



WATERFRONTToronto

Public and Government Engagement Committee

Draft Strategic Overview of 2017/18 Public Engagement Plan

Communications & Public Engagement: Pivoting

- Evolved Mandate
- New challenges
- New projects & initiatives
- New roles/responsibilities

Pivot is in progress



Our work should be based on addressing these new priorities:

Prosperity Plus: Leveraging Innovation & Partnerships to deliver Economic Growth and New Jobs

Sustainability Plus: Cutting Edge Solutions to reduce Carbon Emissions, while promoting a High Quality of Life and nurturing Healthy People

Neighbourhoods Plus: Advancing Complete Communities that address the need for Housing, Mobility & Access, Connectivity and Inclusivity

Destinations Plus: Creating Enduring Value through well designed and vibrant Cultural, Recreational, Civic and Public Spaces for residents and visitors

Engagement Plus: Cultivating a High-Performance and Caring Organization, Promoting Deep Stakeholder Trust, Broad Community Outreach and Consequential Citizen Feedback; using Robust Data Analysis and Superior Interactive Web Tools

Communications & Public Engagement's New Roles and Responsibilities

External

- More **programming and animation** – being strategic about it
- Deepen **Engagement** – improving consultation to new audiences
- **Thought Leadership** that supports our storyline
- **Influencer Strategy** for Will and senior leadership
- Coordination of **External-facing Material**: (Corp Plan, Mgm't Report, etc.)

Internal

- **Strategic Integration** with GR, Innovation, etc
- **Internal Communications** – more knowledgeable and effective staff
- **Improve Internal Transparency/culture** – more effective collaboration
- **New vision; new narrative** – integrate it across WT
- **Metrics & Performance Measurements** – How effective are we?

Vendors and Professional Support

We are reassessing vendors to ensure coherence with the strategy including:

- Media monitoring
- Media clippings
- Public Relations
- Marketing
- Photography
- A/V Services

Possible future vendors for:

- Programming/Event Management
 - Creative Services + Content Production
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