

COMMUNICATIONS PROGRAM

1. ABOUT THE DOCUMENT

This document summarizes the Westside Governance Committee's Public Communications Program.

2. PROGRAM OBJECTIVES

The Communications Program has four objectives:

- to reach, and communicate the results of the analysis to, the electors of the Westside
- to give people sufficient opportunity to review, scrutinize and understand the findings
- to engage people — that is, to get them interested in and talking about the issues
- to get feedback from the community, both in terms of what information needs to be clarified as the Program unfolds, and in terms of whether there is sufficient interest in sending both restructure options (stand-alone and amalgamation) to referendum

3. PROGRAM APPROACH & TOOLS

The Program is an awareness campaign designed to make a large population aware of: specific governance options and their implications for the community; opportunities to get fully informed; and the opportunity to vote in a referendum on the community's future.

The considerable size of the Westside community means that a variety of tools must be used to ensure that awareness is maximized.

Tool	Description
Opening Press Conference	<ul style="list-style-type: none">– kick-off Communications with press conference for representatives of all forms of media (print, TV, radio, web)– provide briefing packages to all attendees– outline PCP with focus on key events; take questions
Website	<ul style="list-style-type: none">– useful as central information resource for all detailed work as well as for shorter summary pieces– allows for feedback using email and other methods– will be re-designed specifically for Communications phase
Delivered Information Hand-out	<ul style="list-style-type: none">– hand-out to raise awareness of Phase II findings, and to advertise PCP events– delivered door-to-door by Canada Post — all residences; all

Tool	Description
	<ul style="list-style-type: none"> businesses – advertise distribution of hand-out in days leading up to it – include "tear-off" feedback card
TV & Radio Ads	<ul style="list-style-type: none"> – 30-second information slots (83 on television) – use to raise awareness of issues and of vote, to provide information on public events, and to direct people to information resources
Newspaper Ads	<ul style="list-style-type: none"> – full-page advertisement for PCP at beginning of process – full-page advertisement on referendum after PCP, in lead-up to vote
Newspaper Issues Series	<ul style="list-style-type: none"> – series of "Issue Pieces" to run over Communications – each piece to address separate issue as it relates to the options – throughout series, ask for feedback using "tear-off" card
Radio Shows	<ul style="list-style-type: none"> – appearances on local radio talk shows (CKOV 63, CBC, Oldies 1150) near beginning and end of PCP – answer questions and raise profile of findings – outline opportunities for public to get involved and informed
TV Interviews	<ul style="list-style-type: none"> – Shaw Cable and CHBC have indicated interest and will likely ask for interviews with Chair and reps
Visits to Editorial Boards	<ul style="list-style-type: none"> – Committee representatives to hold sit-down interviews with editorial boards of local papers (together or individually) at papers' offices – include Westside Weekly / Courier, and Capital News
Open Houses	<ul style="list-style-type: none"> – hold series of open houses (two at beginning; two at end) in two different locations in Study Area – invite media reps to cover (important to reach broader audience) – poster boards and handouts available – Committee members on hand to mingle and answer questions – formal presentation portion with facilitated Q&A – comment cards and "graffiti walls" for people to provide feedback – second series to include information on most common questions and comments that have emerged since first series
Small-Group Presentations	<ul style="list-style-type: none"> – create a "shell" presentation for Committee reps to give to local groups (e.g., Chamber, Residents' Associations, Service Groups) – feedback forms for people to fill-out
Web Exchanges	<ul style="list-style-type: none"> – provide "bulletin board" on which people can post views and respond to others' views (vetted by consultant) – have two scheduled online forums in which people discuss issues in real-time with Committee reps
Presentation to City & RDCO	<ul style="list-style-type: none"> – Committee to make presentation on findings and PCP at open City of Kelowna Council meeting, and at open RDCO Board meeting – allows for media coverage – courtesy to stakeholder governments
Phone line (voicemail)	<ul style="list-style-type: none"> – for non-internet users, have a phone line that people can call to request hard-copies of materials, provide feedback or ask questions – voicemails taken and responded to promptly

4. TIMING

The Communications Program is designed to be implemented over a sixty-day period, beginning as soon as the Phase II analysis (including the Provincial Offer) has been completed. Prior to implementation, the materials for public distribution will be developed by the consultants (for review by the Committee). A detailed calendar of events will also be constructed.

5. CITY OF KELOWNA

The Westside Governance Committee is responsible for informing and engaging the citizens of the Westside (more specifically, those within the Study Area). The Communications Program summarized in this document focuses on the Westside.

Citizens of the City of Kelowna will, undoubtedly, be interested in the issues being discussed, particularly given that one of the three options for Westside electors — the "Amalgamation Option" — proposes the expansion of City boundaries to include the Westside area. The City of Kelowna is in charge of determining exactly how and when to engage its citizens. It is anticipated, however, that the City and the Westside Governance Committee will work together in order to make their respective communications efforts consistent with one another (where appropriate), and in order to share materials (and thus minimize duplication and cost).

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