

	A. INFORMATION GATHERING	B. MINIMAL OUTREACH	C. OUTCOME-FOCUSED COMPREHENSIVE by Theme Areas
Description	• Compile input received from the Election Campaign • Website comments online	• One engagement 'forum' per quadrant • Mobile engagement 'bus' • Website comments online	• Awareness & Understanding Campaign, • Marketing campaign about engagement opportunities • Outcome-based engagement focused on self-selected theme topic areas • Going to shopping malls/special events /community centres • Online engagement opportunities (e.g. forums), social media • Mobile engagement 'bus' where people congregate
Marketing / Promotion	• City press releases, social media (free media coverage) • City website	• City press releases, social media (free media coverage) • City website • Bold signage near quadrant forums	• City press releases, social media (free media coverage) • Marketing campaign via various mediums • Community newsletters • Householder (in Assessment notices) • TV Vignette(s) • Targeted promotion to diverse audiences (e.g. ethnic venues, cultural groups, etc)
Reach (Volume)	• Citizens who engaged with candidate during election • Online participants	• Attendance at quadrant forums • Citizens who interact with bus • Online participants	• Variety of opportunities for broad involvement • Self-selected; based on topic area of interest
Broadness of Audience	• Varied by ward; • Minimal online	• Varied by attendees from each quadrant, and interactions with engage bus • Limited online	• Multiple opportunities for all stakeholders
Channels	• Election Candidate forums, door-knocking, candidate websites • Online	• Website / social media comments • Input from four community events	• Face-to-Face (Shopping malls /Community Special Events) • Online Engagement opportunities • Targeted activities through community groups & events
Content	• Blank page; • Dependent on questions asked by candidate, and/or input offered by citizens	• Blank page; • Dependent on citizens to identify priorities	• Focused discussions, based on topic areas that participants are interested in (builds on existing research and engagement)
Engage Level	• Information / Listen & Learn	• Listen & Learn	• Consult
Results for Council	• Summary of what was heard from citizens during campaigning for Election • Summary of online comments validating what was heard	• Validation of current priorities within focus area • Stakeholder ideas and comments	• Clarification on The City's outcomes and next steps, necessary to achieving long-term goals • Summary of key Outcomes identified within each Focus / Theme area; • Identification of new Outcomes desired by citizens to achieve long-term objectives
Cost Estimate	• \$10-\$20 thousand	• \$100-\$135 thousand	• \$500-\$570thousand