

APPENDIX B

Building Markham's Future Together Community Engagement Plan

September 16, 2019

GOALS

- EDUCATE, INFORM AND ENGAGE;
- Consistent and clear messaging to all audiences, reinforcing importance of Markham's Strategic Plan in guiding its future and the positive impact on our community;
- Provide update on BMFT 2015-2019 goals and achievements and present the 2020-2023 Strategic Plan;
- Inform our diverse community about the Strategic Plan;
- Equip community with information and tools in shaping the strategic direction of Markham - 'have a say in your City' and get involved.

COMMUNICATIONS STRATEGY

- Four-week public engagement and awareness campaign;
- Go to where the people are;
- Paid and organic social media;
- Contests;
- Expand awareness in diverse communities;
- Video vignettes.

COMMUNICATIONS OBJECTIVES

- Increase online survey participation from 1,965 participants in 2015 to include 3,000 engagements;
- Increase media coverage;
- Translate key information to reach diverse audience;
- Expand the City's following on YourVoiceMarkham, social media channels and e-news;
- Collect valuable community data and metrics.

WHAT SUCCESS LOOKS LIKE

- Residents and businesses understand that there is a refreshed strategic plan;
- Residents and businesses provide valuable feedback and support the direction and priorities of the plan;
- Residents and businesses understand the City's strategic goals and objectives and their associated actions;
- Staff understand what guides the municipality over the next four years;
- Staff and Members of Council serve as ambassadors of the initiative;
- All stakeholders know where to find additional information about BMFT on website, YourVoiceMarkham and social media;
- City acquires data to understand the community's priorities and that could inform future consultations and programs.



It's Your Voice Markham!

Welcome to Your Voice Markham, the City of Markham's online engagement site that allows you to contribute your ideas and feedback on City matters important to you! We want to empower you, our residents, partners and businesses, to be more active in shaping our community and future. We will listen to what you say, take your opinions into account and report back to you on how community input contributes to decisions.



- Leading community engagement platform used by many municipalities and government agencies across Canada and the US;
- Launched in March 2019;
- 900 subscribers, 9,300 visitors to date.



ENGAGING THE COMMUNITY – COMMUNICATIONS TACTICS

Engaging our Partners both internally and externally to expand our reach:

Internal

- Work across Commissions to support initiative, forming 'BMFT Task Force' representing Rec, Fire, Culture, EcoDev, Finance, Planning, Mayor's Office and others, to work with established stakeholder groups and brainstorm on additional outreach opportunities.

External

- Leverage our 'already engaged' residents: Boards, Advisory Committees, Business Associations, Celebrate Markham recipients, Board of Trade, BIAs and Ratepayer Associations, Mayor's Youth Council, Community Centre Youth and Seniors Groups, YR Build, Sports groups etc.

ENGAGING THE COMMUNITY – COMMUNICATIONS TACTICS

Mayor and Council Communications

- Prepare email and newsletter communication, including suggested social media and newsletter content to share with constituents;
- Prepare BMFT presentation materials for community open houses, ratepayer meetings, etc.
- Prepare printed material for select groups (seniors etc.) to be distributed at community meetings;
- Paper copies of YVM survey for residents who are not tech savvy or do not have access to internet (seniors etc.)

Mayor

- 105.9 – Mayor in the Morning;
- Video vignettes on different components of the Strategic Plan, in addition to a video seeking participation in the survey;
- Media interviews (targeted);
- Markville Mall /First Markham Place Pop-Up booth.

ENGAGING THE COMMUNITY – COMMUNICATIONS TACTICS

- **September 23** – kickoff event
- **Social Media** - paid and organic
- **Digital Markham Life**
- **City Page Ads**
- **Website**
- **Electronic Information Boards/Digital Marquees/Fire Station Marquees/new 407 signs**
- **Media Advisory**
- **Bylined article**
- **Targeted media pitching and interviews**

ENGAGING THE COMMUNITY – COMMUNICATIONS TACTICS

- **Media Ads**
- **Snapd and Economist: wraps/'sticky notes'/pullouts**
(confirming pricing)
- **Robocall**
- **Mobile Signs**
- **Floor Decals**
- **Pop-Up Banners/Booths**
- **Posters**
- **Radio (105.9 The Region, 680 News, Newstalk 1010)**
- **YorkRegion.com Web Ads**
- **Remington Screens**
- **Tim Hortons TV**
- **Cineplex Ads**

POST ENGAGEMENT COMMUNICATIONS – SURVEY RESULTS AND REPORT

- **Website**
- **YourVoiceMarkham**
- **Social Media**
- **Mayor's video**
- **City Page Ads**
- **Media Release/Targeted pitching & interviews**
- **Eblasts (external)**
- **Enews/ELT Express**
- **Markham Life**

NEXT STEPS

The Council to agreed to the following next steps:

| Jul | Aug | Sep | Oct | Nov |
|---|-----|--|-----|--|
| Plan Finalization | | | | |
| City staff consolidate Council feedback into summary draft plan and establish recommended metrics / targets | | <div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; padding: 2px;">6</div> <div style="border: 1px solid black; padding: 2px;">16</div> <div style="border: 1px solid black; padding: 2px;">23</div> </div> <p>Council meets to review and finalize draft plan; General Committee validates status as draft Community Engagement Kick-Off Meeting</p> | | <div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; padding: 2px;">18</div> <div style="border: 1px solid black; padding: 2px;">26</div> </div> <p>General Committee endorses draft Plan Council meets to review and ratify 2020 – 2023 BMFT Strategic Plan</p> |
| Community Engagement Plan | | | | |
| City staff establish approach to community engagement and book dates | | Community and staff engagement plan activated | | |