

Water Meter Upgrade Project Communication Plan

Department Staff Leads: Andrew Rodriguez, Jim Young, Patricia Mair

Communications Staff Leads: Heather Carvalho, Stephanie Quattrociocchi.

Background: The City of Brantford is launching a City-wide Water Meter Upgrade Project (the “Project”) in January 2024. Project to be completed in phases, organized by political Ward; work to start with initial deployment in Ward 1 and proceed in numerical order.

Goal: To educate the public on the Project, introduce the Contractor and the encourage compliance.

Media Campaign – General (City-Wide) – 2024–2026

| Deliverable | Month |
|---------------------|---------------|
| Project Facts Sheet | December 2023 |
| Report to Council | December 2023 |
| Website(s) | December 2023 |

| Deliverable | Month |
|-------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| Social Media <ul style="list-style-type: none"> - Facebook - Instagram - YouTube - X (Twitter) | December 2023 |
| Notification Letter to Large Meter Customers | October 9-13 |
| Large Meter Surveys | Oct 16-Nov 10 |

Proof of Concept

Media Campaign – Initial Deployment – January 2024 to March 2024

| Deliverable | Month |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| Print materials (Contact '0' - City Introductory Letter) | Print: December 10-16, 2023 Deliver by mail: December 17-23, 2023 |
| Public Open House | January 11, 2024 |
| Print materials (Contact '1' - KTI Appointment Booklet (Trifold)) | Print: January 7-11, 2024 Deliver: January 12, 2024 |
| Print materials (Contact 2: KTI Reminder Letter) Print materials (Contact 3: KTI Canvassing Door Tag) Print materials (Contact 4: KTI Outbound Calls) Print materials (Contact 5: KTI Final Letter) | As needed |

| Deliverable | Month |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| Print materials (KTI Re-Entry 1: Letter) Print materials (KTI Re-Entry2: Canvassing Door Tag) Print materials (KTI Re-Entry 3: Final Letter) | As needed |
| Print materials (City Compliance Letter) Print materials (City Compliance Outbound Calls) Print materials (City Compliance Door Tag) | As needed |

Full Deployment

Media Campaign – Ward 1 – Q1/Q2 2024

| Deliverable | Month |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|
| Update to Council | Prior to contact 0 and Open house |
| Print materials (Contact '0' - City Introductory Letter) | TBD |
| Public Open House | TBD |
| Print materials (Contact '1' - KTI Appointment Booklet (Trifold)) | TBD |
| Print materials (Contact 2: KTI Reminder Letter) Print materials (Contact 3: KTI Canvassing Door Tag) Print materials (Contact 4: KTI Outbound Calls) Print materials (Contact 5: KTI Final Letter) | As needed |

| Deliverable | Month |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| Print materials (KTI Re-Entry 1: Letter) Print materials (KTI Re-Entry2: Canvassing Door Tag) Print materials (KTI Re-Entry 3: Final Letter) | As needed |
| Print materials (City Compliance Letter) Print materials (City Compliance Outbound Calls) Print materials (City Compliance Door Tag) | As needed |

Media Campaign – Ward 2 – Q3 2024

| Deliverable | Month |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|
| Update to Council | Prior to contact 0 and Open house |
| Print materials (Contact '0' - City Introductory Letter) | TBD |
| Public Open House | TBD |
| Print materials (Contact '1' - KTI Appointment Booklet (Trifold)) | TBD |
| Print materials (Contact 2: KTI Reminder Letter) Print materials (Contact 3: KTI Canvassing Door Tag) Print materials (Contact 4: KTI Outbound Calls) Print materials (Contact 5: KTI Final Letter) | As needed |

| Deliverable | Month |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| Print materials (KTI Re-Entry 1: Letter) Print materials (KTI Re-Entry2: Canvassing Door Tag) Print materials (KTI Re-Entry 3: Final Letter) | As needed |
| Print materials (City Compliance Letter) Print materials (City Compliance Outbound Calls) Print materials (City Compliance Door Tag) | As needed |

