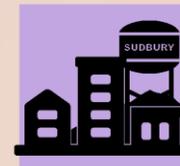


Communications Division Update

Presentation to City Council
October 6, 2020



2019-2027 Strategic Plan Priorities

Introduction



Effective communications fundamental to the Strategic Plan



COVID-19 Emergency Response demonstrated capabilities of Communications Division



Increased focus on communications



Results: effective, proactive, positive and strategic communication outcomes in the future



Communications Review – Background



Concerns by Council and staff that Communications Division could be more effective



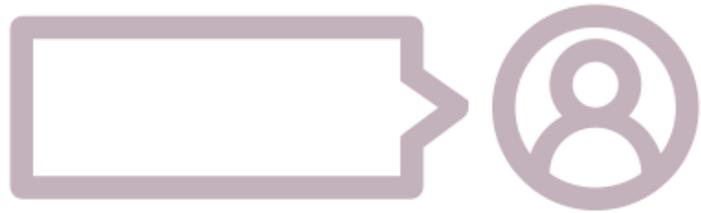
Review identified division focused on day-to-day information delivery



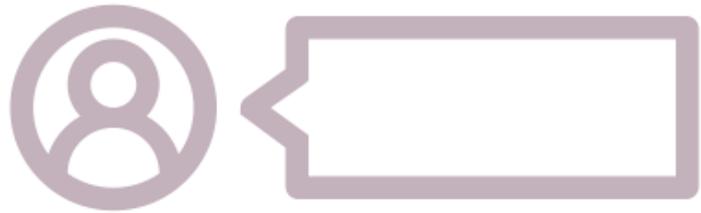
Multiple voices and brands not leading to a cohesive single voice



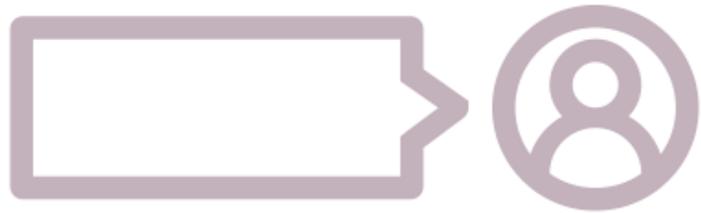
Communications Review – Strategic Goals



Shift communications toward more strategic and proactive approach



Establish communications as a shared responsibility within the corporation



Integrate best in-class technology tools to enhance communications and engagement

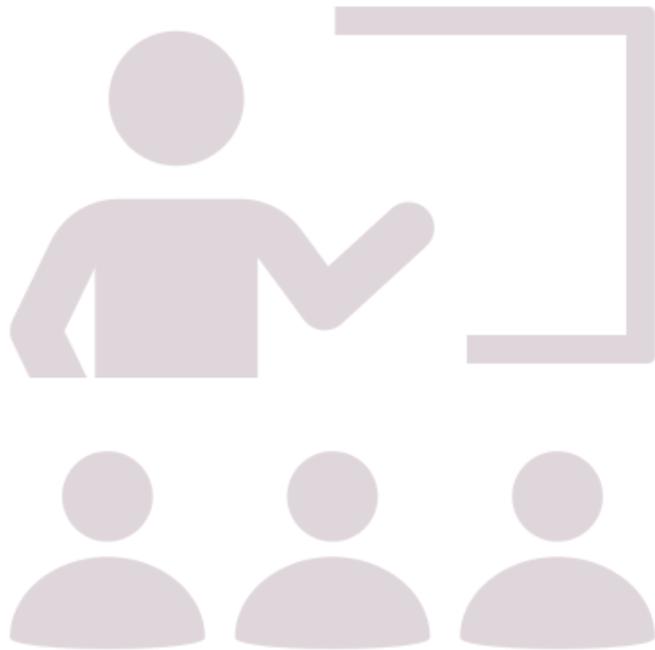


Communications Review – Strategic Goals

Create a unified voice



Communications Review – Next Steps



- Solidify Communications Director position
- Build communications/brand framework and master communications plan
 - Proactive • Positive • Strategic
 - Developed cooperatively with cross-departmental leadership
- Train and support to shift to corporation-wide responsibility



Communications Focus of 2020



- COVID-19 response
- Partnerships: Public Health, HSN, GSPS, CUPE, ONA
- Internal communications
- Online, social media reach
- Increased multimedia/multichannel
- Continue day-to-day support and strategic activities



