

CITY COUNCIL AGENDA



DATE **December 7, 2009 – 5 p.m., Committee Room C (Rm 137)**

Please turn off or place on non-audible all cell phones, PDAs, Blackberrys and pagers during the meeting.

INFORMATION SESSION ON CORPORATE COMMUNICATIONS STRATEGY

1. Introduction and Goals
2. Research Activity Completed
3. Early Findings and Themes
4. Workshop Discussion
5. Open Discussion and Wrap-up

ADJOURNMENT – 7 p.m.

Council workshop

**Corporate communications
strategy**

Making a Difference

Proposed agenda for today

1. Introductions and goals 5 minutes
2. Research activity completed 5 minutes
3. Early findings and themes 20 minutes
4. Workshop discussion 45-60 minutes
 - 4 questions for input and discussion
5. Open discussion and wrap-up 20 minutes

Research activity

Public Input	Staff Input	Other Practice Research
Ipsos-Reid Citizen Satisfaction Survey 2008	Employee satisfaction surveys 2008	Best practices in municipal communications – competitive analysis
Public Survey re: City branding 2007	Staff focus groups – 3	Guelph Community Foundation Vital Signs report
Key informant interviews – 25 community stakeholders	Leadership and management workshops – 2	
Public Survey 2009 – online and print – 193 respondents	Council workshop	
Public Focus Group – Guelph Civic League		

The current environment

1. Diversity and inclusiveness strong themes
2. Strong shift to paperless, web and social media
3. Engagement, input, two-way communication
4. Multiple community news sources
5. Active, enthusiastic community organizations
6. Council, senior administrators can have a voice
7. Emphasis on customer service
8. Enhanced internal communications
9. Do more with less

Early themes

1. Centralize content around user-friendly themes
2. Shift to web, social media; in-person
3. Create more interaction, engagement
4. Community-based issues identification
5. Leverage community channels
6. Simple, inexpensive tools
7. Succinct messaging with more available
8. Advance media relations
9. Multi-layered internal communications

Question 1

New Canadians, people from different cultures and residents who don't speak English as a first language are important audiences.

How can the City respectfully and affordably encourage input from, and communicate with, these groups?

Question 2

Consultations suggest the City's communications strategy include a stronger commitment to community engagement, prioritization and responsibility.

Specifically, this can include an active role by elected officials and senior administrators. Explore some of the ways the communications can be better informed by leadership-directed public engagement.

Question 3

Many community organizations have established communication channels. This presents a partnering opportunity for reaching specific audiences for dialogue, and with messages that are relevant to them.

Explore the pros and cons of this strategy and how the City can build effective collaborations along these lines.

Question 4

Early survey findings and municipal best practices point to a strong shift to web, e-mail and social media communications over more traditional activities.

Explore other tactics to best reach and include all audiences – especially people with no Internet access or interest.

**Thank you for your time
and input today.**

tara.sprigg@guelph.ca

dmac@macmillanmarketing.com