The United Counties of Stormont, Dundas and Glengarry

Successful Municipal Communication Techniques
Tuesday, September 9, 2014

Warden Eric Duncan T.J. Simpson, CAO Terry Besner, Ec. Dev & Comm. Officer



Presentation Overview

- Part 1: Embracing Social Media Through Technology
- Part 2: Stormont Dundas Glengarry: A Communications Journey
- Corporate Services, then and now
- Evolution of a Brand...
- Getting the message out:
 - Internally
 - Externally
- Challenges and Techniques
- Part 3: Communications Techniques for the 2015 IPM



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Facebook Statistics	Data
Total number of monthly active Facebook users	1,310,000,000
Total number of mobile Facebook users	680,000,000
Increase in Facebook users from 2012 to 2013	22 %
Percent of all Facebook users who log on in any given day	48 %
Average time spent on Facebook per visit	18 minutes
Total number of Facebook pages	54,200,000
Number of Facebook users in 50 mile radius of Cornwall	124,000



BEST PRACTICES

- Create a 'page' instead of 'profile'
- Have multiple administrators to keep content fresh
- Stay positive, focus on wording
- Hold contests to get 'likes' and 'shares' to promote page, events, and news



BEST PRACTICES

...Cont'd

- Connect with your stakeholders to help generate traffic to each other's pages
- Lots of pictures
 - Use a picture with each post (even a 'stock')
 - Include many locals as possible and encourage people to 'tag' themselves and their friends

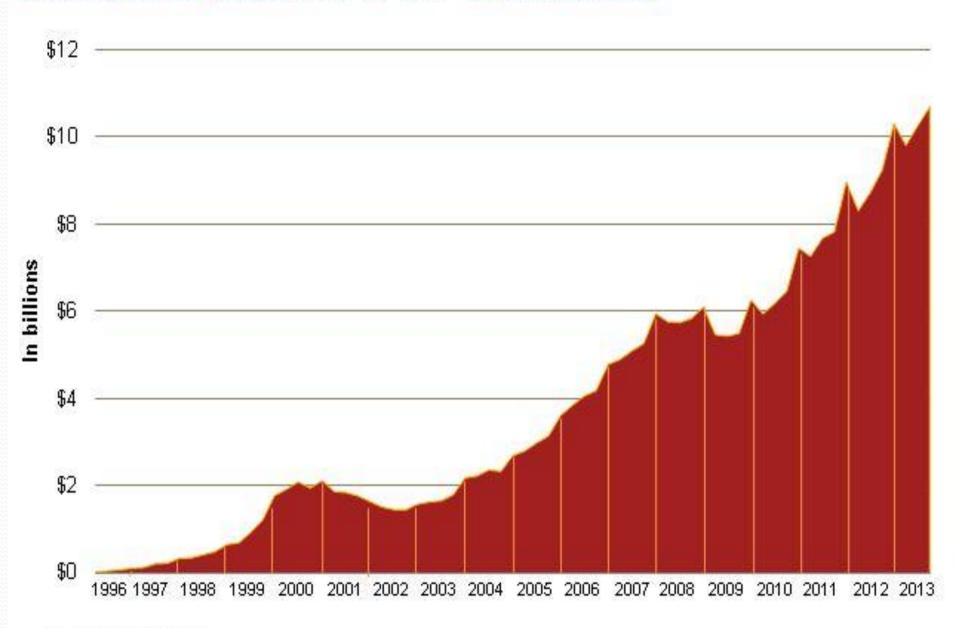


BEST PRACTICES

- Facebook is a FREE, effective, statistical way to market your event
 - Complete stats of how many clicks, views, etc.
 - Detailed analysis of stats and figures
 - Can see number of views per post
 - You can schedule your ads in advance