Communications in 2020



844,257 reach

100,300 clicks

20,840 engagement

27 %

increase from 2019



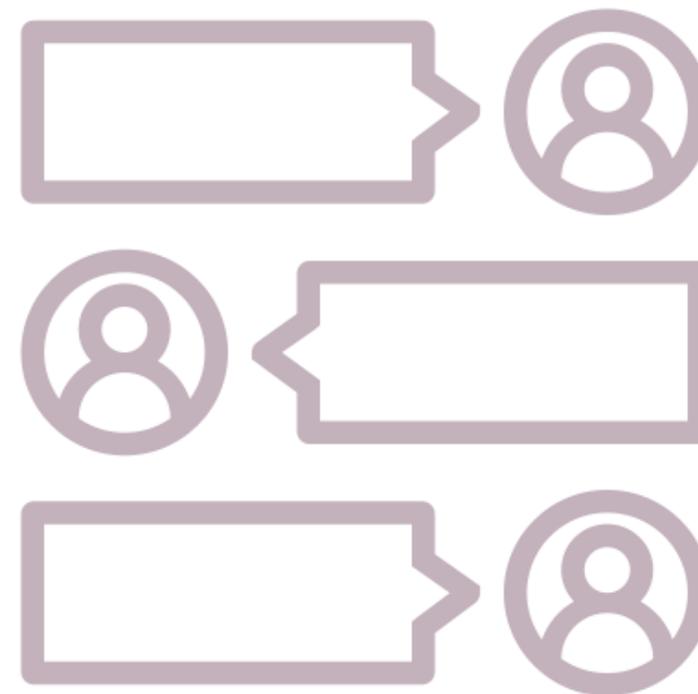
124,969 reach

4,852 clicks

394 engagement

31 %

increase from 2019



Communications in 2020



COVID-19 pages
117,490
pageviews

Communications in 2020



526

media requests to
September 2020

253

COVID-19
requests to
September 2020



response time
one day or less



110

general design/video
requests

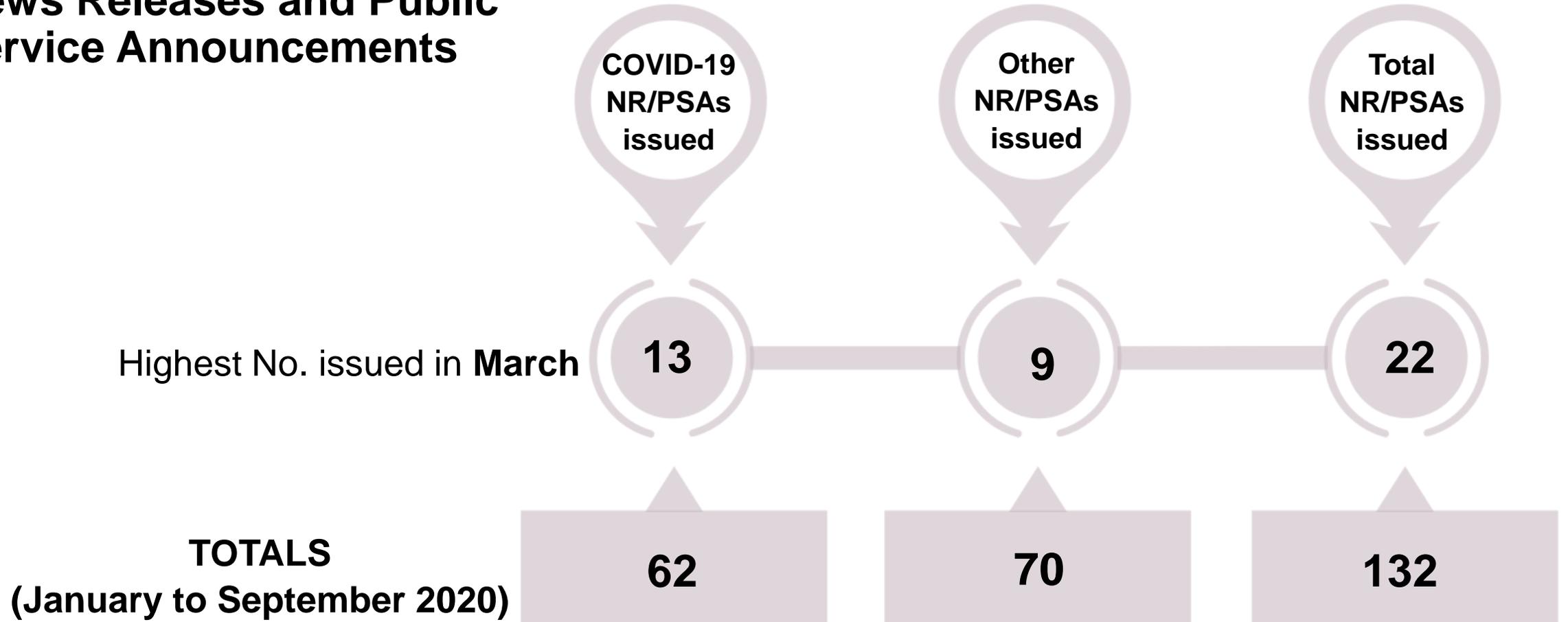
99

COVID-19 design/video
requests



Communications in 2020

News Releases and Public Service Announcements



Communications

Strategic Communications Planning:

