



Heritage Committee 2018 Communications Plan

INTRODUCTION

The purpose of the Heritage Steering Committee is to raise heritage issues to the CRD Board and increase public awareness of heritage resources. The Committee also provides the Regional District Board with recommendations on matters relating to the designation and preservation of natural and cultural heritage buildings, sites, structures, land and neighbourhoods. The committee currently consists of nine local citizens and two CRD Board members and meets on a monthly basis.

This communications plan is a fluid, working document to guide the efforts of the Heritage Steering Committee and facilitate action. The committee will evaluate progress at the end of each year and carry the plan forward into the next year with adjustments as necessary.

GOALS

- Increase heritage awareness throughout the Cariboo Chilcotin in partnership with regional museums and other heritage groups.
- Identify and register heritage sites in the Cariboo Chilcotin.
- Increase awareness of the Heritage Steering Committee.

OBJECTIVES

- Increase traffic to the Heritage pages on the CRD's website by 10% in 2018.
- Attend or host 10 events in 2018.
- Increase driving brochure distribution by 10% in 2018.
- Increase online downloads of driving brochure by 10% in 2018.
- Add two sites to local heritage register in 2018.

TARGET AUDIENCES

- Residents in the Cariboo Chilcotin who own or have information about heritage sites;
- People in the region who are interested in heritage and want to be involved;
- People in the region who don't know much about heritage;
- Tourists; and
- Regional museums and other heritage groups.

KEY MESSAGES

- Go on a historical adventure this year and visit some of the Cariboo Chilcotin's local heritage sites. Pick up a copy of the CRD Heritage Committee's "Cariboo Chilcotin Historic Driving Tour Guide & Map" at your local tourism centre or CRD office. Download the driving tour guide or use an interactive tour map at cariboord.ca/services/heritage.
- We are working hard to preserve the heritage of our region so that our history can live on. Join our efforts to raise the profile of heritage issues and increase awareness of heritage resources.
- The Heritage Committee meets monthly and we are always looking for new members. All meetings are open to the public and interested parties.
- Do you have a heritage issue or a site of significance that you are passionate about? We would love to hear from you. We are working hard to identify more heritage sites in our region, raise awareness of them and register them with the BC Heritage Branch.
- Learn about heritage in the Cariboo Chilcotin and about the CRD Heritage Steering Committee at cariboord.ca/services/heritage or contact us by email at heritage@cariboord.ca or by phone at 250-392-3351 or 1-800-665-1636 toll-free.

SPOKESPERSONS

For media interviews, the Heritage Committee Chair and CRD Director Robin Sharpe will be the official spokesperson. Emily Epp, the CRD's Manager of Communications, will be the point person for media interviews and direct them to the appropriate spokesperson.

TACTICS & BUDGET

In order to meet our objectives, we will use a variety of communication channels. Below is a breakdown of the specific tactics we will use along with their allocated budgets. Further details and an action plan for each tactic can be found in the following section.

An overall budget of \$5,000 has been established for the Heritage Committee. \$3,000 has been allocated for 2018 in support of the Communications Plan, including reprinting the Heritage Driving Brochure at \$2,500.

Tactic	Cost
Website	\$0
Events	?
Heritage Highlights Facebook Campaign	\$0
Driving Brochure Facebook Paid Ad Campaign	\$100
UpFront Newsletter	\$0
Heritage Highlights Pitched Articles & Segments	\$0
News Releases	\$0
Driving Tour Brochure	\$2,500
Posters	\$100
Virtual Driving Tour	\$0
TOTAL COST	\$2,700

ACTION PLAN

The following lists the tentative overview of communication tools, timelines and persons responsible.

Action Item		Main Person Responsible	Content/Focus	Due Date	Publication Date
Website		Planning Clerk & Communications Assistant			
Events		Heritage Committee members	<p>Could include attending events, hosting events, school visits or heritage tours among others.</p> <p>Committee Members will develop a list of upcoming events and prioritize which to attend.</p>		
Social Media	Facebook Campaign (12 posts)	Manager of Communications & Heritage Committee members	Series of posts on heritage highlights linking back to Heritage website and driving brochure. (2 per month from April to Sept.)		

		<i>Committee members will draft posts based on the statements of significance.</i>			
	Facebook Ads		Driving Brochure Ad Campaign through the spring and summer		
UpFront Newsletter	Article	Manager of Communications & Heritage Committee members	Highlight the driving brochure in the June UpFront Newsletter.		
Media	Pitched Articles/Segment Ideas (12)	Manager of Communications & Heritage Committee members <i>Committee members will draft short articles based on the statements of significance</i>	Once a month, pitch one article/segment idea to print media and Shaw TV.		
	News Releases (as needed)	Manager of Communications & Manager of Development Services <i>Committee to advise of newsworthy events/happenings, etc.</i>	Distribute News Releases for key events or newsworthy updates/milestones		
Driving Tour Brochure		Manager of Communications & Manager of Development Services (with GIS) <i>Committee to provide feedback on updates and distribute</i>	<ul style="list-style-type: none"> • Update and print more copies • Distribute throughout the region • Stock at Tourism Centres 		
Posters		Manager of Communications & Heritage Committee members	As needed to promote the driving brochure or various heritage locations or activities		

Virtual Driving Tour		Manager of Communications & Manager of Development Services & GIS <i>Committee members to gather photos or videos of heritage locations</i>	Virtual Driving Tour is available on the CRD website; promote through various avenues		
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EVALUATION

While evaluation will be ongoing throughout the year and this plan will serve as a foundation for years to come, the following objectives and their outcomes serve as measures to evaluate if the Heritage Steering Committee met their communication objectives.

Objective	Outcome
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