

| IMPLEMENTATION - CORPORATE COMMUNICATIONS PLAN | | | | |
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| OPTION ONE (MEDIUM COST) | | | | |
| YEAR | TASK/PROJECT | RESOURCES | BUDGET/EXPENSE | EXISTING OR NEW INITIATIVE |
| 2016 - 2017 | Provide "Communications Overview" presentation to all staff to enhance understanding of the department's role in the corporation | Communications staff | \$0 | Existing |
| | Reduce reliance on print advertising | Communications staff; external graphic designer | \$40,500 (existing budget; includes production/distribution of Recreation & Leisure Guide) | Existing |
| | Enhance public and media relations activities | Communications staff | \$0 | Existing |
| | Enhance internal communications by sending media releases, service disruptions and public notices to all staff and Council | Communications staff | \$0 | Existing |
| | Develop micro-communications plans (critical paths) in cooperation with project leads across the corporation to ensure messaging is shared through various/appropriate channels | Communications staff | \$0 | Existing |
| | Provide issues management support to Mayor, CEO and Senior Management Team | Communications staff | \$0 | Existing |
| | Provide "Communications 101" training to new hires | Communications staff | \$0 | Existing |
| | Plan, organize and manage municipal events (Heritage Festival, Car Show, Winter Lights, etc.) | Communications staff; select departmental staff, volunteers | \$18,700 | Existing |
| | Introduce/roll-out Corporate Communications Plan | Communications staff | \$0 | New |
| | Update and re-introduce brand guidelines | Communications staff | \$0 | New |
| | Draft and institute social media policy | Communications staff; select departmental staff | \$0 | New |
| | Consolidate social media accounts | Communications staff | \$0 | New |
| | Provide social media training to staff who are tasked with monitoring and posting social media content | Communications staff; select departmental staff, external trainer | \$1,200 - \$1,500 (external trainer) | New |
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| 2018 | Implement mandatory departmental meetings; establish process for determining/providing content | Communications staff, CAO | \$0 | New |
| | Draft and institute media relations policy | Communications staff; select departmental staff | \$0 | New |
| | Provide/facilitate media relations training for Senior Leadership Team | Communications staff; select departmental staff | \$1,200 - \$1,500 (external trainer) | New |
| | Draft and institute email policy | Communications staff | \$0 | New |
| 2019 | Develop and roll-out staff newsletter (in cooperation with Human Resources) | Communications staff; select departmental staff | \$800 - \$1,000 (external programmer) | New |
| | Update shared company drive to function as an intranet (enhance usability, organization and content) | Communications staff | \$0 | New |
| | Provide training on use of shared company drive as an intranet (in cooperation with IT) | Communications staff; select departmental staff | \$0 | New |
| 2020 | Initiate quarterly meetings with all departments to discuss upcoming communications/marketing/promotional needs | Communications staff; select departmental staff | \$0 | New |
| | Develop content matrix to assist with gathering information for media releases, newsletters, reports, etc. | Communications staff, CAO, select departmental staff | \$0 | New |
| | Review, update and expand on standard graphic templates and tools | Communications staff; external graphic designer | \$1,500 - \$2000 (external designer) | New |
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| 2021 | Create and launch external e-newsletter | Communications staff | \$0 | New |
| | Create and present annual summary of communications activities for Council | Communications staff | \$0 | New |
| | Create communications presentation/video for Council | Communications staff; external videographer | \$800 - \$1,200 (external videographer) | New |
| 2022 | Review, update and expand on existing website design and content | Communications staff; select departmental staff, external programmer | \$4,000 - \$5,000 (external programmer) | New |
| | Draft and institute public engagement policy | Communications staff; select departmental staff | \$0 | New |
| | Provide/facilitate public engagement training for Senior Leadership Team | Communications staff; Senior Leadership Team; external trainer | \$1,200 - \$1,500 (external trainer) | New |
| 2023 | Explore and pursue limited video development | Communications staff; external videographer | \$800 - \$1,200 (external videographer) | New |
| | Craft and facilitate annual satisfaction survey (specific to communications) | Communications staff | \$0 | New |
| | Develop and deploy measurement activities | Communications staff | \$0 | New |
| | Identify community partners/channels; determine key messaging for each; reach out to 8 - 10 yearly | Communications staff; select departmental staff | \$0 | New |
| 2024 | Design/layout yearly annual report | Communications staff; external graphic designer | \$15,000/year (external graphic designer, printing, distribution) | New |
| | Explore/research potential app development | Communications staff; external programmer | \$10,000+ (external programmer) | New |
| | Evaluate and implement opportunities for signage/screens in pre-determined "community hubs" | Communications staff; select departmental staff, external consultant | \$15,000 - \$20,000 (consultant, installation) | New |
| TOTAL COST OF NEW INITIATIVES: | | | \$51,500 - \$59,900 (OVER 8 YEARS) | |

