

**AAP Communication Channels for Bylaw No. 4630**

**Table 1: Virtual Information Session Communication Channels**

| Publisher         | Channel   | Area                 | Cost           | Publish Date      |
|-------------------|---|----------------------|----------------|-------------------|
| Times Colonist    | Print   | Regional             | \$1,000        | March 25th        |
| Black Press       | Print<br>Saanich, PNR, Victoria, Oak Bay, Goldstream, Sooke | Regional<br>(weekly) | \$679          | March 26 / 27     |
| Meta,<br>LinkedIN | FB, LinkedIN  | Regional             | \$300          | March 24-March 31 |
| CRD               | Email Subscribers   | Regional             | n/a            | March 25th        |
| <b>Total</b>      |   |                      | <b>\$1,979</b> |                   |

**Table 2: AAP Launch Communication Channels**

| Publisher               | Channel   | Area              | Cost    | Publish Date                   |
|-------------------------|---|-------------------|---------|--------------------------------|
| Times Colonist          | Print   | Regional          | \$5,400 | <b>April 3, 19, 30, May 10</b> |
| Black Press             | Print (Saanich, PNR,<br>Victoria, Oak Bay,<br>Goldstream, Sooke ) | Regional (weekly) | \$5,800 | April 15/16, 29/30, May<br>7/8 |
| Black Press             | Corresponding<br>Websites   | Regional          |         | April 15/16, 29/30, May<br>7/8 |
| Salt Spring<br>Exchange | Digital Website   | SSI, SGI          | \$60    | April 15-May15th               |
| Driftwood               | Print   | SSI Weekly        | \$1,200 | April 30th                     |
| CRD                     | CRD Website   | Regional          |         | <b>April 3rd</b>               |

| Publisher      | Channel           | Area  | Cost            | Publish Date      |
|----------------|-------------------|---|-----------------|-------------------|
| Meta, LinkedIN | FB, LinkedIN      | Regional  | \$550           | April 11th        |
| CRD            | Notice Board      | Fisgard - Front Lobby   |                 | <b>April 3rd</b>  |
| CRD            | Notice Board      | SSI - SIMS Community Centre   |                 | Week of April 7th |
| CRD            | Notice Board      | SSI - Rainbow Recreation Centre   |                 | Week of April 7th |
| CRD            | Notice Board      | Galiano-South Galianao Community Hall   |                 | Week of April 7th |
| CRD            | Notice Board      | Galiano- Corner Store, 61 Georgeson Bay   |                 | Week of April 7th |
| CRD            | Notice Board      | Galiano- Isalnds Trust/CRD office notice board  |                 | Week of April 7th |
| CRD            | Notice Board      | Pender - Community Hall 4418 Bedwell Harbour Road   |                 | Week of April 7th |
| CRD            | Notice Board      | Pender - Medicine Beach - 5827 Schooner Way   |                 | Week of April 7th |
| CRD            | Notice Board      | Saturna - The Point Store Complex - 100 East Point Road   |                 | Week of April 7th |
| CRD            | Notice Board      | Saturna - The General Store complex - 101 Narvaez Bay Road  |                 | Week of April 7th |
| CRD            | Notice Board      | Juan de Fuca: East Sooke Community Hall, Port Renfrew Community Hall, Willis Point Community Hall |                 | Week of April 7th |
| CRD            | Notice Board      | Mayne - Mayne Island Community Centre - 493 Felix Jack Road                                       |                 | Week of April 7th |
| CRD            | Email Subscribers | regional  |                 | April 4th         |
| <b>Total</b>   |                   |   | <b>\$13,010</b> |                   |