



COMMUNITY SAFETY & SOCIAL SERVICES – AGENDA REPORT

Meeting Date: 11 February 2025

Subject: Communications, Engagement and Marketing Department Overview

Directorate: Community Safety and Social Services

Issue:

The Community Safety and Social Services Standing Committee is being provided with an overview of the Communications, Marketing and Engagement department which is new to the Community Safety and Social Services directorate.

Policy / Council Direction:

The presentation is for information only.

Background:

Communications, Engagement and Marketing creates an engaged and informed public, staff and Council by providing communications strategy and support to all City of Airdrie departments, while strengthening the reputation of the City of Airdrie.

Our Core Services

- Corporate reputation and brand strategy
- Media relations
- Issues management/Crisis Communications
- Emergency Management – PIO
- Marketing
- Social media
- Public Engagement
- Website, MyAirdrie, MyNet
- Annual ad buys and advertising purchases
- Strategic communications planning and implementation
- Graphic design services

Who we are

- Team Leader (1 FTE) Jill
- Senior Communications Advisors (2 FTE) Erin and Angela

- Marketing/Communications Advisors (1.7 FTE) Lindsay and Stacey
- Communications Advisors (2 FTE) Savleen and Justina
- Graphic Designers (3.0 FTE) Charmaine, Deidra and Danielle
- Public Engagement Advisor (1 FTE) Kirsty
- Communications Assistant (.7 FTE) Ashley
- Administrative Assistant (.5) Karen

Total of 11.9 FTE over 13 people.

How do we communicate?

Our top three external communication tools are:

1. Website: airdrie.ca is, by far, the number one communications tool according to our Citizen Satisfaction Survey and our web traffic stats.
2. Social media: the city maintains 10 social media accounts across three platforms – Facebook, Instagram and LinkedIn. The main city page of Facebook has over 15,000 followers while Instagram has 8,270 followers.
3. Newspaper: the City Connections section of City View contains information we are legislated to print in the local paper as well as information residents want from the City.

Other communications tools:

- MyAirdrie notifications – notifications regarding road closures, waste and recycling and emergencies can be sent via text or email to residents who sign up.
- Print ads (Bus Ads, Transit shelters, Airdrie Life Magazine, sandwich boards, utility bill inserts, direct mail, Calgary magazines and media, posters)
- Digital Ads (Spotify, Google ads, Google business profiles, Digital highway billboards)
- Radio
- Roadside signage (Magnet Signs/Curbex)
- E-newsletters: City e-news (residents), City Centre (employees) Airdrie@Work (Economic Development) Genesis place newsletter (passholders)
- In person – at grocery stores, GP, City Hall, etc.

2024 Team Successes

- Launched Involve Airdrie
- Name change from Corporate Communications to Communications, Marketing and Engagement to better reflect what the team encompasses
- Launched Cision – a media monitoring tool to increase our analysis and reporting of global media coverage
- The Social Media Policy written and implemented
- Water restrictions emergency communications handled well
- Media training for staff
- Won MarComm and CUTA awards for gingerbread bus and tourism campaign designs
- Airdrie day was a big success and focused on the water line needs
- Christmas holiday commercial – got great feedback from staff who felt included and appreciated
- Graphic Design team increased the number of deliverables by 11% from 1,992 in 2023 to 2,229 in 2024

2025 Departmental Goals and Objectives

- Formalize reporting structure to Council
 - need to develop consistent reports on media/SM coverage and our own stats on what we are working on/successes
 - on issues management – need consistent criteria for what gets forwarded to Council and how
 - on events – what information they can share to SM – be consistent about what is sent and when
- Formalize Project Workflows
 - Source and implement a software solution that will support project tracking, reporting and analyzing work
 - Create “help yourself” templates for departments to use for low priority projects

Administration Recommendation:

The Communications, Engagement and Marketing department recommends this report be received for information.

Alternatives/Implications:

1. The CSSS Standing Committee could choose to request further information.

Budget Implications:

There are no budget implications at this time.

Communications and Engagement:

There are no actions required by the Communications, Engagement and Marketing team.

Recommendation:

That the Community Safety and Social Services Standing Committee accepts the report entitled "Communications, Engagement and Marketing Review", for information.

Jill Iverson
Team Leader, Communications, Marketing and Engagement

Staff Presenter:	Jill Iverson
External Presenter:	N/A
Department:	Communications, Marketing and Engagement
Reviewed by:	K. Weinberger
Attachments:	N/A