



**VAUGHAN**

C	14
Item #	4
Report No.	55 (WS)
Council - December 10/13	

memorandum

**DATE:** DECEMBER 9, 2013  
**TO:** MAYOR AND MEMBERS OF COUNCIL  
**FROM:** GARY WILLIAMS, DIRECTOR OF CORPORATE COMMUNICATIONS  
**RE:** COMMUNICATION- COUNCIL MEETING- DECEMBER 10, 2013

**COMMITTEE OF THE WHOLE (WORKING SESSION), REPORT NO. 55, ITEM 4  
CITY-WIDE SECONDARY SUITES STUDY STATUS UPDATE  
BUDGET AMENDMENTS AND REQUEST FOR ADDITIONAL FUNDING  
FILE #15.112  
WARDS – 1 TO 5**

This memo is in response to Councillor DeFrancesca's inquiry at the Dec. 3 Committee of the Whole Working Session into the cost of a City-wide print publication on City news, events and meetings.

The costs to produce a standalone 12-page publication that is distributed to each household via a poly-bag insert with the Recreation Guide are as follows:

- **Print:** approximately \$18,000 to \$20,000
- **Distribution:** \$6,000 (via a poly-bag insert with the Recreation Guide. Cost is based on total weight)
- **Total cost:** approximately \$26,000

As part of phase 1 of the recently approved Corporate Communications Strategy, a focus has been put on two-way communication channels to inform and engage residents. Based on research conducted in the preparation of the strategy and best practices in this industry, it is evident the demand for more online/mobile communications will continue to increase. As a result, a focus on enhancing the city's two-way communication channels – such as social media, web and mobile applications (a mobile app will be completed in 2014) – is part of the strategy and in the beginning stages.

Measurement is a central component of the strategy. As we roll out these channels, we will continue to measure how they are received and used, which will allow us to improve and refine them going forward. Simply, if the channel is not effective or reaching our audience, or there is low usage of a specific tool, we will look for solutions, such as enhancing the service or discontinuing its use.

Through the strategy, Corporate Communications has committed to report back on the results of phase 1 at the end of 2015; this will give us sufficient time to analyze the effectiveness of the tools that are proposed within the strategy and look for opportunities to enhance our service levels.

For future public workshops, Corporate Communications will continue to work with departments to find ways to increase attendance and engagement. In addition to using the media and eCommunications channels to alert residents, mobile signs and targeted mailings could be additional tactics if departmental budget allows.

Sincerely,

Gary Williams  
Director of Corporate Communications

cc: Barbara Cribbett, Interim City Manager  
Tim Simmonds, Executive Director, Office Of The City Manager