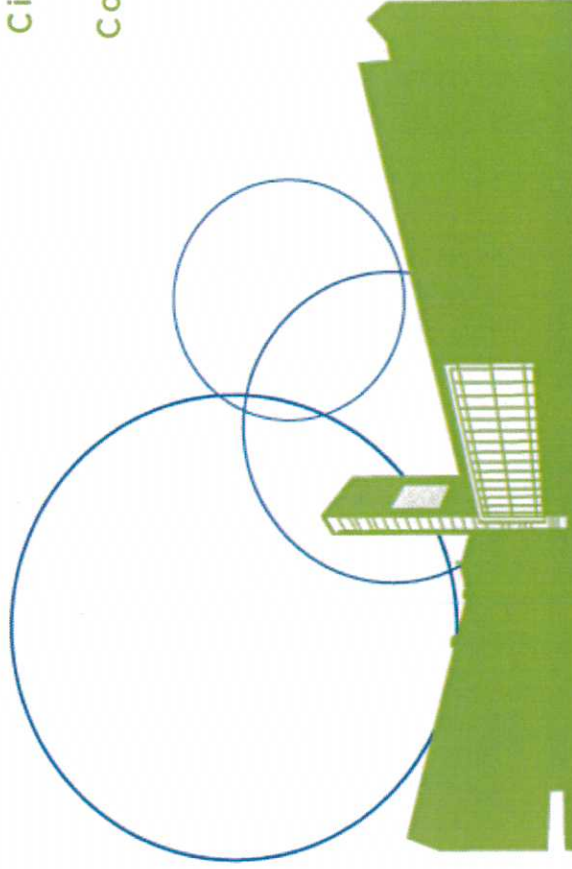


C1 - CW (ws)
October 22/13
Item 1

The Way

City of Vaughan
Corporate
Communications
Strategy



Forward



Communications Field Is Evolving

- 10 years since the last communications strategy was launched
- Many things have changed in this field over that time:
 - Residents prefer to receive information in a variety of formats, not just print
 - A major shift to “electronic” communications
 - A shift away from one-way communications
 - Demand for information 24/7
 - Quick and easy access to information



Consider this:

In 2000...

- 40 per cent of Canadians were internet users
- Social media did not exist
- Smartphones were not around

Now...

- 86 per cent of Canadians are internet users
- More than 10 million Twitter accounts in Canada
- 56 per cent of Canadians use a smartphone



Changing Lexicon



The Way Forward

The new Communications Strategy addresses these and other evolving trends in communications

- Provides a clear mission with goals and objectives
- Includes a multi-phased implementation approach
- Identifies multiple ways to effectively engage with the community
- Outlines a plan of action
- Includes comprehensive plan to measure success





Mission Statement

The City of Vaughan is a two-way communications organization - both internally and externally. The Corporate Communications department is committed to engaging our citizens and measuring our effectiveness in communications to ensure a broader awareness and understanding of City programs and services.



Communication Goals

Lead:	Engage:	Action:	Position:
Employ the right blend of best practices and innovative communication methods to become a leader in municipal communications.	Promote citizen participation – both online and off.	Take a proactive and efficient approach to communicating the Vaughan story to our stakeholders.	Position Vaughan as an emerging world-class city by building an effective, accessible system of two-way communications between City officials, residents and stakeholders.



7

Taking a LEAP forward

Major Themes

Three overarching themes are woven throughout the strategy:

1. Community engagement
2. Use of new technology
3. Telling the Vaughan story



Community Engagement

Mission to become a two-way communications organization

- Shift from communicating “to” to communicating “with” our key stakeholders
- Facilitating discussion and idea sharing

Strategy outlines several tactics to achieve this

- Examples include enhanced social media usage, new corporate mobile app, increased use of video, new corporate blog

