

Staff Report to Council

Communications & Community Engagement

FILE: 01-0620-03/21

REPORT DATE: November 01, 2021 **MEETING DATE:** November 29, 2021
TO: Mayor and Council
FROM: Carolyn Baldrige, Manager Communications and Community Engagement
SUBJECT: **2022 Business Plan - Corporate Services, Communications**

CHIEF ADMINISTRATIVE OFFICER REVIEW/APPROVAL:



RECOMMENDATION(S):

THAT Council:

- A. Receive for information the Communications and Community Engagement 2022 Draft Business Plan and Staff Report as presented at the November 29, 2021 meeting of Council; OR
- B. Other.

PURPOSE

To present the 2022 Draft Business Plan for Communications and Community Engagement.

☒ Information Report ☐ Decision Report ☐ Direction Report

DISCUSSION

COMMUNICATIONS & COMMUNITY ENGAGEMENT DIVISION OVERVIEW

The department works to enhance public trust; translate complex issues into understandable and useful information; engage the right people at the right time; navigate divergent community views; promote two-way dialogue; provide strategic marketing, corporate communications and media relations. Services include: issues management, website and social

media administration, digital advertising, report production, photography and delivery of corporate events.

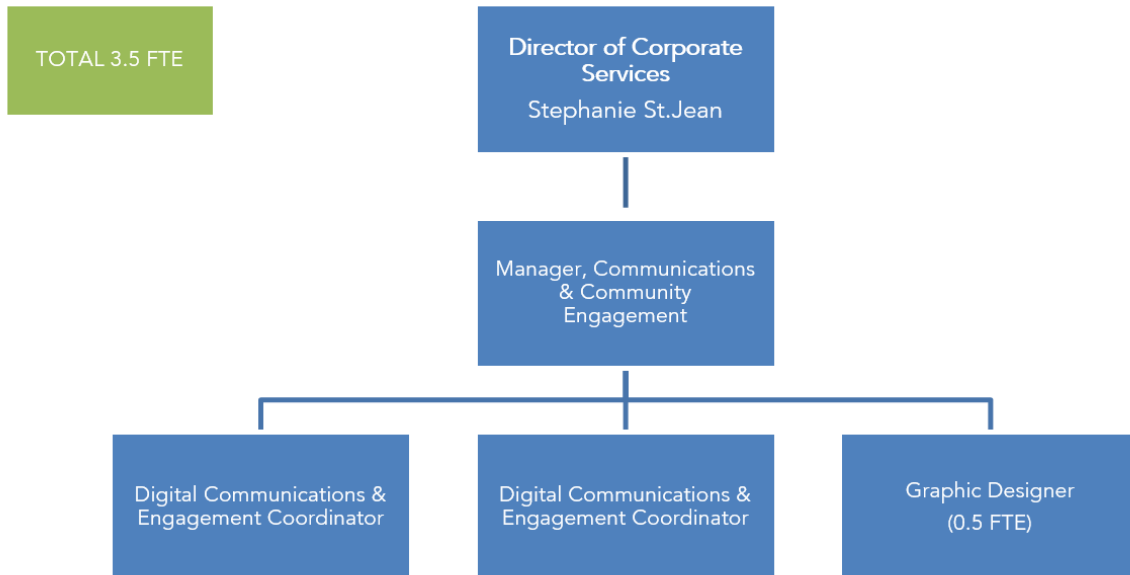
Operating Budget: \$493,100

Capital Budget: \$24,300

1.9% Share of overall City Budget:



Staff Complement



Forecasted position adjustments

None.

Deferred Projects

As a result of priorities that emerged throughout the year, the following 2021 business plan initiatives were deferred:

- **SAFETY CULTURE CAMPAIGN.** Communications and Occupational Health and Safety (OHS) to develop an internal marketing and communications plan to bolster existing programs. Project deferred due to competing priorities. Project to be addressed in phases and will be completed by the third quarter of 2022.
- **MIGRATE PITTMEADOWSFIRE.COM TO PITTMEADOWS.CA.** Complete a comprehensive audit of existing content, significantly enhance and port over the copy to pittmeadows.ca. Project has started and will be completed by the first quarter of 2022.
- **COMPLETE POLICY REVISIONS AND DEVELOP NEW POLICIES.** Revisions to Sponsorship and Advertising on City Managed Assets C059 and Media and Public Relations Communications C063 deferred due to competing priorities resulting from COVID-19. Project to be completed by the second quarter of 2022.

2021 Achievements (Top 3)

- **PITT MEADOWS PROUD.** Created and launched multi-phase community-pride building campaign that involved filming and deploying seven videos and digital marketing. 18 gift cards to local businesses were provided to participants. A total of 94 submissions were made. The videos received over 10,000 views across social media channels, garnered countless likes and positive comments and bolstered community pride.
- **SUPPORTED MULTIPLE CITY DEPARTMENTS WITH STRATEGIC MARKETING, COMMUNICATIONS AND ENGAGEMENT ACTIVITIES.** Provided extensive strategic communications and engagement activities for: the opposition to the CP Industrial Logistics Park Expansion, Police Services Review, Fire Hall Replacement Project and enhancements to Fire Services, the Pitt Meadows Road and Rail Improvements Project, Official Community Plan, Community Service Awards, Committee Recruitment and other initiatives. Crafted 23 press releases.
- **PARKS RECREATION AND CULTURE MASTER PLAN.** Delivered extensive communications and engagement support including conceptualizing, filming and launching an inspiring video. Created and deployed postcard mailer, social media and print advertising.

