

# Request for Decision City Council




Type of Decision									
Meeting Date	May 10, 2006				Report Date	May 3, 2006			
Decision Requested	X	Yes		No	Priority	X	High		Low
	Direction Only				Type of Meeting	X	Open		Closed

Report Title
Community Solutions Team - Preliminary Report

Budget Impact / Policy Implication	Recommendation
<p>X This report has been reviewed by the Finance Division and the funding source has been identified.</p> <p>The projected budget cost for the work and report of the Community Solutions Team is \$75,000, broken down as follows:</p> <p>Mileage expenses for CST members \$ 5,000            Public Consultation Advertising \$ 17,500            Consultation process including materials and logistics \$ 47,500            Production of Final Report \$ 5,000</p> <p>This unbudgeted expenditure for 2006 will be funded from the Tax Rate Stabilization Reserve.</p>	<p>That City Council thank the members of the Community Solutions Team for agreeing to volunteer to assist the City of Greater Sudbury to identify issues in the outlying communities and provide solutions.</p> <p>Further, that Council accepts the consultation process and proposed budget outlined in the report and directs staff to work with the Community Solutions Team members to ensure the success of this initiative.</p> <p>Further, that Council request that the Community Solutions Team make recommendations on future community consultative processes.</p> <p>Finally, that funding be provided from the Tax Rate Stabilization Reserve.</p>
Background Attached	Recommendation Continued

Recommended by the Department	Recommended by the C.A.O.
 Doug Nadorozny General Manager - Growth and Development	 Mark Mieto Chief Administrative Officer

Date: May 3, 2006

Report Prepared By	Division Review
 Ian Wood Coordinator - Tourism and Marketing	Name Title

**Background:**

On April 26, 2006, City Council passed a resolution to *"approve the formation of a Volunteer Community Solutions Team, led by former Nickel Belt MPP, Ontario Minister of Finance and Deputy Premier, Floyd Laughren, to conduct an extensive public consultation that will identify issues and recommend solutions to City Council by January 2007."*

The same resolution requested a preliminary report be submitted to Council by May 2006, identifying the Solution Team members, the consultation process and a projected budget.

In addition, at the Priorities Committee Meeting of March 22, 2006, the Committee recommended that eight topics related to governance be reviewed. One of these topics relates to the process to be used for public consultations and civic engagement. More specifically, the recommendations were that a consistent set of guidelines for community consultations be established and that whenever public consultation is used, there be a statement as to how the feedback received from the public would be considered by Council. It was suggested that consideration could be given to establishing a public involvement task force to make recommendations with regards to civic engagement. The creation of the Community Solutions Team and the extensive consultations that will be held with the community through that process to hear from residents in area communities, presents an opportunity to gather public input on community and civic engagement.

**Community Solutions Team Members:**

Mr. Laughren feels that the Community Solutions Team should seek to reflect the geographic and demographic realities of the outlying areas. He has secured the participation of the following individuals to work with him on this:

Barry Brett, Garson

Gisèle Chrétien, Hanmer

Martha Cunningham-Closs, Onaping

Keir Kitchen, Capreol

Jack Oatway, Worthington

One additional person, Rayside Balfour

**Date: May 3, 2006**

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**Consultation Process:**

Mr. Laughren, with staff support, has developed a process designed to bring the CST to the people in all parts of the outlying communities. This process will encourage the active involvement of Community Action Networks that have been established in the outlying areas of Greater Sudbury. In addition, Mr. Laughren wants to ensure that CGS staff is consulted and that members of Council, as the citizens' elected representatives, are provided an opportunity to provide input.

The consultations will begin before the end of May with public meetings in 20 outlying communities across the CGS:

Azilda	Beaver Lake
Bleazard Valley	Capreol
Chelmsford	Coniston
Dowling	Falconbridge
Garson	Hanmer
Kukagami Area	Levack
Lively	Naughton
Onaping	Skead
Val Caron	Wahnapitae
Wanup	Whitefish

Using the tools available through the mySudbury Community Portal, citizens will have the opportunity to provide input on-line via e-mail and with an innovative "virtual forum," with members available for a live chat session. The consultation workbook will also be available through Community Service Centres where citizens will also be able to drop off written submissions for the CST.

