

Attachment 3: VOP 2025 Communications Summary

In addition to statutory public notices required under the *Planning Act*, Communications, Marketing and Engagement (CME) in close collaboration with the Policy Planning team, has provided robust and ongoing communications to ensure residents, businesses and key stakeholders remained informed about the development of the new Vaughan Official Plan 2025 (“the project”) and had the opportunity to join the conversation since 2021.

The following list outlines the various tactics CME has executed to date:

Public Service Announcements

- The following Public Service Announcements have been issued to promote public engagement opportunities and share updates throughout the project:
 - Sept. 13, 2021: [What kind of city do you want Vaughan to be in 30 years?](#)
 - Sept. 28, 2021: [Get Inspired; Get Involved – Have your say on Vaughan’s Official Plan](#)
 - Oct. 19, 2021: [Apply to join Vaughan’s Official Plan Community Working Group](#)
 - Nov. 3, 2021: [What’s your vision for Vaughan?](#)
 - Nov. 23, 2021: [What’s your vision for Vaughan?](#)
 - Feb. 24, 2022: [What’s your vision for Vaughan?](#)
 - April 7, 2022: [Be part of Vaughan’s Official Plan Review](#)
 - Oct. 20, 2022: [Shaping the future of Vaughan](#)
 - March 6, 2023: [Shaping the future of Vaughan](#)
 - April 27, 2023: [Planning the future of Vaughan](#)
 - May 16, 2023: [Learn about the City’s Official Plan Review](#)
 - Sept. 12, 2023: [Attend the Official Plan Review Open House on Sept. 26](#)
 - June 14, 2024: [Find out what’s new with Vaughan’s Official Plan Review](#)
 - Jan. 7, 2025: [Learn about the draft Vaughan Official Plan 2025!](#)
 - May 14, 2025: Have your say on three city-building plans

Social Media

- Consistent messaging throughout the duration of the project to announce engagement opportunities, provide updates and share progress across the City’s corporate channels on Facebook, Twitter, Instagram and LinkedIn. The City’s social media channels have more than **87,600 followers**.
- Paid social media ads on Facebook, X and Instagram were issued on:
 - Nov. 30 to Dec. 2, 2021 (\$500 to promote the Vision Survey)
 - March 3 to March 10, 2022 (\$300 to promote the survey)
 - April 21 to April 28, 2022 (\$500 to promote the webinars)
 - Jan. 20 to Jan. 27, 2025 (\$250 to promote the January 2025 Open Houses)
- Organic social media content was also published across all four corporate channels. Here are the dates:

○ Sept. 13, 2021	○ Dec. 6, 2021
○ Sept. 28, 2021	○ Feb. 23, 2022
○ Oct. 19, 2021	○ March 2, 2022
○ Oct. 26, 2021	○ March 9, 2022
○ Nov. 2, 2021	○ March 15, 2022
○ Nov. 3, 2021	○ April 7, 2022
○ Nov. 5, 2021	○ April 13, 2022
○ Nov. 10, 2021	○ May 2, 2022
○ Nov. 17, 2021	○ Oct. 20, 2022
○ Nov. 24, 2021	○ Oct. 27, 2022
○ Dec. 2, 2021	○ Nov. 3, 2022

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| ○ Nov. 10, 2022 | ○ June 12, 2023 |
| ○ Nov. 12, 2022 | ○ June 21, 2023 |
| ○ Nov. 14, 2022 | ○ June 23, 2023 |
| ○ Nov. 17, 2022 | ○ Sept. 12, 2023 |
| ○ Nov. 22, 2022 | ○ Sept. 18, 2023 |
| ○ Nov. 24, 2022 | ○ Sept. 21, 2023 |
| ○ March 6, 2023 | ○ Sept. 26, 2023 |
| ○ April 27, 2023 | ○ Sept. 18, 2023 |
| ○ May 3, 2023 | ○ Nov. 2, 2023 |
| ○ May 8, 2023 | ○ June 14, 2024 |
| ○ May 9, 2023 | ○ Jan. 7, 2025 |
| ○ May 12, 2023 | ○ Jan. 13, 2025 |
| ○ May 16, 2023 | ○ Jan. 20, 2025 |
| ○ May 16, 2023 | ○ Jan. 24, 2025 |
| ○ May 17, 2023 | ○ May 14, 2025 |
| ○ May 18, 2023 | ○ May 21, 2025 |
| ○ June 2, 2023 | ○ May 28, 2025 |
| ○ June 9, 2023 | ○ June 4, 2025 |

