



**To:** Mayor and Councillors **Date:** December 15, 2005  
**From:** Ted Townsend **File:** 01-0185-01/2005-Vol 01  
Senior Manager, Corporate Communications  
**Re: Oval - Form and Character Communications Plan**

As requested by General Purposes Committee, staff have developed a communications plan to support final approval of the Oval – Form and Character report.

The general Oval – Form and Character report has already received considerable local media coverage, including front page coverage in the Richmond News, as a result of its presentation to General Purposes Committee. The communication plan factors in this previous “soft release” of the information. In addition, most communications activities are planned during the month of January as it would be ineffective to conduct much activity during the current holiday season.

Following Council’s final approval, a news release will be issued with appropriate accompanying imagery outlining the general concepts and themes of the Oval - Form and Character. This information will also be posted on the City’s Internet and Intranet sites and showcased in the upcoming December Oval Update in The Review.

The City will be updating all of its Oval-related communications materials to reflect the new Oval – Form and Character, which will be completed and disseminated in early 2006. In addition, new communications materials are currently under development, which will feature the new Oval – Form and Character, to be used as part of City promotional activities associated with the upcoming Olympic Winter Games in Torino.

The City is working with Cannon Design to complete updating of Oval conceptual imagery and develop a coordinated approach for the distribution of new imagery related to the Oval. The City is also working closely with VANOC, which is currently updating its venue materials, to ensure the new Oval – Form and Character is reflected in those new materials.

The City will continue to provide regular information to the community on project status updates, including Oval – Form and Character, through a variety of community presentations and other ongoing communication activities.

Ted Townsend  
Senior Manager, Corporate Communications

TT:tt