



Draft

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

April 17, 2012

Brand: some potential names

Draft

Together We Grow (inclusive)

London Rising (inspirational)

Advantage London (positive and used previously)

London's Prosperity Plan (straight forward with linkages to other plans)

Opportunity London (linkage to Strategic Plan)

How does the Committee wish to proceed with finalizing the name? Is other input required?

Key Dates

Draft

- April 26 – Convention Centre – J. Swan
- April 28 – Change Camp London
- May 3 – Rethink London Launch – Official Plan
- Date – LHSC – J. Swan
- Date – SJHC – J. Swan
- Date – Chamber of Commerce – J. Swan
-

Engagement Plan

Draft

- Phase 1 Objective: provide information and build consensus on the goals and objectives of the plan (the vision) (now til June)
- Phase 2 Objective: invite public input on the potential projects and the criteria against which they will be measured (June)
- Phase 3 Objective: invite public input on the plan and the final list of projects (October)

Phase 1 Engagement

Draft

- Objective: provide information and build consensus on the goals and objectives of the plan (the vision)
- Method: speaking engagements, events, one on one meetings
- Timing: April – June 2012
- Tools: Council members + collateral materials: powerpoint, brochure, visual display, website

Phase 2 Engagement

Draft

- Phase 2 Objective: invite public input on the potential projects and the criteria against which they will be measured
- Timing: June 2012
- Tools: events (see next slides) + collateral materials: visual display, website, discussion guide, brochure, online survey

Potential Key Questions

Draft

- Objectives and desired outcomes – will the objectives help us achieve the outcomes?
- The projects – do they match up with our desired outcomes?
- Is the plan missing anything?
- How can you help us achieve the plan?
- What other funding opportunities are available?
- Who else do we need to bring to the table to make these happen?

Half-Day Workshop

Draft

- Date: Wednesday, June 13
- Time: 8:30 am – 12:30 pm
- Location: London Convention Centre
- Format: Keynote speaker, roundtable discussions to identify 3 – 5 top projects with potential, as well as required actions to achieve the results

Townhall Meetings

Draft

- Virtual townhall meeting with the Mayor and Joe Swan, Chair of IEPC
- Councillors to hold townhall meetings with the help of the discussion guide

Other Events

Draft

- Rethink London meetings and events (Official Plan)
- Cultural Prosperity Plan meetings and events
-

Self-Facilitated Discussions

Draft

- Provide discussion guide to be downloaded from website
- Encourage Londoners and community groups to hold their own conversations and provide feedback to us electronically

Online Survey **Draft**

- Allows people to provide input if they are not able to attend other events in person or virtually
-

Next Steps

Draft

- Finalize powerpoint, brochure and website with brand (April 20)
- Continue to develop a schedule of communication opportunities (April 20)
- Finalize and start planning for the engagement plan in June