Council Communication Packages

- Materials drafted for Council to use in their eNewsletters and social media channels.
- Council packages were issued on the following dates:

○ Sept. 13, 2021	○ May 16, 2023
○ Sept. 28, 2021	○ May 16, 2023
○ Oct. 19, 2021	○ May 17, 2023
○ Nov. 3, 2021	○ June 2, 2023
○ Nov. 23, 2021	○ June 9, 2023
○ Feb. 24, 2022	○ June 12, 2023
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○ April 27, 2023	○ Jan. 7, 2025
○ May 3, 2023	○ Jan. 13, 2025
○ May 8, 2023	○ Jan. 20, 2025
○ May 9, 2023	○ May 14, 2025
○ May 11, 2023	○ May 28, 2025

Vaughan News Distribution

- Email blast to subscribed media and residents (**7,590+ contacts**) consistent with each Public Service Announcement issued.
- Vaughan News eNewsletters were issued on the following dates:

○ Sept. 13, 2021	○ March 6, 2023
○ Sept. 28, 2021	○ April 27, 2023
○ Oct. 19, 2021	○ May 16, 2023
○ Nov. 3, 2021	○ Sept. 12, 2023
○ Nov. 23, 2021	○ June 14, 2024
○ Feb. 24, 2022	○ Jan. 7, 2025
○ April 7, 2022	○ May 14, 2025
○ Oct. 20, 2022	

Project Webpage Updates

- Ongoing maintenance of the project webpage, vaughan.ca/OfficialPlan, previously vaughan.ca/OPR, to keep the public informed about the project and engagement opportunities.
- The City's website, vaughan.ca, garners approximately **2.9 million impressions** annually.

Vaughan City Hall and Community Centre TV Screens

- City Hall and community centre TV screens across Vaughan have been leveraged throughout the project to further share information about upcoming public engagements, project updates and the Wednesday, June 4, 2025 Committee of the Whole (Public Meeting).

Digital Signs

- Leveraging the City's digital signage network, messaging about the project, engagement opportunities and the Wednesday, June 4, 2025 Committee of the Whole (Public Meeting) was shared across Vaughan.
- The City's digital signs across Vaughan garner more than **252,000 daily impressions** – and more than **91 million impressions annually**.
- Third party signage (Pattison, RCC and AllVision) across the city was also leveraged to promote the project, engagement opportunities and the Wednesday, June 4, 2025 Committee of the Whole (Public Meeting).

Mobile Signs

- Mobile signs were placed throughout Vaughan, one in each ward, to inform residents, businesses and stakeholders about the project and engagement opportunities.
- Mobile signs were created and deployed on the following dates:
 - May 5 to July 5, 2023:
 - Islington Avenue and Major Mackenzie Drive
 - Dufferin Street and Glen Shields Avenue
 - Dufferin Street and Teston Road
 - Martingrove Road and Highway 7
 - Highway 27 and Martin Grove Road
 - Bathurst Street and Atkinson Avenue
 - Rutherford Road and Vaughan Mills Road
 - Rutherford Road and Keele Street
 - Rutherford Road and Confederation Parkway
 - Fossil Hill Pond
 - Sept. 14 to Oct. 13, 2023:
 - Islington Avenue and Major Mackenzie Drive
 - Dufferin Street and Glen Shields Avenue
 - Dufferin Street and Teston Road
 - Martingrove Road and Highway 7
 - Highway 27 and Martin Grove Road
 - Bathurst Street and Atkinson Avenue
 - Rutherford Road and Vaughan Mills Road
 - Rutherford Road and Keele Street
 - Rutherford Road and Confederation Parkway
 - Fossil Hill Pond
 - Jan. 6 to Jan. 28, 2025:
 - Jane Street and Major Mackenzie Drive