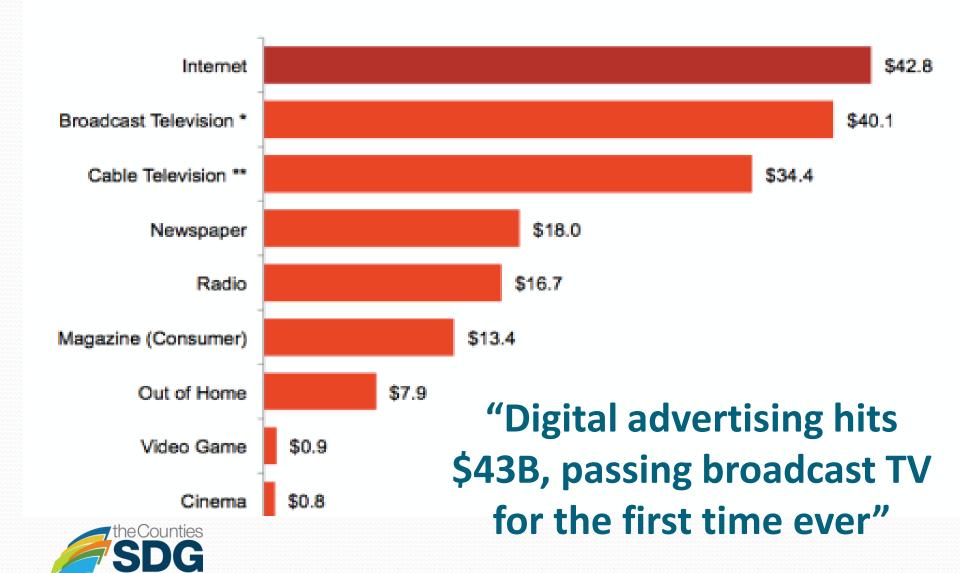


Quarterly revenue growth trends Q1 1996 - Q3 2013 (\$ billions)



Source: IAB/PwC 2013

Advertising revenue market share by media - 2013 (\$ billions)



- DID YOU KNOW: Facebook's 2013 revenue was \$6,150,000,000. That's \$6.15 BILLION
- No offence to other media, Internet is the future
- You can set your budget, campaign length, and you "pay per click/like"
- Targeted Advertising is available by:
 - Age
 - Interest

- Gender
- Geography



- There are two different types of Facebook advertising:
 - Increasing Page awareness and 'likes'
 - Promoting a specific post (an event, an announcement, update, etc.)



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 - Increasing Page awareness and 'likes'
 - Promoting a specific post (an event, an announcement, update, etc.)



Video Clips

- People are more willing to watch a video, then read a page of text
- 60 seconds maximum

 Quick summary. Post link to reports, etc. on website if needed

Cost: 1 digital camera (\$200-400)



Mayor's Breakfast

- Free event (through sponsorships or in-kind services)
- 7:30am-8:30am at Township facility
- Special Guest Speaker
- 15 minute comments







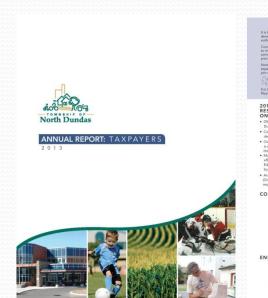


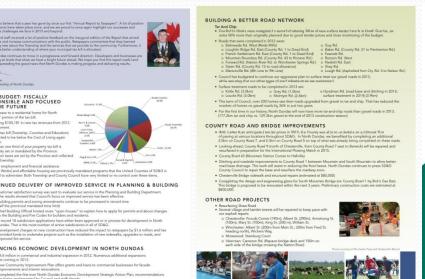
Mayor's Community Breakfast



Annual Report to Taxpayers

- Released at Mayor's Breakfast (Spring)
- Produced by professional graphic designer (Kelsea Myers, Winchester Print)
- Cost: \$627.00 (500 copies)
- Copies also dropped off at Doctors, Dentists, WDMH Emergency Room,
 Chamber of Commerce, Parmalat lunch room, service clubs
- Another opportunity to provide unfiltered, important perspective directly to ratepayers; provides unique information other forms of communication (newspapers) do not cover





Nearth Devalue continues to be a leader in recreational programming: A highly accounted fine alternation of program was ensembly launched at access to an informal amongsules or goods and the weight canched. As additional capital units, "DOS includes regards and capital control and the second points and the weight control and the second points and the weight capital capital units," DOS includes regards and species to the leventure and graph and part agree at harmony plant. 95% OF NORTH DUNDAS TO HAVE TOP NOTCH. Councils have been heard that our accessed was set between the tenant access. This is one of the first quantities are proposed to ended and the second point of the second points and the

ADDRESSING NEEDS FOR RECREATION FACILITIES, PARKS, AND PROGRAMS



Construction Update – Saunderson Sidewalk Installation

Dear neighbours,

I am writing to provide an update on the Saunderson Drive sidewalk installation.

In early spring, you received a notice from me indicating the City was preparing to construct a new concrete sidewalk on the east side of Saunderson Drive, from Goren Avenue to Chapman Blvd. The design includes narrowing the street to allow room for the sidewalk, ensuring there will be no impact on private property, nor would it affect driveway parking, trees, street lights or other utilities.

Installation work was scheduled to begin immediately following the tender process; however, current construction prices have not been favourable, resulting in some projects being delayed. Unfortunately, the Saunderson Drive sidewalk was one project that did not move forward. We are hopeful that the next round of sidewalk tenders will see improved pricing that will allow construction to go ahead. If the sidewalk is not constructed this year, I can confirm it will be first priority next spring.

I will keep you apprised as new information becomes available.

If you have any questions or concerns, please contact me via email at peter.hume@ottawa.ca, or by phone at 613-580-2488.

