



To: Mayor and Council

From: Lauren Sinclair, Communications Coordinator

Date: August 22, 2019

Committee of the Whole Date: August 26, 2019

Title: Communications Roll-Out - Beckwith Street Revitalization Project

For Direction

For Information

For Adoption

Attachment __ pages

Recommendation: To provide information on how the Town will communicate developments and next steps on the Beckwith Street Revitalization Project to residents, stakeholders, businesses and media.

Purpose:

To propose a roll-out of communications activities that build awareness and understanding about developments and next steps on the Beckwith Street Revitalization Project.

Background:

This roll-out plan is based on recommendations made in the Communications Strategy that was presented to the Committee of the Whole on July 15, 2019.

Several steps have been taken since that time to provide clear and easily accessible information on this project. On July 24, the Town [issued a News Release](#) indicating that it had received \$2.1 million in funding for the Beckwith Street Revitalization project from the province. The Town also launched a [Beckwith Street Revitalization Project web page](#) that contains FAQs, and links to related council decisions/discussions on the project.

Analysis and Options:

**This communications roll-out is contingent upon Council's approval of the project and construction contract.*

Activities	Details	Audience	Timeline	Lead
Report presented to COW on Beckwith Street Project		Town Council Interested Stakeholders	August 26	Public Works and Utilities
Council to make decision on construction contract		Residents Downtown Business Owners	September 3	Public Works and Utilities
News Release <i>*contingent on council approval</i>	To announce successful contractor and timeline for construction	Residents Downtown Businesses Media	Issued day after Council Decision	Communications
Public Engagement	Meeting on accessibility	Interested stakeholders	Week of August 19	Public Works and Utilities
	Accessibility Alternatives	Town Council Interested Stakeholders	September 3	Public Works and Utilities
	Meet the Contractor Night with Downtown Business Association	Downtown Businesses	Early September (TBC)	Contractor / Downtown Business Association Communications / Public Works and Utilities
	Meet the Contractor Night with Residents	Residents	Late September (TBC)	Contractor / Communications / Public Works and Utilities
Social Media Plan	Prepare social media plan with regular updates/information on the project	Residents Downtown Business owners Visitors	Week of September 3	Communications
Build web content for speaksmithsfalls.ca (TBC)	Create project page to include public notices and photo gallery	Residents Downtown Business Owners	Week of September 3	Communications

Update web page on the Beckwith Street revitalization project	Keep website up to date with developments	Residents Downtown Business Owners Tourists	Week of September 3	Communications
	Add link to report from Accessibility meeting		Week of September 3	Communications
	Add photos to highlight what Beckwith Street will look like		Week of September 3	Communications
	Up-date FAQs to address questions related to road closures, access to businesses, timelines, etc.		Early September (TBC)	Communications
Content Advertising	Write an article for www.hometownnews.ca and www.lake88.ca Article to be identified as sponsored content to highlight details of project	Residents	Early September (TBC)	Communications
Start of Construction	Shovels in the ground		Fall TBC	
News Release	To announce start of construction	Residents Downtown Business Owners Visitors	Fall TBC	Communications
Media technical briefing on the project	Provide detailed summary and overview of project and next steps	Media	Mid- September	Public Works and Utilities (With support from Communications)
Targeted One-on-one meetings between Councillors and constituents	To promote key benefits and engage the community	Residents Downtown Business Owners Business Committee	Ongoing	Council

		Leads (Chamber, DBA, EDAC)		
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Budget/Financial Implications:

Much of this plan can be executed using existing and in-house resources. There will be minimal costs associated with hosting the “meet the contractor nights” and the content advertising.

Link to Strategic Plan:

Strategic Priority #3 – Transportation Networks

Existing Policy:

Not applicable

Consultations:

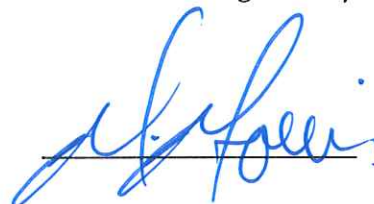
CAO, Director of Public Works & Utilities, Manager of Economic Development & Tourism, Lakeview Public Relations

Notes/Action (space for Council Member’s notes):

Respectfully Submitted:


 2017 Lauren Sinclair,
 Communications Coordinator

Reviewed for Agenda by:


 Malcolm Morris, CMO
 CAO