



The Town of The Blue Mountains
Community Communications Advisory Committee
Sub-Committee Report:
Action Plan

June 17, 2019

Agenda

1. Mandate
2. Achieving the Mandate
3. Public Engagement Software
4. Newspaper Communication Review
5. Local Radio Advertising
6. TV Screen in Town Facilities
7. Opportunities in Social Media
8. Community Newsletter & Community Guide Review
9. Information 101 Workshops/Video
10. Town Email Newsletter Promotional Campaign
11. Financials
12. Next Steps



Mandate

- ✓ As per the motion passed at the April 27, 2019 meeting of The Town of The Blue Mountains Community Communications Advisory Committee (CCAC):

The sub-committee that was struck to investigate how we can may increase our e-mail subscription rate for the Town of The Blue Mountains will draft an Action Plan for the CCAC to begin addressing identified needs as the first step toward creating a comprehensive Communications Strategic Plan for The Town of The Blue Mountains



Achieving the Mandate

- ✓ Draft lists of Considerations & Action Items against the Key Communication Priorities identified by Tim Hendry & outlined below:
 - Public Engagement Software
 - Newspaper Communication Review
 - Local Radio Advertising
 - TV Screen in Town Facilities
 - Opportunities in Social Media
 - Community Newsletter & Community Guide Review
 - Information 101 Workshops/Video
 - Town Email Newsletter Promotional Campaign



Public Engagement Software

- ✓ Proceed with RFP & six-month trial as per May 27, 2019 Motion
- ✓ Analyze offerings of comparable Municipalities to draft list of Best Practices
- ✓ Determine staff roles/responsibilities
- ✓ Draft promotional/public awareness campaign
 - E-newsletters
 - Newspapers
 - Radio
 - Twitter
 - Facebook
 - Citizens' Forum
- ✓ Draft "Success Metrics" & a means of measuring against them

Include calls to action around gathering email addresses



Newspaper Communication Review

- ✓ Assess strengths/weaknesses of all local print media
- ✓ Include magazines as well as newspapers in review
- ✓ Include digital offerings in review
- ✓ Draft list of advertising goals/needs to compare against various market offerings
- ✓ Properties to consider:
 - *Meaford Independent, The Review, On the Bay, Escarpment, collingwoodtoday.ca, simcoe.com, Thornbury Paper*
 - Review list to ensure comprehensive coverage
- ✓ Assess rates, audience, readership data, legacy
- ✓ Set monthly budget & strive to achieve greatest penetration/coverage within it
- ✓ *Keep in mind low current penetration of The Town of The Blue Mountains' e-blasts*
 - *Consider higher frequency & larger ad units until email address list achieves material numbers & budget accordingly*



TV Screens in Town Facilities

- ✓ Plans underway to install screens in Library & Community Centre
- ✓ Assess merits of placing in bars/restaurants
- ✓ Assess merit of placing in TD Bank
- ✓ Promote in all other Town of The Blue Mountains communications efforts
- ✓ What is optimal period between refreshing content?
- ✓ Determine best type of content for use in this medium
- ✓ Draft schedule detailing resources required to keep screens current & topical
- ✓ Is it possible to track usage/viewership?

Include calls to action around gathering email addresses



Opportunities in Social Media

- ✓ Create Facebook presence
 - Drive traffic to Town of The Blue Mountains' own Social Media Platform
- ✓ Participate in Citizens' Forum Facebook Group
 - Drive traffic to Town of The Blue Mountains' own Social Media Platform
- ✓ Increase number of Tweets
 - Drive traffic to Town of The Blue Mountains' own Social Media Platform
- ✓ Launch promotional campaign to increase number of followers
- ✓ Advertise relevant Social Media platforms on all promotional material

Include calls to action around gathering email addresses



Community Newsletter & Community Guide Review

- ✓ Production of Community Newsletter vital given low penetration of eblasts
- ✓ Create one-page, two-sided template for monthly Council/Town News
 - Letter from Mayor
 - Reports from each standing Committee, or
 - Highlights of Council Progress
 - Promotion for all of Town's digital activities
 - CASL-compliant form for eblast enrolment: mail, FAX or drop off at Town Hall
- ✓ Have link to PDF on bought digital properties
- ✓ Revisit Community Guide once other efforts are under way



Information 101 Workshops/Videos

- ✓ Conduct single-purpose research around possible topics
- ✓ Ensure that subjects fall with Town's responsibilities & capabilities
- ✓ Avoid risk of politicizing or commercializing
- ✓ Videotape Live Workshops for re-use on Town website
- ✓ Avoid confusion between dissemination of news with "teaching"



Town Email Newsletter Promotional Campaign

- ✓ Consolidate deck presented on May 27, 2019 into five-point Action Plan



Financials

ITEM	ANNUAL COST



Recommendations

- ✓ Prioritize items brought forward by Tim Hendry
- ✓ Flesh out any actions required to see proposed action through to fruition
- ✓ Finalize costs & acquire approvals as needed
- ✓ Identify which costs are to be borne by CCAC and which are to be borne by “Council”
- ✓ Draft starting dates for all items to be undertaken
- ✓ Initiate as many as reasonably possible by August 1, 2019
- ✓ Ensure mechanisms are in place to secure resident feedback against all efforts on ongoing basis

