



Staff Report

Administration

Report To: Community Communications Advisory Committee
Meeting Date: July 15, 2019
Report Number: FAF.19.124
Subject: Postcard Mailer to Increase Email Subscriptions
Prepared by: Tim Hendry, Communications and Economic Development Coordinator

A. Recommendations

THAT the Community Communications Advisory Committee receive Staff Report FAF.19.124, entitled "Postcard Mailer to Increase Email Subscriptions";

AND THAT the Community Communications Advisory Committee asks Council to consider identifying the Postcard Mailer as a key communications priority and allocate funding to facilitate the project in 2019.

OR

AND THAT the Community Communications Advisory Committee requests that staff include the costs associated with the Postcard Mailer in the 2020 Communications Budget for consideration by Council.

B. Overview

This report provides a follow-up report regarding a postcard mailer to increase email subscriptions following direction received at the June 17, 2019, Community Communications Advisory Committee ("Committee") meeting.

C. Background

At the June 17th, 2019 Committee meeting, the following motion was passed:

Moved by: Lyn Logan

Seconded by: Peter Bordignon

THAT the Community Communications Advisory Committee directs staff to proceed with a postcard mailer to increase email subscription, Development Charge budget-permitting.

The Town email news service has been identified as a priority communications delivery method by both the Community Communications Advisory Committee and by staff. Through this

alignment, the committee has requested that staff explore options to increase the number of subscribers.

D. Analysis

Currently, the Town email list consists of approximately 600 subscribers. As a key communications vehicle for the Town, there is a clear opportunity to increase the number of subscribers through a coordinated marketing campaign.

The first step identified within the marketing campaign is a postcard that will be mailed through Canada Post Ad Mail to every registered address within the Town of The Blue Mountains.

Estimated Cost / Resource Considerations

Communication Item	Estimated Cost / Resource Considerations
Postcard mailer to promote Town email news service	\$300 (Approximately)
Canada Post Mailing Cost	\$890 (Approximately)
Total	\$1,190

Funding Sources

As recommended by the Community Communications Advisory Committee, staff have explored the possibility of utilizing the Development Charge funding to cover the expense. The Town Finance Department has indicated that this is not an eligible expense under the requirements of Development Charge funding.

Staff have also determined that there is not any capacity within the Communications operating budgets to accommodate the expense.

At this time, staff recommend that the Committee directs staff to submit a report to Council outlining costs and potential funding sources with a request for Council to consider approving a postcard mailer with the purpose of increasing email subscriptions.

E. The Blue Mountains Strategic Plan

Goal #2: Engage Our Communities & Partners
Objective #1 Improve External Communication with our Constituents
Objective #2 Use Technology to Advance Engagement
Objective #3 Strengthen Partnerships

Goal #4: Promote a Culture of Organizational & Operational Excellence
Objective #2 Improve Internal Communications Across our Organization
Objective #3 To Consistently Deliver Excellent Customer Service
Objective #5 Constantly Identify Opportunities to Improve Efficiencies and Effectiveness

F. Environmental Impacts

The environmental impact will vary depending upon the communication activity undertaken.

G. Financial Impact

Please see the 'Estimated Cost / Resource Considerations' chart above for the estimated financial impact.

H. In consultation with

Shawn Everitt, Chief Administration Officer

Sam Dinsmore, Deputy Treasurer/Manager of Accounting and Budgets

I. Public Engagement

The topic of this Staff Report has not been subject to a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Tim Hendry at communications@thebluemountains.ca

J. Attached

N/A

Respectfully Submitted,

Tim Hendry
Communications & Economic Development Coordinator

Shawn Everitt
Chief Administrative Officer

For more information, please contact:
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