



**COMMUNICATIONS SERVICES
COUNCIL BUDGET PRESENTATION**

NOVEMBER 14, 2023

Office of the CAO



**Communications
Services**



Employee Services

DEPARTMENT OVERVIEW



COMMUNICATIONS SERVICES

- Provides open, transparent and meaningful communication and engagement
- Ensure all stakeholders receive and understand the information they need
- Coordinates issues management and media relations to ensure public reputation of the County is maintained



DEPARTMENT OVERVIEW

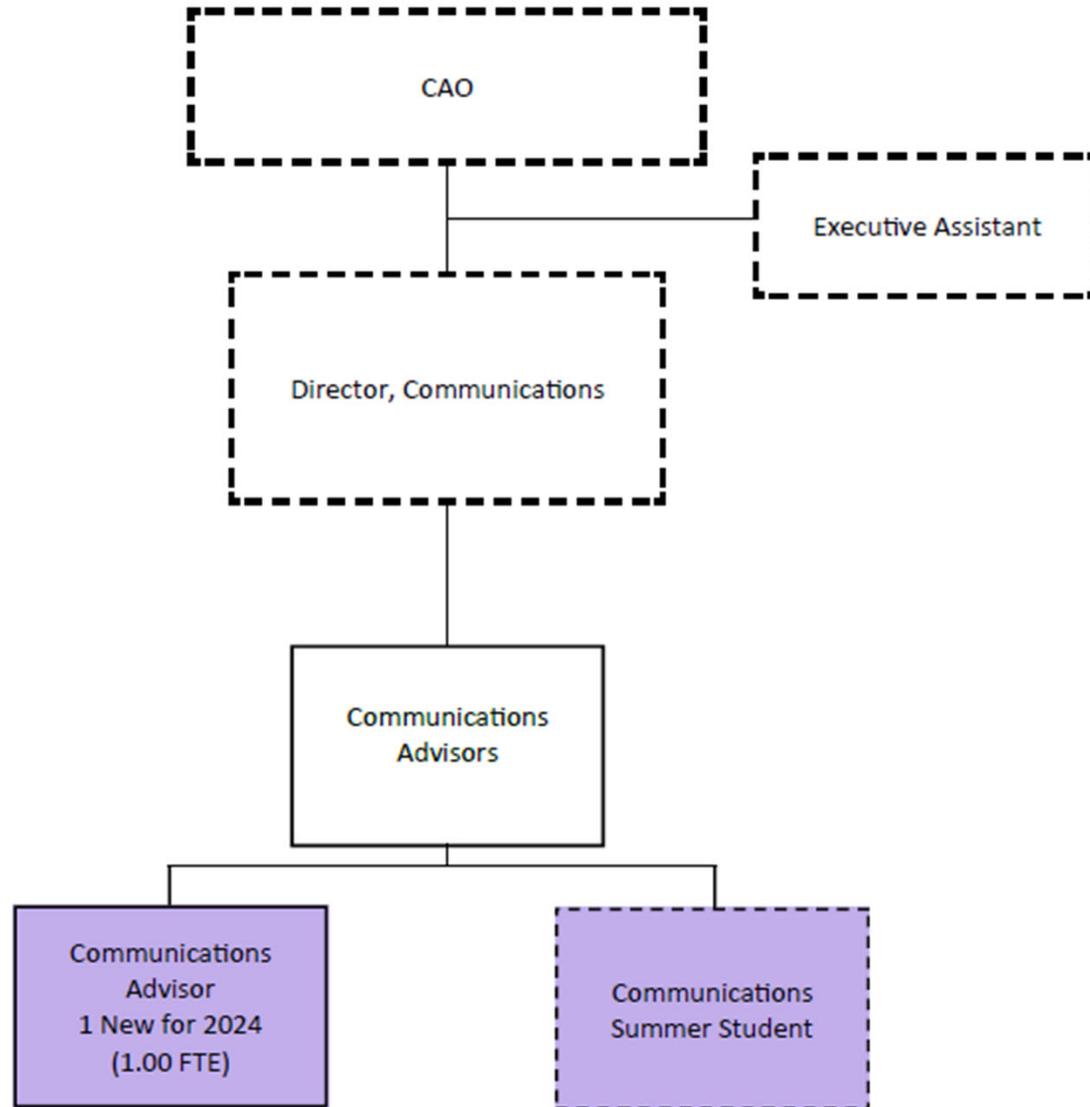


COMMUNICATIONS SERVICES

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- Creation of newsletter, videos, advertisements + other promotional materials
 - Media response + strategic messaging
 - Emergency communications
 - Social media management + oversees website
 - Council and department support with communications plans + key messages



