

AAP Communication Plan Options

The tables below outline the range of media options available to CRD for promoting AAP's, broken down into:

1. Current practices, and
2. Enhanced options.

Communication information channels under current practices will operate as a baseline for each AAP. Enhanced options can be leveraged depending on the scale and scope of the AAP.

In addition, we propose the public receive advanced notice through a news release and social media, when an identified significant AAP is pending.

A range of pricing is included to provide a sense of the cost impact on programs.

Table 1: Current Practice

Media Channel	Coverage Area	Frequency	Content Type	Approx Cost
Website	Regional	Persistent	Notice published to Public Notices page Dedicated AAP page: - Notice - Bylaw - Response Form - FAQ - Staff Report	N/A
Media Release	Regional	One time on AAP launch date	Distributed Region Wide with appropriate hashtags	N/A
Social Media	Regional	Persistent	Posted primarily on X, FB	N/A
Times Colonist	Regional	Daily (except Monday)	Print Ad Full Notice 8 x 10	\$1,400

Table 2: Enhanced Options – to be determined on case-by-case basis

Media Channel	Coverage Area	Frequency	Content Type – based on ¼ page ad size with call to action to full public notice	Approx Cost
Black Press (BP) Combined Weeklies	Regional	Weekly	¼ page	\$1500
BP-Vic News	Sub-regional	Weekly	¼ page	\$400
BP- Saanich News	Sub-regional	Weekly	¼ page	\$400
BP- Goldstream Gazette	Sub-Regional	Weekly	¼ page	\$400
BP- Oak Bay News	Sub-regional	Weekly	¼ page	\$300
BP- Peninsula News	Sub-regional	Weekly	¼ page	\$400
BP- Sooke News Mirror	Electoral Area - JDF	Weekly	¼ page	\$300
Driftwood	Electoral Area – SSI / SGI	Weekly	¼ BW – ¼ Colour	\$600- \$1,000
Driftwood Website Online	Electoral Area – SSI / SGI	persistent	Top Banner Big Box Square	\$900 \$400
Salt Spring Exchange Online	Electoral Area SSI/SGI	persistent	Public notice in Government Services section for 28 days	\$40
Pender Post	SGI	Monthly	¼ page	\$50
Galiano, Apple Pie Magazine	SGI	Monthly	¼ page	\$70
Saturna Scribbler	SGI	Monthly	¼ page	\$75
Mayneliner	SGI	Monthly	¼ page	\$80
Paid social media	Regional	persistent	Call to action tile to learn more about AAP	\$200
Community Notice Boards, Posters	Electoral Area – SGI	Occasional	Notices in Community halls, relevant public spaces	N/A