



**Date:** 29/01/2019

## **AGENDA ITEM SUMMARY**

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**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\_Feb08\_2019  
**File:** 1470-01

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### **Short Summary:**

CRD Corporate Communications Plan 2019-2022

### **Voting:**

Corporate Vote - Unweighted

### **Memorandum:**

Staff have updated and expanded the CRD's Corporate Communications Plan, which is presented here for the Board's review and feedback following consultation with the Board's Communications Chair. The CRD's previous Corporate Communications Plan was drafted in 2015 but not finalized. This plan builds upon that version and expands it to a comprehensive four-year plan.

The Corporate Communications Plan is intended to be a 'living' document. While the objective and goals of the plan are designed to be reasonably static, the tactics will be updated and reviewed throughout the implementation of the plan as required. The plan will also be comprehensively reviewed at the end of 2022 and updated at that time.

Further, the goal is to incorporate and align the Corporate Communications Plan with the Board's strategic direction for 2019-2022.

The attached Corporate Communications Plan fleshes out the background, situational analysis, research, objectives, goals, tactics, measurement tools and evaluation measures of the CRD's communications. The appendix provides further detail on the CRD's communications operating principles, previous communication efforts, research and the communications context in the region.

### **Executive Summary**

The primary objective of the Cariboo Regional District's corporate communications is to establish the CRD as a two-way communications organization that is informative, proactive, inclusive and transparent by engaging our citizens and stakeholders in meaningful, cost-effective ways when delivering our services.

Looking at the next four years, this plan assesses the Regional District’s current communication efforts, provides insight and direction for 2019-2022 and identifies specific goals and tactics to move those efforts forward.

The four main goals for 2019-2022 are:

1. Increase public awareness, knowledge and understanding of Regional District services, projects and initiatives;
2. Increase public satisfaction with how the Regional District makes information available to them;
3. Increase public satisfaction with opportunities the Regional District provides for two-way communication and to participate in decision-making processes; and
4. Increase Regional District key messaging through local media coverage.

Over the course of this plan, the CRD’s communications efforts will primarily focus on digital communications while still using traditional communications tools and face-to-face engagement. This blend of tactics will create a well-balanced program that reaches the majority of stakeholders.

Evaluation will be conducted throughout and at the end of the plan to measure whether the CRD has successfully met its goals. By setting a strategic communications direction for 2019-2022 and using tangible measurables to gauge success, the CRD will be able to clearly demonstrate the effectiveness of its communications efforts and see the return on its investment.

**Attachments:**

- 1) CRD Corporate Communications Plan 2019-2022
- 2) CRD Corporate Communications Plan Appendix

**Financial Implications:**

The cost of the tactics and measurement tools included in the Corporate Communications Plan are accounted for in the 2019-2023 five-year financial plan.

**Policy Implications:**

The Corporate Communications Plan includes reviewing and updating the CRD’s current communication policies as necessary, as well as developing a media and public engagement policy.

**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:**

I concur with the Corporate Communication Plan and this recommendation.

**Options:**

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

**Recommendation:**

That the agenda item summary from Emily Epp, dated January 29, 2019, with attached CRD Corporate Communications Plan 2019-2022, be received and endorsed.