Sincerely,

Peter Hune

Peter Hume City Councillor Alta Vista – Canterbury – Riverview

Info Flyer on Capital Projects

- Delivered to mailbox in areas where capital projects are scheduled to take place
- Provides residents with project timelines, advises of delays/logistics, contact information for project lead
- Shows direct value for tax dollars to constituents; unfiltered, direct information to them
- Looking to roll out in North Dundas in 2015; pilot project with SD&G in fall 2014 to test

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Part 2: Stormont Dundas Glengarry A Communications Journey



Background

- State of the union...
 - Departments, organizational changes
 - Communications approach
 - Not centralized, more of an "ad hoc" basis
 - Inconsistent terminology, templates, approach...
 - Who are we and what do we do?
 - ...needed to educate the general public



Services statement

What Does the Counties Do for You?

SDG delivers library services, regional economic development, court services, land use planning, and provides vital transportation infrastructure - including the largest county road network in Ontario.

SDG administers county-wide policing.

SDG collaborates with community partners to provide emergency services, child care, public health, longterm care, and social assistance.



Ad Hoc Committee Mandate

 For the purposes of this Committee, "corporate identity" is defined as: public recognition and awareness of how the Corporation serves ratepayers through the policies, programs and services it provides.



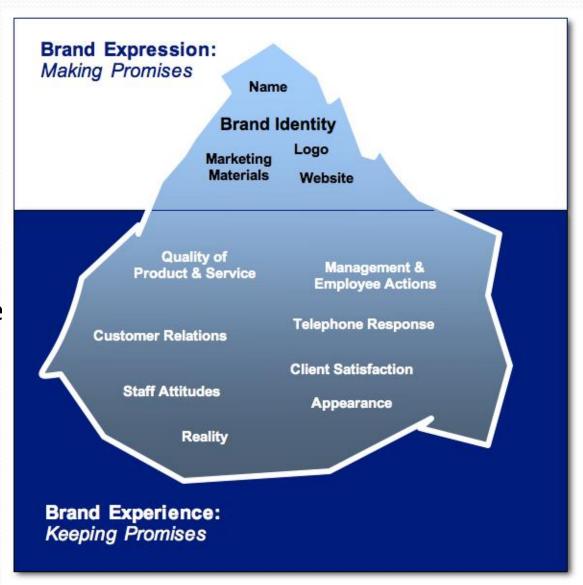
How do we create public value?

- Focus corporate communication efforts on building and sustaining – a recognizable corporate brand
- What will a brand mean for SDG on a corporate level?
- How will branding efforts be focused to raise awareness and improve public value?



Brand Assessment

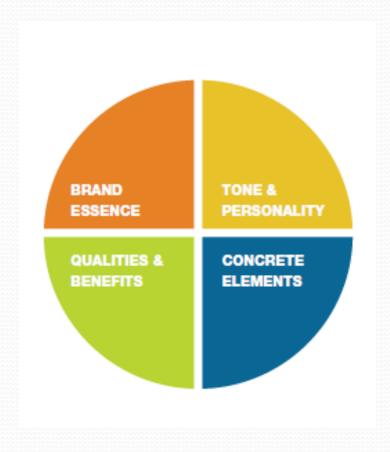
- A brand is like an iceberg...
- A new logo and marketing materials may create a positive impression, but dayto-day operations help cement the real brand





Brand Strategy

- Summarizes the essence, qualities and benefits of the United Counties of Stormont, Dundas and Glengarry.
- Recommends on how to best position the region
- Describes tone and personality of brand marketing and communications





Brand Promise

THIS IS A PLACE THAT OFFERS NEW BEGINNINGS AND NEW OPPORTUNITIES, WHERE YOU'LL FEEL THE ENTREPRENEURIAL SPIRIT OF ONTARIO'S ORIGINAL SETTLERS.

- Advanced and Accessible
- Resourceful and Affordable
- Rural, but not remote Location



Reaching the Target Audiences—In General



Marketing starts from within and works it way outward...

- SDG Corporate Services
- Local Business
 Community, Investors
 and Influencers
- Public, Press
- Outside Investors and Entrepreneurs



Decisions, decisions, decisions

- 1.Logo
- 2.Tagline
- 3.Signage
- 4. Terminology
- 5. Messaging...



Corporate Logo

Originally used as visual identity ... everywhere





Today

Now reserved exclusively for the Warden and County Council



Tagline

Where Ontario Began



Adopted policies...

- In 2013, ... Ground work for communications efforts:
 - Corporate Identity Toolkit
 - SDG Communications Strategy
 - Major Highlights ...
 - New Procedural By-law



Corporate... Update, fall 2013



Quick Reference Sheet

Highlights

This past year was an important and exciting one for the United Counties of Stormont, Dundas and Glengarry (SDG), as it continues to reshape and enhance the way it interacts with the public. As our community partners in the media, we place great importance on working closely with each of you to ensure the public continues to be relayed important information regarding County services and initiatives.