IMPLEMENTATION - CORPORATE COMMUNICATIONS PLAN

OPTION TWO (LOW COST)

| YEAR | TASK/PROJECT | RESOURCES | BUDGET/EXPENSE | EXISTING OR NEW INITIATIVE |
|-------------|---|--|---|----------------------------|
| 2016 - 2017 | Provide "Communications Overview" presentation to all staff to enhance understanding of the department's role in the corporation | Communications staff | \$0 | Exisiting |
| | Reduce reliance on print advertising | Communications staff; external graphic designer | \$30,000 (existing budget; includes production/distribution of Rec & Leisure Guide) | Exisiting |
| | Enhance public and media relations activities | Communications staff | \$0 | Exisiting |
| | Enhance internal communications by sending media releases, service disruptions and public notices to all staff and Council | Communications staff | \$0 | Exisiting |
| | Develop micro-communications plans (critical paths) in cooperation with project leads across the corporation to ensure messaging is shared through various/appropriate channels | Communications staff | \$0 | Exisiting |
| | Provide issues management support to Mayor, CEO and Senior Management Team | Communications staff | \$0 | Exisiting |
| | Provide "Communications 101" training to new hires | Communications staff | \$0 | Exisiting |
| | Introduce/roll-out Corporate Communications Plan | Communications staff | \$0 | New |
| | Update and re-introduce brand guidelines | Communications staff | \$0 | New |
| | Draft and institute social media policy | Communications staff, select departmental staff | \$0 | New |
| | Consolidate social media accounts | Communications staff | \$0 | New |
| | Provide social media training to staff who are tasked with monitoring and posting social media content | Communications staff, select departmental staff | \$0 | New |
| | Implement mandatory departmental meetings; establish process for determining/providing content | Communications staff, CAO | \$0 | New |
| | Draft and institute media relations policy | Communications staff, select departmental staff | \$0 | New |
| 2018 | Provide/facilitate media relations training for Senior Leadership Team | Communications staff, select departmental staff | \$0 | New |
| | Draft and institute email policy | Communications staff | \$0 | New |
| | Develop and roll-out staff newsletter (in cooperation with Human Resources) | Communications staff, select departmental staff, external programmer | \$0 | New |
| | Update shared company drive to function as an intranet (enhance usability, organization and content) | Communications staff | \$0 | New |
| | Provide training on use of shared company drive as an intranet (in cooperation with IT) | Communications staff, select departmental staff | \$0 | New |
| | Hire part-time Event Coordinator; evaluate and improve current municipal event offerings/opportunities | Communications staff; part-time event staff, select departmental staff, volunteers | \$12,500 (event expenses; covered by existing budget); \$28,200 - \$30,900 (staffing expenses; reallocated from exisiting budget) | New |
| | Initiate quarterly meetings with all departments to discuss upcoming communications/marketing/promotional needs | Communications staff, select departmental staff | \$0 | New |
| | Develop content matrix to assist with gathering information for media releases, newsletters, reports, etc. | Communications staff, CAO, select departmental staff | \$0 | New |
| 2019 | Review, update and expand on standard graphic templates and tools | Communications staff; external graphic designer | \$0 | New |
| | Create and launch external e-newsletter | Communications staff | \$0 | New |
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| | YEAR | RESOURCES | BUDGET/EXPENSE | EXISTING OR NEW INITIATIVE |
|--------------------------------|--|--|---|----------------------------|
| 2020 | Create and present annual summary of communications activities for Council | Communications staff | \$0 | New |
| | Create communications presentation/video for Council | Communications staff; external videographer | \$800 - \$1,200 (external videographer) | New |
| | Draft and institute public engagement policy | Communications staff, select departmental staff | \$0 | New |
| | Provide/facilitate public engagement training for Senior Leadership Team | Communications staff; Senior Leadership Team | \$0 | New |
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| YEAR | TASK/PROJECT | RESOURCES | BUDGET/EXPENSE | EXISTING OR NEW INITIATIVE |
| 2021 | Review, update and expand on existing website design and content | Communications staff, select departmental staff, external programmer | \$0 | New |
| | Explore and pursue limited video development | Communications staff; external videographer | \$800 - \$1,200 (external videographer) | New |
| | Craft and facilitate annual satisfaction survey (specific to communications) | Communications staff | \$0 | New |
| | Develop and deploy measurement activities | Communications staff | \$0 | New |
| 2022 | Design/layout yearly annual report | Communications staff, external graphic designer | \$10,000/year (external graphic designer, printing, distribution) | New |
| | Explore/research potential app development | Communications staff; external programmer | \$10,000+ (external programmer) | New |
| | Evaluate and implement opportunities for signage/screens in pre-determined "community hubs" | Communications staff, select departmental staff, external consultant | \$15,000 - \$20,000 (consultant, installation) | New |
| | Identify community partners/channels; determine key messaging for each; reach out to 8 - 10 yearly | Communications staff, select departmental staff | \$0 | New |
| TOTAL COST OF NEW INITIATIVES: | | | \$36,600 - \$42,400 (OVER 6 YEARS) | |

