



## MEMORANDUM

**To:** Mayor and City Council

**From:** Hannah Cook, Chief Communications Strategist

**Date:** March 25, 2025

**Reference:** Update regarding communications strategy and community engagement efforts

**2040:** Sustainable Government

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**Introduction:**

Over the last year, the Community Information Office has worked to refine communication processes and enhance community engagement efforts. The purpose of this update is to provide Council with an overview of measurement techniques used and results achieved, as well as an overview of the feedback received from the Communications Survey conducted in the fall of 2024.

**Community Benefit:**

By refining marketing efforts based on Council feedback, the Community Information Office aims to more effectively communicate Council objectives, programs and events, and other important City news to residents while also encouraging community participation and engagement.

**Legal Review:**

Not applicable

**Fiscal Impact:**

Not applicable

**Recommendation:**

Not applicable