ORGANIZATIONAL CHART



STRATEGIC ALIGNMENT



**Complete
Communities**



**Strategic
Economic
Diversification**



**Respected
Environment +
Agriculture**



**Responsible
Leadership &
Enabling Services**



FUTURE PLANNING



GOALS + NEW FOR 2024

- Your Parkland Newsletter Readership Survey
- Continued support for local emergencies, issues management, media relations
- Continued increase in the use of digital and video marketing tools



FUTURE PLANNING

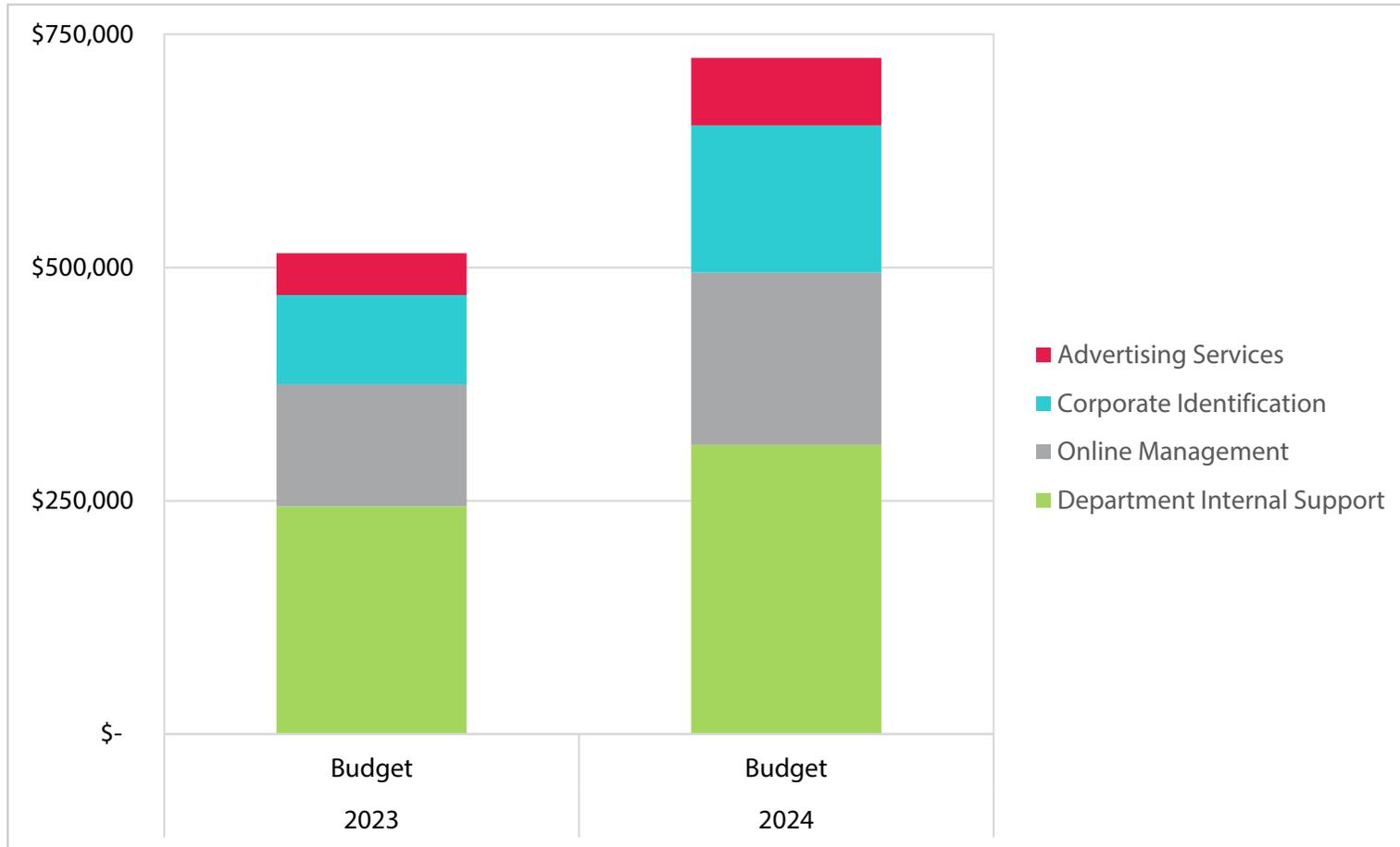


POTENTIAL THREATS

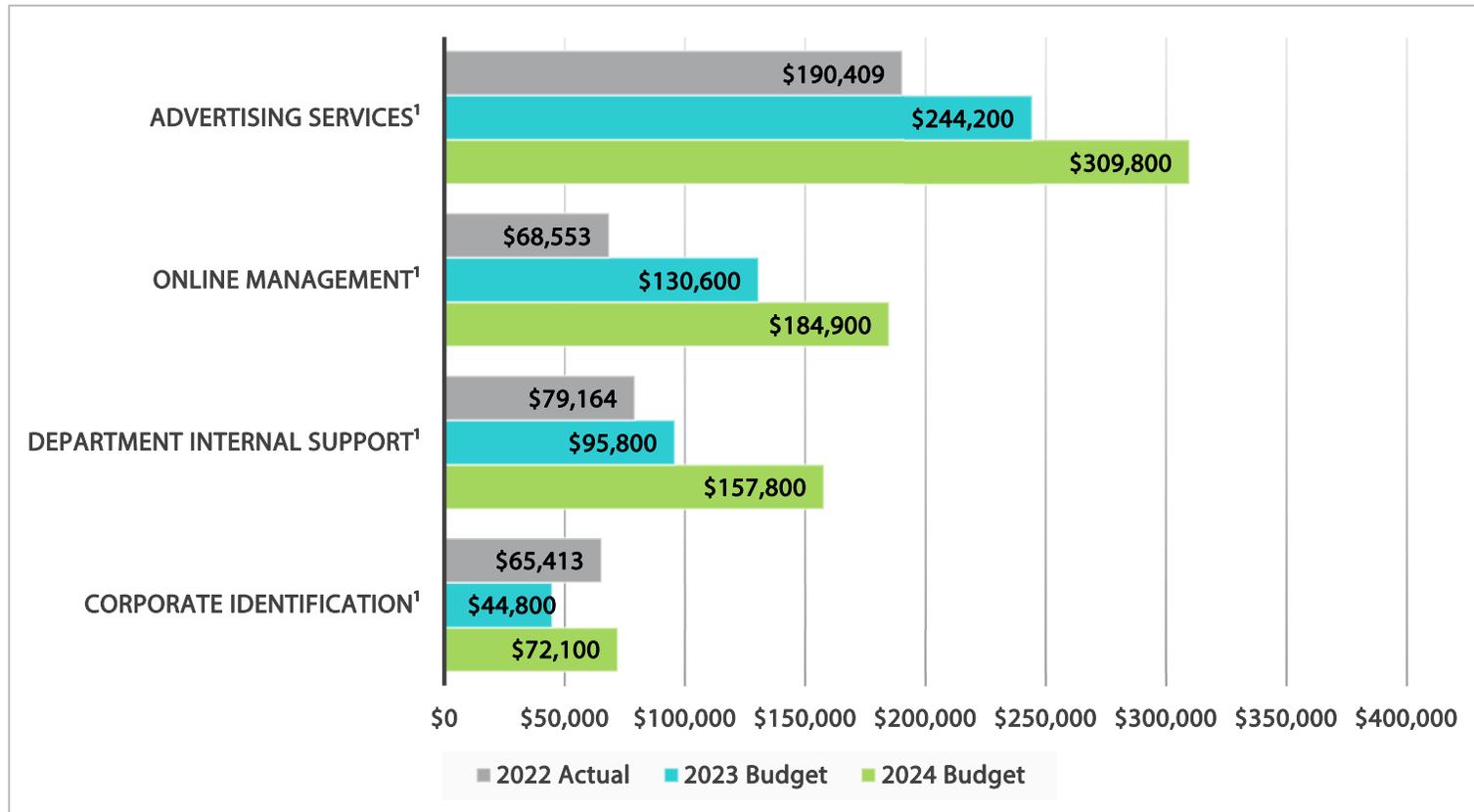
- High demand for increased internal and external communications efforts with limited staff capacity
- Emergency management currently requires full attention from existing communications resources during times of activation – increased resourcing could ensure high-visibility items continue to receive support during wildfire season and other emergencies.



