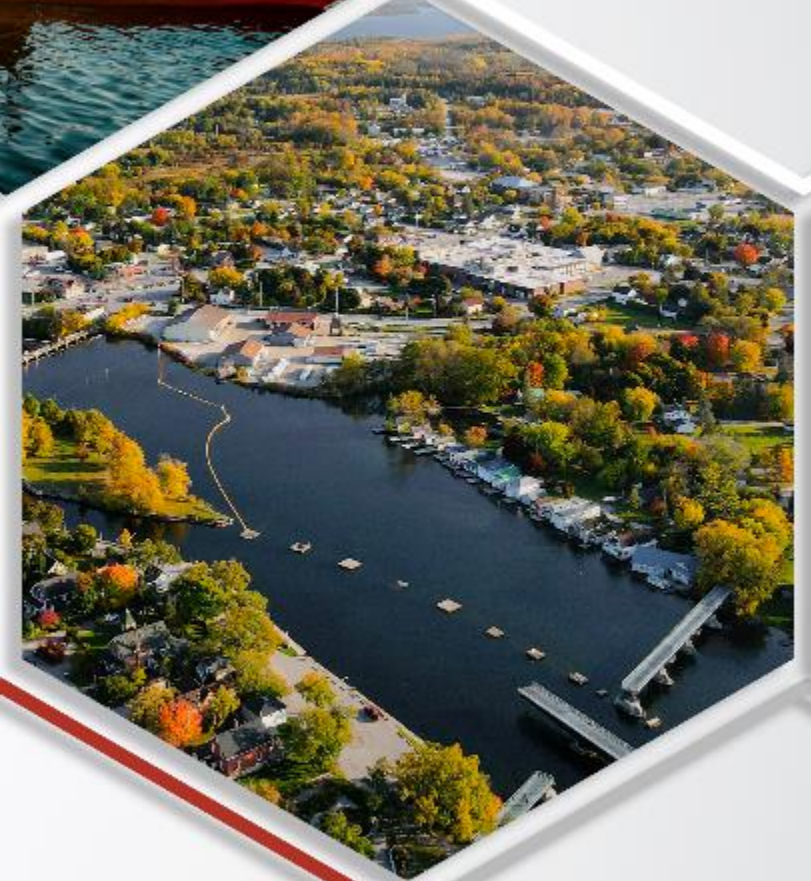




# City of North Bay Communications Review Executive Summary

**April 2024**

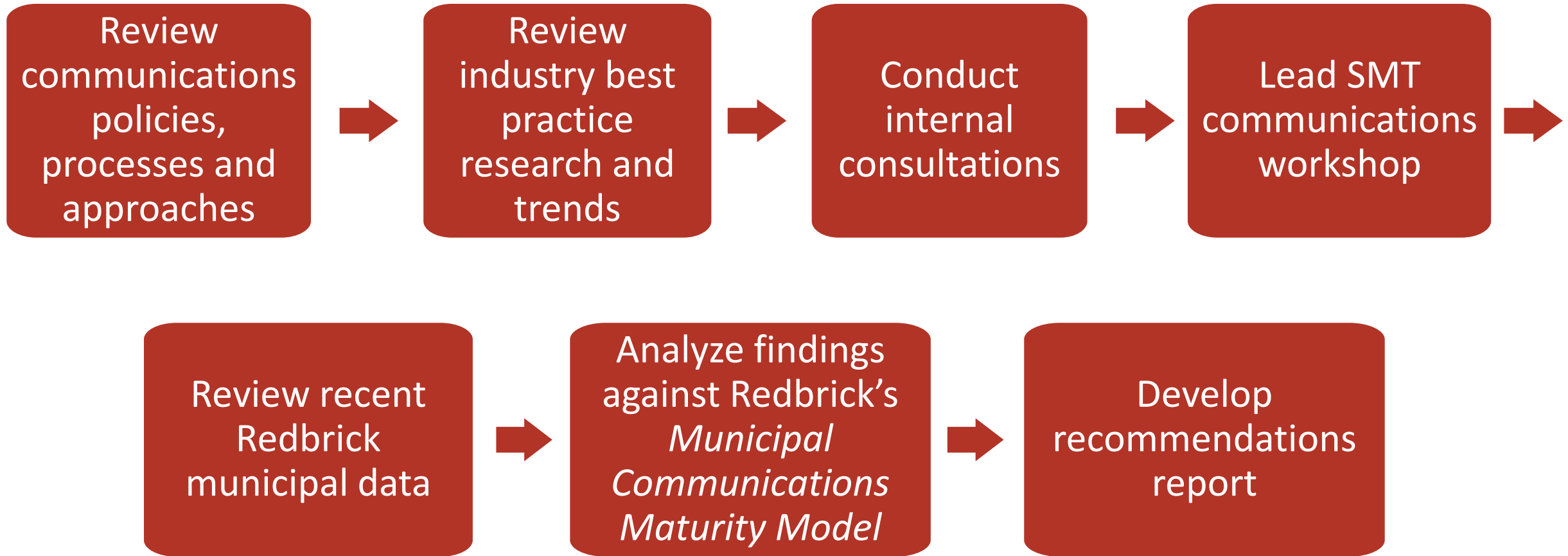
**Andrea Montgomery, APR, Prosci, Vice President**



# Project Objectives

- ✓ Review the City's current communications efforts
- ✓ Elevate communications to tell the municipal story
- ✓ Help ensure communications keep pace with the changing landscape
- ✓ Increase internal processes and efficiencies
- ✓ Provide recommendations to foster a more informed and engaged community

# Work Plan



# What We Heard

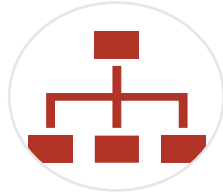
- Overall communications function has improved
- Demands continue to increase
- Opportunities for more proactive planning
- Desire for stronger internal and public engagement
- Want to tell a stronger municipal story
- Clearer understanding needed of the value and impact of communications



# 5 Recommended Priority Areas



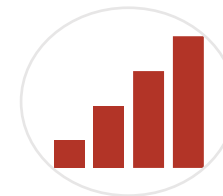
**1. Vision and Priority Setting**



**2. Mindset and Structure**



**3. Positive Storytelling and Community Building**



**4. Measurement and Evaluation**



**5. Public Engagement**

# Top 10 Opportunities

1. Increase **capacity** as budgets allow
2. Instill **proactive communications planning** and collaboration
3. Develop a **corporate communications plan**
4. Strengthen **issues management** processes and the City's ability to **communicate quickly**
5. Improve processes to share **positive stories**
6. Implement regular and **consistent reporting**
7. Provide regular updates and messaging to support **Council communications**
8. Strengthen the **City's brand** and professionalism
9. Strengthen the **City's social media presence**
10. Develop a corporate **public engagement framework**

# Measuring Success - Priority KPIs

Based on the recommendations and action plan in the Review Report:

**Measure #1:** (internal) More proactive planning and collaboration

**Measure #2:** (internal) Greater organizational competency

**Measure #3:** (external) Higher engagement and positive reaction



# Thank you

Andrea Montgomery, APR, Prosci  
Vice President

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