- Shared COVID-19 awareness campaign with partners
- Winter control
- New Customer Relationship Management System
- Every other week garbage pickup
- CEEP
- Economic recovery



Customer Service Strategy



Focus Area 1

Building a Service Culture

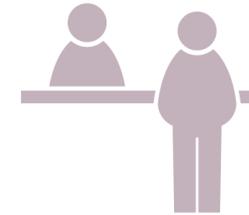
Staff Customer Service Training



Focus Area 2

Enhancing Service Effectiveness

Customer Service Standards
311 extended hours and first call resolution



Focus Area 3

Service Simply Accessed

Customer Relationship Management System



Customer Service Strategy – Next Steps

- Employee Training
- Increased performance measurement through new CRM
- Improved wayfinding signage
- Continued advancement of 311



Community Engagement in 2020

- Enhanced COVID-19 Over to You portal and website
- Virtual open houses and info sessions (internal and external)
- Assist stakeholders with virtual community meetings
- Livestreamed media and community events



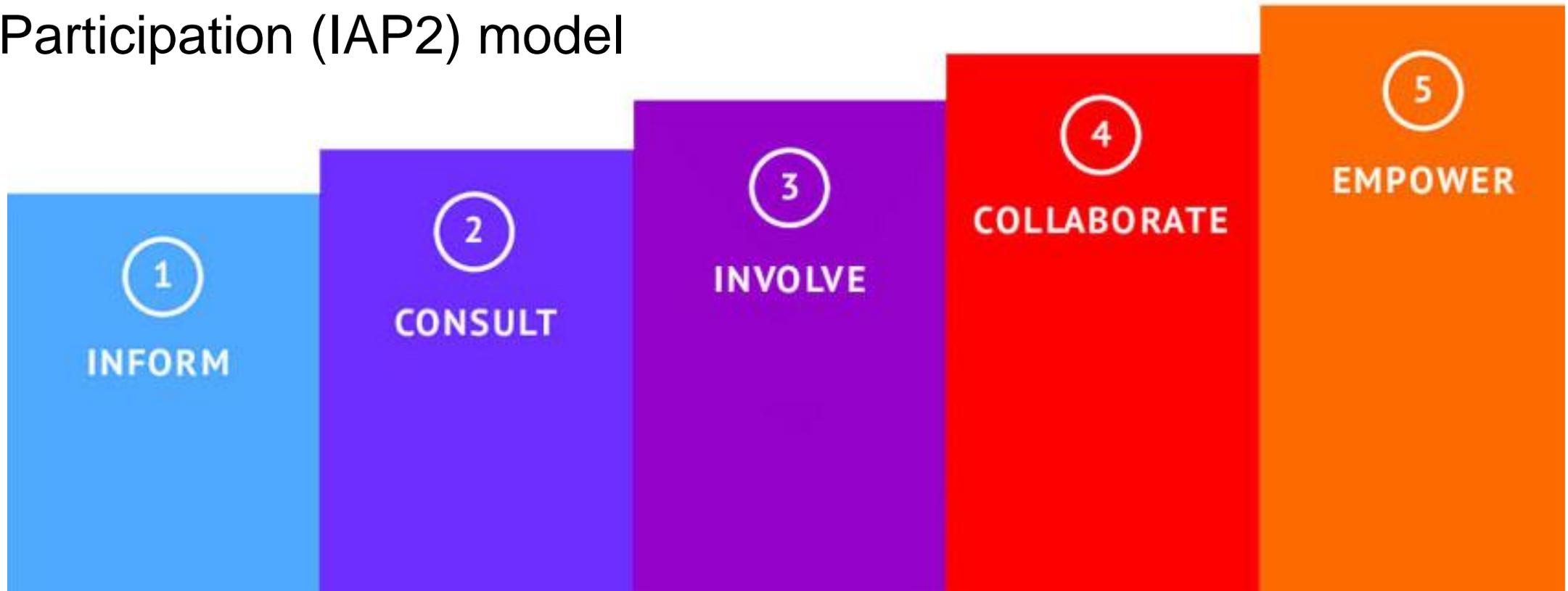
Community Engagement – Next Steps

- Develop plan for Community Engagement Strategy:
 - **Community Vibrancy**
 - Identified in Communications Review
 - IAP2 Model
- Campaign for Over to You portal



Community Engagement – Model

International Association for Public Participation (IAP2) model



Summary

- Effective, proactive, positive and strategic communications
- Consistent, simple and accessible customer service
- Meaningful, thoughtful, two-way engagement



Greater | Grand Sudbury™

greaterudbury.ca

