

Overview

Communications & Engagement

Support effective relationships with citizens by:

- Providing timely access to complete information about City services and operations that interests or affects them.
- Providing opportunities for citizens to get involved in decisions that matter to them.

Communications Services

- Media relations
- Issues management
- Emergency communications
- Community engagement
- Department support
- Advertising

Communication Systems and Tools

- Penticton.ca
- Shapeyourcitypenticton.ca
- Social Media (Facebook, Twitter, Instagram)
- Utility Newsletter
- Annual Report
- Media releases and advertising



2019 Achievements

- ✓ Conducted a Citizen survey and used the results to inform Council's Priorities.
- ✓ Undertook the content and redesign work on the City's new website.
- ✓ Prepared a community engagement policy and framework.
- ✓ Expanded the City's social media program via the popular Instagram platform; combined followership now exceeds 10,500.
- ✓ Increased the use of information videos on Facebook at minimal costs.
- ✓ Celebrated the 5000 member joining our engagement platform, Shape Your City – at 15%, we have one of the highest per capita registrations of any Canadian city.
- ✓ 23% of our online engagement representation lands between 19-39 years of age



2019 Community Engagement Activity

At a glance	Key Projects
<p>Engagement Projects - 15 Public Events – 28 Feedback Activities – 17 Feedback Participation – 4650 Registered Members - 5069</p>	<ul style="list-style-type: none">● Snap Your City Photo Contest● 2019 Citizen Survey● Robinson Property Master Plan● Triathlon● Coyote Cruises● Penticton Airport● Heritage Conservation Areas● Ellis Creek● Lake-to-lake Cycling / Pedal Penticton● Engagement Policy and Framework



Challenges & Opportunities

- **LONG-RANGE PLANNING** – By Identifying repeating cycles of work, services, decisions the operational communications can be effectively planned for.
- **ENGAGEMENT PARTICIPATION**– Opportunity to continue to grow participation and encourage involvement of representative demographic.



Innovations & Cost Savings

- Leveraging the knowledge of internal resources to minimize the use of consultants.
- Using City own facilities to host engagement events.
- Grouping engagement events to save costs and boost attendance.
- Using a framework to effectively scale and cost engagement projects.
- Targeting the City 15,000 social media and Shape Your City subscribers to circulate information at no cost.
- Providing associated public sector organizations like the Library with access to Shape Your City.



2020 Initiatives

Major Event Aesthetics

- The opportunity exists to better plan and schedule marketing content appearing on City owned assets, infrastructure and regalia, resulting in a more aligned and supportive appearance during major events and occasions.



Staffing

<u>2019</u>	<u>2020</u>
2.5	2.5



2020 Budget

General Government Communications

	2019 Budget	2019 Forecast	2020 Budget	Variance
Expense	414,660	396,260	460,000	16.1%
Net Cost Allocations	<u>(10,000)</u>	<u>(6,000)</u>	<u>(90,362)</u>	
Net Expense/(Revenue)	\$404,660	\$390,260	\$369,638	



Note: Variance column represents change between 2019 Forecast and 2020 Budget



Questions



THAT Council approve in principle the Communications & Engagement business plan initiatives and proposed budget, subject to final review.

