

AGE-FRIENDLY VAUGHAN ADVISORY COMMITTEE – FEBRUARY 24, 2025

COMMUNICATION

Distributed February 12, 2025

Item

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| C1. | Presentation material titled " <i>Helping Vaughan residents stay in the Know</i> " | 1 |
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Please note there may be further Communications.

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Communication

Age-Friendly Vaughan

Advisory Committee – February 24, 2025

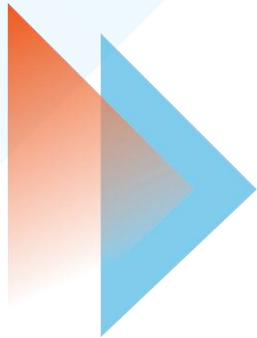
Item No. 1

Helping Vaughan residents stay in the know

Communications, Marketing and Engagement department



Agenda



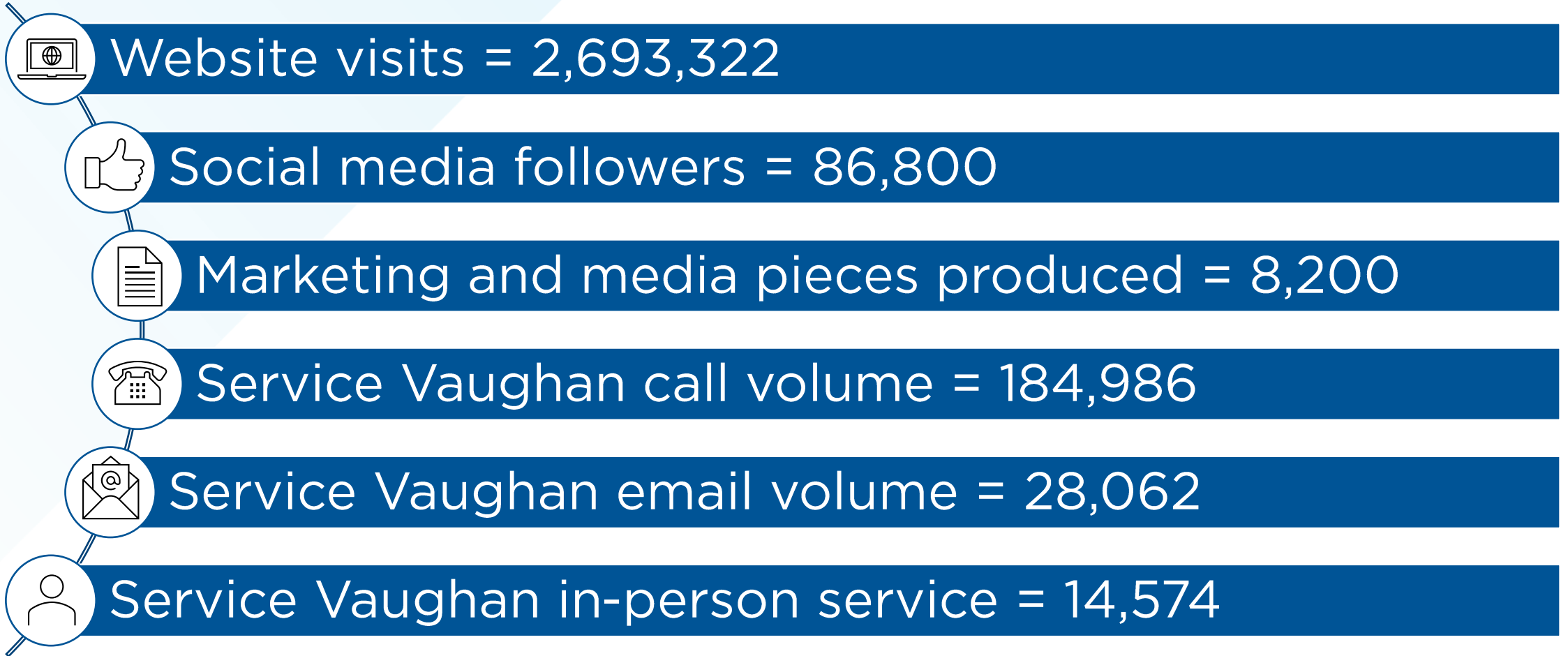
1. Overview of communication channels
2. Listening to residents
3. Aligning with the Age-Friendly Vaughan Action Plan
4. Your communications feedback

