



Community Communications Committee Meeting Minutes

Thursday, December 12, 2024, 4:30 p.m.
McNaughton Room - 3rd Floor, City Hall

1. Community Communications Committee Meeting 05-2024

Vice Chair Derek Tycholas

2. Members

Councillor Rajni Agarwal
Kathryn Lyzun
Councillor Kristen Oliver
Derek Tycholas

3. Officials

John Collin, City Manager
Krista Power, City Clerk
Cynthia Olsen, Director – Strategy & Engagement
Stacey Levanen, Supervisor – Corporate Communications & Community Engagement
Crystal DePeuter, Council & Committee Clerk

4. Resource Persons

Stephanie Reid, Communications Specialist

5. Guests

Guy Galili, Zencity
Katelyn Weber, Zencity
Traci Levin, Zencity

6. Disclosures of Interest

7. Agenda Approval

MOVED BY: Kathryn Lyzun
SECONDED BY: Councillor Kristen Oliver

WITH RESPECT to the December 12, 2024 meeting of the Community Communications Committee, we recommend that the agenda as printed, including any additional information and new business, be confirmed.

CARRIED

8. Confirmation of Previous Minutes

The Minutes of Meeting 02-2024 of the Community Communications Committee, held on September 19, 2024, to be confirmed.

MOVED BY: Councillor Kristen Oliver
SECONDED BY: Kathryn Lyzun

THAT the Minutes of Meeting 02-2024 Community Communications Committee, held on September 19, 2024, be confirmed.

CARRIED

9. Citizen Satisfaction Survey

Director-Strategy & Engagement Cynthia Olsen provided an overview and introduced guests Katelyn Weber and Traci Levin from Zencity to present the results of the Citizen Satisfaction Survey and respond to questions. Highlights included:

- This survey ran July to September 2024.
- There was a strong sample size of 1140 residents surveyed.
- 39% of respondents were satisfied and 37% of respondents were neutral with respect to the overall quality of life.
- 64% of respondents indicated that they are likely to be living in Thunder Bay 5 years from now.
- Social connections and Lakes & Mountains were the top two favourite things about living in Thunder Bay.

- 34% of respondents indicated homelessness as the thing they would most want to change.
- Trends are showing an increase in satisfaction.

Discussion was held regarding timing of the survey and if satisfaction is influenced by particular seasons. The presenters advised that looking at trends over the course of several surveys is more valuable than focusing on a single period.

Discussion was held regarding the way demographics are presented and Zencity agreed to look at reflecting additional categories in their presentation.

Director-Strategy & Engagement Cynthia Olsen advised that the results of the Citizen Satisfaction Survey will be included in the Strategic Plan update to be presented to Members of Council in the new year.

10. Communications Plan

Supervisor-Corporate Communications & Community Engagement Stacey Levanen provided an update on the Minutes podcast. Highlights included:

- As of November 15, 2024, 30 episodes of The Minutes have been released.
- The program has been downloaded 5,472 times since its inception. This is an average of approximately 189 downloads per week.
- On a weekly basis, we have about 400 viewers per week on Rogers TV. Tbaytel hosts the podcast as part of its on-demand function, with the episodes downloaded about 100 times total.
- CKSI Radio (90.5 FM) also plays each episode twice. They are not a subscriber to Numeris, and there is no official data on their listenership.
- Thunder Bay Television is slated to carry The Minutes on CKPR TV in early 2025.
- City of Thunder Bay YouTube channel sees an average of 43 views per week.
- With respect to social media, the most appropriate values are:
 - Instagram: Average of 610 views/week
 - Facebook: Average of 12,421 views/week

- There are approximately 1,076 views of the Facebook Reel per week.
- In total, there have been approximately 14,000 views or listens/week, although they are not necessarily the complete episode.

Discussion was held relative to the value of the podcast initiative. It was determined that a presentation to Members of Council would be done in the new year.

11. Survey Process for Engagement

Discussion on survey engagement strategies for community residents.

The Chair shared feedback received from residents on challenges they face in accessing the survey on line.

Discussion was held regarding passwords and online access. Communication Specialist Stephanie Reid advised that there is both technical and phone support available for challenges with passwords and account access. The committee was also advised that surveys are available in a paper format at all of the library branches and City Hall.

Discussion was held regarding the design of questions with respect to the information Administration is seeking from the public.

Discussion was held regarding the length of time surveys are open and that the ideal period is 2-3 weeks.

Discussion was held regarding the Public Engagement Framework and the methods used for public engagement in addition to the survey. These include but are not limited to Ward Meetings and At-Large Townhalls; direct email or phone calls to Administration or Members of Council; and formal deputations to Council.

13. Next Meeting

The Community Communication Committee meets bimonthly on the third Thursday of the month, or at the call of the Chair. The proposed schedule for 2025 is:

- February 20
- April 17
- June 15

- September 18
- November 20

The next meeting is scheduled for Thursday, February 20, 2025, at 4:30 p.m. in the McNaughton Room, City Hall.

14. Adjournment

The meeting adjourned at 5:50 p.m.