

To:	Council in Committee of the Whole	Item:	CM-07-06	Date of Report:	January 29, 2007
From:	Bob Duignan City Manager	File:	A-5000	Date of Meeting:	February 5, 2007
Subject:	<i>Annual Report to Citizens - "Inside Oshawa"</i>			Ward(s):	All
PUBLIC MEETING					

1.0 PURPOSE

The purpose of this report is to seek direction from Council on the annual production of a report to citizens, entitled *Inside Oshawa*.

2.0 RECOMMENDATION

It is recommended to City Council:

That staff be authorized on an annual basis to produce for Council approval the *Inside Oshawa* publication generally in the format set out in Section 5.1 of Report CM-07-06 dated January 29, 2007 for distribution in the most affordable and cost effective manner.

3.0 EXECUTIVE SUMMARY

Similar to 2006, it is proposed that the layout and article content of the 2007 and future annual *Inside Oshawa* publications be guided by the Community Strategic Plan and the Corporate Business Plan.

The 2006 *Inside Oshawa* integrates the goals of the Community Strategic Plan as themes for specific sections of the publication. It is proposed that future publications continue this approach and incorporate the promotion of the new City brand.

4.0 INPUT FROM OTHER SOURCES

- This report has been prepared with input from the Corporate Leadership Team and an interdepartmental staff team.

5.0 ANALYSIS

- An interdepartmental team, comprised of representation from the Mayor's Office and City departments, coordinates the writing and production of the publication with input from Council.

- To date, the City has produced four annual reports to citizens. The publications have been well received by the community, which has provided feedback that it is valuable and informative.
- The objectives of the publication are threefold:
 1. Communicate the achievement of the community's vision;
 2. Report on Council priorities;
 3. Provide information on City of Oshawa initiatives and projects; and
 4. Improve the image of Oshawa and increase civic pride.

5.1 Format and Size

- The publication includes a number of photographs, graphic illustrations and budget information. To support and promote the new City brand, the front page photo banner is proposed to be modified to be consistent with the look-and-feel of other recently developed City publications.
- It is proposed that the 2007 report would consist of eight pages and be distributed via Canada Post to every household in the City. Additional copies would also be made available through Welcome Wagon, Tourist Centre, Chamber of Commerce, City recreation facilities, libraries, City department public information counters, Oshawa Airport, Union Cemetery, and new home sales centres for pick-up by residents/visitors.
- It is critical that the publication continue to be a professional high quality publication while keeping costs to a minimum. In this regard, similar to the SNAP Oshawa publication, a 60lb New Life Opaque, recycled 30% Post Consumer (Canadian) Ecologo paper should be considered. The size of paper should also remain the same as in previous years, 11" x 16".

5.2 Timing

The following identifies key milestones, in order for distribution to take place each year:

Date	Item
April	Report to Council proposing a draft layout, including content, photos and new graphic banner
May	Report to Council proposing final layout
Mid-June	Distribution to Citizens

6.0 FINANCIAL IMPLICATIONS

- The cost to print the publication and deliver via Canada Post, is estimated to be approximately \$16,000 or .27 cents per household.

- Funding is provided in the 2007 Operating Budget, in the Corporate Communications Printing and Reproduction account (01-012-21000).

7.0 RESPONSE TO THE COMMUNITY STRATEGIC PLAN

- Production of the publication is consistent with the Community Strategic Plan (Goal A – Improving Our Image and Goal C – A Caring and Responsive Community) as it would enhance effective communications and provide an opportunity to further promote the City’s vision and initiatives.

Original signed by

Bob Duignan
City Manager