



The Corporation of the Town of Tecumseh

Technology & Client Services

To: Mayor and Members of Council

From: Shaun Fuerth, Director Technology & Client Services

Date to Council: November 28, 2023

Report Number: TCS-2023-05

Subject: Town of Tecumseh Semi-Annual Direct Mail Publication

Recommendations

It is recommended:

That Report TCS-2023-05 entitled “Town of Tecumseh Semi-Annual Direct Mail Publication” **be received**;

And that consideration of initiating a semi-annual Town newsletter, at an estimated annual cost of \$5,000, **be referred** to 2024 budget deliberations.

Background

The Town of Tecumseh (Town) is committed to expanding citizen engagement and providing multi-channel access to information and resources related to service delivery. Currently, the Town has six (6) formal communication channels that are used to disseminate information and promote events, public meetings, and available amenities throughout Tecumseh. These channels include:

- Town Website
- Social Media Channels (Facebook, Instagram, X)
- YouTube
- Signage (internal & external)
- Everbridge (emergency notification system)
- Print material (tax assessment, collection calendar, pamphlets, transit schedule)

The 2023 Citizen Satisfaction Survey conducted by Nanos Research identified 42% of residents prefer direct mail as the best way for the Town of Tecumseh to communicate important information. This feedback, combined with a review of existing practices from surrounding municipalities, identified a need to consider options for print distribution and direct mailing of important and noteworthy Town information.

Comments

To facilitate the print distribution of Town information and updates, options have been explored throughout 2023. One option considered was a full-page monthly advertisement in a local newspaper consortium. This approach requires a one-year commitment in the amount of \$19,200 and was determined to be cost prohibitive for the purpose of communicating Town information and did not guarantee reach to Tecumseh residents and businesses. Estimated circulation of the newspaper is 10-20% of Tecumseh households facilitated by drop-offs at designated locations. Additionally, only 4% of residents identified news media as the best way to communicate important information.

The proposed and recommended option is an in-house, semi-annual direct mail publication dedicated to providing important Town information, including relevant updates, promotion of key initiatives and events and highlighting information of interest, such as the Town's current capital program. This supports results from the 2023 Citizen Satisfaction Survey and strives to enhance the experience of living and working in the Town of Tecumseh. Specifically, the semi-annual publications seek to communicate in inclusive and transparent ways, as well as promote meaningful opportunities for public engagement. Distribution will encompass all 9,600 Tecumseh households (100%) at a cost of \$2,500 per issue. The semi-annual publications will be developed in-house (by Administration) affording oversight of content creation and ability to collaborate across all departments. Digital versions of the publications will be accessible on the Town website and an option to sign up for electronic versions will be developed.

Consultations

Financial Services
Chief Administrative Officer

Financial Implications

2024 semi-annual Town of Tecumseh Newsletters will be funded through the Technology & Client Services, Customer Service operation budget in the amount of \$5,000 (\$2,500 per issue). The semi-annual newsletter has been proposed in the 2024 draft budget, consideration of which will be during Council's budget deliberations.

Link to Strategic Priorities

Applicable	2023-2026 Strategic Priorities
<input type="checkbox"/>	Sustainable Growth: Achieve prosperity and a livable community through sustainable growth.
<input type="checkbox"/>	Community Health and Inclusion: Integrate community health and inclusion into our places and spaces and everything we do.
<input checked="" type="checkbox"/>	Service Experience: Enhance the experience of Team Tecumseh and our citizens through responsive and respectful service.

Communications

Not applicable

Website Social Media News Release Local Newspaper

This report has been reviewed by Senior Administration as indicated below and recommended for submission by the Chief Administrative Officer.

Prepared by:

Amanda Circelli
Manager Customer Service

Reviewed by:

Shaun Fuerth, BCS
Director Technology & Client Services

Recommended by:

Margaret Misek-Evans, MCIP, RPP
Chief Administrative Officer

Attachment Number	Attachment Name
None	None