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Communications Plan – Niagara Employment Inventory

Purpose

This communications plan promotes the Niagara Employment Inventory Survey Questionnaire among businesses in Niagara Region.

Communications Objectives

- Actively promote the survey to the business community in the Niagara Region and engaging them to fill out the survey.
- Make the survey accessible and easy to fill.

Key Audiences

- Businesses in Niagara Region.

Primary Messaging

- Niagara Region is conducting its annual Niagara Employment Inventory survey.
- This survey helps create a complete picture of employment in Niagara.
- The data is impactful as it helps Niagara municipalities to plan future growth and economic development opportunities.

Strategies and Tactics

Objective 1: Actively promote the survey to the business community in the Niagara Region and engage them to fill out the survey.

Strategy: Utilize appropriate online channels to reach businesses

Tactic	Description	Timing	Responsibility	Notes
E-Blast	Send the E-Blast to GNCC's Exclusives List	April 24 and July 24	Janine and Bhrigu	
Social Post	Post on Ec Dev's social pages	April 24, June 24 and Aug 24	Janine and Bhrigu	
E-Blast through LAMS	Leverage LAMS through EDOs	TBC	Cynthia	
Big Box Ad	Send a Big Box Ad to GNCC'S readers	May 8 and Aug 8	Janine and Bhrigu	Could use the flyer/social media blast post?
Homepage Promo	A button on our home page to direct businesses to the survey	April 24	Cynthia	
Web page updates	2022 Niagara's Employment Inventory Results - Niagara Region, Ontario Niagara's Employment Inventory Survey - Niagara Region, Ontario	April 24	Cynthia	

	Niagara's Employment Inventory - Niagara Region, Ontario			
Rack Card	Physical cards to LAMS and businesses	April 24	Cynthia	

Objective 2: Make the survey accessible and easy to fill.

Strategy: Get support from COMMS

Tactic	Description	Timing	Lead	Notes
Simplify language	Update introduction of survey and all text going live	Before publishing/Launch	Cynthia and Janine	
Fillable PDF	Get a fillable pdf which is AODA compliant	April 22	Cynthia and designers	

Budget

Department ID No.:

Tactic	Quotes	Total Spend
E-Blast	\$325x2	\$650
Big Box Ad	\$150x2	\$300

Evaluation

Objective	Measure	Result
Actively promote the survey to business community in Niagara Region and engage them to fill the survey.	Metrics from GNCC Number of responses	
Make the survey accessible and easy to fill.	Check with designers	

Five reasons you should check out our new Word and PowerPoint Templates

We are back again with a fresh set of Word and PowerPoint templates. Please visit the [Communications Vine Page](#). You should see "Niagara Region Templates" with Word Templates in portrait and landscape mode and a PowerPoint template!

Pro Tip- Growing Better Together online meeting backgrounds are available: options [one](#), [two](#) and [three](#)!

Here are some reasons why you would love to use these new templates in your upcoming documents and presentations:

1. Consistency: Our templates aim to achieve a consistent and professional appearance across all documents and presentations. From font, formats and layouts to Niagara Region colour schemes- these templates will help maintain a unified brand identity.
2. Timesaving: Q2 is underway and we all have tight timelines! These templates save you time, as you do not have to focus on building the presentation from scratch. Once your content is ready, you can get going with your proposals or progress reports!
3. Growing Better Together: Template consistency and visual identity play an important role in incorporating our "Growing Better Together" motto among internal and external stakeholders. As a reminder- special Growing Better Together templates are also available [here](#).
4. Compliance: It can be tricky to check all compliance boxes. These templates help ensure that our work complies with AODA and other council guidelines.
5. Onboarding and new employees: Using these templates during the onboarding and orientation stages is vital. This way, our new colleagues can quickly start their work without worrying about preferred departmental or central presentation and document styles.