 The new corporate logo is comprised of a bold SDG acronym and bright colour strips representing the six local municipalities. Use of the County's Coat of Arms (Raven on a Rock) is now reserved exclusively for the Warden and County Council.

Where Ontario Began

 SDG's new corporate tagline is "Where Ontario Began". The tagline succinctly communicates the brand promise. The history of the Counties is important to its residents, while being forwardlooking is important to future growth and development. Therefore the tagline touches on both "the spirit of Ontario's original settlers" as well as "new beginnings and new opportunities".



Terminology Reminders...

- SDG versus SD&G
- Referring to SDG Local Municipalities



SDG Visual Identity decisions...

- ☑Logo chosen...
- **☑**Colours
- **☑**Tagline
- Usage guidelines.. Work in Progress...
- Still work to do...
 - Signage...
- Efficiencies...





County Council Sign Recommendations-DRAFT Mock Ups June 17 2013



Draft Signage exercise

Signage







Corporate Services Then and Now...

- Logo done
- Tagline done
- Strategy...
- Tools
 - ... Internal
 - External...
 - examples
- Media ... package
 - Toolkit completed
 - Signage initiatives being worked on
 - ...
- Creating Public Value... Firsts...
- First SDG Summit
 - October 25th SNC Office in Finch
 - ...
- Other "firsts"



The Audience

- Internal
- External



Council's Corporate Priorities 2014



NORTH STORMONT SOUTH STORMONT NORTH DUNDAS SOUTH DUNDAS NORTH GLENGARRY SOUTH GLENGARRY







Communication

SDG will be known as a strong community partner that communicates regularly with the public, and provides timely and thorough analysis to County Council.





Continuous Improvement

SDG will build on the work that has been completed during the term of County Council with a continued focus on economy, efficiency, and effectiveness.





Technology

SDG will explore opportunities to streamline its operations and ease public access through electronic platforms.



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Corporate Website Refresh





Future





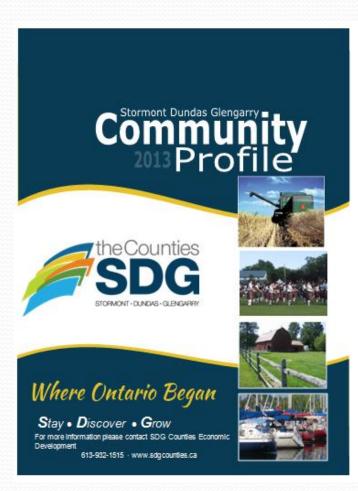
Community Profile Refresh











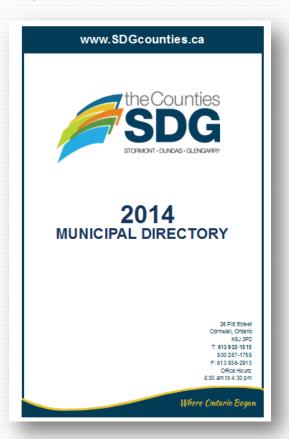






Municipal Directory

UNITED COUNTIES OF STORMONT, DUNDAS AND GLENGARRY 2013 MUNICIPAL DIRECTORY heCounties COUNTY ADMINISTRATION BUILDING 26 PITT STREET CORNWALL, ONTARIO K6J 3P2 Telephone: 613 932-1515 1-800-267-7158 Fax: 613 936-2913 Office Hours: 8:30 - 4:30 Website: www.sdgcountles.ca

