



Staff Report to Council

Communications

FILE: 01-0620-03/20

REPORT DATE: November 09, 2020 **MEETING DATE:** November 24, 2020
TO: Mayor and Council
FROM: Carolyn Baldrige, Manager, Communications & Community Engagement
SUBJECT: 2021 Business Plan - Corporate Services - Communications

CHIEF ADMINISTRATIVE OFFICER REVIEW/APPROVAL:

RECOMMENDATION(S): THAT Council:

- A. Receive for information the Communications and Community Engagement 2021 Draft Business Plan and Staff Report as presented at the November 24, 2020 meeting of Council; OR
- B. Other.

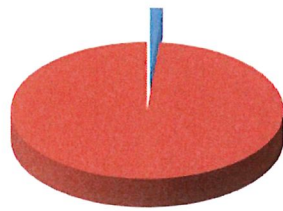
COMMUNICATIONS & COMMUNITY ENGAGEMENT DEPARTMENT OVERVIEW

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: \$372,600

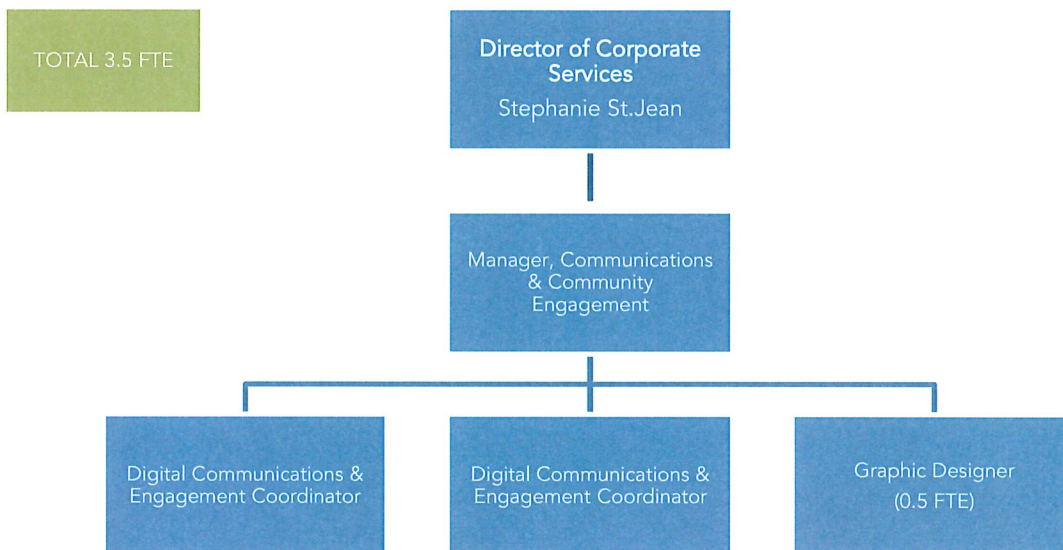
Capital Budget: \$10,000

Department's Share of City Budget



- Communications 1.5%
- Remaining City Budget 98.5%

Staff Complement:



Deferred Projects

As a result of priorities that emerged throughout the year the following 2020 business plan initiatives were deferred:

- **SAFETY CULTURE CAMPAIGN.** Communications and Occupational Health and Safety (OHS) to develop an internal marketing and communications plan bolster existing programs. Project deferred due to competing priorities resulting from COVID-19. Project to be completed by the third quarter of 2021.
- **MEADOWS PROUD.** Create and launch multi-phased community pride building Pitt Meadows Proud campaign. This campaign includes video, collateral, swag with a heavy reliance on public participation and business collaboration. Project deferred due to competing priorities and restrictions resulting from COVID-19 which involved a strict adherence to Public Health Orders such as physical distancing, facility and business

closures and service disruptions. Project to be completed by the second quarter of 2021.

- **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 2021.

