

## APPENDIX B

### Residential Rental Licensing Engagement Strategy

Similar to previous public engagements undertaken by the City, administration will reach out to residents using traditional outlets, online platforms, and direct contacts to specific organizations.

Costs are approximate.

1. News release and information uploaded on Cornwall.ca
2. Multiple strategic posts on Facebook, Twitter, and Instagram
3. Option for a possible Facebook/Instagram ad (\$500-\$1,000)
4. Ad featuring the complete survey in Seaway News and Standard-Freeholder (\$2,000)
5. Radio ads directing residents to the project webpage on Cornwall.ca (\$500)
6. Surveys sent by mail (with return pre-paid envelope included) to 2,000 random addresses in Cornwall (\$3,000)
7. In-person public engagement session once pandemic restrictions are lifted
8. Focus group conversations with groups representing landlords and tenants

Surveys issued in the last year, using similar engagement strategies, have seen 1,200 to 1,800 responses.