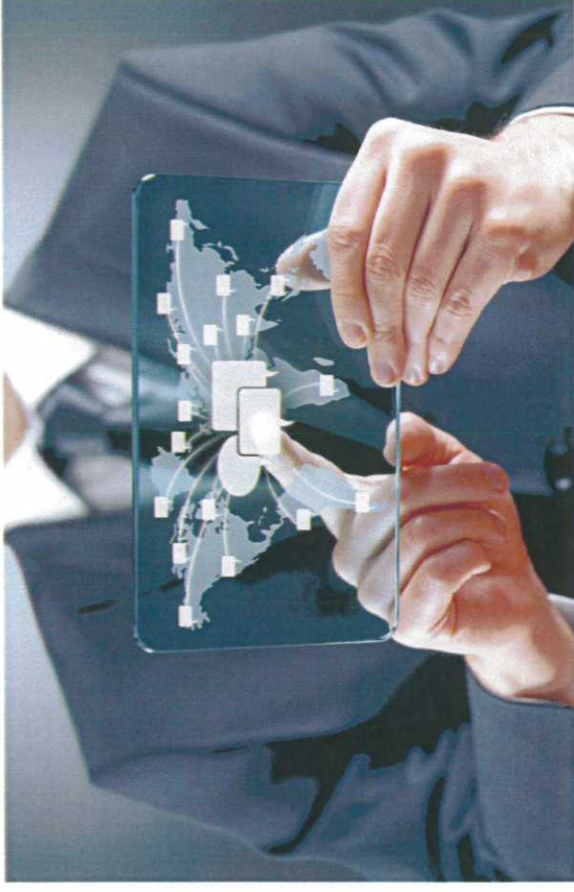


Use of New Technologies

- Corporate Communications will leverage new and emerging technologies to achieve mission and objectives
- Strategy outlines several tactics to achieve this
 - Examples include enhanced website, increase mobile and social media