Overview of communication channels

Communication channels

- ▶ “Everything for everything” approach to sharing information about programs, services and Council-approved priorities.
- ▶ Variety of communications channels to suit diverse audiences
- ▶ Media lists for local, GTA, national and cultural media

Communication channels



Communication channels

Subscriptions

- ▶ Actively promote for residents to subscribe to:
 - City's social media channels: Facebook, Instagram, X, LinkedIn
 - City's eNewsletter: Vaughan News
 - Members of Council's eNewsletters



Communication channels

City Hall Connects

- ▶ Printed newsletter sent to Vaughan residents and businesses
- ▶ Sent quarterly



Communication channels

Waste Collection Schedule

- ▶ Printed and mailed annually
- ▶ Information about waste services

2025 Waste Collection Schedule

Questions?
905-832-2281 | service@vaughan.ca
vaughan.ca/waste

Check your mailbox for the 2025 Waste Collection Schedule

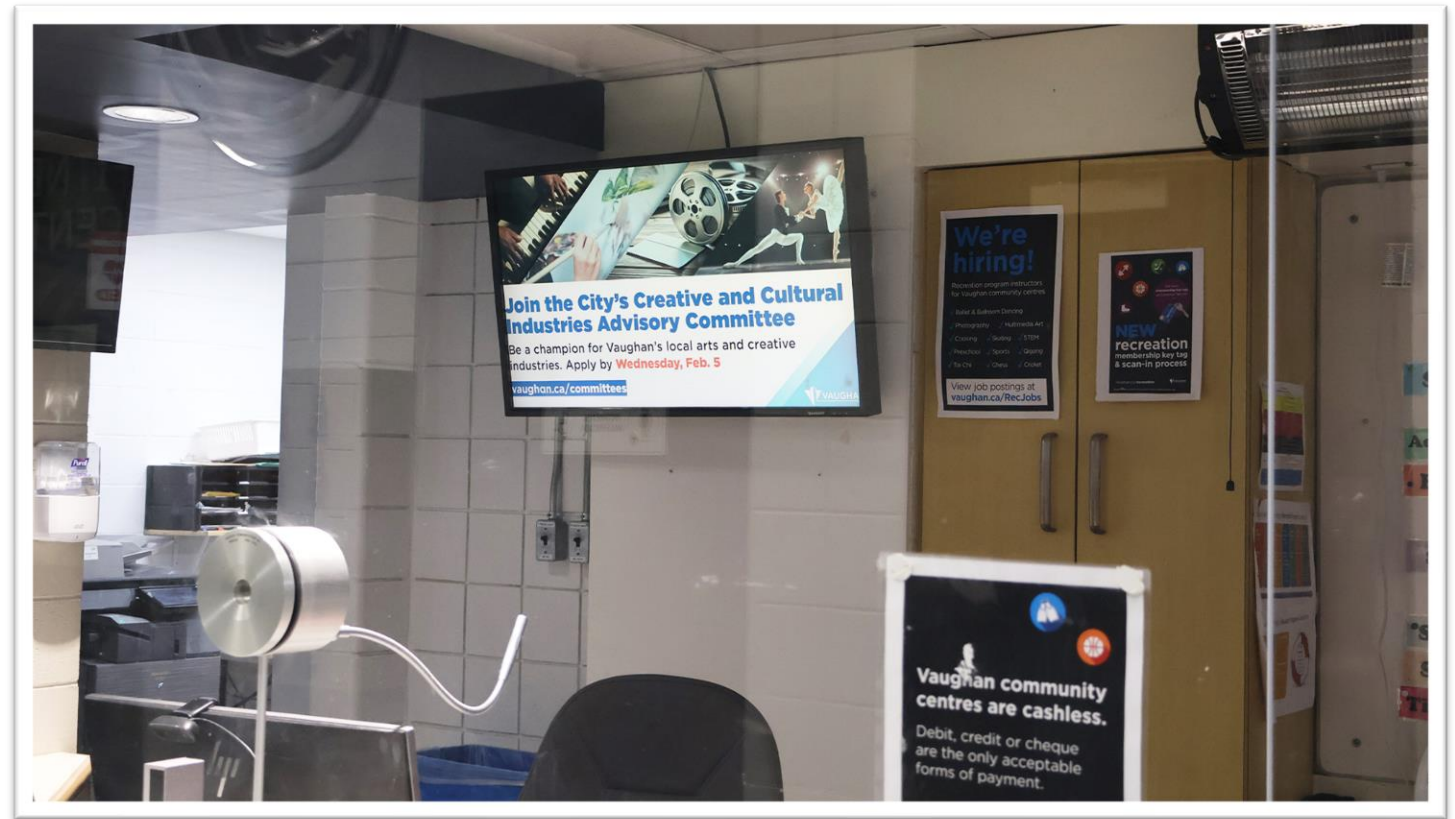
vaughan.ca/WasteCalendar

The graphic includes a calendar grid for the year 2025, showing collection days for each month. The calendar is organized by month, with days of the week (S, M, T, W, T, F, S) and dates. Icons of recycling bins are used to indicate collection days. The months shown are April, May, June, July, August, September, October, November, and December. The VAUGHAN logo is visible in the bottom right corner of the graphic.

Communication channels

City facilities

- ▶ TV screens
- ▶ Posters



Communication channels

Outdoor tactics



Roadside signs



Signage in parks



Outdoor digital signs

Communication channels

Targeted communications

- ▶ Mailed printed pieces
 - Postcards
 - Flyers
 - Notices
- ▶ Telephone outreach




Sports Village Park

We want to know how you use the park and what amenities it needs in the future.

Complete a survey available at your Property Management Office. Il sondaggio è anche disponibile in italiano.

Questions? Contact the project team:
Celene Mariano, Project Manager
Parks and Open Space Planning
