

ATTACHMENT C

AAP Communications & Engagement Strategy

Sandstone Development



Communications

- Print: newspaper ad providing legislative notification re: AAP
- News Releases: issue news releases notifying the media and public of AAP key dates, information session and where to find more information
- Website: post legislative notification re: AAP and keep updated pages on the City website with information on the AAP
- E-Newsletter: include information re: AAP in the City's weekly e-newsletter My Nanaimo This Week
- Social Media: information posts on the City's social media platforms

Engagement

- In person information session providing the opportunity to hear information, ask questions and speak with the developers and City staff