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Provide social media training to staff who are tasked with monitoring and posting sool external trainer is media content.			Communications staff, select departmental staff	\$0	New		
Provide social media training to staff who are tasked with monitoring and posting sool external trainer is media content.		Consolidate social media accounts	Communications staff	\$0	New		
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external trainer Explore and pursue limited video development Craft and facilitate annual satisfaction survey (specific to communications) Communications staff; external videographer Solution		Draft and institute public engagement policy	Communications staff, select departmental staff	\$0	New		
Craft and facilitate annual satisfaction survey (specific to communications) Develop and deploy measurement activities Identify community partners/channels; determine key messaging for each; reach out to 8 - 10 yearly Design/layout yearly annual report Communications staff, external graphic designer Communications staff, external graphic designer So New New New So New New New Explore/research potential app development Explore/research potential app development Communications staff, external programmer Communications staff, external programmer So O New New New Staff, external graphic designer, printing, distribution) New Explore/research potential app development Evaluate and implement opportunities for signage/screens in pre-determined Communications staff, external programmer So O New New New Staff, external graphic designer, printing, distribution) New New So O New New		Provide/facilitate public engagement training for Senior Leadership Team		\$1,200 - \$1,500 (external trainer)	New		
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Evaluate and implement opportunities for signage/screens in pre-determined Communications staff, select departmental staff, \$15,000 - \$20,000 (consultant, installation) New		Evolare /recearch notantial ann development	Communications staffs avtornal programms		Now		
		Evaluate and implement opportunities for signage/screens in pre-determined	Communications staff, select departmental staff,				

IMPLEMENTATION - CORPORATE COMMUNICATIONS PLAN

OPTION TWO (LOW COST)

YEAR	TASK/PROJECT	RESOURCES	BUDGET/EXPENSE	EXISTING OR NEW INITIATIVE
2016 -	Provide "Communications Overview" presentation to all staff to enhance	Communications staff	\$0	Exisiting
2017	understanding of the department's role in the corporation			
	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
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	\$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
2019	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	\$0	New
	Create and launch external e-newsletter	Communications staff	\$0	New

	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
			_	EVICTING OF NEW
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	Communications staff, select departmental staff,	\$15,000 - \$20,000 (consultant, installation)	New
	"community hubs"	external consultant		
	Identify community partners/channels; determine key messaging for each; reach out to 8 - 10 yearly	Communications staff, select departmental staff	\$0	New

\$36,600 - \$42,400 (OVER 6 YEARS)

TOTAL COST OF NEW INITIATIVES:

IMPLEMENTATION - CORPORATE COMMUNICATIONS PLAN

OPTION THREE (HIGH COST)

'EAR	TASK	RESOURCES	BUDGET/EXPENSE	EXISTING OR NEW INITIATIVE
017	Provide "Communications Overview" presentation to all staff to enhance understanding of the department's role	Communications staff	\$0	Exisiting
	in the corporation			_
	Reduce reliance on print advertising	Communications staff	\$30,000 (existing budget; includes	Exisiting
			production/distribution of Recreation & Leisure Guide)	_
	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	Communications staff	\$0	Exisiting
	and Council			
	Develop micro-communications plans (critical paths) in cooperation with project leads across the corporation to	Communications staff	\$0	Exisiting
	ensure messaging is shared through various/appropriate channels			- C
	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
	I Tovide social media training to stair who are tasked with monitoring and posting social media content	Communications stan, select departmental stan	Ψ0	IVEW
	Implement mandatory departmental meetings; establish process for determining/providing content	Communications staff, CAO	\$0	New
	Implement manuatory departmental meetings, establish process for determining providing content	Communications stan, CAO	140	Ivew
018	Draft and institute media relations policy	Communications staff, select departmental staff	\$0	New
010	Provide/facilitate media relations training for Senior Leadership Team	Communications staff, select departmental staff	\$0	New
	Draft and institute email policy	Communications staff Communications staff	\$0	New
			\$0	
	Review, update and expand on standard graphic templates and tools	Communications staff	\$0	New New
	Initiate quarterly meetings with all departments to discuss upcoming communications/marketing/promotional	Communications staff, select departmental staff	\$0	New
	needs	0	**	N.
	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	\$20,000 - \$25,000 (event expenses; \$1,300/year	New
		departmental staff, volunteers	needed for new events)	
			\$56,000 - \$60,000 (staffing; \$25,000 pulled from	
			exisiting budget; additional \$31,000 - \$35,000/year	
			needed)	
		T		L
19	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 facilitate appeal esticifaction our review (appeiling to communications)	Communications staff	\$0 \$0	New
	Craft and facilitate annual satisfaction survey (specific to communications)	Communications staff	\$0	New
	Deploy measurement activities Develop content matrix to assist with gathering information for media releases, newsletters, reports, etc.	Communications staff Communications staff	\$0	New New
	Develop content matrix to assist with gathering information for media releases, newsletters, reports, etc.	Communications stan	\$ 0	New
		0	**	N.
	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	Doubt and in this to public and control of	0	I to	N
120	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,	\$15,000 - \$20,000 (consultant, installation)	New
		external consultant		
	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)	