

APPENDIX F – Communications Strategy for General Community Engagement

Objective:

To inform, engage and get community/stakeholder support for each segment of the Spirit Trail.

Methods:

- Use the opening event of each segment to promote awareness and enthusiasm for the Trail. The first segment opening is particularly unique and exposure should be maximized.
- For most if not all of the Segments of the Trail, the following four methods of communications should be implemented at the start:
 1. Printed householder drop for that segment re: upcoming public info session
 2. Website/s info
 3. Tidings
 4. Community Association e-mails.
- A partnered tri-municipal and First Nations monthly section, or every second month to start, in the North Shore News and/or Outlook to provide updates on the entire Trail. This could include info sessions, openings, stages of segments, public art and public art possibilities etc.
- Each segment opening will be unique as each segment will be unique, so utilize these elements for North Shore News/Outlook stories.
- Possible municipal collaboration on Trail merchandise such as t-shirts, reusable water bottles etc. using the Trail logo.
- Utilizing particular projects which local residents, groups such as the Scouts etc. can get involved such as re-planting, special projects will produce media attention.
- Contests: for example, children's art contest what the Spirit Trail means to them- can be done either through North Shore News/Outlook or through the schools.
- Actively seek out participation and inclusion of specific stakeholder groups, such as North Shore Walks, cycling groups etc. These groups will be helpful supporters of the Trail and could possibly have a events on parts of the Trail to raise awareness.