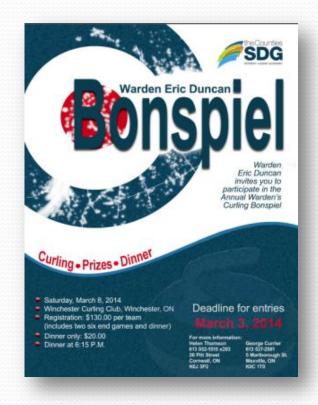




Warden Events







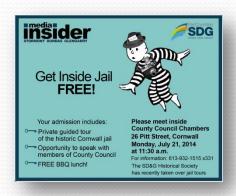


Media Events











SDG Quick Facts

Where Ontario Began

Stormont, Dundas and Glengarry



65,000

SDG POPULATION expected to grow to 68,500 by 2021

25,600

HOUSEHOLDS estimated number of households in 2011

which is forecasted to reach 26,300 by 2016

3,300

SQUARE KMS land area SDG covers

981

KMS OF COUNTY ROADS the largest County Road network in Ontario

18

SD&G COUNTY LIBRARY 200,000+ book were borrowed in 2013

ARENAS throughoutSDG

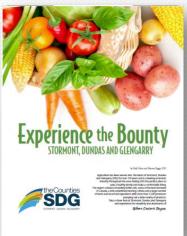




Media Kit



T 613 932-1515 800 287-1758 F: 613 936-2913 SDG







Press Releases

			2014 Press Release Tracker			
No.	Date	Title	Department	Distribution	Story Picked up by	
1	21-Jan-14	County Remains Important Participant in Wardens' Caucus	Corporate Services	Email Media list, Website		
2	31-Jun-14	County Council Looking Forward to a Positive 2014	Corporate Services	Email Media list, Website		
	06-Feb-14	SD&G County Library announces changes in hours	Library	Email Media List, Website, Socia	Glengarry News, Chesterville Record	
3	13-Feb-14	Shift 10% Initiative Gains Momentum through Area EDOs	Economic Development		Cornwall Daily, Chesterville Record, The Seeker, Cornwall Free News	
	13-Feb-14	Challenge the Censors at the 508G County Library	Library	Email Media List, Website, Socia	Seaway News, Morrisburg News	
4	19-Feb-14	County Council Approves Draft Budget at a One Percent Incres	Corporate Services	Email Media List, Website, Dept. Heads, County Council, CAO	Glengarry News, Cornwall Doily, Seaway News	
3	26-feb-14	SDG Returns from Municipal Conference in Toronto	Corporate Services	Email Media, Dept Heads, County Council, SG Clerk and NG CAO	Cornwall Daily	
6	26-Feb-14	(myttation - Media insider	Economic Development	Email Media	Standard Freeholder, Seaway News, Seeker, Chesterville Record, Morrisburg Leader	
7	26-Feb-14	Local Food Map Submissions Welcomed	Economic Development	Email Media		
8	28-Feb-14	SD&G County Library Launches Survey	Library	Email Media List, Website, Socia	Media, School Newsletters	
9	(4-Mar-)4	SDG Highlights Regional Perspective on Business	Economic Development	Email Media List, Website, Dept. Heads, County Council, EDOs		
10	06-Mar-14	SDG Celebrates First Year	Economic Development	Email Media List, Website, Dept. Heads, County Council, EDOs	Standard Freeholder, Seaway News. The Chesterville Record	
11	67-Mar-14	PSA: Delayed Start to Half Load Season	Moads	Email Media List, Dept. Heads, County Council	Cornwall Daily, Standard Freeholder	
12	10-Mar-14	PSA: Delayed Start to Half Load Season Correction Sent	Roads	email Cornwall Daily	alina.martin@corusent.com;	
13	12-Mar-14	505 Media Advisory - University of Guelph	Corporate Services	Email Media List, Dept. Heads, County Council	Standard Freeholder, Seaway News, Winchester Press, Cornwall Daily	



Press Release

Shift 10% Initiative Gains Momentum through Area EDOs February 13, 2014

The Counties, Ontario – The first meeting of the Economic Development Officers Working Group for 2014 was held this past week at the North Stormont Municipal Office in Berwick. Part of this meeting included a passionate introduction to the Shift 10% campaign, lead by champions Kim Stewart, Shift 10% Coordinator, and owner of Stokefire; and Donna Primeau, South Stormont, Chamber of Commerce President and owner of Showcase in the Long Sault Plaza.

Shift 10% Back to Local is a campaign designed to remind the public about the benefts of supporting their locally owned businesses. Campaign advocate Kim Slewart believes that by actively shifting 10 per cent of shopping to local businesses, the whole community will benefit. The advantage is that we are their neighbours, we are the ones who support their son's and daughter's minor sports, donate to community fundraisers, and hire youth from the neighbourhood'

"The South Stormont Chamber of Commerce (SSCC) has started to develop a 38 month campaign with a primary goal of increasing the profiles of local businesses," stated Donna Primeau. There is no charge to participate in the program, only the commitment to be an ambassador of the Shift 10% campaign. SSCC has been presenting across Stommot, Dundas and Glengarry with the hopes that local business owners will support the Shift 10% campaign. "You do not have to be a Chamber of Commerce member to participate in the program — we want Shift 10% to become region wide – and in the future be recognizable throughout eastern Ontario," added Stewards.

SDG Economic Development and Communications Officer Terry Besner sees great potential in this grass roots movement. "By supporting the Shift 10% program both businesses and consumers will benefit. The economic growth will strengthen existing businesses, encourage expansion, and foster entrepreneural spirit locally," concluded Besner.

For more information on the Shift 10% Back to Local campaign, please email info@sscc.on.ca.