It is important to note that the CST will be looking for solutions that recognize and build upon the current municipal structure. While they are interested in hearing all of the issues of concern to residents in the outlying communities, solutions related to de-amalgamation or any other substantial changes to municipal government structure, can not be considered for the purposes of this initiative. Mr. Laughren will be definitive on this position and it will be repeated at the start of all public meetings.

**Date: May 3, 2006**

A summary of the 6-step consultation process is outlined below:

Step #	Description	Timing
1	Community Solutions Team Orientation - Questions, Publicity	May 2006
2	First Round of Community Consultations - 20 communities - One on one consultations with Councillors - Opportunity for CGS staff to have input	May - June 2006
3	Review public input, identify themes, potential solutions	July - August 2006
4	Second Round of Consultations - in 8 communities - bring forward results from first round - test solutions, encourage additional input	September 2006
5	Solution Work Groups - composed of CST and additional public members - CGS staff to assist as technical advisors as appropriate - tackle individual themes and solutions	October - November 2006
6	Final Report	January 2007

An internal staff group, with representation from each department, is being set up to provide administrative and logistics support as well as project management assistance for the Community Solutions Team.

As indicated above, it is also recommended that a question on the civic engagement process be incorporated into the Community Solutions Team public meetings and that the findings of the Community Solutions Team be used as the basis for any recommendations on community dialogue, public consultations and civic engagement.

**Date: May 3, 2006**

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**Project Budget:**

As indicated to Council on April 26, Mr. Laughren and the other CST members will donate their time for this project. In addition, a large percentage of the administrative support, as well as all of the logistical support and technical advice, will be provided using existing staff resources. These factors combined, represent a substantial in-kind contribution to this effort and a direct cost saving to the municipality.

The projected budget cost for the work and report of the Community Solutions Team is \$75,000, broken down as follows:

Mileage expenses for CST members	\$ 5,000
Public Consultation Advertising	17,500
Consultation process including materials and logistics	47,500
Production of Final Report	5,000

**Conclusion:**

In response to Council's request, the Community Solutions Team is now in place and anxious to get to work. The schedule below, for the first round of consultations, demonstrates the commitment of the team to engage the outlying communities and provide every opportunity to understand the concerns and desires of these citizens and to bring them into the process of developing solutions.

Mr. Laughren and the CST members appreciate the confidence that Council has demonstrated in them and the encourage all members of Council, and indeed the entire community, to participate in this important exercise.

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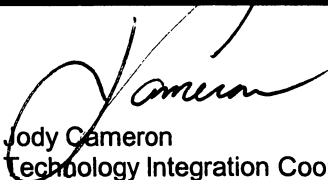
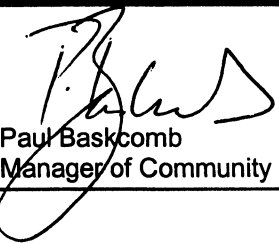


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Meeting Date	May 10, 2006				Report Date				
Decision Requested	x	Yes		No	Priority	x	High		Low
	Direction Only				Type of Meeting		Open		Closed

Report Title
mysudbury Campaign Update

Budget Impact / Policy Implication	Recommendation
<p><input checked="" type="checkbox"/> This report has been reviewed by the Finance Division and the funding source has been identified.</p> <p>As funding was established in the 2006 budget there are no budget implications.</p>	<p>That the Council of the City of Greater Sudbury accepts the recommendation of the GSDC and congratulates the members of the mysudbury Campaign Steering Committee for their work to date in advancing the "My Sudbury" and "Oui Sudbury" campaign.</p> <p>Further, Council endorses the mysudbury Campaign plan for 2006 and encourages the community to continue to embrace this exciting community building project.</p>
Background Attached	Recommendation Continued

Recommended by the Department	Recommended by the C.A.O.
<p>Doug Nadrozny General Manager Growth and Development</p>	<p>Mark Mieto Chief Administrative Officer</p>

Report Prepared By	Division Review
 Jody Cameron Technology Integration Coordinator	 Paul Baskcomb Manager of Community and Strategic Planning

## Background

On January 11, 2006, Council provided its endorsement of the mysudbury / ousudbury Campaign. A long term community campaign that is testimonial-based to reinvigorate the image of our community both internally and externally.

