

# Communications Strategy

## Strategy Summary

A broad-reaching communications strategy to support the proposed change in newspaper notifications will be implemented starting early August 2022. This communications strategy has three phases, the first is notifying the public of the proposed Bylaw to enable digital advertising channels (Awareness), the second phase is the elimination of newspaper ads for public notice of public hearings on planning matters (Transition), and the third phase communicating where that information can be found (Sustainment).

The communications strategy will focus on phase 1 (Awareness) throughout 2022. Phase 2 (Transition) will carry forward into the first half of 2023. Phase 3 (Sustainment) then become an ongoing body of communications for Planning & Development.

The intent of this communication strategy is to continue to modernize promotional efforts to better inform citizens that Calgary.ca and the Development Map are key tools to get information and be involved in planning.

Additionally, the communications strategy will integrate the multicultural strategy into these public notifications, based on the needs of Calgarians. They will strengthen the connection with citizens who have limited English language skills.

### Communications Objectives for Awareness and Transition Phase:

- To inform citizens of the elimination of public hearing notices in newspaper ads.
- To encourage citizens to seek this information on the [Calgary.ca/planningmatters](https://calgary.ca/planningmatters).
- To educate citizens on their options for getting information on development activity in their neighbourhoods.
- To strengthen the connection with citizens who have limited English language skills on.

### Communications Objectives for Sustainment Phase:

- Continue informing citizens of planning information available on the [Calgary.ca](https://calgary.ca) website.
- To educate citizens on their options for engaging in development activity that they care about.
- To strengthen the connection with citizens who have limited English language skills on.

### Target Audiences

- Calgarians (broadly)
- The Federation of Calgary Communities
- Community Associations
- Mayor and Council

### Key Messages

- The City of Calgary is proposing a Bylaw to modernize the promotional mix to improve awareness and engagement with citizens about planning matters.
- Starting August 2022, land use redesignation information will be available on [Calgary.ca/planningmatters](https://calgary.ca/planningmatters).
- Citizens can review upcoming developments that will go to Council public hearings, make comments and/or pre-register to address Council at an upcoming hearing all on one site.

- Advertisements on land use redesignations will continue in the Calgary Herald newspaper until May 2023, where afterwards Calgary.ca/planningmatters will be the go-to source for public hearings on planning matters.
- Providing coordinated, easy to understand information regarding potential changes in a community due to a proposed development will create better awareness and increase opportunities for citizens to participate in the planning process.

### **Phase 1: Awareness (August – October 2022)**

The Awareness phase begins the organic process of having all public hearing information be available on Calgary.ca/planningmatters.

#### **Tactics:**

- 1) Calgary.ca/planningmatters
- 2) Organic Social (Facebook & Twitter)
- 3) Information package for Federation of Calgary Communities
- 4) Councillor toolkit
- 5) Community association newspapers
- 6) 311 and Planning Services Centre brief

### **Phase 2: Transition (October – May 2023)**

This phase will have two, city-wide advertising campaigns (October 2022 and May 2023), to heighten awareness of the advertising changes. Each campaign will last 4 weeks to maximize reach.

#### **Tactics:**

- 1) Calgary.ca/planningmatters content updates
- 2) Calgary Herald Web Ads
- 3) Paid Social (Facebook & Twitter)
- 4) Organic Social (Facebook & Twitter)
- 5) Calgary Herald newspaper ads
- 6) Community association newspapers
- 7) Multicultural advertising (e.g. Canadian Chinese Times, Punjabi National, Le Franco, Trend Weekly, Sing Tao - Weekend Edition, Windspeaker Radio).
- 8) Notice posting signs

### **Phase 3: Sustainment (June 2023 and beyond)**

This phase will see the end of Calgary Herald newspaper ads and transition to digital promotions of public hearings and a bi-annual campaigns that continues to inform citizens of the services and avenues to be informed and engage in planning applications that matter to them.

#### **Public Hearing Advertisement Tactics:**

Occurring monthly; promotion of the next public hearing and where to find the information. Ads used would be standardized to reduce the amount of work each month.

- 1) Calgary.ca/planningmatters content update
- 2) Paid social media (Facebook and Twitter)
- 3) Paid geo-targeted multi-cultural social media ads
- 4) Notice postings

**Semi-annual Campaign Tactics:**

2-week promotions of the Development Map and where to find information on Calgary.ca, twice a year. Recommend first campaign September/October 2023.

- 1) Calgary Herald Web Ads
- 2) Paid Social (Facebook & Twitter)
- 3) Organic Social (Facebook & Twitter)
- 4) Multicultural advertising (e.g. Canadian Chinese Times, Punjabi National, Le Franco, Trend Weekly, Sing Tao - Weekend Edition, Windspeaker Radio).
- 5) Community association newspapers