

Economic Development Action Plan - Communications

Overview

In line with Council direction, the City’s Communications Division has developed a high-level communications strategy to support the Economic Development Division to raise awareness about the City Economic Development Action Plan.

The communications plan around the EDAP is informed by the information preferences highlighted through the most recent Citizens Survey. The survey highlighted information preferences of citizens and can be broken down by age demographic – to ensure there is a wide variety of opportunities available for people to receive the information in line with their preferences.

The strategies outlined in the EDAP are being highlighted through several shorter stories designed to highlight the importance and proposed impact of the strategy in an easily consumable way for citizens who may not regularly access this type of City information. If endorsed by Council, it is anticipated that the awareness campaign would begin in April 2022.

The strategy includes both owned (non-paid) and advertising (paid) efforts, detailed below.

Owned Media Efforts, costs of which are mainly staff time, include:

- A comprehensive landing page on the City's website provides historical details and context of the EDAP, the plan itself, and 18 news stories designed to make the plan relevant to a resident audience.
- Sharing stories and EDAP content on all multiple city social media channels
- Shareable content can be delivered directly to stakeholders electronically and is shareable through email, social media, and print.
- Tailored video and graphic content for use on City social media channels.

Paid for awareness-raising opportunities, at the cost of approximately \$35,000, to be funded from the Economic Development Investment Reserve Account No. 112221, to cover production and distribution of print materials, recommended include:

- A hard-copy media insert will provide a full listing of the summary stories in a news format and is distributed to print media consumers across the municipality within the news media publications they have signed up for.
- Provision of print copies of the EDAP summary stories at numerous City customer service desks.

Longer-Term Efforts to promote the plan:

- City communications staff will also aim to provide ongoing updates on the plan as recommendations in the plan are actioned. These efforts will primarily include media and social media efforts to raise awareness as the plan's implementation progresses.