Since the January 11<sup>th</sup>, 2006 council meeting, staff in collaboration with the community-based steering committee has been busy creating the Marketing/Communications Plan for 2006 as well as executing an initial internal campaign to kick start the mysudbury/ousudbury campaign. The initial campaign has been well received in the community with all major media embracing the mysudbury / ousudbury framework and staff has received many phone calls and emails from citizens and businesses wanting to get involved. Our initial investment of \$50K has been leveraged by major media that generated over \$220K in marketing value.

The Marketing/Communications Plan for 2006 has the following key strategies::

- Implementation of partnership program - We need to call upon citizens, businesses and opinion leaders to show leadership by endorsing the mysudbury / ousudbury campaign messages and themes. To date we have well over 60 partners that have voluntarily signed up to be a partner and over the next 12 months we will be working with them on how they can best endorse the campaign.
- Develop Web-based information system to allow easy access to the campaign materials by partners and other groups and to encourage dialogue between citizens, partners and the city - Using the infrastructure of the mysudbury.ca Community Portal, a web-based information site has been created. At the site, users are able to view video testimonials, upload images for the campaign, sign up as a partners, download images and participate in discussions forums.
- Develop media relations materials to introduce new image - This involves the creation of print ads, TV ads, radio ads, etc... To date we have started a collection of materials that we can use throughout the campaign. However, additional work in this area will be required as new elements in support of the overall campaign are rolled out.
- Develop media campaigns across all available media on a local level and a national level - The steering committee in collaboration with partners will plan various targeted marketing campaigns to support the overall mysudbury / ousudbury campaign. The over-riding objective is to influence and stimulate these audiences out of what has been described as "a feeling of inadequacy." – to instil pride in place, potential and achievement.
- Develop sector-specific campaigns for mining, tourism and others if applicable - The over-riding objective is to influence and stimulate audiences within our main economic engines that Greater Sudbury is a great place to visit and to do business.

- Develop database to track marketing communications efforts (system-wide) - To implement the mysudbury / mysudbury campaign across as large and diverse an organization as the city and its partners will require the establishment of a master tracking system to monitor activities, medium employed, target markets and objectives. Using the infrastructure of the mysudbury.ca community portal, a database has been created and we are currently tracking the following:

**Direct City investment:**

Activities  
 Expenditures  
 Leveraged amounts

**Partners:**

Engagement  
 Recruitment  
 Implementation of materials

**Research:**

Results by market (internal/external)  
 Surveys (using survey data gathered during the Initial Image project as a benchmark)

**2006 Budget**

Description	BUDGET FOR \$250K	LEVERAGED \$
<b>Staff Salary</b>	<b>\$25,000</b>	<b>\$25,000</b>
<b>Research</b>	<b>\$15,000</b>	
Internal Marketing (Group 1)	\$87,500	
External Marketing (Group 2)	\$47,500	
GSDC External Marketing (Business Development and Tourism)		\$156,500
Mini Campaign (\$50K Cash, leveraged \$220k)		\$270,000
<b>Partnership Development</b>		
Promotional Expenses for Partners	\$40,000	
Partnership kits	\$25,000	
Partner Contributions (In-Kind)		\$91,584 (Actual to-date)
<b>Sub Total</b>	<b>\$250,000</b>	<b>\$543,084</b>
<b>Grand Total</b>		<b>\$793,084</b>



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**Successes since January 11<sup>th</sup>, 2006**

- 60 partners have signed up to be a mysudbury / ousudbury partner
- Partners have already contributed \$92K in marketing value to the mysudbury / ousudbury campaign
- During initial eight (8) week campaign the mysudbury / ousudbury campaign invested \$50K and in return the media partners contributed and additional \$220K in marketing value

**Motion that was approved by the GSDC at their April 12<sup>th</sup>, 2006 Meeting**

*That the GSDC Board of Directors thanks the members of the mysudbury Campaign Steering Committee for their work in developing the "mysudbury/ousudbury" Marketing / Communications Plan and budget for 2006.*

*Further, that the GSDC Board recommends that the Council of the City of Greater Sudbury endorses the mysudbury/ousudbury Marketing / Communications Plan and budget for 2006 and further, that City Council acknowledges the strong commitment made by the campaign partners to date and encourages the community to continue to embrace this exciting community building project.*