2020 Achievements

- **EXTENSIVE INTERNAL/EXTERNAL COMMUNICATIONS RELATED TO COVID-19.** Designed signage, created digital assets and crafted more than two dozen press releases and internal messaging communicating: facility closures/reopening, the launch of residential tax grant program and extension of late tax payment penalties. Delivered extensive communications and marketing support for two Council committees: the Economic Resiliency Task Force and the Community Check-in Task Force.
- **SUPPORTED MULTIPLE CITY DEPARTMENTS WITH MARKETING, COMMUNICATIONS AND ENGAGEMENT ACTIVITIES.** Provided extensive strategic communications for: North Loughheed Area Plan, Official Community Plan, Environmental Inventory Assessment, Police Services Review, Fire Hall Replacement Project, Golden Ears Business Park, Pitt Meadows Road and Rail Project and other initiatives.
- **COLLABORATION WITH PARKS, RECREATION AND CULTURE DEPARTMENT.** Streamlined internal communication processes which enhanced branding and messaging for a variety of shared initiatives such as:
 - **New Parks signage** which involves the design and construction of park signs and includes Katzie First Nation language translations. Installation of remaining signs is to be completed early in 2021.
 - **Creating the virtual Pitt Meadows Art Gallery (PMAG).** This involved transitioning exhibits from in-person to virtual experience.

Key Challenges for 2021

- **CIVIC ENGAGEMENT.** Continued effort required to enhance civic engagement in the new world of COVID-19 that limits and restricts in-person events. 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 triaging comments and responding. 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 2021

Strategic Priority	Initiative	Target Completion
Principled Governance – Community Voice	PARKS RECREATION AND CULTURE MASTER PLAN. Deliver extensive communications and engagement support throughout the project launch, engagement and completion.	Q1-4
Corporate Excellence – Accountability	2021 BUSINESS PLAN. Implement and execute new financial planning process and refreshed document with the goal of making a submission to the Canadian Award for Financial Reporting Program (GFOA).	Q1
Principled Governance – Community Voice	COMMUNICATIONS AND ENGAGEMENT SUPPORT. Provide support for a variety of significant initiatives such as: Police Services Review, New Fire Hall, North Lougheed Area Plan, Golden Ears Business Park and the new Economic Development Advisory Committee.	Q1-4
Corporate Excellence – Accountability	COMPLETION OF 2020 DEFERRED PROJECTS. <ul style="list-style-type: none"> • SAFETY CULTURE CAMPAIGN. Communications and Occupational Health and Safety (OHS) to develop an internal marketing and communications plan bolster existing programs. Project deferred due to demands related to COVID-19. Project to be completed by the third quarter of 2021. • PITT MEADOWS PROUD. Create and launch multi-phased community pride building Pitt Meadows Proud campaign that includes video, collateral, swag etc. Project deferred due to demands related to COVID-19. Project to be completed by the second quarter of 2021. • COMPLETE POLICY REVISIONS AND DEVELOP NEW POLICIES. Revisions to Sponsorship and 	Q1-3

	Advertising on City Managed Assets C059 and Media and Public Relations Communications C063 deferred due to demands COVID-19. Project to be completed by the second quarter of 2021.	
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PROPOSED OPERATING BUDGET

	2020 Adopted Budget	2021 Proposed Budget	Proposed Changes for 2021		2022 Proposed Budget	2023 Proposed Budget	2024 Proposed Budget	2025 Proposed Budget
Expenses								
Communications	\$ 359,400	\$ 372,600	\$ 13,200	3.7%	\$ 377,100	\$ 376,200	\$ 376,200	\$ 376,200
	359,400	372,600	13,200	3.7%	377,100	376,200	376,200	376,200
Net Operating Expenses	\$ 359,400	\$ 372,600	\$ 13,200	3.7%	\$ 377,100	\$ 376,200	\$ 376,200	\$ 376,200
Key Budget Changes for 2021:								
Salary and Benefits			11,200					
Photo Renewal - Council Chambers / Reception			2,000					
Change in Net Operating Expenses			<u>13,200</u>					

PROPOSED CAPITAL BUDGET

Division	Project	2021	2022	2023	2024	2025	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	-	-	-	7,200	-	7,200
DV132	COMMUNICATIONS Total	\$ 10,000	\$ 10,000	\$ 10,000	\$ 17,200	\$ 10,000	\$ 57,200

DECISION PACKAGE(S)

None.

PUBLIC PARTICIPATION

Inform Consult Involve Collaborate Empower

KATZIE FIRST NATION CONSIDERATIONS

Referral Yes No

SIGN-OFFS

Written by:

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Manager, Communications &
Community Engagement

Reviewed by:

Stephanie St. Jean
Director, Corporate Services

ATTACHMENT(S):

None.