



THE CORPORATION OF THE CITY OF COURTENAY

## BRIEFING NOTE

---

**To:** Council

**File No.:**

**From:** Director of Corporate Services

**Date:** September 27, 2023

**Subject:** Communication Strategy Report – Research Strategy Update

---

**PURPOSE:** To provide Council with the City of Courtenay Communications Strategy project research summary.

### **BACKGROUND:**

Under the Good Governance banner of the 2023-2026 Council Strategic Priorities, Council directed staff to undertake the following activities to increase community engagement for all segments of the community:

- Complete Communication Strategy (underway)
- Complete a Community Survey (complete)
- Complete a Community Engagement Strategy (2024)

To facilitate the development of a Communications Strategy, the City engaged Spur Communication, a strategic communication consultancy with significant experience in enhancing local government communications. The project scope includes:

1. Developing a communication strategy that outlines a clear, consistent and effective approach for City communication across departments and projects.
2. Include a style guide, including a guide to equitable language.
3. Create templates and checklists to enable efficient execution of the strategy objectives in the future.
4. Make recommendations about future activities and platforms, e.g. an engagement framework and operational considerations.

To inform the development of the Communications Strategy and other deliverables, Spur is holding workshops with staff and external contributors, undertaking a communication audit, and conducting interviews with internal and external contributors including all members of Council. Project activities undertaken to date, early themes and indicators, and next steps are identified in the attached Research Summary Report (see Appendix A).

### **FINANCIAL IMPLICATIONS:**

The Communication Strategy Project is funded as part of the 2023 annual budget.

### **ADMINISTRATIVE IMPLICATIONS:**

Support for and involvement in the development of the Communication Strategy is within the 2023/2024 Corporate Services annual work plan. The Communication Strategy is further informed by a variety of City departments.

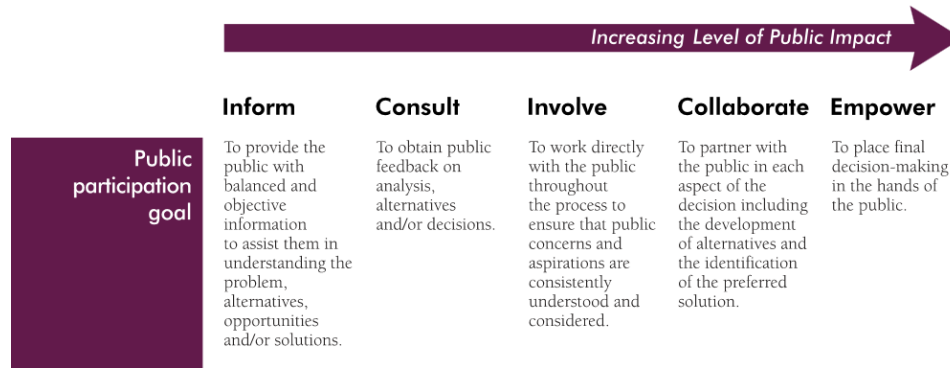
**STRATEGIC PRIORITIES REFERENCE:**

This initiative addresses the following strategic priorities:

- Good Governance - Increase community engagement for all segments of the community: complete communication strategy, community survey, and community engagement strategy

**PUBLIC ENGAGEMENT:**

Staff would inform, consult, involve and collaborate with the public based on the IAP2 Spectrum of Public Participation:



© International Association for Public Participation [www.iap2.org](http://www.iap2.org)

**RECOMMENDATION:** THAT Council receive the “Communication Strategy Report – Research Strategy Update” briefing note.

**ATTACHMENTS:**

1. Communication Strategy Project – Research Strategy Update

Prepared by: Kate O’Connell, Director of Corporate Services  
Anne Guillo, Manager of Communications

Concurrence: Geoff Garbutt, M.PI., MCIP, RPP, City Manager (CAO)