SUMMARY OF 2023/2024 BUDGETED PROGRAM EXPENDITURES



2024 PROGRAM BUDGET EXPENDITURE

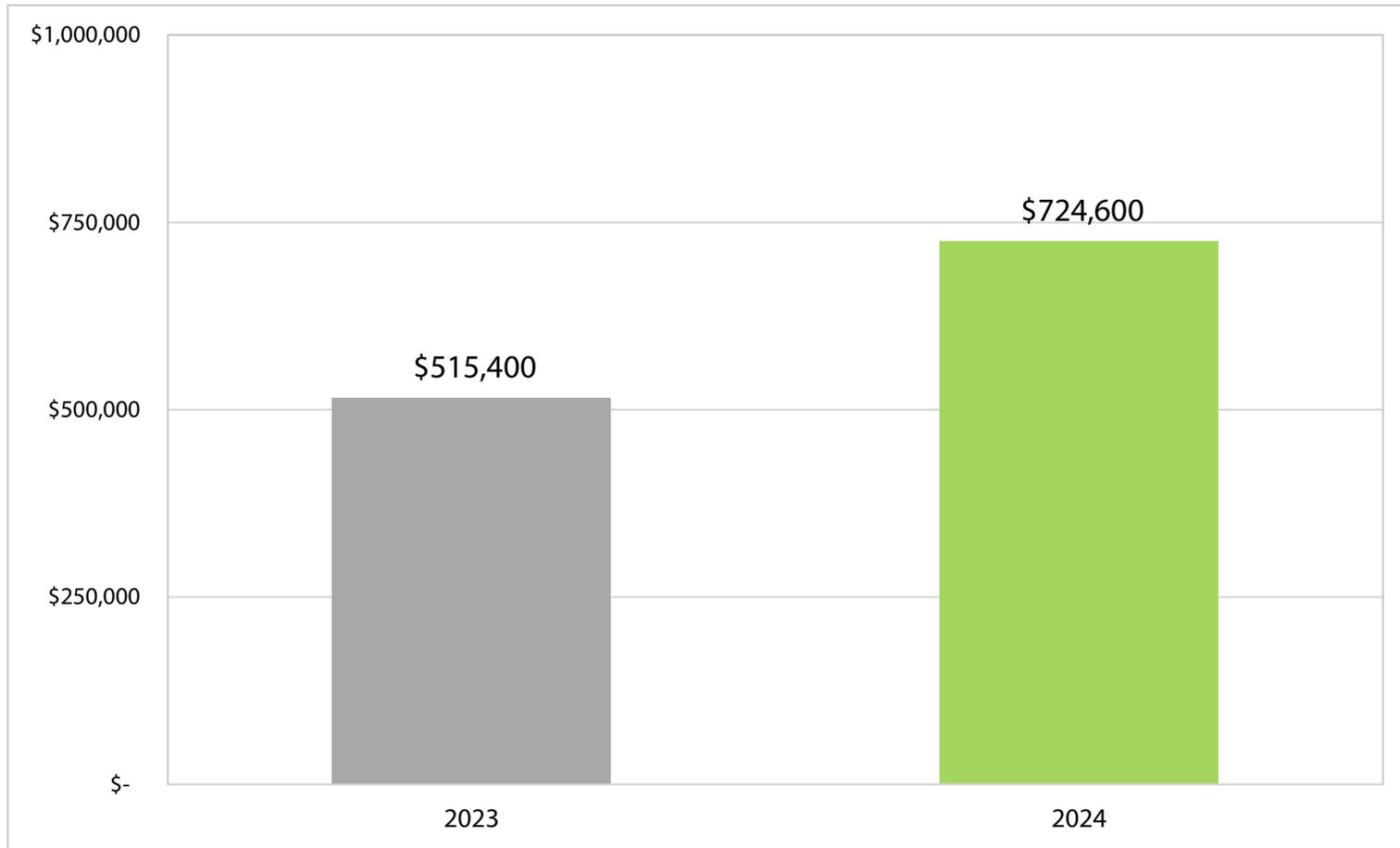


OVERALL COMMENTS

