

**Investment & Economic
Prosperity Plan**
Communicating the Plan
Engaging the Public

MARCH 27, 2012

Communications Activities

| | | |
|------------------------|--|--|
| Tuesday, April 17 IEP | Plan your community engagement process | C o m m u n i c a t e |
| Tuesday, May 8 IEP | Establish a baseline – where are we today? | |
| Tuesday, May 29 IEP | Confirm criteria & receive project summaries | |
| June (all month) | Engage the community | |
| Tuesday, June 19 IEP | Review projects & update on community engagement | |
| July (all month) | Analyze community engagement feedback | |
| Tuesday, July 17 IEP | Develop your strategy & evaluate projects | |
| Tuesday, August 14 IEP | Develop a shortlist | |

Opportunities to Communicate

- Media opportunities: radio and television talk shows, op-ed and editorial boards
- Community and business groups: neighbourhood associations, town hall meetings, BIAs, Chamber of Commerce, LDI, Urban League
- Other partners: UWO, Fanshawe, Western Fair, etc.

Tools to Communicate

- Strong and consistent brand needed for all materials (print and online)
(London on the Move)
- Powerpoint presentation for Council members
- Handout summary of activities and opportunities for engagement (leave behind)
- Website materials with email feedback
- Social media

Key Audiences

- General public (including neighbourhood and community associations)
- MEPC members (sector based)
- Small businesses
- Medium and large businesses
- Non-profit organizations
- BIA's
- Labour
- Other levels of government
- Other public sector (health, educational institutions, etc.)
- Students
- Youth (Emerging Leaders, London Youth Advisory Committee)
- Other private sector

Key Messages

London on the Move

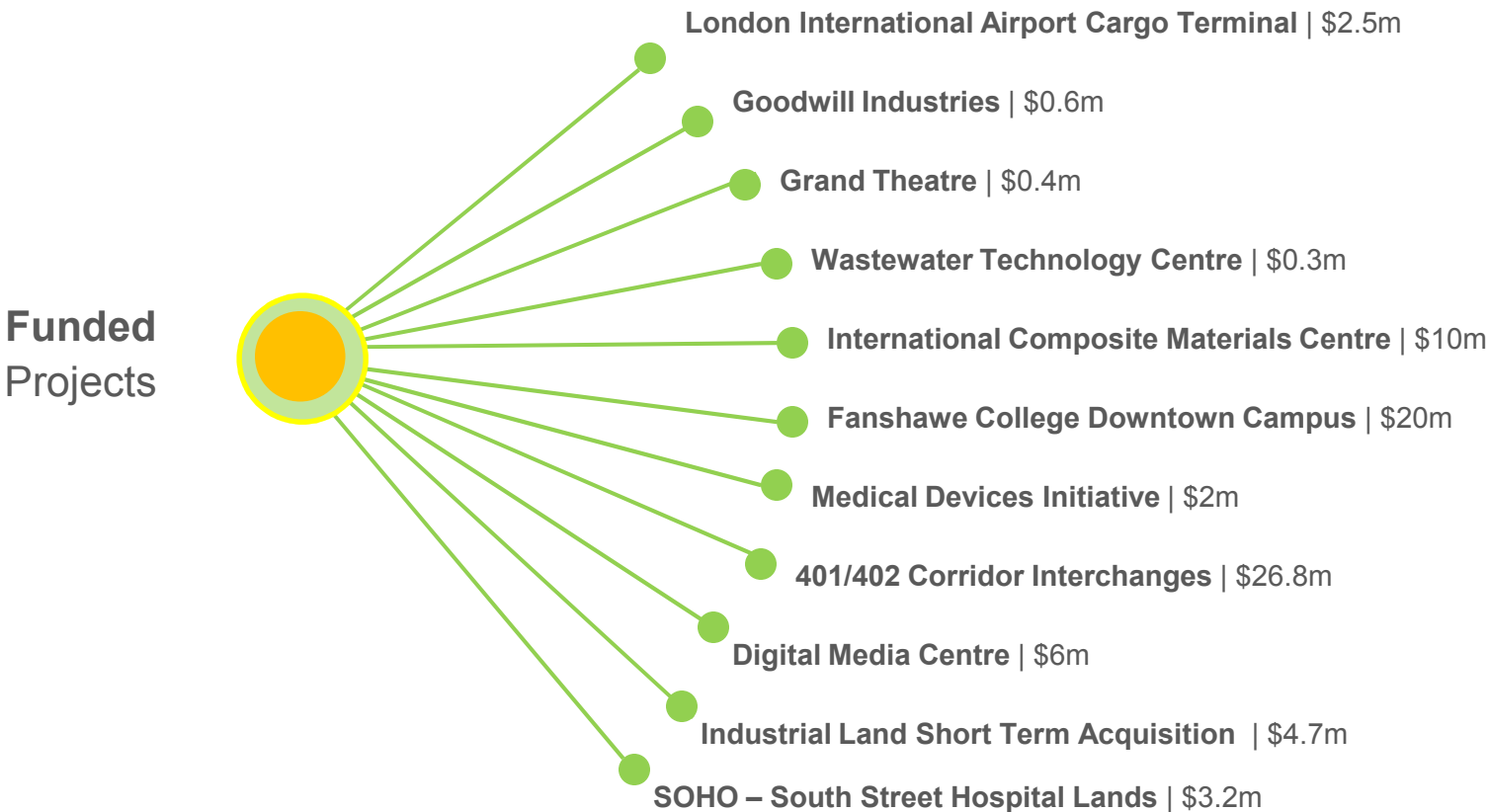
Accelerating growth of a strong vibrant economy

- London has a strong and diverse economy
- We are in the midst of transformative economic change
- Council has a plan to accelerate economic growth
- Are you prepared to help us move London forward?

London's Strong Foundation

- Diversity and strength in education, health care, culture, infrastructure
- Strong community partners from arts to heritage, social services, business leaders, public sector leaders
- Attractive to private sector investors
- Affordable tax rates
- Southwestern Ontario benefits from a strong London economy

Progress on Economic Development Projects



Great Opportunities

- Redevelopment of the South Street lands
- Fanshawe downtown campus
- Industrial land development
- Western downtown presence
- Downtown Civic Square
- At least 40 opportunities are available – all of which could yield an economic benefit.

The Plan: *London on the Move*

- Are you ready to help us Move London?
- Are you prepared to be our partner?
- What investments are available?
- How can you get involved?

Financing Options

- How much will the *London on the Move* Plan cost?
- How will we pay for it?
- The London on the Move Economic Fund:
 - Raise money
 - Leverage private and public partner funding
 - Raise taxes
 - Increase debt

Engagement Plan

- Objective: build consensus on the plan (now until June)
- Objective: invite public input on the best projects (June)
- Objective: invite public input on the plan and the list of projects (October)

Opportunities for Engagement

- City of Opportunity Summit (one day event)
- Townhall meeting (virtual and in person with Mayor and Councillors)
- OP and other engagement events (piggy back on existing events)
- Self-facilitated discussions with feedback to be provided online (“kitchen conversations”)
- Online survey

Tools and Resources

- Display unit
- Handout summary
- Email for feedback
- Website materials
- Discussion guide
- Form (paper and online) to gather and provide input

Next Steps

- Re-engage with design firm to develop brand and design (week of March 26)
- Develop and finalize powerpoint (April 17)
- Develop and finalize leave behind piece (April 17)
- Develop a timeline and schedule of communication opportunities (April 17)
- Further develop the engagement plan for discussion on April 17, 2012