

### **Community Engagement Made Easier**

SPECIALIZED TOOLS FOR PUBLIC CONSULTATION, OUTREACH & INSIGHT

#### TEXT MESSAGING - FAST, PERSONAL, IMPACTFUL

Reach residents instantly with critical updates, calls to action, or invitations to participate in public consultations. **Stratcom's Prompt.io-powered texting** enables:

- Text Broadcasts for one-way info sharing.
- Text Banking with experienced agents to boost outreach.
- Community Input Collection via survey forms or peer-to-peer conversations on key municipal decisions.
- Used by the City of Toronto in its award-winning VaxTO campaign.
- Average read rates of 98% in under 2 minutes!

#### TELEPHONE TOWN HALLS - REAL-TIME PUBLIC DIALOGUE

Engage thousands in live, town hall–style forums from the comfort of your office:

- Broadcast-quality video & audio options.
- Real-time polling & keypad response features.
- Access without internet mobile, accessible & inclusive.
- Reach diverse residents and get actionable insights.

#### BROADCAST VOICE MESSAGES - DIRECT, SCALABLE OUTREACH

Pre-recorded voice messages that:

- Share important updates from your mayor or council.
- Promote events or consultations.
- Collect data or redirect listeners to live reps. Stratcom can even provide demographicbased phone lists—no data? No problem.

#### LIST BUILDING - REACH MORE RESIDENTS, FASTER

Connecting with your community starts with the right data. Stratcom helps municipalities build tailored, high-quality phone lists to power outreach.

- Access thousands of mobile numbers by region or riding.
- Grow your contact lists without needing opt-ins from events or forms.
- Use lists across channels (texting, live calling, TTHs, or BVMs) to engage residents.
- Strengthen public engagement campaigns with targeted, data-driven contact strategies.

## **VaxTO**

In the Spring of 2021, the City of Toronto wanted to mobilize their vaccination campaign efforts. The City of Toronto asked us to design a direct contact campaign that aimed to 'get out the vaccine', akin to what we would normally do to 'get out the vote'. As a political specialist and engagement firm, we partnered with Point Blank, a digital and creative agency, to adapt our political tools and strategies to the task at hand: to directly contact as many Torontonians as possible and convince them to get vaccinated.

# QUICK STATS AROUND CAMPAIGN ACCOMPLISHMENTS

- 20,000,000+ ad impressions and 100,000+ click-throughs to toronto.ca/covid19 or a translated landing page about Toronto's vaccination program in one of 15 languages.
- 1,000,000+ people contacted via voicemail broadcast
- Over 150,000 Telephone Town Hall attendees
- 40,000+ live phone conversations
- 16,500 Torontonians connected directly to the provincial booking line on the first interactive voice message alone.

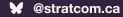
This campaign's goal was to combat vaccine hesitancy with culturally-appropriate ads, outreach and educational tools and help the City achieve a 70% vaccination rate for areas identified in the city's "Sprint Strategy"; these neighbourhoods were determined to be at greater risk of contracting Delta, and, due to a variety of intersecting and systemic factors, are composed overwhelmingly of racialized, newcomer, and religious minority communities. Consequently, the VaxTO campaign was designed to address adults across a wide age range in 15 languages: English, French, Bengali, Cantonese, Farsi, Hindi, Italian, Mandarin, Portuguese, Punjabi, Spanish, Tagalog, Tamil, Urdu, and Vietnamese.

Using our direct citizen contact tools of *Broadcast Voice Messages, Texting, Live Calling and Telehone Town Halls*, VaxTO informed citizens getting first, second, and third doses about how, where, and when to get vaccinated in the City of Toronto.

## **STRATCOM**

Our work on VaxTO points to our capacity to communicate vital information efficiently and effectively.

Over the course of the almost 2-year campaign, The City of Toronto became one of the most vaccinated City's in the World against Covid-19.



f @Stratcom.Inc

stratcom.ca



1.866.537.6199 | in

info@stratcom.ca