- Highway 7 and Highway 27
- Langstaff Road and Ansley Grove Road
- Dufferin Street and Rutherford Road
- Bathurst Street and Autumn Hill Boulevard

Hero Banner on vaughan.ca

- Scrolling hero banner on the homepage of vaughan.ca that drives visitors to the project webpage with most current information about the project and timely updates.

Synthia Messaging

- To communicate information about the new Vaughan Official Plan 2025, recorded messages have been shared with residents on the line with Service Vaughan throughout the project, including messaging to promote the Wednesday, June 4, 2025 Committee of the Whole (Public Meeting).

Digital Advertisements

- Staff leveraged digital ads through the Maple Network (includes sites like BCC, CBC, TC Media, Corus Media, Global and Rogers Media, York Region, etc.) and Bell Media to further generate awareness of public engagement opportunities.
- Campaigns ran during the following months:
 - September 2023
 - January 2024

Vaughan Citizen and Thornhill Liberal Columns and Ads

- A contributed column in the Vaughan Citizen to promote passed engagement opportunities went live on yorkregion.com on May 1, 2023 and was distributed in the print paper on May 4, 2023.
- Quarter page print ads were leveraged in the previous Vaughan Citizen and Thornhill Liberal in June 2023 and September 2023.
- The Thornhill Liberal had a readership of 40,600 and the Vaughan Citizen had a readership of 68,100.

Engagement eNewsletter

- Email blast to a highly engaged subscription base of residents and members of the public (**2,610+ contacts with open and click rates consistently above all industry averages**).
- The Vaughan Engagement eNewsletter featured information on Official Plan engagement opportunities in the following editions:
 - Oct. 6, 2021 (PDF only)
 - Nov. 25, 2021 (PDF only)
 - [April 28, 2022](#)
 - [Oct. 24, 2022](#)
 - [Nov. 18, 2022](#)
 - [May 10, 2023](#)
 - [May 29, 2023](#)
 - [June 14, 2023](#)
 - [Sept. 19, 2023](#)
 - [Jan. 9, 2025](#)
 - May 2025

Appendix

The below are visual examples of the communication tactics issued to promote the two Open Houses held for the Vaughan Official Plan this past January.

Communications tactic	Visual
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Public Service
Announcement

Learn about the draft Vaughan Official Plan 2025!

POSTED: Jan. 7, 2025 10:00 a.m. | **PLANNING**



Join one of two open houses at Vaughan City Hall on Jan. 27

Thank you for helping to shape the draft new Vaughan Official Plan 2025. Want to see how this plan will guide the city's growth for the next 30 years and beyond? We're holding two open houses to share the draft plan and answer your questions.

Join us on Monday, Jan. 27 for one of two open houses at **Vaughan City Hall (2141 Major Mackenzie Dr.)** from 8:30 a.m. to 4 p.m., or from 6 p.m. to 9 p.m. Drop by anytime in the Vaughan Room on the main floor to get involved.

For more information, visit vaughan.ca/OfficialPlan.

Here are answers to your frequently asked questions about this project:

What is an official plan?

An official plan is a land use planning policy that guides a municipality's growth and development. Vaughan's new official plan will:

- be consistent with new Provincial policies, plans and growth targets for people and jobs.
- implement the vision, goals, objectives and land use policies to serve the community.
- direct density, housing supply, protection of environmental features, agricultural areas and more.

