



Community Communications Committee Meeting Minutes

**Thursday, September 19, 2024, 4:30 p.m.
McNaughton Room - 3rd Floor, City Hall**

1. Community Communications Committee Meeting 03-2024

Chair: Councillor Rajni Agarwal

2. Members

Councillor Rajni Agarwal
Syed Kabir
Kathryn Lyzun
Councillor Kristen Oliver
Derek Tycholas

3. Officials

Krista Power, City Clerk
Cynthia Olsen, Director – Strategy & Engagement
Stacey Levanen, Supervisor – Corporate Communications & Community
Engagement
Crystal DePeuter, Council & Committee Clerk
Lori Wiitala, Committee Clerk/Legislative Specialist

4. Disclosures of Interest

5. Agenda Approval

WITH RESPECT to the September 19, 2024 meeting of the Community Communications Committee, we recommend that the agenda as printed, including any additional information and new business, be confirmed.

MOVED BY: Derek Tycholas
SECONDED BY: Councillor Kristen Oliver

WITH RESPECT to the September 19, 2024 meeting of the Community Communications Committee, we recommend that the agenda as printed, including any additional information and new business, be confirmed.

CARRIED

6. Confirmation of Previous Minutes

The Minutes of Meeting 01-2024 of the Community Communications Committee, held on February 18, 2024, to be confirmed.

THAT the Minutes of Meeting 01-2024 Community Communications Committee, held on February 18, 2024, be confirmed.

MOVED BY: Councillor Kristen Oliver
SECONDED BY: Syed Kabir

THAT the Minutes of Meeting 01-2024 Community Communications Committee, held on February 18, 2024, be confirmed.

CARRIED

7. Communications Plan

Corporate Communications & Community Engagement Supervisor Stacey Levanen provided the following update on the Communications Plan.

Goal 1 - Inform citizens about the City's policies, programs, services and initiatives through quality communication tools that are timely, accurate and consistent; updates are ongoing.

The Corporation received order of non-compliance through Accessibility for Ontarians with Disabilities Act (AODA); documents on the City's website were not entirely accessible; the Corporation reviewed the documents, addressed the concerns, and met compliance.

A Digital Website & Customer Service Coordinating Committee was formed to explore all things digital; the committee included the following departments:

Corporate Information Technology, Human Resources and Strategy & Engagement.

Within the year, 3.4 million views to the City's website have been tracked by individual IP Address. The top web webpages visited are listed below:

- Index
- Jobs
- City Hall
- Transit Schedules and Maps
- Canada Games Complex
- Book a tee time

Online water meter reading is another web feature; readings can be submitted online, and if requested, due date reminders are provided by phone, email or text. The city is looking at upgrades to the current system, the current provider will no longer offer upgrades.

The committee discussed word expansion to increase search criteria; the city is continually looking for ways to upgrade or enhance the existing features. In November a draft Corporate Media Policy was created, the policy will be presented to City Council for consideration to make the policy official.

Discussion was held relative to the digital media policy and consideration on how public can engage. The comment section on the Corporate Facebook page is currently only monitored during a specific timeframe, not 24/7. Concern regarding sharing of false information was discussed; the City has the right to remove inappropriate content, and Meta/Instagram offer filters that will automatically grey out derogatory terms and swear words, and/or remove content; guidelines are available and best practices are currently being explored.

Goal 2 – Consult and inform Stakeholders when establishing or developing priorities, policies, programs and services

No updates for Get Involved.

Council Composition Committee has been hosting pop-up events at the libraries, Goods & Co. and Country Market; engaging in discussion with the public, offering surveys using the Get Involved platform, hard copy and an option to complete the survey online using a city provided tablet.

Goal 3 – Ensure the City is visible and responsive to the citizens it serves.

On June 19, 2024 the Get Involved banner was hung on the May Street side of City Hall; the event included a media release, digital ad, and print ads in the Chronicle Journal and The Source.

The Minutes podcast aired its first episode on January 10, 2024; to date the 26 episodes can be heard on CTB website, Facebook, Instagram, Spotify, Apple, Google Play and YouTube.

Dougall Media requested to run The Minutes podcast at no cost to the city, between 5-6 p.m. prior to HAGI Bingo; there is a requirement of 20 minutes airtime. This option allows the ability to track who and where the podcast is being viewed, specific ads will be aired to promote different departments.

Internal ads are now being offered to the departments to run on the Podcast and generate revenue.

Goal 4 – Increase internal communication and employee understanding of City processes, strategies, goals and their roles in supporting those.

In April 2024 distribution of the CityVoice ceased. The new internal communications tool is CityDalilies – internal news as it happens and posted on InsideCTB, then collected at the end of each month and emailed to All City Staff. Monthly City Manager Video Messages and monthly written bulletins from the City Manager are also being distributed to All City Staff as another form of Internal Communications.

A goal of the Corporation is for all employees to have an individual email and access to InsideCTB; 1000 additional employees will have an email address within the month, internet kiosks have been installed in lunchrooms to provide access.

Employee Spotlight was conceived during Covid-19 and continues to be successful. It is a monthly recognition of staff regarding their position within the Corporation; this was created to recognize the employee and to educate the public.

The committee discussed posting successes, graduations, and welcome guests to the city on social media; an example would be to congratulate Lakehead University Students that graduate in May and Confederation College Students

that graduate in June.

A complete update including specific metrics will be provided to the committee in January, followed with a presentation to Council.

8. Next Meeting

The Community Communication Committee meets bimonthly on the third Thursday of the month, or at the call of the Chair. The schedule follows:

- November 21, 2024

9. Adjournment

The meeting adjourned at 5:48 p.m.