



Date: 03/10/2018

AGENDA ITEM SUMMARY

To: Chair and Directors, Cariboo Regional District Board
And To: John MacLean, Chief Administrative Officer
From: Emily Epp, Manager of Communications
Date of Meeting: Cariboo Regional District Board_Oct12_2018
File: 4210-20-18-03

Short Summary:

Interlakes Referendum Communications Evaluation

Voting:

Corporate Vote - Unweighted

Memorandum:

A communications plan is a tool for delivering a message to an audience; it guides the process by outlining the objectives, strategies, tactics and measurable results. Crafting a communications plan also ensures a situational analysis is considered, the audience is defined and the purpose is clear and concise.

A communications plan was developed ahead of the Interlakes Fire Truck referendum for these reasons. With the referendum completed, the original objectives have been measured and the budget has been updated. The final evaluation is attached.

Attachments:

Interlakes Referendum Communications Plan – with Final Evaluation

Financial Implications:

The cost of the Interlakes Fire Truck referendum was allocated under the Interlakes Volunteer Fire Department budget.

Policy Implications:

N/A

Alignment with Strategic Plan:

- Ensuring Sufficient and Sustainable Funding
- Building on our Relationships
- Providing Cost Effective High Quality Services
- Focusing on Being Well Governed

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CAO Comments:

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Options:

- 1) Receipt;
- 2) Receipt and other action.

Recommendation:

That the agenda item summary from Emily Epp, dated October 3, 2018, regarding the evaluation of the Interlakes Fire Truck Referendum communications plan, be received.