Key Challenges for 2022

- **CIVIC ENGAGEMENT.** Continued effort required to enhance civic engagement in the ever evolving world of COVID-19 that limits in-person events and/or where people are reticent to attend. Increased and innovative tactics required to garner the attention and the online participation of the community.
- **SOCIAL MEDIA ENGAGEMENT AND ADMINISTRATION.** More residents are using social media as their primary means to engage, ask questions and provide feedback. This shifts the responsibility from a centralized customer service function to a shared model that involves Communications staff to triage comments and responses. The increase in social media engagement also calls for the increased need to moderate or correct misinformation.
- **VIDEO AND LIVESTREAMING.** There is an increased interest for livestreaming and recording of corporate events. The ability to deliver this service with the required quality is challenging given the depth of knowledge and experience available on staff in the areas of sound, lighting and video editing technologies.

Key Initiatives 2022

Strategic Priority	Initiative
Principled Governance – Community Voice	COMMUNICATIONS & ENGAGEMENT SUPPORT for a variety of key and significant initiatives: Police Services, New Fire Hall, Elections, POC Recruitment, PRC Master Plan, OCP Adoption, Pitt Meadows Road and Rail Improvements Projects and more.
Principled Governance – Community Voice	OPPOSITION CP LOGISTICS PARK EXPANSION PROJECT. Communications efforts and strategies to support Council's opposition.
Corporate Excellence – Accountability	MIGRATE EXISTING CITY WEBSITE (DRUPAL 7 TO DRUPAL 9). Update the existing platform and migrate content to the latest version to ensure that the City's website is user friendly, properly supported and is secure.
Corporate Excellence – Accountability	SIGNAGE. Design new signage for: entering into Pitt Meadows from the Pitt River Bridge, street banners as well as trails and dikes. Complete parks sign replacement project.
Principled Governance – Community Voice	COMPLETION OF 2021 DEFERRED PROJECTS <ul style="list-style-type: none">• COMPLETE POLICY REVISIONS AND DEVELOP NEW POLICIES. Revisions to Sponsorship and Advertising on City Managed

Corporate Excellence – Accountability	Assets C059 in collaboration with Parks and Rec and Media and Public Relations Communications C063. Work with multiple departments to issue a Request for Proposals (RFP) for Billboards.
Corporate Excellence – Accountability	<ul style="list-style-type: none"> • SAFETY CULTURE CAMPAIGN. Communications and Occupational Health and Safety (OHS) to develop an internal marketing and communications plan to bolster existing programs. • MIGRATE EXISTING PITTMEADOWSFIRE.COM TO PITTMEADOWS.CA. Complete a comprehensive audit, significantly enhance and port over the copy to pittmeadows.ca.

1. PROPOSED OPERATING BUDGET

	2021 Adopted Budget	2022 Proposed Budget	Proposed Changes for 2022		2023 Proposed Budget	2024 Proposed Budget	2025 Proposed Budget	2026 Proposed Budget
Expenses								
Communications	\$ 476,100	\$ 493,100	\$ 17,000	3.6%	\$ 505,300	\$ 515,600	\$ 523,400	\$ 531,800
	476,100	493,100	17,000	3.6%	505,300	515,600	523,400	531,800
Net Operating Expenses	\$ 476,100	\$ 493,100	\$ 17,000	3.6%	\$ 505,300	\$ 515,600	\$ 523,400	\$ 531,800
Key Budget Changes for 2022:								
Salary and Benefits			16,300					
Other			700					
Change in Net Operating Expenses			17,000					

2. PROPOSED CAPITAL BUDGET

Division	Project	2022	2023	2024	2025	2026	Total
DV132 - COMMUNICATIONS							
	170015 - WEBSITE REFRESH #15-CM-092	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 50,000
	180014 - CITY BANNER REPLACEMENT #18-CM-094	\$ 1,300	\$ 1,300	\$ 7,200	\$ -	\$ -	\$ 9,800
	210061 - WEBSITE VERSION UPGRADES	\$ 13,000	\$ -	\$ 10,000	\$ 10,000	\$ 10,000	\$ 43,000
DV132 - COMMUNICATIONS Total		\$ 24,300	\$ 11,300	\$ 27,200	\$ 20,000	\$ 20,000	\$ 102,800

3. DECISION PACKAGE(S)

None.

PUBLIC PARTICIPATION

☒ Inform ☐ Consult ☐ Involve ☐ Collaborate ☐ Empower

KATZIE FIRST NATION CONSIDERATIONS

Referral ☐ Yes ☒ No

SIGN-OFFS**Written by:**

Carolyn Baldridge,
Manager, Communications & Community
Engagement

Reviewed by:

Stephanie St. Jean,
Director, Corporate Services

ATTACHMENT(S):

None.