



Date: 27/11/2018

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_Dec07_2018

File: 4210-20-18-04

Short Summary:

North Cariboo Airport 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 North Cariboo Airport Service referendum for these reasons.

Evaluation is a key component of communications planning, because it provides tangible results to gauge the success of the plan. Now, following the referendum, the original communication plan objectives have been measured and the budget has been updated. The final evaluation is attached and changes to the original plan are indicated in red.

Attachments:

NC Airport Referendum Communications Plan – Final Evaluation

Financial Implications:

The cost of the North Cariboo Airport Service referendum is allocated under the new service 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, Manager of Communications, dated November 27, 2018, regarding the evaluation of the North Cariboo Airport Service Referendum communications plan, be received.