Niagara Economic Inventory Survey- 2024

Hi, **Business Owner's name,**

Niagara Region is back with its annual Niagara Economic Inventory Survey. This survey aims to create a complete picture of employment in Niagara through updated data from your business.

Like every year, we ask that you spare a few moments to fill in the **attached questionnaire and send it back to us at nei@niagararegion.ca**. This process will take place in phases throughout summer until September. The data will help us understand the changing landscape of employment and shape and plan economic development activities across municipalities across Niagara.

We truly value your time and cooperation in this important process. Your participation is instrumental in making this survey a success; thank you!

Note- A subset of the information collected will be released publicly through Niagara Region's open data portal, observing your rights and freedoms outlined in the Municipal Freedom of Information and Protection of Privacy Act. For more information about our Open Data program and to view our previous survey results, please visit Niagara's Employment Inventory.

Best Regards,

Niagara Region

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April 4, 2024

For Immediate Release

Niagara Region's update on Council's Strategic Priorities

From reduced energy use by eight per cent to equipping People Leaders with actionable strategies, the region continues to focus on "growing better together."

(April 4, 2024) / Thorold: Niagara Regional Council received an update on the Council's Strategic Priorities (CSP) progress for Q1. The CSPs for the 2023-2026 cycle are Effective Region, Green and Resilient Region, Equitable Region and Prosperous Region.

The report submitted by Ron Tripp, the Chief Administrative Officer (CAO) of the region, mentions the following strategies under each priority:

1. Effective Region: This priority is led by the Shared Services Strategy and the Human Resource Plan, where area CAOs are working on reviewing services and starting joint procurement initiatives to serve the pan-region community better. At the same time, the Human Resource Plan awarded eight staff members in 2023 who advance Diversity, Equity, and Inclusion principles at work. A corporate learning calendar has also been provided for employees to explore leadership pathways and potential career options.

2. Green-Resilient Region: The region is developing its Corporate Climate Change Action Plan (CCAP) with an external consultant. Alongside short- and long-term strategies, the plan will also align with reducing corporate greenhouse gas emissions to net zero by 2050. Notably, the Energy Conservation and Demand Management Plan 2019-23 (CDM) has helped reduce energy use in Corporate and Long-Term Care buildings by 8%. This achievement has resulted in a reduction of electricity and natural gas per square foot since 2018. In line with the CCAP, the new CDM plan will be submitted to the council in Q2 of this year.

...more

3. Equitable Region: The Diversity, Equity, and Inclusion (DEI) Action Plan continues to reach all Niagara Region staff members. Initiatives like employee recognition for advancing DEI work, the development of a learning curriculum for staff, councillors and volunteers and creating a 100-member DEI Community of Practice in Niagara have been at the centre of this priority.

Situation tables meet regularly to identify community members at risk for crime. The most recent tables were launched in January 2024 in Niagara Falls, Niagara-on-the-lake and West Lincoln. With a focus on improving 9-1-1 calls for mental health/addiction. The Community Safety and Well-being Plan's (CSWB) action report with recommendations was forwarded and approved by the committee/council on March 5, 2024.

4. Prosperous region: The Niagara Economic Development (NED) has partnered with Workforce Collective, post-secondary institutions, the Niagara Industrial Association and local employment agencies to create the 'Workforce Coalition'. This coalition works on identifying and recruiting the required labour force in core and emerging sectors.

All municipalities echoed the "Growing Better Together" motto across the region and in advocacies at upper levels of government. This has led to Niagara's establishment as a municipal leader as preparations for Niagara Week are underway in Q2 this year.

Quotes

"We are off to a great start this year in progressing our strategic priorities. Our council and I very much look forward to celebrating the upcoming Niagara Week from May 13-17 and continuing to advocate and work for our residents in areas of climate change, attainable housing, efficient shared services and an economy that ensures that everyone grows better together." - Regional Chair Jim Bradley.