Why was the Vaughan Official Plan 2010 reviewed?

Vaughan is one of the fastest-growing cities in Canada, with a population of more than 350,000 people and 240,100 jobs in

Social Media


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vaughan.ca/OfficialPlan



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An official plan is a land use planning policy that guides a municipality's growth and development. Vaughan's new official plan will:


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- direct density, housing supply, protection of environmental features, agricultural areas and more.

Why was the Vaughan Official Plan 2010 reviewed?
Vaughan is one of the fastest-growing cities in Canada, with a population of more than 350,000 people and 240,100 jobs in 2022. Now through 2051, Vaughan will become home to 575,900 more people, bringing the total expected population to 925,900 people. Additionally, businesses in the city will offer 114,200 more jobs, bringing the total employment figure to approximately 354,300 jobs. This expected growth will account for almost one-third of York Region's growth over the next three decades. The City will replace the existing [Vaughan Official Plan 2010](#) with the new Vaughan Official Plan 2025, once approved, to better meet the needs of current and future residents, workers and visitors.

Has the community been involved?
Yes! Residents have been engaged since the start of the project in 2021. Learn more about past engagements at vaughan.ca/OfficialPlan.

How can I stay informed?
Learn more about the City's Official Plan at vaughan.ca/OfficialPlan. You can also request to join the Official Plan mailing list by emailing opmanager@vaughan.ca.

For updates and news as they happen, subscribe to [Vaughan News](#) and follow the official corporate channels on [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).



Project Webpage Updates

Vaughan Official Plan



The City of Vaughan is in the process of developing a new Vaughan Official Plan 2025.

The new Vaughan Official Plan will be guided by responsible governance, sustainable planning, economic leadership, transparency, accountability and industry, will be consistent with new Provincial policies, plan and growth targets for people and jobs, implement the vision, goals, objectives and land use policies to serve the community, and direct density, housing supply, protection of environmental features and agricultural areas and more.

The process

The City of Vaughan has been working towards creating the new Vaughan Official Plan 2025 to better meet the needs of current and future residents, businesses and those who visit Vaughan. Work has been underway since 2021 and is expected to be completed by April 2025.

Your feedback has helped shape the development the plan - and we once again want to hear from you!

Get involved

As we enter the final stage of its development, we're holding two Open Houses to share the draft plan and answer your questions.

Details:

- Date: Monday, Jan. 27
- Time: Drop by any time 8:30 a.m. to 4 p.m. and from 6 p.m. to 9 p.m.
- Location: Vaughan City Hall (2141 Major Mackenzie Dr.) in the Vaughan Room on the main floor

Get inspired; Get involved!

To learn more and get involved, visit research.v Vaughan.ca.



Official Plan Review



Official Plan 2010

Additional Resources



- [Projects and Studies](#)
- [Workshops, Meetings and Notices](#)
- [Events Calendar](#)

Related Links

- [City of Vaughan Official Plan 2010](#)
- [Get Involved in the Official Plan Review](#)
- [Policy Planning Projects and Studies](#)

Contact

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<p>Vaughan City Hall and community centre TV screens</p>	<div data-bbox="670 205 1019 558"> <h2>Vaughan Official Plan</h2> <p>Join us at an Open House on Jan. 27 at City Hall</p> <p>vaughan.ca/OfficialPlan</p> </div> 
<p>Digital Signs</p>	<div data-bbox="652 630 1019 949"> <h2>Vaughan Official Plan</h2> <p>Join us at an Open House on Jan. 27 at City Hall</p> <p>vaughan.ca/OfficialPlan</p> </div> 
<p>Mobile Signs</p>	<div data-bbox="607 1085 1019 1528"> <h2>Vaughan Official Plan</h2> <p>Attend an Open House on Jan. 27 at City Hall</p> <p>vaughan.ca/OfficialPlan</p> </div> 

Hero banner on
vaughan.ca



Digital Advertisements

