



Staff Report

Report To: Council Meeting
From: Jana Nethercott, Clerk
Date: 2020-10-22
Subject: Costs of a Quarterly Newsletter

Recommendation:

That West Elgin Council hereby receives the report from J. Nethercott Clerk, re: Costs of a Quarterly Newsletter for information purposes.

Purpose:

The purpose of this report is to provide Council with information and costs of producing a Quarterly Newsletter for West Elgin Residents

Background:

At the Regular Council meeting on October 8, 2020 Council requested a report back on the option of producing and mailing out a Quarterly Newsletter, similar to what Southwest Middlesex has produced. Staff reached out to Southwest Middlesex Economic Development & Communications Officer to inquire about the costs and staff time it took to produce their quarterly newsletter.

Staff Time: SWM has a part time position of Economic Development & Communications Officer and it is their responsibility to produce this document, after the other municipal staff provide the content. It is estimated this staff member spent 2 full days between the inputting of content provided, printing and preparing flyer for distribution.

Production: SWM uses Canva to produce this flyer, which West Elgin also uses currently, this program carries an annual fee of \$155.88. SWM's first newsletter was printed in-house using their printer on ledger size paper (11x17) and consisted of 3 pieces of paper printed on both sides and stapled in the booklet format. Below is a breakdown of the cost of one flyer:

Cost per page	
Paper	\$ 0.05
Colour Print	\$ 0.06
Mail	\$ 0.17
Total per page	\$ 0.28
Average Flyer is three pages	\$ 0.84

West Elgin currently has approximately 2600 households.

Under the current organizational structure of West Elgin, staff are operating with reduced staffing levels compared to a year ago and are working at peak capacity on a number of legislatively required projects such as Asset Management and AODA Compliance. Communication with our residents is very important and staff and Council have been working continuously to improve this through the implementation of a new website with the ability to subscribe to information, the use of social media and Council Highlights. As Southwest Middlesex has only sent out 1 of these quarterly newsletters, staff are suggesting that West Elgin wait and see how these are received in Southwest Middlesex before following suit.

Financial Implications:

Projected cost of \$8,736.00 annually to print and mail out a 3 page flyer quarterly at the current costs. This does not include staff time or a portion of the program cost since we currently subscribe to Canva.