

Public Works Yard Project AAP Communications & Engagement



Tactics

Communications

- Print:
 - Direct mail: mail information handouts to all addresses (houses, apartments, businesses) in City limits using unaddressed mail (a.k.a. flyer drop)
 - Place a series of ads in the newspaper including
 - legislated notifications re: AAP, and
 - information on upcoming open houses/tours
 - Set up information stations in City facilities with information boards, posters and handouts
- Digital:
 - News Releases: issue news releases notifying the media and public of key dates, engagement events, where to get more information, etc.
 - Website: keep updated pages on the City website and Get Involved Nanaimo with information on AAP and the project
 - Social media: post informative videos, images and messaging on the City's social media channels (Facebook, X, Instagram, LinkedIn)
 - Online Advertising: place ads on Nanaimo News Now and Facebook/Instagram
 - Podcast: produce a podcast episode focusing on the AAP and project
- Radio:
 - Place ads on Island Radio stations 102.3 The Wave and 106.9 The Wolf

Engagement

- Host open houses/tours of the Public Works Yard (evenings/weekends)

Itemized Cost Estimates

Item	Cost
Advertising	
Island Radio/Nanaimo News Now	\$6,270
Nanaimo News Bulletin	\$3,400
Facebook/Instagram	\$500
Mail Out	
Postage for flyer drop	\$7,100
Mail out printing	\$6,000
Engagement	
Info board printing for City facilities	\$4,000
Info board printing for Open House/Public Works Tour	\$5,000
Estimated Total	\$32,270