"We have made real-time progress and are positioned for continuous growth in achieving the council's strategic priorities for 2023-2026. I thank our numerous teams across verticals for working so hard and getting us where we are and even though our goals are long term, we are on the right path." - Ron Tripp, Chief Administrative Officer, Niagara Region

Communications Plan – Red Dress Day and Moose Hide Campaign

Purpose

The purpose of this communications plan is to raise awareness about the Red Dress Day, Moose Hide Campaign and the initiatives taken at the Niagara Region to honour Indigenous women, girls and Two-Spirit people who have been subject to violence in Canada.

Communications Objectives

- Actively promote and engage key audiences in MMIWG2 (also known as “Red Dress Day”) activities and the Moose Hide Campaign.
- Attain media coverage of the flag masting ceremony, speeches, symbolic walk led by Indigenous drummers and hanging of red dresses at the Niagara Region HQ.

Key Audiences

- Regional Staff
- Niagara residents
- Local media

Primary Messaging

- Red Dress Day is a National Day of Awareness for Missing and Murdered Indigenous Women and Girls and Two-Spirited People.
- On this day, flags at the Niagara Region Headquarters will be lowered to Half Mast.
- The red dresses hanging at the Headquarters and around the region remind us of the missing and murdered Indigenous women, girls and 2SLGBTQQIA+ people in our community.
- Niagara Region has distributed Moose Hide Campaign postcards across its Headquarters with a message that violence against any gender, specifically Indigenous women, is unacceptable.
- Niagara Region’s efforts to raise awareness on this issue are ongoing and this is not just a one-day recognition.
- The Indigenous relations action plan is at the core of the Council’s Strategic Priority of an Equitable Region.

Strategies and Tactics

Objective 1: Actively promote and engage key audiences in MMIWG2 (also known as “Red Dress Day”) activities and the Moose Hide Campaign.

Strategy: Utilize internal, direct and digital communications to reach a larger audience.

Tactic	Description	Timing	Responsibility	Notes
Vine Post	Publish Vine post promoting MMIWG2 activities and requesting Red Dress donations	April 11	Brian	Receive content by April 10 and post it by April 11.

Vine Post	Publish Vine post	April 25	Brian	Receive content by April 22
Flyer	Promote MMIWG2 activities to staff.	April 8	Brian	Two weeks for design and printing.
Speaking Notes	Provide Chair Bradley with speaking notes for Committee of the Whole (May 2) and Flag Raising.	April 25	Brian	Messaging for MMIWG2 and Moose Hide.
Media Advisory	Send media advisory to local media	April 12	Bhriugu	
Media Photo and Caption Distribution	Send photos and photo caption to local media	May 3	Janine	
Photography	Take event photos and photos of red dresses at HQ.	May 3	Em	
Social Media Post	Post photos from the event with relevant caption.	May 3	Janine and Bhriugu	
Vine Post	Publish Moose Hide Campaign on Vine.	May 6	Brian	Published on May 9
Flyer	Promote Moose Hide campaign to staff.	April 22	Brian	Two weeks for design & printing.
Moose Hide Campaign Postcard	Distribute Moose Hide campaign postcards to staff.	May 16	Brian	

Objective 2: Attain media coverage of the flag masting ceremony, speeches, symbolic walk led by Indigenous drummers and hanging of red dresses at the Niagara Region HQ.
Strategy: Proactively engage with local media to increase media coverage.

Tactic	Description	Timing	Lead	Notes
Media Advisory	Invite members of the media to cover the event on May 3.	April 12	Janine and Bhriugu	
Photo Submission	Send event photos to media along with photo captions.	May 3	Janine and Bhriugu	

Evaluation

Objective	Measure	Result
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Actively promote and engage key audiences in MMIWG2 (also known as “Red Dress Day”) activities and the Moose Hide Campaign.	Vine Post interactions Moose Hide Postcard Distribution Social Media views	
Attain media coverage of the flag masting ceremony, speeches, symbolic walk led by Indigenous drummers and hanging of red dresses at the Niagara Region HQ.	Media Coverage / Number of Stories	