



# Staff Report

## Administration

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**Report To:** Community Communications Advisory Committee  
**Meeting Date:** September 16, 2019  
**Report Number:** FAF.19.160  
**Subject:** Costing Estimate for Communications Strategy Advertisement  
**Prepared by:** Tim Hendry, Communications and Economic Development Coordinator

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### A. Recommendations

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THAT the Community Communications Advisory Committee receive Staff Report FAF.19.160 entitled "Costing Estimate for Communications Strategy Advertisement";

AND THAT the Community Communications Advisory Committee recommends that staff proceed with the Communications Survey Campaign using \_\_\_\_\_, and \_\_\_\_\_ as the methods of distribution.

AND THAT the Community Communications Advisory Committee endorses the postcard format and design as explained within this report.

### B. Overview

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This report provides an overview of the costing estimate for the Communication Strategy Mailed Survey.

### C. Background

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At the July 15th, 2019 Committee meeting, the following motion was passed:

THAT the Community Communications Advisory Committee receive staff report FAF.19.124 entitled "Postcard Mailer to Increase Email Subscriptions" and FAF.19.125 entitled "Town Newsletter Six Month Trial";

AND THAT the Committee request staff to provide a costing estimate to create a Communications strategy developed by the Community Communications Advisory Committee that embraces the needs of all Town and Advisory Committee communications by building the Town's email subscription list through a mailed survey that is circulated based on the tax bill mailing list, Canada Post unaddressed admail, and other relevant means, Carried.

## **D. Analysis**

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Understanding the communication preferences of residents, taxpayers and stakeholders is critical within the development of a Communications Strategy for the Town of The Blue Mountains.

In addition, building the Towns, email distribution list has been identified as a strategic communications priority by both the Community Communications Advisory Committee and by Town staff. Currently, the Town email list consists of approximately 600 subscribers. As an identified communications engagement vehicle for the Town, there is a clear opportunity to increase the number of subscribers through a coordinated marketing campaign.

To effectively and efficiently gain insight into the communication preferences from members of the public, staff suggest that a 5" x 7" double-sided postcard be created and distributed to residents for two specific purposes:

- 1) To advertise the Communications Survey
- 2) To promote and advertise the Town email subscription

### **Communications Survey**

The Communications Survey will be developed by Town staff in consultation with the Communications Sub-Committee. The survey will be posted to the online Town survey account, with paper copies available at Town Hall, L.E. Shore Public Library, and the Craighleith Heritage Depot.

The survey will contain questions asking members of the public to select their preferred method of communication with the Town of The Blue Mountains.

### **Post Card Design**

- **Front Side:** Details regarding the communications survey, purpose of the survey, and URL to complete the online survey.
- **Back Side:** Advertisement to encourage members of the public to sign-up for the Town email list to receive Town news, notices and information.

### **Distribution / Estimated Cost & Resource Considerations**

Staff have explored the viability of various distribution methods for the postcard. The analysis with costing is provided below:

Distribution Method	Notes	Cost
Tax Bill Mailing List	The use of the Tax Bill mailing list is not permitted under the guidelines set by Municipal Property Assessment Corporation and the Municipal Freedom of Information and Protection of Privacy Act.	N/A
Canada Post Unaddressed Ad Mail	The list provided by Canada Post includes 5250 addresses at 16.4 cents per piece, plus delivery fees.	Distribution \$890 Printing \$300
Newspaper	The information from the postcard can be formatted into a newspaper advertisement. The cost varies depending upon the publication and advertisement size.	\$225 - \$300 for a quarter-page advertisement
Newspaper / Publication Insertion	Postcard insertion into a local newspaper publication.	\$300
Facebook Advertising	<p>The information from the postcard can be incorporated into a targeted advertising campaign to promote the communications survey.</p> <p>Target audience to be defined based upon remarketing to key locations and demographics within website analytics.</p> <p>Suggested ad budget of \$10 - \$15 per day</p>	<p>Depends on daily spend.</p> <p>Example: \$300 - \$450 per month</p>
Radio Advertisement	The information from the postcard can be formatted into a 30-second radio advertisement.	Approximately \$700 for a two-week campaign.
Town Website	The information from the postcard can be posted to the Town website in the format of a news release and included on the hot topics page (pending approval from the Senior Management Team)	No Cost
Town Hall TV Screen	The information from the postcard can be posted to the Town Hall TV Screen	No Cost
Social Media	The information from the postcard can be posted to the Town Twitter account.	No Cost

Distribution Method	Notes	Cost
Outreach	The information from the postcard will be shared with the Towns list of community groups, organizations, associations, etc.	No Cost

### **Campaign Example**

If the Committee recommends proceeding with the Communications Survey campaign, staff recommend that a combination of distribution methods be selected.

As an example, a campaign may consist of:

- Postcard distribution through Canada Post: \$1190
- Quarter page newspaper advertisement: \$300
- Two-week Facebook Advertising Campaign: \$210
- Two-week Radio Advertising Campaign: \$700
- Town Website, Social Media and Town Hall TV Screen: No Cost

**Total Example Cost:** \$2,400 for a two-week campaign

**Estimated Staff Time:** 12 – 15 hours, not including the creation of a communications survey

\*The above items were selected to illustrate an example of how combining distribution methods help establish a wide-reaching and coordinated marketing effort in light of not being able to utilize the tax bill mailing list.

### **E. The Blue Mountains Strategic Plan**

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Goal #2: Engage Our Communities & Partners

Objective #1 Improve External Communication with our Constituents

Goal #4: Promote a Culture of Organizational & Operational Excellence

Objective #3 To Consistently Deliver Excellent Customer Service

Objective #5 Constantly Identify Opportunities to Improve Efficiencies and Effectiveness

### **F. Environmental Impacts**

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Printed materials and distribution of the materials will have an environmental impact.

### **G. Financial Impact**

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As previously detailed within staff report FAF.19.124 and FAF.19.125, there is no capacity within the Communications & Economic Development department budget to accommodate this communications effort.

The main purpose behind the postcard and communication campaign is to generate greater survey results and to gain insight from the public that will ultimately lead to the development of the Communications Strategy. Since the expenses will be incurred to create the plan and not implement the plan, the funding can be taken from the \$100,000 established by Council through the 2019 operating budget.

## **H. In consultation with**

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Shawn Everitt, Chief Administration Officer

Sam Dinsmore, Deputy Treasures

## **I. Public Engagement**

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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, Communications and Economic Development Coordinator, [communications@thebluemountains.ca](mailto:communications@thebluemountains.ca).

## **J. Attached**

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N/A

Respectfully Submitted,

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Tim Hendry  
Communications and Economic Development Coordinator

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Shawn Everitt  
Chief Administrative Officer

For more information, please contact:

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