Parks Infrastructure Planning and Development, City of Vaughan
905-832-2281 ext. 8058 | celene.mariano@vaughan.ca
vaughan.ca/SportsVillagePark



Coming soon: Ironstone Square

Dear resident,

A new place to play is coming to Vaughan – Ironstone Square!

Located at 5 Bass Pro Mills Dr., this urban neighbourhood park is the latest part of a residential development in the Vaughan Mills community.

The park is bounded by Fishermens Way to the northwest, Jane Street to the east, the extension of Bass Pro Mills Drive to the south and a future extension to Romina Drive to the west.

Amenities will include:

- accessible walking paths with tree shade and seating
- a large central lawn
- a multi-use sports court for soccer and basketball
- a plaza with seating areas, shade canopy and raised planting beds
- a waterplay area
- illuminated artwork
- junior and senior playgrounds
- naturalized planting areas with native and drought-resistant plants (plants with requirements)

Want to learn more?
Scan the QR code or visit vaughan.ca/parks to learn more about the park's plans and provide feedback until Monday, July 29.

Contact
Stephanie Payne, Project Manager
905-832-2281, ext. 8501
Stephanie.Payne@vaughan.ca
vaughan.ca/parks



Do you play racquet sports?

Help the City of Vaughan plan for the future of tennis and pickleball courts in the community

- Attend an **Open House** on **Wednesday, April 17 or Thursday, April 25**
- Scan the QR code to take an **online survey by Friday, May 17**

vaughan.ca/TennisStudy

Listening to residents

Citizen Survey

- ▶ Typically conducted every two years
- ▶ Gathers input from residents on service delivery and operations, quality of life, financial sustainability, and **public information** and engagement.
- ▶ 2022 results told us:
 - Half of respondents (50%) prefer to receive information from the City via newsletters and brochures sent through the mail, followed by E-newsletters sent by email from the City (30%).
 - Online is the most popular method used to contact or look up information.

