REGIONAL DISTRICT OF OKANAGAN-SIMILKAMEEN

June 11, 2021

Communications Plan | Electoral Area "D" Service and Boundary Configuration Study

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Communicators
Committee Chair
RDOS Legislative Services Manager
RDOS Communications

Audience

- Residents and property owners in Electoral Area "D"
- Indigenous and other local governments, media

Objectives

- Share information about the committee including member names, processes and timelines

Public Meetings

- Committee meetings will be virtual via Webex and broadcast on RDOS YouTube channel.
- Additional in-person meetings will be scheduled pending changes to COVID-19 restrictions.
- Meetings will be promoted via RDOS communications channels including RDOS Regional Connections, and through newspaper ads
- Meetings are open to the public to view.

Communications Tools

- Information Release: introduce committee, processes, timelines
- RDOS website and RDOS Regional Connections
- RDOS Event Calendar
- Electronic public meeting, in-person public meeting
- RDOS YouTube, Facebook, Twitter
- Earned Media (print, tv, radio, online)

RDOS Regional Connections

- Include RDOS Regional Connections link in all materials as a central hub of information

Timeline:

- June 15: upload communications plan to RDOS Regional Connections
- June 15: distribute information release and upload to RDOS Regional Connections
- Revisit projected timelines throughout project