



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

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