1. Increase due to payroll adjustments and compensation review & addition of a Permanent FTE Communications Advisor



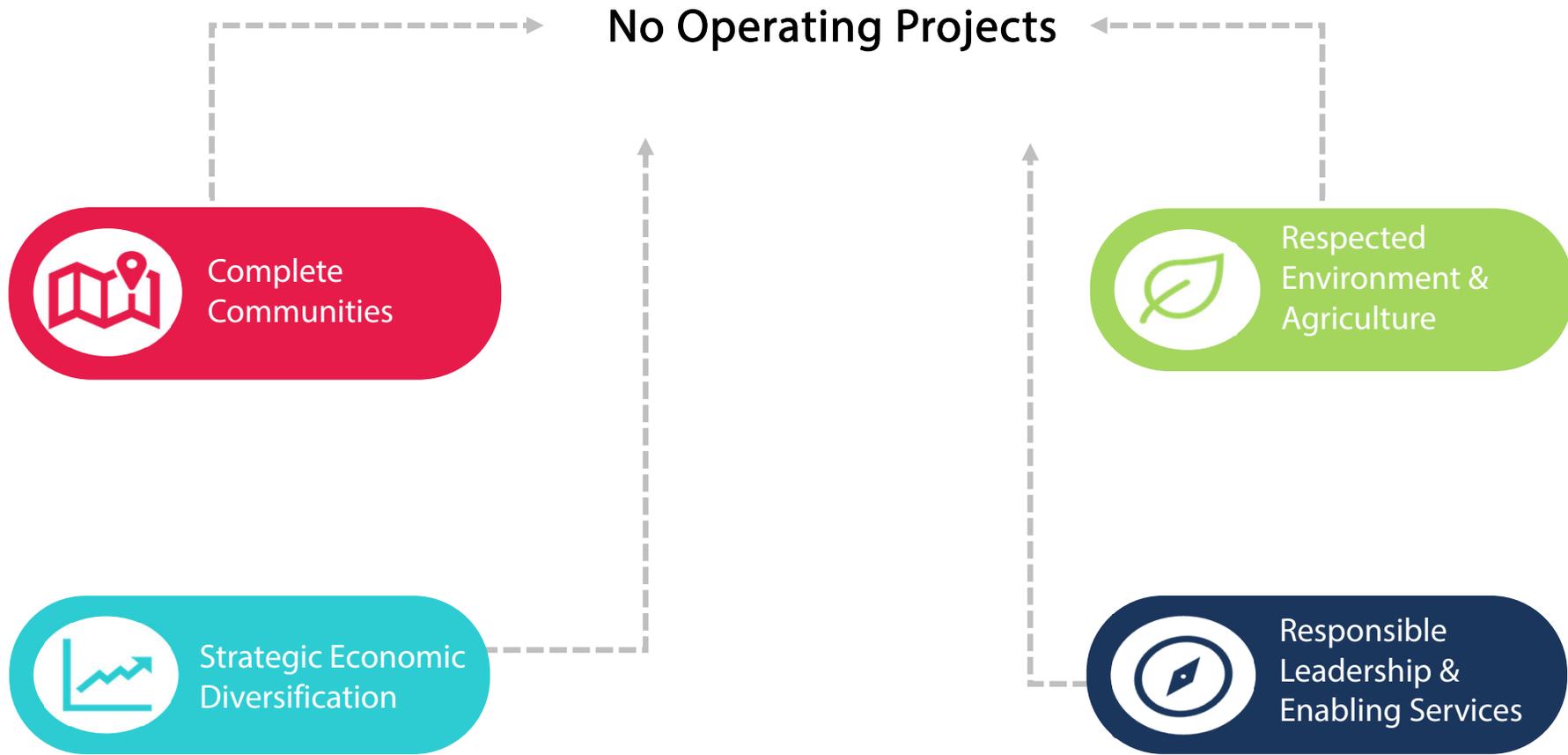
OPERATING PROGRAM CHANGE



