



## CITY OF HAMILTON

<b>TO:</b>	Mayor and Members General Issues Committee
<b>COMMITTEE DATE:</b>	April 6, 2022
<b>SUBJECT/REPORT NO:</b>	Economic Development Action Plan - Communications (CM22003) (City Wide)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>PREPARED BY:</b>	Matthew Grant (905) 546-2424 Ext. 1012
<b>SUBMITTED BY:</b>	Matthew Grant Director, Communications & Strategic Initiatives City Manager's Office
<b>SIGNATURE:</b>	

### RECOMMENDATION

- (a) That the recommendations associated with the communications and public education campaign for Economic Development Action Plan, as outlined in Appendix "A" attached to Report CM22003, be approved; and,
- (b) That the matter respecting the Economic Development Action Plan be considered complete and be removed from the General Issues Committee's Outstanding Business List.

### EXECUTIVE SUMMARY

On October 20, 2021, the City's Economic Development and Tourism and Culture divisions presented the City's updated Economic Development Action Plan that will guide the City's Economic Development efforts over the next five years.

As part of their decision to adopt the Action Plan, Council directed staff to report back to the GIC Committee with recommendations on how best to share the 2021-2025 Economic Development Action Plan with the community at large, in the most effective way.

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OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

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As part of these efforts, the Economic Development and Tourism and Culture divisions worked closely with the Communications and Strategic Initiatives division to develop a communications strategy to accommodate as many information preferences held by Hamiltonians as possible.

The divisions recommend a story-based approach to make the information available. This approach involves creating a limited number of stories that give context to the Plan's purpose, goals and strategies.

In addition to the development and distribution of targeted content on various channels – web, social media, print and video – staff are recommending the plan itself be made available at customer service locations and on the City's website.

**Alternatives for Consideration – Not Applicable**

**FINANCIAL – STAFFING – LEGAL IMPLICATIONS**

Financial: Costs for creation and distribution of materials is approximately \$30,000 to be funded from Economic Development Investment Reserve Account No. 112221

Staffing: Approximately 20 to 30 hours of staff time is required for planning and development of content including text, video, and graphics.

Legal: N/A

**HISTORICAL BACKGROUND**

The Economic Development Division and the Tourism and Culture Division jointly led the creation of 2021-2025 Economic Development Action Plan (EDAP). Building on the 2016-2020 Economic Development Action Plan, the new Plan articulates stakeholder-validated opportunities and priorities for the next five years.

The EDAP has been designed to be a City-wide document that is visionary, representative, concise, and action-oriented. The Plan is aligned to the City of Hamilton's 2016-2025 Strategic Plan and its seven Priorities and the Term of Council Priorities. It primarily focuses on the Economic Prosperity and Growth priority of the City's 2016-2025 Strategic Plan by leveraging our local economy's existing capacity and strengths and pursuing Initiatives and Actions to stimulate or facilitate growth.

The EDAP identifies 77 Actions to be completed over the next five years and Annual Performance Indicators and Stretch Targets that will help quantify the impacts of the Plan.

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The document has been informed by extensive stakeholder consultation, research, surveys, and improved understanding and consideration of Equity, Diversity, and Inclusion and Climate Change.

The EDAP has identified six priorities for the next five years, which are:

- Facilitating a Skilled and Adaptable Workforce;
- Enhancing Digital Infrastructure and Services;
- Growing Business and Investments;
- Moving Goods and People;
- Revitalizing Priority Areas and Placemaking; and,
- Building Transformational Projects.

The plan was presented to member of the GIC committee in October of 2021. In addition to adopting the plan, the GIC committee directed staff to explore the best ways to make the contents of the plan widely available to the community at large, in the most effective way.

Between November of 2021 and March 2022, staff have developed stories that give context to the Economic Development Action Plan, its goals and purpose and have developed recommended plans for distribution.

If endorsed by Council, EDAP content will be released in two phases, including an initial phase in April 2022 to raise awareness about the plan itself, followed by ongoing efforts on the Plan's progress over time.

## **POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS**

N/A

## **RELEVANT CONSULTATION**

The recommendations in this report draw from information gathered from ongoing data analysis by the Communications Division as well as from data collected in the most recent citizen survey which highlighted how different segments of the Hamilton community (in this case broken down by age group) prefer to receive updates from the City.

## **ANALYSIS AND RATIONALE FOR RECOMMENDATION**

As demonstrated by the City's most recent Our City Survey, different groups in Hamilton receive information in different ways.

The Survey identified that Hamiltonians have numerous preferences on how they like to receive information from the City.

The survey indicates:

- most residents, approximately 55%, prefer to learn about City initiatives from local television stations or newspapers. That figure rises to nearly 70% when looking exclusively at the preferences of seniors
- internet search engines and the city's website represented the second highest area of preference at approximately 48% and was heavily favoured by adults aged 25 to 54
- social media was the stated preference of 30% of citizens, but reached nearly 70% when focusing on citizens aged 18 to 24

In order to provide different segments of the Hamilton population with the opportunity to learn about the Economic Development Action Plan, the City will need to take a multi-platform approach, including efforts on print and digital platforms.

This will require the effort to be supported through the City's owned channels, including web, social and information at physical locations, as well as in paid media. High level details of actions to be taken are included in Appendix A.

Initial efforts to raise awareness about the plan would take place in April 2022.

## **ALTERNATIVES FOR CONSIDERATION**

N/A

## **ALIGNMENT TO THE 2016 – 2025 STRATEGIC PLAN**

### **Community Engagement and Participation**

Hamilton has an open, transparent and accessible approach to City government that engages with and empowers all citizens to be involved in their community

### **Economic Prosperity and Growth**

Hamilton has a prosperous and diverse local economy where people have opportunities to grow and develop.

### **Our People and Performance**

Hamiltonians have a high level of trust and confidence in their City government.

**APPENDICES AND SCHEDULES ATTACHED**

Appendix "A" to Report CM22003