stakeholders.

Purpose

The purpose of this report is to detail the activities and distribution of promotional materials in support of the launch of the new Vaughan Vision. The preliminary activities schedule is provided in order to coordinate with Members of Council on the scheduling of proposed Town Hall meetings over the next quarter.

Background - Analysis and Options

The new Vaughan Vision was approved by Council on June 10, 2002, with the amended final version receiving Council approval on February 10, 2003.

The purpose of the Vaughan Vision Communications and Promotion Strategy is to publicize the new Vaughan Vision to Vaughan residents, the business community and City Staff in order to engage and inform external stakeholders and foster the active commitment of all City of Vaughan employees.

Using a PowerPoint presentation and samples of the promotional materials, Commissioner Frank Miele will lead a briefing for Members of Council and the Senior Management Team. This session will emphasize the key messaging for the launch campaign. This will be followed by a briefing of key management staff before a wider internal launch to all City staff.

It is proposed to communicate to the external audience by holding a Town Hall meeting in each of the City's five Wards. Commissioner Miele will be available to make the PowerPoint presentation, with an opportunity for the Mayor, Regional Councillors, and the Ward Councillor to make remarks and lead any public discussion.

The Town Hall Meeting series will be promoted through paid newspaper advertising, media coverage, and updates on the City's website.

In addition, a media campaign will be managed by Corporate Communications to maximize media coverage through media advisories and releases, photo ops, television appearances and radio interviews.

Communications support will be provided to all Members of Council wishing to address other external groups, such as ratepayer associations, social clubs, and other levels of government.

Promotional Materials

- ***Bound copies of the Vaughan Vision 2007 Report***, with illustrated colour cover. These will be distributed to key management staff as a reference tool, and will be made available to other parties on request.
- ***Illustrated 8-panel colour brochure*** with key messages of Responsible Leadership, Quality Services, Smart Growth and Effective Communications. These will be distributed to all City staff as a desk drop, distributed at Town Hall meetings, and to households as a newspaper insert.
- ***Illustrated colour poster*** with Vision Statement. To be posted by all departments, in high traffic areas at City facilities, libraries, community centres, etc.
- ***PowerPoint presentation*** on Vaughan Vision key messages, produced on CD. To be made available to all Members of Council and senior managers. This allows Members of Council to make presentations to local community groups, etc. at their discretion.
- ***Website component*** on Vaughan Vision will present key messages and provide a download link for the Vaughan Vision report (currently active). A public survey component will be added to the website presentation to allow public input and comment.
- ***Intranet promotional communications*** will be presented as a series of communiqués to City staff over the next two months.

Proposed Activity Schedule

- ***Tuesday, March 25, 2003*** – presentation to Council and SMT, Public Hearing Room, 2 p.m.; issue media release on scheduled Town Hall meetings.
- ***Wednesday, March 26*** – advertisement on Town Hall meetings published in the *Vaughan Weekly*.
- ***Thursday, March 27*** – presentation at Developers Luncheon, Le Parc, 12 noon; advertisement on Town Hall meetings published on City Page in the *Vaughan Citizen*.
- ***Friday, March 28*** – presentation to directors, managers, and department heads, Public Hearing Room, 10:30 a.m.; advertisement on Town Hall meetings in *Lo Specchio*.
- ***Monday, March 31*** – City staff launch with desk drop of brochure and letter from the Mayor and Chair of the Organizational Review Committee
- ***Tuesday, April 1*** – Town Hall meeting for Ward 1, Council Chambers, Civic Centre, 7 p.m.
- ***Wednesday, April 2*** – Town Hall meeting for Ward 2, Father Bulfon C.C., 7 p.m.
- ***Tuesday, April 8*** – Town Hall meeting for Ward 3, Chancellor C.C., 7 p.m.
- ***Wednesday, April 9*** – Town Hall meeting for Ward 4, Dufferin Clark C.C., 7 p.m.
- ***Thursday, April 10*** – Town Hall meeting for Ward 5, Garnet A. Williams C.C., 7 p.m.
- ***Thursday, June 5*** – presentation at Developers/Realtors Open House, Civic Centre, 7 p.m.

Additional activities scheduled for spring, 2003, include a presentation to the local business community at an event to be held in cooperation with the Vaughan Chamber of Commerce.

Results

The launch campaign of the new Vaughan Vision will not only inform stakeholders, but also provide for interaction and input through Town Hall meetings, website surveys, e-mail comments, etc. The Vaughan Vision is a flexible document that can be updated, at Council's discretion, to incorporate input from stakeholders.

Conclusion

Through a series of Town Hall meetings, key messaging, the distribution of printed promotional materials, media coverage, and the use of PowerPoint presentations, the new Vaughan Vision will be promoted and communicated to the media, City staff, Vaughan residents and the business community.

Attachments

N/A

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Respectfully submitted,

Frank Miele, Commissioner
Economic/Technology Development and Communications