

Appendix D **Improved Communication Strategy**

Current:

In previous years, the City of Regina (City) issued a Public Service Announcement (PSA), posted the schedule online, placed No Parking signs on streets for phase one locations (major roads and arterials) and neighbourhood signs for phase two (residential areas and subdivisions). It is assumed that the reason vehicles remain on the roadway is because residents are unaware the street sweeping is taking place and that they need to move their vehicles.

Concern:

In 2020 and 2021 increased efforts for communication have been undertaken, however the increased costs have been covered by operational budgets. In order to continue working to improve compliance rates, we need to increase our communications strategies, and to support that, we require a budget increase.

The City developed a more fulsome marketing and communications plan which may continue to include:

- free media via public service announcements and media events
- social media campaign
- increased paid media via radio, online and social
- sharing messages with community associations
- increased street signage
- web content

Additional challenges have been present due to COVID-19 with many residents working from home or self-isolating which resulted in an increase of vehicles parked on the streets. The campaign has focused on in-home tactics including TV billboards (during weather segments on the news) radio and online/social media marketing.

Messaging includes reminding residents to visit Regina.ca/sweep to see the schedule, watching for the bright orange signs placed at main access points of the neighbourhood, and sharing driveways with neighbours when their street is scheduled. Due to diverse learning styles within the community the City developed visual explanatory advertisements to share with the public during the campaign.

Metrics from the updated 2020 campaign were tracked including:

- Reduction in calls – Calls reduced by 6.7% (Goal of 10%)
- Increase number of visitors to Regina.ca/sweep – increase of 458% (Goal of 10%)

In addition to the above enhancements, Administration has procured a self serve subscription-based notification tool (ReCollect) for residents who choose to sign up for alerts regarding street sweeping activities. With roll out during the 2021 Spring Sweep Program. Additional funding is required to support the continued annual subscription and the increases in associated telecom fees.

Cost of Enhancement:

The increased communication strategy for the annual Street Sweeping Programs comes at a cost of \$50,000 annually. This will be charged to the operating budget and will require City Council approval during the 2022 Budget Process.

Advantages:

- increased awareness by engaging residents
- higher compliance rate during sweeping activities
- less material entering the overland drainage system

Disadvantages:

- increase in operating budget