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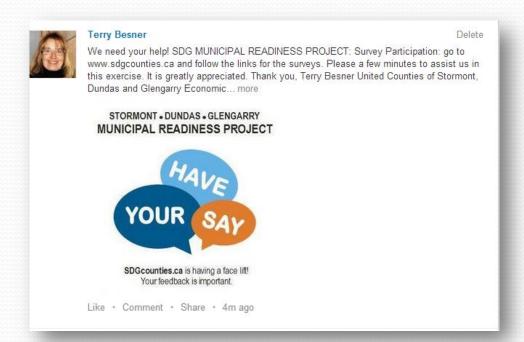
What does the Counties do for you? SDG provides library services, economic development, court services, land use planning, and visit ansportation infrastructure – individing the largest countly road network in all of Ontario. SDG administers countly-wide policing. SDG collaborates with community partners in providing emergency services, child care, public health, long-term care, and social assistance.

Contact: Corporate Communications United Counties of Stormont, Dundas and Giengarry 613-932-1515 ext. 331 edco@sdgcounties.ca BDRoounties.ca

Where Ontario Began



Website – Getting the Word Out



Reaching the public through different forms of media





Corporate Communications

Then Now

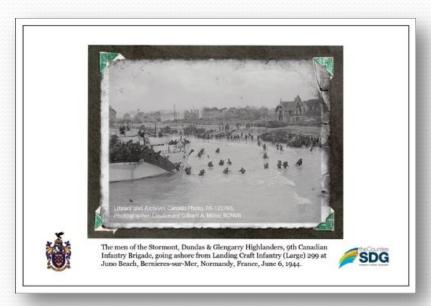




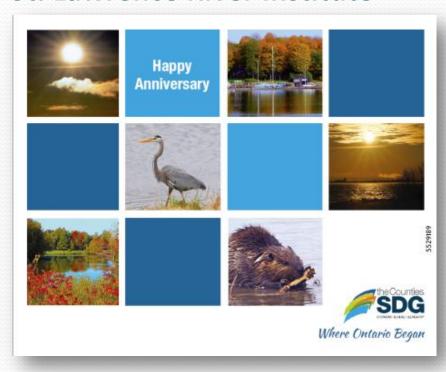


Community Support Ads

Military Service Recognition Book



St. Lawrence River Institute





Communications – Tax bill Inserts



Did You Know?...

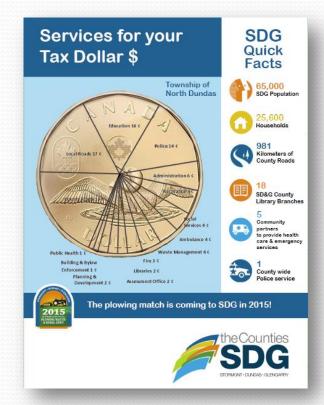
- · SD&G County is one of the largest Counties in Ontario- 3300 sq km & 103 km from East to West. SD&G County maintains 1.960 lane km of roads - equal to the distance from Cornwall to the Manitoba border. During a winter storm, in 24 hours the County will plow each route 5 times, spread \$100,000 of road salt and drive 9,800 km - equal to the distance from Ouebec City to Vancouver and back.
- · The County Council Chambers was built in 1834 and has impressive architecture that can be viewed by the public during Doors Open Sept 8-9, 2012. The kitchen and historic courtyard of the former iail are available for lease; as well as the former Glengarry Registry Office building at 63 Kenyon St W Alexandria.
- · In addition to the Provincial education taxes, 48¢ of every County tax dollar is determined by other levels of government/seencies. leaving only 52¢ under control of Council. Three key public services (roads, policing & social services) make up 80% of all County expenses.
- · Your County tax dollars support social housing, social services, childcare, and emergency medical services. These services are provided on behalf of the United Counties by the City of Cornwall, with which SD&G has a service agr
- · SD&G made the 2011 Maclean's magazine list of the safest communities to live. The OPP provided 227,719 hrs of service, 4,616 Auxiliary hrs, 1,422 foot patrol hrs, 2,336 RIDE checks, and responded to 1,785 vehicle collisions in SD&G.
- Your Township & County support various library facilities in a network of 18 branches. Residents can get free membership that enables use of the library's vast services, including: computers, DVDs, audio

What Services Your Tax Dollar Supports Township of North Dundas, SD&G County & Education Residential Property Taxes



books, e-books, e-readers, digital downloads, online databases, & much more. Check us out at www. sdglibrary.ca

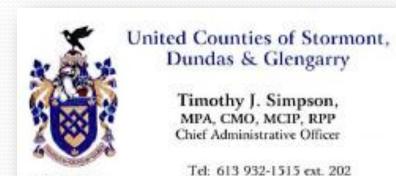
- · In order to increase development and to address the shortage of apartments within SD&G the tax ratio on multi-residential properties has been lowered.
- In 2013 SD&G, in partnership with the Eastern Ontario Regional Network (EORN), will bring highspeed internet at competitive prices to most areas currently without this service. Details are available on the EORN website www.eorn.ca
- SD&G has been awarded the 2015 International Plowing Match (IPM) which will take place in the Township of North Stormont, Preparations have already started to ensure that the 2015 event is one of the biggest and best ever.



