



## INFORMATION ONLY COUNCIL REPORT

To: Paul Gipps, CAO

Date: November 24, 2020

From: Kari O'Rourke, Communications Manager

Subject: **Draft 2021 Communications and Engagement Plan and Policy**

---

### PURPOSE

- 1) To provide Council with a progress update of the Draft 2021 Communications and Engagement Plan and administrative Policy;
- 2) To provide Council with the opportunity for input prior to the end of December 2020, before staff finalize and implement the Plan and Policy in January 2021.

### STRATEGIC AREA(S) OF FOCUS

Communications and engagement supports the delivery of projects and initiatives under all four pillars of Council's *Strategic Priorities (2020 – 2022)*:

- Strengthening Our Community
- Invest in Infrastructure
- Foster Safety and Well-being
- Economic Growth and Prosperity

### BACKGROUND

Staff has developed an overarching corporate Communications and Engagement Plan (the Plan) and administrative Policy (the Policy) that sets out the strategic framework to achieve transparent, timely and accurate communications and engagement with our external and internal audiences.

Staff have been developing and implementing a more centralized and integrated communications and engagement approach across our departments. This provides greater efficiency in our operations and how we communicate and engage our many programs, services and initiatives on an annual basis. Our intention is to better support the needs of our internal and external audiences, enhance our processes and more effectively manage our content to create shared understanding, inspire meaningful dialogue and strengthen our relationships.

The Plan outlines a roadmap of ‘what’ we do and ‘how’ that’s guided by our principles, goals and key strategies, in combination with our tools and methods, to deliver effective and measurable results. The administrative Policy provides the framework when defining, implementing and evaluating communications and engagement processes outside of our statutory requirements.

Informed by Council’s *Strategic Priorities (2020-2022)*, the Plan and Policy supports working closely with stakeholders and the public so issues and opportunities are included as part of city-wide decision-making. From Community Visioning to Capital project engagement, we are aligning our annual work plan to better coordinate and enhance our service levels in a responsible and adaptable way.

Together, the Plan and Policy will guide how we proactively deliver a combination of print, electronic and community relations tools and methods to reach members of our community and stakeholders at the right time with the right message to achieve results.

The Plan and Policy are intended to be living documents that will undergo improvements to ensure we are meeting our goals and the changing needs of our community.

### **Next Steps**

Council’s feedback will shape the final Plan and Policy, and the drafts will also be made available on the City’s website should the public wish to provide input throughout December 2020. The final Plan and Policy will be re-posted to the City’s website in January 2021. Evaluation will be conducted on as-needed and annual basis to ensure that our roadmap remains flexible and accountable to meet the changing needs over time.

### **REVIEWED BY**

Sandy Webster, Director of Corporate Initiatives

Shelley Schnitzler, Legislative Services Manager/Corporate Officer

### **APPROVED FOR THE AGENDA BY**

Paul Gipps, CAO

Powerpoint: Yes ☒ No ☐

### **Attachments:**

1. Communication and Engagement Plan (DRAFT)
2. Communications and Engagement Policy 2021 (DRAFT)
3. Annual Topics Calendar (2020)
4. Example Communications deliverables at-a-glance (August and September 2020)
5. Stakeholder List with Map (2020)
6. International Association of Public Participation (IAP2 Spectrum)