

STAFF REPORT: Administration



REPORT TO: Council
MEETING DATE: May 12, 2008
REPORT NO.: CEDC.08.11
SUBJECT: Postal Addressing Change For a Portion of The Town of The Blue Mountains: Communication Plan

PREPARED BY: Lisa Kidd, Communications and Economic Development Coordinator

A. Recommendations

THAT Council receive Staff Report CEDC.08.11 'Postal Addressing Change For a Portion of The Town of The Blue Mountains: Communication Plan' for information purposes; and

THAT Council endorse the 'Postal Addressing Change For a Portion of The Town of The Blue Mountains: Communication Plan'. (attached)

B. Background

The purpose of this report is to provide Council with a proposed communication plan for implementation of an address change from 'Collingwood L9Y' to 'The Blue Mountains L9Y' for businesses, residents and stakeholders.

The objective of this communication plan is to:

- to ensure that all businesses, residents and stakeholders in the project area are informed of the project, background, transition details and timelines;
- to provide opportunities for businesses, residents and stakeholders in the project area to learn about the benefits of this transition;
- to receive comments and input from businesses, residents and stakeholders on the transition; and
- to mitigate any potential issues that may flow as a result of the postal addressing change.

C. The Blue Mountains' Strategic Plan

Strategic Action 6.3 Practice open and proactive communications
Strategic Action 6.5 Involve the community, business sector, developers, public partners and others in the ongoing work of the municipality

D. Budget Impact

The Staff time for this initiative is estimated at \$5,000.
Printing and postage for mail-out material is estimated at \$1,000 and is included in the approved 2008 budget related to this initiative.

E. Attached

Attachment 1- 'Postal Addressing Change For a Portion of The Town of The Blue Mountains: Communication Plan'

Respectfully submitted,



Postal Addressing Change For a Portion of The Town of The Blue Mountains: Communication Plan

1.0 Introduction

This document is a communication plan for effective communication and engagement with businesses, residents and stakeholders currently utilizing the 'Collingwood L9Y' postal addressing, who will undergo a postal addressing change to 'The Blue Mountains L9Y'.

The following work groups will administer the plan¹:

- Building and By-law
- Communications and Economic Development Coordinator
- Senior Management Team

2.0 Objectives

The objectives of the plan are:

- to ensure that all businesses, residents and stakeholders in the project area are informed of the project, background, transition details and timelines;
- to provide opportunities for businesses, residents and stakeholders in the project area to learn about the benefits of this transition;
- to receive comments and input from businesses, residents and stakeholders on the transition; and
- to mitigate any potential issues that may flow as a result of the postal addressing change.

¹ Engineering and Public Works will play a significant role in the implementation of the actual project.

3.0 Target Audience

It is understood that different audiences may have distinctive issues and concerns regarding the project. As data are gathered through the community engagement process, future targeted communications efforts may be identified and implemented.

The initial target audiences include:

- stakeholders within the project area;
- businesses within the project area;
- year-round residents within the project area; and
- seasonal/ part-time residents within the project area².

4.0 Modes of Communication

The following list outlines the proposed modes of communication to be used throughout the project design and implementation phases:

- Council meetings;
- Enhancement of the Town website to include a page dedicated to the project;
- Creation of an email list comprised of project area stakeholders, residents, businesses and interested community members/partners for the purposes of distributing project newsletters and/or information;
- Establishment of a local information repository (i.e. The Blue Mountains Library and Craighleith Depot) to allow community access to supporting and relevant documentation;
- Ongoing newsletters/information sheets mailed to all businesses, residents and stakeholders in the project area;
- Open Houses;
- Public Meetings; and
- Targeted small group meetings, including:
 - Blue Mountain Ratepayer's Association
 - Blue Mountains Chamber of Commerce
 - Blue Mountain Village Association
 - Blue Mountain Resorts Ltd.
 - Intrawest

² The seasonal and part-time residents of primary interest are those using local postal addressing.

5.0 Summary of Communication Activity³

The following is a set of communication activities, action steps, target audience information, proposed initiation and completion dates:

Mode of Communication	Major Action Steps	Target Audience	Proposed Initiation Date	Proposed Completion Date
Council meetings	-Provide timely updates to Council and seek recommendations as appropriate	All	Feb 2008	Ongoing
Enhancement of the Town website	-Design and develop a project web page -Advertise web address through all media outlets -Advertise web address in newsletters/information sheets	All	May 2008	May 2008
Creation of an email list	-Encourage all interested businesses, residents and stakeholders to subscribe to an email list -Advertise through all media outlets -Post on Town website -Advertise in newsletters/information sheets	All	June 2008	Ongoing
Establishment of a local information repository	-Seek approval from The Blue Mountains Library and Craighleith Depot for development of a project file to be kept on site	All	May 2008	Ongoing
Newsletters/information sheets	-Identify timing and frequency of newsletters/information sheets -Design and develop newsletters/information sheets -Distribute by postal mail and email to all project area stakeholders, businesses and residents	All	June 2008	Ongoing
Open Houses	-Develop content for Open Houses -Invite appropriate Staff and Council -Advertise through all media outlets, community calendars and community bulletin boards	All	June 2008	Ongoing
Public Meetings	-Develop content for Public Meetings -Invite appropriate Staff, Council -Advertise through all media outlets, community calendars and community bulletin boards	All	June 2008	Ongoing
Targeted small group meetings	-Develop content for presentations -Invite appropriate Staff, Council - Work with group to invite all group members	All	May 2008	Ongoing

³All public communication should reiterate, in some capacity, the extent, breadth and status of the communication activity for this project.