

Communications Plan

Strategy Summary

A broad reaching communications strategy to support and reinforce the messaging provided in the personal notice letters and the advertisements in The Herald will be developed. This will be designed to satisfy Council that the alternative method of advertising (including this communications strategy) brings the proposed amendments to the attention of substantially all the affected parties.

Communications Objectives:

- To inform citizens of the proposed land use changes
- To encourage citizens to check if their property, or the property in which they are currently residing is included in the proposed changes
- To educate citizens on their options for participation at the upcoming Public Hearing regarding this matter. (Currently scheduled for March 12, 2018).

Target Audiences

- Owners/Occupiers of parcels with the R-1, R-C1, and R-C1L designations
- Adjacent landowners of parcels with the R-1, R-C1, and R-C1L designations
- Homebuilders and developers (BILD and CREB)
- Owners/Occupiers of parcels with non-conforming secondary suites
- Future occupants of secondary suites that would like to see improved safety and compliance
- Mayor and Council
- Community Associations

Timeline

	22- Jan	29- Jan	5- Feb	12- Feb	19- Feb	26- Feb	5- Mar	12- Mar
calgary.ca project page								
Digital ads								
Calgary.ca web ads								
Paid Facebook and Twitter								
Organic Facebook and Twitter								
Calgary Sun								
Metro Calgary								
Ethnic Newspapers								
Bold Signs								
Digital Display Units								
Media Availability								

Communications Plan

Communication Tactics

Digital

Digital: Calgary.ca Web Content

- A project page at www.calgary.ca/suitereform has been built with an address search tool for visitors to search their address and determine if they are one of the affected land use areas.
- They will be provided with information on their land use (whether it will be impacted, if they already can develop a secondary suite etc.)

Digital: Calgary.ca Web Ads

- Clickable ads will be placed throughout the calgary.ca website
- The small ads will link back to the project page that has been developed where Calgarians can search their address and get more information on the changes.

Digital: Digital Ads

- Focus would be on high level messaging in the ad with a click-through to the Calgary.ca page so that they can use the address search tool.
- Targeting high-level digital ad placements that are relevant to the audience, but provide more broad targeting, will keep costs low while reaching a high number of users with the messaging.
- Potential sites include CBC.ca, Kijiji Real Estate, HGTV.ca & DIY.ca, CalgaryHerald.com, CalgarySun.com, GlobalNews.ca Macleans.ca, and REW.ca.

Digital: Paid Social (Facebook & Twitter)

- Facebook will use interest targeting to help capture home owners and home builders alike.
- Twitter and Facebook will target ages 25 and up, as they are more likely to be home owners and/or occupants of secondary suites, but this can be adjusted as needed.

Digital: Organic Social (Facebook & Twitter)

- Facebook will use one post with interest targeting and an event up for at least one week prior to Council Hearing (which can be boosted).

Print

Print: Calgary Sun and Metro

- Utilizing the three main daily papers, the aim is to cover all demographics who may be property owners or live in the relevant zones of Calgary.
 - Legislative services will be coordinating the ads through The Herald, this would be for the Calgary Sun and Metro Calgary.

Print: Ethnic Newspapers

- Newspaper ads will be developed and placed in publications that target the five primary ethnic groups in Calgary. These are identified as per the Ethnic Marketing Strategy research.

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- Utilizing a variety of additional print news channels in non-English speaking languages will contribute to reaching a wider range of Calgarians impacted by these changes.

Other Channels

Other: Digital Display Units

- Information will be placed on The City's digital screens internally and externally in City buildings around the city (i.e. recreation facilities). There are 95 internal facing and 55 external facing.

Other: Media Relations

- News release and media availability to be held on or around February 8 with the intent to kick off the communication plan and invite citizens to participate in the public hearing process.
- Monitoring and measurement of earned media regarding secondary suites.

Other: Bold Signs

- We will be utilizing bold signs across the city (as targeted to the communities with the largest concentration of R-1, R-C1, and R-C1L land uses).

Other: Customer Service Call Centre

- Information will be provided on the changes to 311 and the planning services centre (268-5311).
- Citizens can call and ask for help searching their address if they do not have the ability or access to the Calgary.ca webpage search tool.

Other: Council Memo/Information

- Ongoing information will be provided to the Councillor's offices to ensure that they have full information on the proposed changes to share with constituents.

Other: Key Stakeholder Information Packages

- Information will be provided on the changes to community associations (through the FCC) and to BILD/CREB (to reach homebuilders interested in these changes).

Other: Internal Employee Communications

- Utilizing existing internal communications tools (such as myCity, internal digital display units and video) will support staff as these changes move forward.