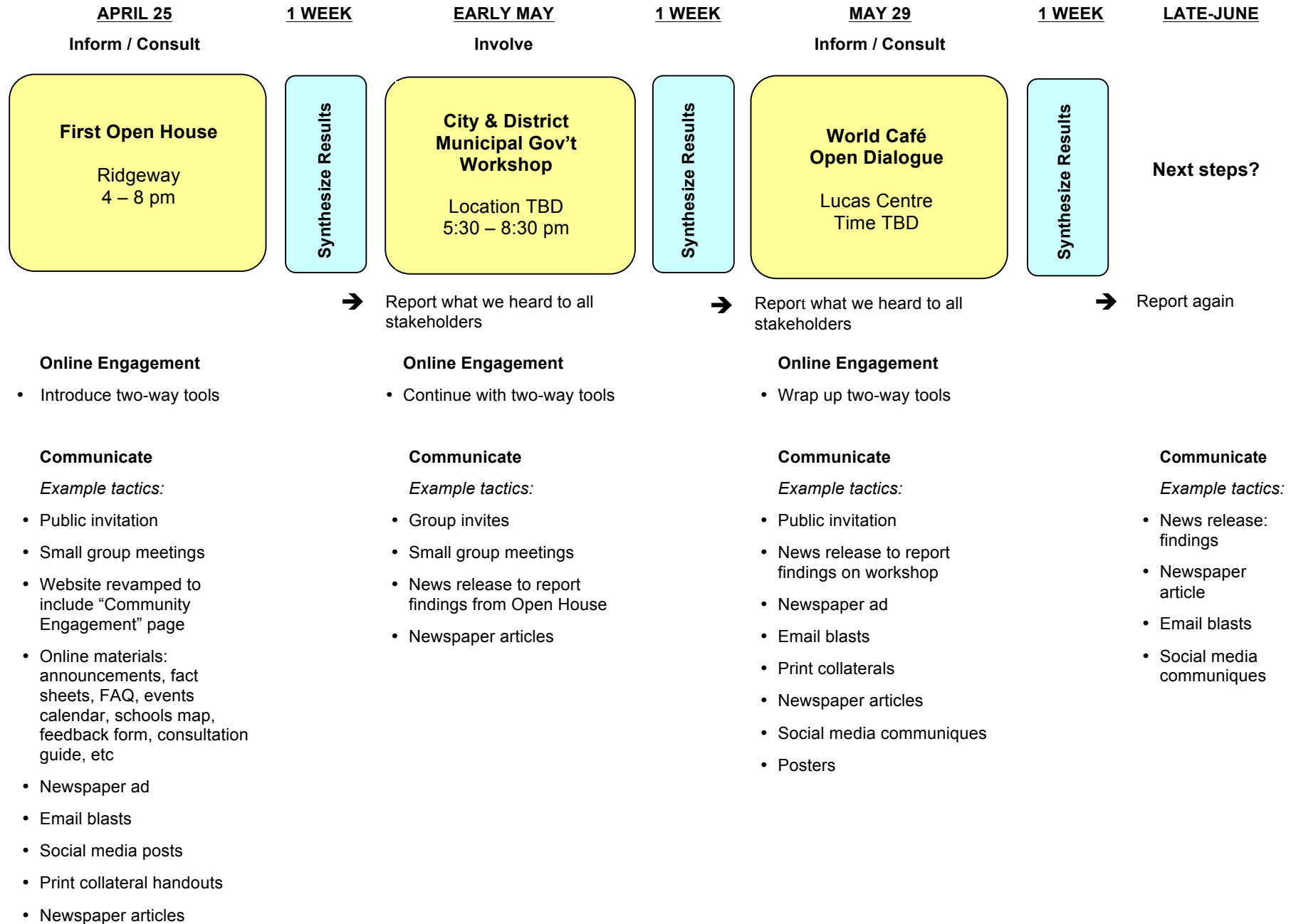


# Spring 2012 Community Engagement Communications Strategy



**APRIL 25**

**Inform / Consult**

## First Open House

Ridgeway  
4 – 8 pm

**1 WEEK**

**Synthesize Results**



Report what we heard to all stakeholders

**EARLY MAY**

**Involve**

## City & District Municipal Gov't Workshop

Location TBD  
5:30 – 8:30 pm

**1 WEEK**

**Synthesize Results**



Report what we heard to all stakeholders

**MAY 29**

**Inform / Consult**

## World Café Open Dialogue

Lucas Centre  
Time TBD

**1 WEEK**

**Synthesize Results**



Report again

**LATE-JUNE**

**Next steps?**

### Online Engagement

- Introduce two-way tools

### Communicate

*Example tactics:*

- Public invitation
- Small group meetings
- Website revamped to include "Community Engagement" page
- Online materials: announcements, fact sheets, FAQ, events calendar, schools map, feedback form, consultation guide, etc
- Newspaper ad
- Email blasts
- Social media posts
- Print collateral handouts
- Newspaper articles

### Online Engagement

- Continue with two-way tools

### Communicate

*Example tactics:*

- Group invites
- Small group meetings
- News release to report findings from Open House
- Newspaper articles

### Online Engagement

- Wrap up two-way tools

### Communicate

*Example tactics:*

- Public invitation
- News release to report findings on workshop
- Newspaper ad
- Email blasts
- Print collaterals
- Newspaper articles
- Social media communiques
- Posters

### Communicate

*Example tactics:*

- News release: findings
- Newspaper article
- Email blasts
- Social media communiques