| IMPLEMENTATION - CORPORATE COMMUNICATIONS PLAN | | | | |
|--|---|--|--|----------------------------|
| OPTION THREE (HIGH COST) | | | | |
| YEAR | TASK | RESOURCES | BUDGET/EXPENSE | EXISTING OR NEW INITIATIVE |
| 2017 | Provide "Communications Overview" presentation to all staff to enhance understanding of the department's role in the corporation | Communications staff | \$0 | Existing |
| | Reduce reliance on print advertising | Communications staff | \$30,000 (existing budget; includes production/distribution of Recreation & Leisure Guide) | Existing |
| | Enhance public and media relations activities | Communications staff | \$0 | Existing |
| | Enhance internal communications by sending media releases, service disruptions and public notices to all staff and Council | Communications staff | \$0 | Existing |
| | Develop micro-communications plans (critical paths) in cooperation with project leads across the corporation to ensure messaging is shared through various/appropriate channels | Communications staff | \$0 | Existing |
| | Provide issues management support to Mayor, CEO and Senior Management Team | Communications staff | \$0 | Existing |
| | Provide "Communications 101" training to new hires | Communications staff | \$0 | Existing |
| | Introduce/roll-out Corporate Communications Plan | Communications staff | \$0 | New |
| | Update and re-introduce brand guidelines | Communications staff | \$0 | New |
| | Draft and institute social media policy | Communications staff, select departmental staff | \$0 | New |
| | Consolidate social media accounts | Communications staff | \$0 | New |
| | Provide social media training to staff who are tasked with monitoring and posting social media content | Communications staff, select departmental staff | \$0 | New |
| | Implement mandatory departmental meetings; establish process for determining/providing content | Communications staff, CAO | \$0 | New |
| 2018 | Draft and institute media relations policy | Communications staff, select departmental staff | \$0 | New |
| | Provide/facilitate media relations training for Senior Leadership Team | Communications staff, select departmental staff | \$0 | New |
| | Draft and institute email policy | Communications staff | \$0 | New |
| | Review, update and expand on standard graphic templates and tools | Communications staff | \$0 | New |
| | Initiate quarterly meetings with all departments to discuss upcoming communications/marketing/promotional needs | Communications staff, select departmental staff | \$0 | New |
| | Develop and roll-out staff newsletter (in cooperation with Human Resources) | Communications staff, select departmental staff | \$0 | New |
| | Create and present annual summary of communications activities for Council | Communications staff | \$0 | New |
| | Create communications presentation/video for Council | Communications staff; external videographer | \$800 - \$1,200 (external videographer) | New |
| | Hire full-time Events Coordinator; evaluate and expand on current municipal event offerings/opportunities | Communications staff; part-time event staff, select departmental staff, volunteers | \$20,000 - \$25,000 (event expenses; \$1,300/year needed for new events) \$56,000 - \$60,000 (staffing; \$25,000 pulled from existing budget; additional \$31,000 - \$35,000/year needed) | New |
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| 2019 | Update shared company drive to function as an intranet (enhance usability, organization and content) | Communications staff; select departmental staff | \$0 | New |
| | Provide training on use of shared company drive as an intranet (in cooperation with IT) | Communications staff; select departmental staff | \$0 | New |
| | Create and launch external e-newsletter | Communications staff | \$0 | New |
| | Craft and facilitate annual satisfaction survey (specific to communications) | Communications staff | \$0 | New |
| | Deploy measurement activities | Communications staff | \$0 | New |
| | Develop content matrix to assist with gathering information for media releases, newsletters, reports, etc. | Communications staff | \$0 | New |
| | Identify community partners/channels; determine key messaging for each; reach out to 8 - 10 yearly | Communications staff, select departmental staff | \$0 | New |
| | Review, update and expand on existing website design and content | Communications staff | \$0 | New |
| 2020 | Draft and institute public engagement policy | Communications staff | \$0 | New |
| | Provide/facilitate public engagement training for Senior Leadership Team | Communications staff, Senior Leadership Team | \$0 | New |
| | Evaluate and implement opportunities for signage/screens in pre-determined "community hubs" | Communications staff, select departmental staff, external consultant | \$15,000 - \$20,000 (consultant, installation) | New |
| | Design/layout yearly annual report | Communications staff | \$7,500 (external graphic designer, printing, distribution) | New |
| | Explore/research potential app development | Communications staff; external programmer | \$10,000+ (external programmer) | New |
| | Explore and pursue limited video development | Communications staff; external videographer | \$800 - \$1,200 (external videographer) | New |
| TOTAL COST OF NEW INITIATIVES: | | | \$131,000 - \$148,800 (OVER FOUR YEARS) | |