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2015 Budget

Communications

Communications overview

- Internal, external
- Engagement & transparency
 - Access, empowerment
- Focus on the audience
- Proactive information
 - Social media
 - Media relations
 - Newsletter
 - Council Highlights

Council Highlights

The following is a snapshot of what transpired during the **May 20, 2014** meeting of Penticton Council.

Proclamations

Mayor Garry Litke proclaimed May in honour of the SS Sicamous' centennial time, local artist Diane Way donates painting of the SS Sicamous to the Mayor.

The Mayor also proclaimed May 23 Ceremonial Days to mark the work to benefit children undergoing medical treatments, and also proclaimed National Health and Fitness Month to highlight the health benefits behind fitness activities.

Youth inventor recognized

Grade 8 student Charlie Smith was recognized for inventing a remote to emit less harmful gases such as CO2 propelling. He was presented with a certificate.

Okanagan salmon habitat restoration

Karlyn Alex and Camille Rivard-Siro presented Council with the proposed designs for the platforms. The work would have to be completed within a 10-week period which is dependent on water flows.

March against Monsanto

Kevin Proteau representing Locals Supporting Locals presented Council with information on the Against Monsanto event planned for Penticton on May 24 at 11 a.m. at Gyro Park. Penticton residents from other communities calling for a permanent boycott of genetically modified organism harmful agricultural-chemicals.

Downtown development

Following a public hearing, Penticton Council adopted a bylaw amendment to the Official Community Plan to simplify the development process for development in the downtown core. The change amends the section for downtown development permit areas.

Recycling is easy in Penticton under new provincial rules

Recycling in Penticton is easy! Under the new provincial Multi-Material BC (MMBC) rules, City of Penticton residents can recycle even more paper and product packaging in their curbside and multi-family recycling collection.

How residents recycle their materials is not changing. Blue bags, blue bins and blue carts are all acceptable methods to putting out recycling materials for weekly collection at the curbside. Multi-family residents will continue to use their existing systems.

The change is what you can recycle – and the answer is a whole lot more! MMBC is responsible for the management of residential and multi-family recycling programs in many areas across B.C. In Penticton, MMBC is working with the City to ensure residents will be able to recycle types of packaging that is not currently included in the curbside and multi-family program.

Free wifi on the way for public spaces

The City of Penticton announced a new partnership with Shaw Communications Inc. to offer free Shaw Go WiFi service for the public at key City locations in the coming months.

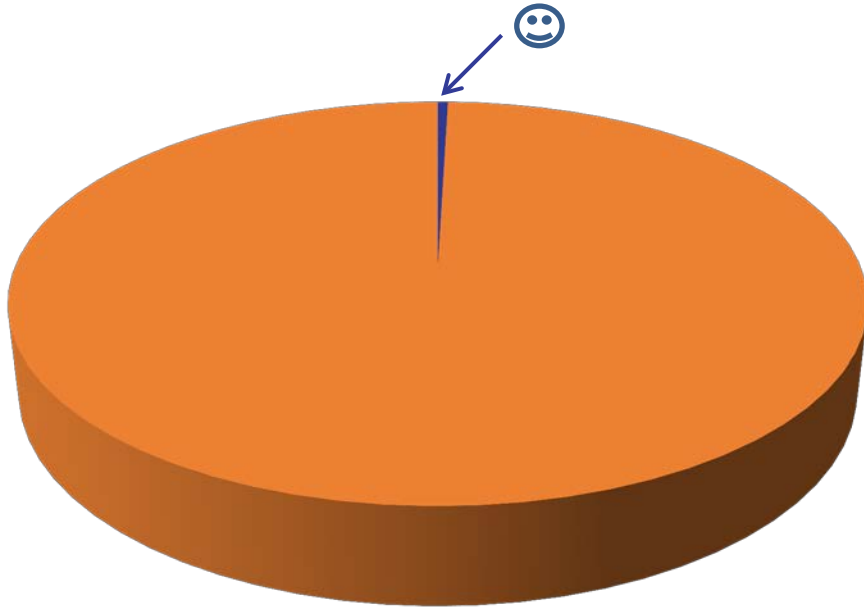
Council agreed to a five-year non-exclusive deal with Shaw which will use the Shaw Go WiFi service made publicly available in key City locations, including several parks and other public amenities throughout the community.

The public WiFi network was identified in the Downtown Plan among the top priorities for creating economic activity for residents and business-energized at a high priority during public consultation.

Locations in Penticton planned for WiFi access spots include: Main Street from Westminster



Communications in context



- Communications represents 0.4% of City operating budget
- Supports 100% departments
- Target = reach 100% citizens



Highlights from 2014





Highlights from 2014

- Brand work continuation
 - template development
 - internal training
- Presentation materials to make City visible
- Education, promotional campaigns
- Anti-Spam Legislation





Communications goals

- Transparency & active citizen engagement
- Council strategic priorities
- Business communications
- Internal communications capacity
- Social media enhancement & outreach
- Co-ordinate strategic awareness campaigns
 - bus shelters, available media
- Expand community outreach
 - Municipal Day
 - E-newsletter



Communications budget

Description	2013 actual	2014 budget	2014 projection	2015 budget
General duties	\$88,374	\$88,374	\$88,374	\$88,374
Professional services – graphic design	\$5,950	\$5,000	\$3,500	\$5,000
Utility newsletter	\$20,085	\$20,500	\$18,952	\$20,000
Tax Guide	\$1,476	\$3,000	\$2,342	\$2,500
Annual report	\$1,206	\$1,500	\$1,007	\$1,125
Printing	-	\$5,000	\$3,000	\$5,000
Radio	\$2,106	\$3,500	\$2,000	\$2,000



Communications budget

Description	2013 actual	2014 budget	2014 projection	2015 budget
City Page	\$64,377	\$50,000	\$60,600	\$50,000
Other newspaper advertising	\$2,100	\$3,000	\$2,761	\$1,000
Directory (Yellow Pages)	\$730	\$1,150	\$1,107	\$1,150
Social media	\$286	\$1,000	\$801	\$1,000
Web	-	\$500	\$475	\$500
Events	-	\$2,000	\$1,989	\$3,000
Total Base Operations	\$186,690	\$184,524	\$186,908	\$180,649



Civic engagement proposals

- Citizen Survey
 - Measure citizen satisfaction on city services
 - Informs staff on priority improvement areas
 - Receive input on policy direction, topical issues
- Citizen Budget tool
 - Informs Council on priority budget supplements, savings according to taxpayer preferences



Budget proposals – civic engagement

Description	2013 actual	2014 budget	2014 projection	2015 budget
Citizen Survey	\$9,778	\$0	\$0	\$10,000
Citizen Budget tool	-	-	-	\$4,000



Communications budget overview

Description	2013 actual	2014 budget	2014 projection	2015 budget
Subtotal – base operations	\$186,690	\$184,524	\$186,908	\$180,649
Civic engagement	\$9,778	-	-	\$14,000
Total – with civic engagement	\$196,468	\$184,524	\$186,908	\$194,649



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Questions?