



Draft

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

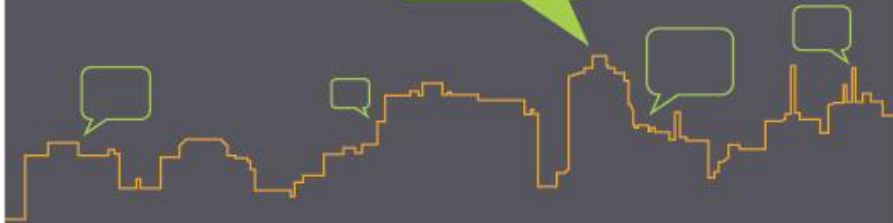
May 8, 2012

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# London's Prosperity Plan



Let's get  
working  
London...



Join the conversation today at  
[www.prosperityforlondon.ca](http://www.prosperityforlondon.ca)

17"

# Communication Opportunities and Key Dates

Draft

- Date – LHSC – J. Swan
- Date – SJHC – J. Swan
- Date – Chamber of Commerce – J. Swan
- June 9 – IEPC to hear proponent proposals
- June 13 – ReThink information sessions
- June 23 – ReThink visioning sessions, including workshop on London's Prosperity Plan
- June 27 – Cultural Prosperity Plan event

# 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 ideas and proposals
- Timing: May - June
- Tools: website, idea/proposal form

# Phase 3 Engagement **Draft**

- Phase 3 Objective: invite public input on the plan and the final list of projects
- Timing: September - October
- Tools: website with online survey, public meeting