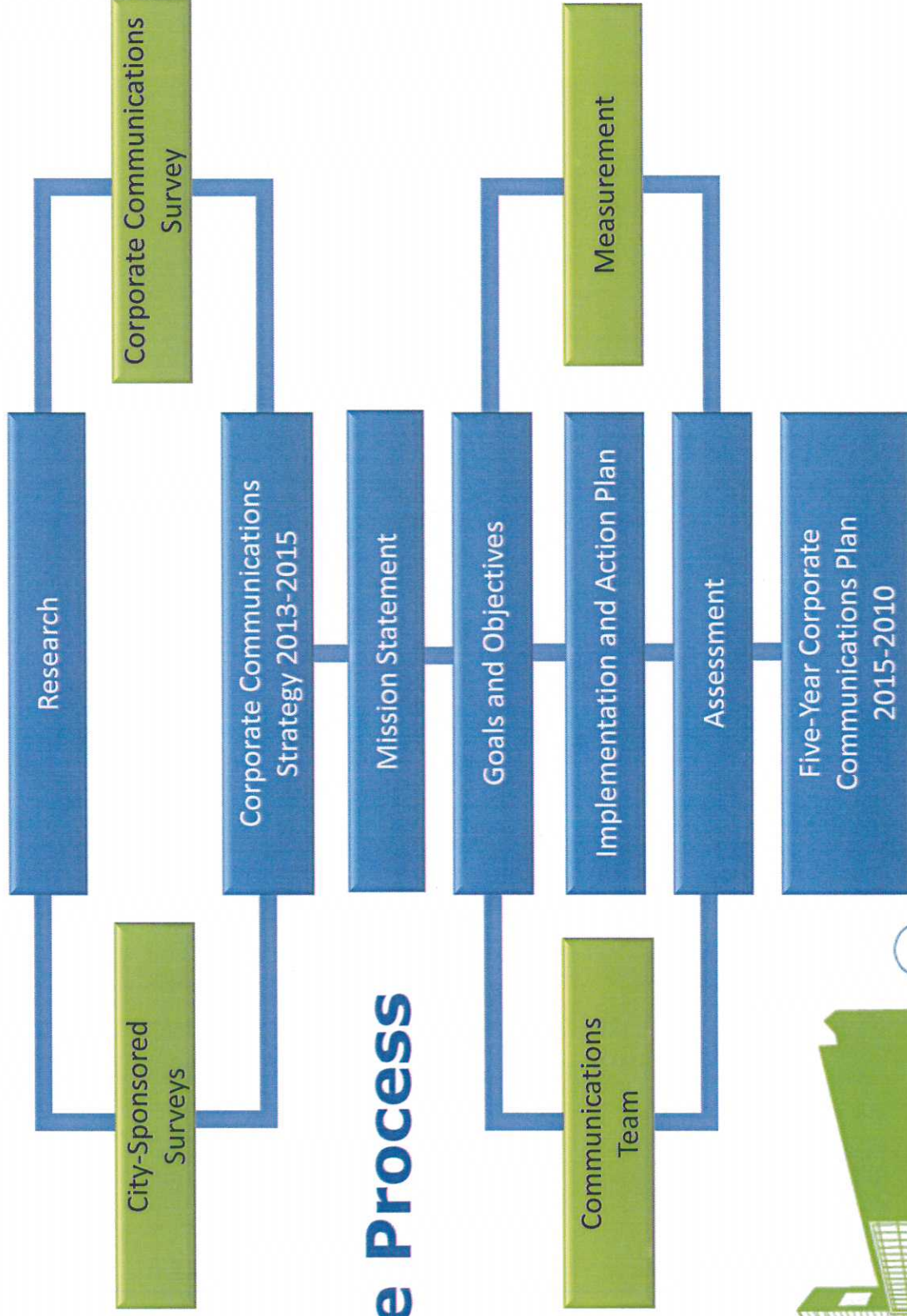
10



Telling the Vaughan Story

- Sharing the Vaughan story with stakeholders is a key priority in the strategy
- We will work to achieve this goal through proactive media relations
 - Getting the information out in a timely fashion
- Increase our communications avenues
- Enhancing internal communication - employees are ambassadors for the municipality





The Process



Facts

- Vaughan residents provided feedback on this strategy by participating in an online survey, telephone poll, focus group and conference call in the summer of 2013
- **Key findings:**
 - It is important to receive regular communication from the City
 - Simple “get to the point” information needed
 - More social media and more opportunities to provide feedback
 - Mobile apps and a mobile friendly website are important
 - Electronic communications are preferred
 - Citizen engagement is important



Multi-phased Implementation

- Phase 1: Communications Strategy (2013-2015)
 - Has a number of actionable items to achieve goals and objectives
 - Measurement is a key component
- Phase 2: Five-year Communications Plan
 - Will map out **framework** and vision for the future of Vaughan's communications function
 - Will identify **gaps and needs** based on measurement
 - Build on **success** of the Communications Strategy



14



Measurement

- Measurement will be a key focus for Corporate Communications over the next two years
- Department will review success indicators associated with each objective in all plans
- Feedback will be collected from internal and external sources
- The findings will be used to create a solid foundation for the Five-year Communications Plan



15



The Actions

Area	Actions
eCommunications	• Social media, eNewsletters, website content, videos, corporate mobile app, online services
Media Relations	• Proactive approach, multi-media news releases, inquiry response
Council Support	• C3 mobile application, eNewsletter enhancement, major initiative support
Internal Communications	• Internal communications campaign, steering committee, social intranet platform (Jostle), City Manager's communications plan
Marketing	• Plain-language standards, corporate style guide, advertising strategy



Conclusion: Lead Engage Action Position

- Communications Strategy will position the City to continue to take the **LEAP** forward
- Positions us to become a **two-way communications** organization - both internally and externally
- Through the strategy, the City will improve **citizen engagement**, use new and effective technologies, and tell the Vaughan story
- Continually **measure our success** and adapt to the always evolving world of communications



Thank you



Questions