Budget Change = **209,200**

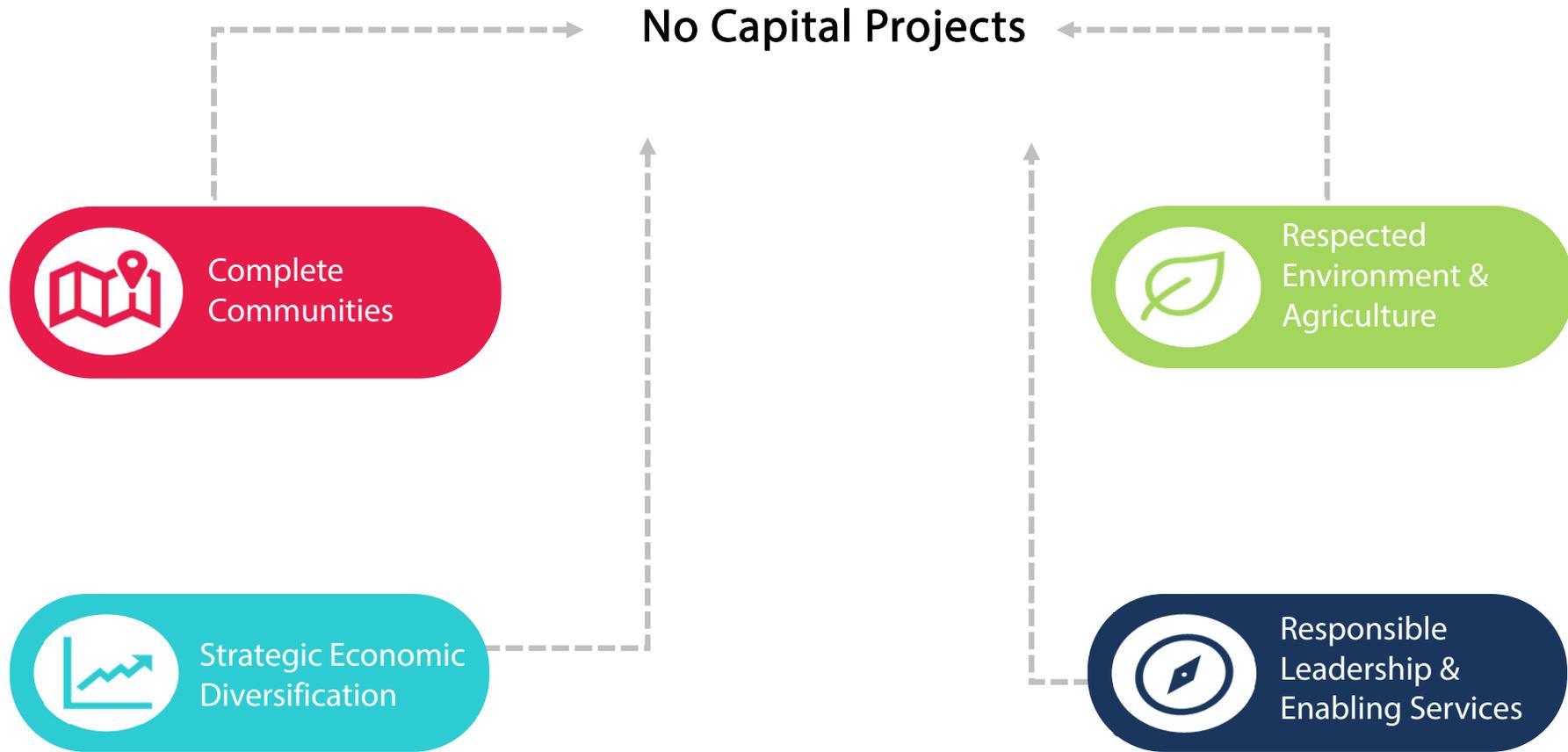
OPERATING PROJECTS - 2024

COMMUNICATIONS



CAPITAL PROJECTS - 2024

COMMUNICATIONS



Questions?

