

Administrative Backgrounder

Councillor Notice of Motion

Title	New Residents' Guide (Deputy Mayor Comeau)
Purpose of Report	To provide information in response to Deputy Mayor Comeau's notice of motion made at the January 25, 2022 Council Meeting to develop a new residents' guide.
Proposed Motion(s)	That Council direct Administration to develop a New Residents' Guide, at a cost of up to \$10,000, to be funded from the Corporate Support Operating Reserve.
Previous Council / Committee Direction	None.
Strategic Alignment	<p>A guide for new residents would support the County's <i>Thriving Communities</i> outcome, by helping to create strong community identity and pride, a small community feel and personal connection, and a safe, welcoming, and diverse community.</p> <p>A guide for new residents would also help residents to be aware of the cost-effective and valuable services offered by Sturgeon County.</p>
Statutory Requirement Considerations	None.
Alignment to Levels of Service Delivery	A guide for new residents would help outline the programs and services that are available and how to access them.
Anticipated Human Resource Requirements	Administration is proposing this project to be a blend of internal and external resources. It is anticipated that the project will take approximately 96 hours spread over 12 weeks.
Anticipated Financial Resource Requirements	Administration estimates that, depending on the printing and shipping options, the project could be delivered for \$10,000.

Additional Background Information	<p>To deliver the project, Administration is proposing the following approach:</p> <p><i>Project Scoping & Research (4 weeks)</i></p> <ul style="list-style-type: none"> ▪ Meetings with Administration and Council ▪ Research <p><i>Concept & Design (6 weeks)</i></p> <ul style="list-style-type: none"> ▪ Meetings with graphic designer ▪ Graphic design ▪ Draft delivered <p><i>Revisions</i></p> <p><i>Delivery, Publishing, Printing (2 weeks)</i></p> <ul style="list-style-type: none"> ▪ Send to print / delivery <p>Other notes</p> <ul style="list-style-type: none"> ▪ Administration is estimating the project will take 12 weeks from scoping to delivery. ▪ Scope and data collection can begin immediately but Council may want to delay the design until the new brand has been launched.
Attachment(s)	<p>None.</p>
Report Reviewed by:	<p>Lucas Warren, Manager, Corporate Communications</p> <p>Reegan McCullough, County Commissioner – CAO</p>