Older Adult Use of Technology

▶ Statistics Canada:

- about 7 in 10 people aged 50 to 64 and 5 in 10 people aged 65+ regularly use social media.

▶ ENVIRONICS RESEARCH:

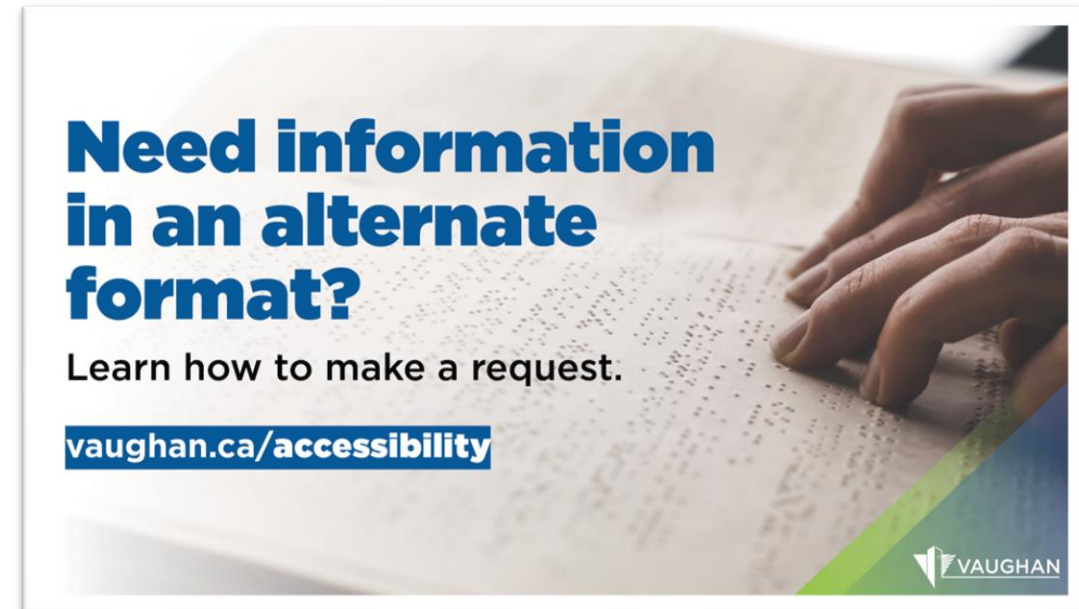
- 7 in 10 Canadians aged 65+ feel confident using technology.
- 86% of Canadians aged 65+ and 94% aged 50-64 go online daily.
- 58% of Canadians aged 65+ and 78% aged 50-64 own smartphones.
- 63% of Canadians aged 65+ have a Facebook account, and about 9 in 10 aged 50-64 have at least one social media account.

Aligning with the Age-Friendly Vaughan Action Plan

Aligning with the Age-Friendly Vaughan Action Plan

22. Enhance online presence of community information and services.

- ▶ Leverage the City's website, social media and eNewsletter to share City and partner information.
- ▶ Communications campaigns to promote access to information:
 - Requesting accessible formats
 - Website accessibility features
 - How to stay informed



Aligning with the Age-Friendly Vaughan Action Plan

23. Continue efforts to ensure communication and promotional materials create positive and inclusive images celebrating the city's diversity.

Supporting seniors' well-being through winter recreation programs

vaughan.ca/recreation



Your city, your voice

Participate in Vaughan's 2024 Citizen and Business Surveys

vaughan.ca/CitizenSurvey



Healthy aging and fall prevention tips from York Region

york.ca/HealthyAging



Getting your feedback

Where do you get news?

- ▶ What are the media outlets/communications channels you follow?
- ▶ What channels are the most effective in sharing news with the older adult community in Vaughan?
- ▶ Are there any other groups or methods you recommend?



Thank you!

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