



Attachment "A"



Project Title:	Calgary Metropolitan Region Board (CMRB)
Date:	May 4, 2021
Objective:	Provide information on concerns over the Calgary Metropolitan Region Board's growth plan, and encourage residents to express their concerns to decision makers.
Goals:	<ul style="list-style-type: none"> • Move the County's communications on the CMRB from the current "participate in official CMRB engagement processes" to a "deepen awareness and encourage action" approach. • Provide information that respects the varying opinions of Rocky Viewers while emphasizing the concerns all residents and business owners should share. • Drive high-level awareness and familiarity of the CMRB's plan and its impact on land ownership throughout the County • Provide a path for resident action.
Target Audience:	<ul style="list-style-type: none"> • County residents • County business owners • County landowners • Influencers and decision makers in the Government of Alberta



Situation Analysis:	<p>Rocky View County residents are engaged in the CMRB subject and how it may affect them. The CMRB has conducted three phases of public engagement (surveys, quick polls) via municipal partner communications channels. Through each of those phases, Rocky View County has participated with corresponding increases in response rates with 2.6% in phase one, 10% in phase two and a 16% response rate (all by population) in phase three. During phase three, it was estimated that over 9,000 people were exposed to the survey content via Facebook and 2,600 by Twitter over a two-week period. Calgary had a 23% response rate (by population) in comparison.</p> <p>Rocky View County residents provided significant commentary on the County Facebook page in all phases of promotion of the CMRB engagement surveys, demonstrating a promising response to the campaign through foundational communication.</p> <p>The results provided by the CMRB in phase three measured how comfortable people would be with “making a choice to have preferred growth areas,” and the results showed 47.6% (not okay with it), 25.2% (on board with it), 14.6% (fine with it), 2.9% (don’t like it but get it), 9.7% (mixed feelings).</p> <p>The communications campaign requested by Council will build on this past work to represent Rocky View County by deepening awareness on how the CMRB plan affects residents and business land ownership, in addition to the County’s ability to plan and function.</p> <p>The call to action will be focused on rallying County residents and businesses to engage the Province through letters on the matter.</p>
Key Challenges:	<ul style="list-style-type: none"> • Break through the clutter of voices and perspectives on this issue ranging from media, municipalities, the City of Calgary, the CMRB, etc. • Provide the right balance of clarity through information and inspiring action.
Strategy:	<ul style="list-style-type: none"> • Leverage Rocky View County’s communications mediums as well as other paid mediums to deliver an integrated four-week campaign that inspires County stakeholders to write to key decision makers about the CMRB plan.



Communications Tactics:	<ul style="list-style-type: none"> • Explainer video integrated with social media • Social Media Plan: organic and paid (Facebook and Twitter) targeted ads driving website traffic • Newspaper advertising • Email blast – complete information in e-newsletter format sent to over 4,000 subscribers • Website – main page banner and project page serves as a clearing house for all information on this campaign • Media release
Timing:	May 13 – June 10, 2021
Evaluation Criteria:	<ul style="list-style-type: none"> • Newspaper advertising - subscriber reach • Email blast - opening rates, article clicks • Website - views on CMRB page (downloads) • Social Media - impressions, engagement, comments, likes, shares • Monitor inbound emails and communications • Media relations - coverage
Costs:	\$2,600 – print advertising \$1,200 – social media boosting/advertising Significant staff time will also be required to prepare collateral materials.
Key Messages:	Key messages will be developed and presented to Council on May 4, 2021, but will include areas such as: <ul style="list-style-type: none"> • Impacts on the County's finances and financial health • Limits on opportunity / economic development • Red tape and administrative costs • Impacts on democracy / self determination / autonomy • Urban bias