Media Campaign – Ward 3 – Q1 2025

| Deliverable | Month |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|
| Update to Council | Prior to contact 0 and Open house |
| Print materials (Contact '0' - City Introductory Letter) | TBD |
| Public Open House | TBD |
| Print materials (Contact '1' - KTI Appointment Booklet (Trifold)) | TBD |
| Print materials (Contact 2: KTI Reminder Letter) Print materials (Contact 3: KTI Canvassing Door Tag) Print materials (Contact 4: KTI Outbound Calls) Print materials (Contact 5: KTI Final Letter) | As needed |

| Deliverable | Month |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| Print materials (KTI Re-Entry 1: Letter) Print materials (KTI Re-Entry2: Canvassing Door Tag) Print materials (KTI Re-Entry 3: Final Letter) | As needed |
| Print materials (City Compliance Letter) Print materials (City Compliance Outbound Calls) Print materials (City Compliance Door Tag) | As needed |

Media Campaign – Ward 4 – Q3 2025

| Deliverable | Month |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|
| Update to Council | Prior to contact 0 and Open house |
| Print materials (Contact '0' - City Introductory Letter) | TBD |
| Public Open House | TBD |
| Print materials (Contact '1' - KTI Appointment Booklet (Trifold)) | TBD |
| Print materials (Contact 2: KTI Reminder Letter) Print materials (Contact 3: KTI Canvassing Door Tag) Print materials (Contact 4: KTI Outbound Calls) Print materials (Contact 5: KTI Final Letter) | As needed |

| Deliverable | Month |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| Print materials (KTI Re-Entry 1: Letter) Print materials (KTI Re-Entry2: Canvassing Door Tag) Print materials (KTI Re-Entry 3: Final Letter) | As needed |
| Print materials (City Compliance Letter) Print materials (City Compliance Outbound Calls) Print materials (City Compliance Door Tag) | As needed |

Media Campaign – Ward 5 – Q4 2025

| Deliverable | Month |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|
| Update to Council | Prior to contact 0 and Open house |
| Print materials (Contact '0' - City Introductory Letter) | TBD |
| Public Open House | TBD |
| Print materials (Contact '1' - KTI Appointment Booklet (Trifold)) | TBD |
| Print materials (Contact 2: KTI Reminder Letter) Print materials (Contact 3: KTI Canvassing Door Tag) Print materials (Contact 4: KTI Outbound Calls) Print materials (Contact 5: KTI Final Letter) | As needed |

| Deliverable | Month |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| Print materials (KTI Re-Entry 1: Letter) Print materials (KTI Re-Entry2: Canvassing Door Tag) Print materials (KTI Re-Entry 3: Final Letter) | As needed |
| Print materials (City Compliance Letter) Print materials (City Compliance Outbound Calls) Print materials (City Compliance Door Tag) | As needed |

Media Campaign – Tutela Height and Mount Pleasant (Brant County Service Area) – Q1 2026

| Deliverable | Month |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|
| Update to Council | Prior to contact 0 and Open house |
| Print materials (Contact '0' - City Introductory Letter) | TBD |
| Public Open House | TBD |
| Print materials (Contact '1' - KTI Appointment Booklet (Trifold)) | TBD |
| Print materials (Contact 2: KTI Reminder Letter) Print materials (Contact 3: KTI Canvassing Door Tag) Print materials (Contact 4: KTI Outbound Calls) Print materials (Contact 5: KTI Final Letter) | As needed |

| Deliverable | Month |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| Print materials (KTI Re-Entry 1: Letter) Print materials (KTI Re-Entry2: Canvassing Door Tag) Print materials (KTI Re-Entry 3: Final Letter) | As needed |
| Print materials (City Compliance Letter) Print materials (City Compliance Outbound Calls) Print materials (City Compliance Door Tag) | As needed |