



## **Administrative Report**

**To: The Chair and Members of the Essex County Accessibility Advisory Committee**

**From: Crystal Sylvestre**  
**Manager, Records and Accessibility/Deputy Clerk**

**Date: Thursday, December 5, 2024**

**Subject: 2025 ECAAC Communication Plan**

**Report #: 2024-1205-LCS-R03-CS**

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### **Purpose**

To provide the Essex County Accessibility Advisory Committee (ECAAC) with a schedule and proposal to increase their online presence and reach a broader audience when advertising their events.

### **Background**

The ECAAC is committed to engaging with the community to advocate for and share information pertaining to Accessibility initiatives in Essex County, Ontario and Canada.

The ECAAC has historically used Facebook and Twitter /X to connect with their audience online.

It was identified following the 2024 Fest-for-All that placing a more organized effort towards advertising could have resulted in a larger guest turnout. The ECAAC had requested at their November 7, 2024 meeting that Administration consult the County Communications Team to develop a tentative Communications Plan for 2025.

## **Proposed Methods of Communications**

- ECAAC continues the use of Facebook
- ECAAC discontinues the use of Twitter/X
- ECAAC leverages the County of Essex Social Media to gain traction and reach a broader audience

## **Tentative Schedule**

### **February 2025**

- Report out on February 6, 2025 ECAAC Meeting
  - Announce Chair and Vice Chair for 2025

### **March 2025**

- Report out on March 6, 2025 ECAAC Meeting
- Announce Expression of Interest opening for 2025 Fest-for-All opening April 15, 2025 date.

### **April 2025**

- Report out on April 3, 2025 ECAAC Meeting
- Fest-for-All Expression of Interest Open April 15, 2025

### **May 2025**

- Report out on May 7, 2025 Delegation at County Council
- Promote National AccessAbility Week May 25-31, 2025
  - [ECAAC develop 7 days' worth of subjects to share](#)
  - [Fest-for-All Expression of Interest closing June 1](#)
- Monday, May 26, 2025 Accessibility Flag Raising

- Wednesday, May 28, 2025 – Easter Seals Red Shirt Day

## **June 2025**

- Report out on June 5, 2025 ECAAC Meeting
- Advertise Fest-for-All (\$)

## **August 2025**

- Report out on August 7, 2025 ECAAC Meeting
- Advertise Fest-for-All (\$)

## **September 2025**

- Report out on Fest-for-All

## **October 2025**

- Report out on October 2, 2025 ECAAC Meeting
- Report on year end municipal to-do's – Compliance

## **November 2025**

- Report out on November 6, 2025 ECAAC Meeting
- Report on year end ECAAC to-do's – Year End Council Delegation

## **December 2025**

- Report out on success of December 3, 2025 Year End Delegation to Council
- Report out on December 4, 2025 ECAAC Meeting
- Holiday Greeting and advertise looking forward to another great year of advocacy in 2026

## Miscellaneous

- Reshare posts from other local AAC's
- Offer 'did you know?' content to fill gaps
- Reshare any news on legislative changes

## Financial Implications

To increase exposure on Facebook, it was recommended to allocate a portion of the Accessibility Initiatives budget to this platform each month. Paying small increments to promote event related information allows the ECAAC content to remain closer to the 'top' of related searches.

In addition to online efforts, advertisements for the Fest-for-All in local print newspapers could be a valuable avenue for reaching community members.

An upwards limit of \$2,000 for all advertising related expenses would be sufficient to support the proposed Communications plan of the Committee. The total value could be broken down as follows:

- Budget up to \$100 per month for 10 months to increase profile on Facebook (every month except January and July) = \$1,000
- Budget up to \$1,000 total to advertise the 2025 Fest-for-All in local newspapers

In addition to the proposed Communications Plan, the County of Essex Communications Team would continue to promote all ECAAC initiatives through their channels at no cost to the Committee. Any no-cost avenue will be explored and used where possible.

The Communication Plan for the month ahead will be provided at each ECAAC meeting for the Committees consideration and review.

Statistical review will also be added to the monthly ECAAC agenda to monitor the impact this Plan is having. Should it be found that this approach is not successful, a report will be returned to adjust or discontinue the Plan.

**Consultations**

- Katherine Hebert, County Clerk
- Don McArthur, Manager, Communications and Organizational Development
- Ellen van Wageningen, Communications Officer
- Gemma Belanger, Coordinator, Communications and Organizational Development

**Strategic Plan Alignment**

<b>Working as Team Essex County</b>	<b>Growing as Leaders in Public Service Excellence</b>	<b>Building a Regional Powerhouse</b>
<input type="checkbox"/> Scaling Sustainable Services through Innovation  <input type="checkbox"/> Focusing “Team Essex County” for Results  <input type="checkbox"/> Advocating for Essex County’s Fair Share	<input type="checkbox"/> Being an Employer with Impact  <input checked="" type="checkbox"/> A Government Working for the People  <input type="checkbox"/> Promoting Transparency and Awareness	<input type="checkbox"/> Providing Reliable Infrastructure for Partners  <input checked="" type="checkbox"/> Supporting Dynamic and Thriving Communities Across the County  <input type="checkbox"/> Harmonizing Action for Growth  <input type="checkbox"/> Advancing Truth and Reconciliation

**Recommendation**

That the Essex County Accessibility Advisory Committee allocate up to \$2,000 of the 2025 Accessibility Initiatives budget to the Communications Plan.

## Approvals

Respectfully Submitted,

*Crystal Sylvestre*

Crystal Sylvestre, Manager, Records and Accessibility/Deputy Clerk