2012 2014



Business Cards



Before

Cell: 613 362-0388

Fax: 613 936-2913

E-mail: tsimpson@sdgcounties.ca

Today



Timothy J. Simpson, MPA, CMO, MCIP, RPP Chief Administrative Officer United Counties of Stormont, Dundas and Glengarry 26 Pitt Street Cornwall, ON K6J 3P2

> T: 613 932-1515 **x 202**C: 613 362-0388
> F: 613 936-2913

tsimpson@sdgcounties.ca SDGcounties.ca



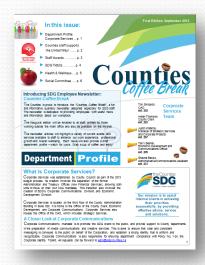
26 Pitt Street

K6J 3P2

Cornwall, Ontario

Corporate Newsletter









Before

Today



COMMUNICATIONS SCHEDULE

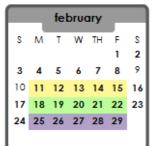
2014

SDG Economic Development & Communications

Corporate communications and marketing material 2014 schedule.

MARKETING PROJECT	START DATE	END DATE
Email Signature	JANUARY	JANUARY
Council Directory	JANUARY	JANUARY
Council Calendar	JANUARY	JANUARY
Tax Insert	FEBRUARY	FEBRUARY
Cornwall Living	APRIL	APRIL
Pin Cards	FEBRUARY	FEBRUARY
Banner Pop Ups	MAY	MAY
Local Demographics pamphlet	APRIL	APRIL

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20	21	22	23	24	25	26	
27	28	29	30	31			



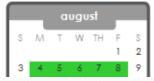






june								
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Overall challenges

- Corporate 'Buy-In'
 - New division of Corporate Service Department
- New Processes
 - Press Releases
 - Templates
- Historic legacy
 - Past references and usages



Techniques that worked...

- And continue to work...
 - Repetition
 - Consistency
 - Terminology, speak it, breathe it, live it!
 - Internally reinforce, and gradually it will spread...
 - Believe in the region, believe in the change, look forward to it...
 - Embrace the technology
 - Live and celebrate the efficiencies and responsiveness...



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Part 3: Communications Techniques for the 2015 IPM and Rural Expo



IPM...

- Link to the Past, Look to the Future
 - Common look and feel
 - Colours , same palette as SDG



IPM Facebook Page





Twitterverse...







Retweeted by IPM & Rural Expo 15



Richard Neville @RDNeville - Aug 18

400 days till the Gates open @2015ipm in SD&G, view will look different a year from now as Tented City gets built.









View more photos and videos



Mi









Direct Link:

http://ow.ly/i/6KxB7

Thumbnail

Full Image

<im

More photos from 2015ipm

See All »



IMG_0083 - Copy (2).jpg



2015ipm Posted about 23 hours ago Report Abuse



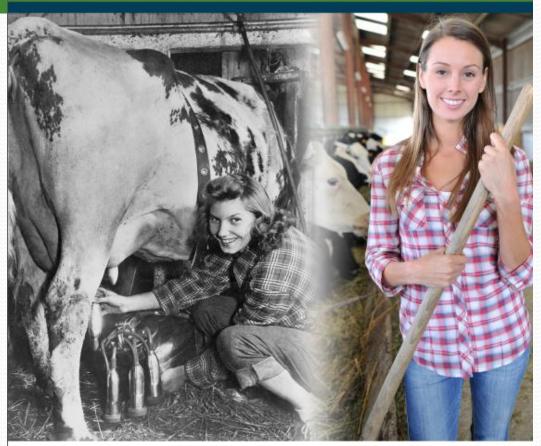
IPM Bus Wrap







Magazine ads...





Link to the past. Look to the future.

International Plowing Match & Rural Expo

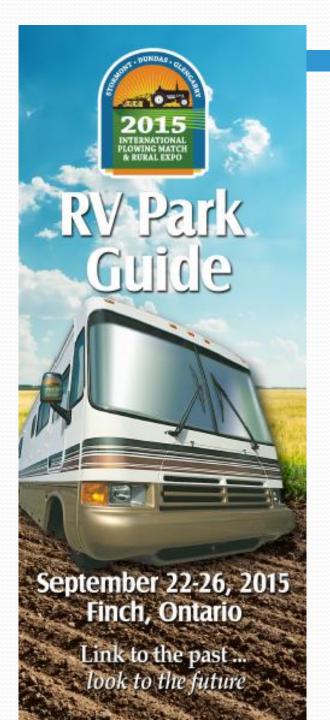
September 22-26, 2015 Finch, Ontario



IPM Site Signage









TEA SOCIAL

November 8, 2014 1:00 - 4:00 pm

SOUTH STORMONT COMMUNITY HALL 2 Mille Roches Road, Long Sault

Advance tickets \$7.00

Available at North Stormont and North Dundas Township Offices Tickets purchased at the door are \$9.00 each, and children under 6 are free.

