



Memorandum

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Date: March 16, 2020

To: Community Communications Advisory Committee

From: Jeremy Chan, Communications and Economic Development Project Specialist and Tim Hendry, Manager of Communications and Economic Development

Subject: Communications Strategy Update – March 2020

The following memorandum has been provided to the Community Communications Advisory Committee as a general update regarding the Communications Department and the Communications Strategy.

Local Media Review

The local media review project is underway and Town staff have started to identify local media providers. Over the coming weeks, Town staff will be contacting each provider. A staff report will be provided to the committee with options for consideration.

Communications Survey

- The revisions have been made to include the recommended changes to the survey. The survey will be launching near the end of March. The survey will run for five weeks through the Town's online public engagement platform 'Your View'. Paper copies of the survey will also be made available through Town Hall and the L.E. Shore Memorial Library.

Communications Strategy Timeline

- The following project timeline provides an update on the status of the Communications Strategy. Since the last committee meeting in January, staff have been working towards the logistics launch of the Communications Survey for the public.
- **March**
 - Advertising campaign planning following the Town's standard advertising procedure
 - Launch of survey and promotional campaign

- **April**
 - Public Information Session at Town Hall (Date TBD)
 - Survey closes late April
 - Preliminary review of survey data by staff
- **May - June**
 - Sub-committee survey review
 - Development of action items and tactics in collaboration with the sub committee
- **July**
 - Final report presented to Communications Committee and Council

Respectfully submitted,

Jeremy Chan
Communications and Economic Development Project Specialist

Tim Hendry
Manager of Communications and Economic Development