

# 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 demographic-based 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.

**Multilingual capabilities available**  
(ENG, FR, Mandarin, Punjabi, etc.).

*Trusted by Municipal Leaders Across Canada*

# 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](https://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 Telephone 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.

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