RAFFLE DRAW



The cradle of Ontario to host 2015 IPM

Visitors to SDG's International Plowing Match and Rural Expo in Finch next September can expect not only a great agricultural event, but an opportunity to experience the rich, cultural and agricultural history of this part of Eastern Ontario.

We have lots of great things planned for 2015 and would like you to get to know us a little better.

The United Counties of Stormont, Dundas and Glengarry were first settled in the late 1700s, on the shores of the St. Lawrence River by United Empire Loyalists following the American Revolution. It is because of these early beginnings that it is considered the cradle of Ontario.

Ambitious, inventive and progressive farmers have shaped the region and the province. In 1811 John McIntosh built a shanty and began clearing land near Dundela in Dundas County. He found there several apple trees that he transplanted to his garden. Thus was born the

McIntosh apple and the rest as they say is history. John McIntosh's descendants continue grow apples today and orchards s t 1 1 1 punctuate the landscape. Maybe you'd like to sample fruits

our

labours next fall and bite into a fresh, crisp Dundas apple.

It is long held here in the Counties that apple pie without cheese is like a klss without a squeeze. And it was in Stormont County, also on the banks of the St. Lawrence River that the first Holstein-Friesian cattle arrived in Canada. In 1881 Michael Cook of Aulswille imported a bull and nine cows and Holstein breeders have never looked back, still breeding some of the best genetic stock available.

This cow's abundant

This cow's abundant supply of milk was ideal for what was developing into a lucrative and renowned tradition of award-winning cheese. We can proudly say it is the best in the world. In 1964, a gifted Stormont cheese maker named Irving Cutt won the world champlorship for his cheddar at Green Bay, Wisconsin, the first time anyone outside of the cheese state had won the award.

That tradition continues, most recently with an aged Lankaaster Loaf, a gouda-style cheese which won the Supreme Champton Award at the 2013 Global Cheese Making Competition in Somerset, England for Margaret Morris and her team of cheese makers at Glengarry Fine Cheese near Lancaster. Cheese is produced in all three counties which gives you an opportunity to also taste fine aged-cheddar from Winchester and fresh, squeaky curd from St. Albert.

You'll know why they call it

You'll know why they call it the cradle of Ontario when you get here.

Pioneer life and the agrarian society of 1860s Ontario come to life in a very real way at Upper Canada Village, one of the top tourist destinations in the province.

The Holstein cows and Michael Cook's farm at Aultsville are long gone but you can see a commemorative

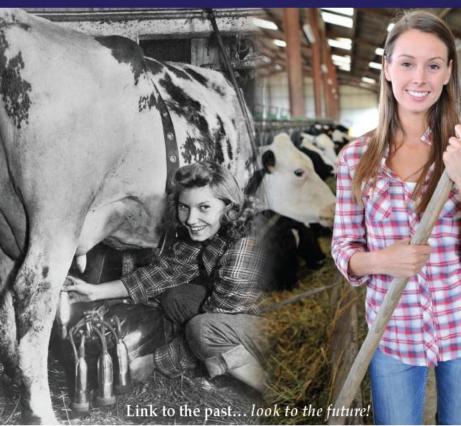
marker where the farm once stood at the Upper Canada Migratory Bird Sancuary. Also part of the past is the village of Aultsville itself, one of six Lose Villages flooded to make way for the St. Lawrence Seaway and Power Project in the 1950s. But life along the river comes alive at the Lost Villages Museum and the massive scale and engineering feat of the project is laid out for visitors at the St. Lawrence Power Development Visitor Centre in Cornwall.

The 2015 IPM will be held near the village of Finch, Stormont County, in the heart of SDG from September 22 to 26.

We are all working very hard to make this IPM and your visit to SDG a trip to remember. We hope you will linger for a while to taste the cheese, visit the orchards, and learn about the Lost Villages and pioneer life in Upper Canada.

We can't wait for you to get here. We have so much to share with you.

We can't wait to see you in the United Counties of Stormont Dundas and Glengarry





Stormont • Dundas • Glengarry

International Plowing Match & Rural Expo

September 22-26, 2015 Finch, Ontario



Wrap-up

- Still work to do
 - Municipal Readiness Project
 - Website
 - Social Media Tools
- Questions?

Thanks!!



Where Ontario Began

