

### ACCESSIBILITY ADVISORY COMMITTEE - NOVEMBER 27, 2023

### **COMMUNICATIONS**

#### **Distributed November 27, 2023**

<u>Item</u>

C1. Presentation material.

2

#### **Disclaimer Respecting External Communications**

Communications are posted on the City's website pursuant to Procedure By-law Number 7-2011. The City of Vaughan is not responsible for the validity or accuracy of any facts and/or opinions contained in external Communications listed on printed agendas and/or agendas posted on the City's website.

Please note there may be further Communications.

# 2024 Accessibility Champion Awards

C1

Communication

**Accessibility Advisory** 

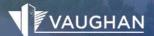
Committee - November 27, 2023

Item No. 2

### **Timeline and Communication**

Accessibility Advisory Committee Nov. 27, 2023

VAUGHAN CITY HALL



## **Timeline**

• Nomination Period: Jan. 10-Feb. 16

• Collate Nominations: Feb. 19-21

• Evaluation by AAC: Feb. 22-March 22

Final Selection by AAC:
March 25

Notify winners:
March 26-29

Ratify by Council:
April 22

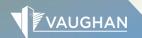
Awards Ceremony:
TBD



## **Tactics**

Communications support will include, but is not limited to:

- Website content
- Public Service Announcement/News Release
- eNewsletters and emails
- Social media
- Council Communications Packages
- Digital signs
- City Hall and community centre TVs
- Homepage banner
- Mobile signs
- On-hold message



## **Sample of Past Graphics**





# Do you know an accessibility champion?

Nominate a business or individual for the 2022 Vaughan Accessibility Champion Awards



## Help spread the word!

Corporate and Strategic Communications will provide content and images you can share with your networks through:

- email
- social media
- word of mouth



# **Questions?**

