

# STAFF REPORT TO COUNCIL

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**DATE:** June 30, 2022

**TO:** MAYOR AND COUNCIL

**NAME AND TITLE:** Walter Babicz, City Manager

**SUBJECT:** Communications Policy

**ATTACHMENT(S):** Proposed Communications Policy

**RECOMMENDATION(S):**

That Council APPROVES the proposed Communications Policy attached to the report dated June 30, 2022 from the City Manager titled "Communications Policy".

**PURPOSE:**

For Council approval of a Communications Policy establishing standards for City communications.

**BACKGROUND:**

Council has identified the development of a Communications Policy as a strategic priority. The attached proposed Communications Policy establishes guidelines for the organization when communicating or releasing information, as well as standards for public engagement and the various communications platforms used by the City.

If approved by Council, the Communications Policy will be accompanied by administrative communications and social media procedures approved by the City Manager to guide staff in the achievement of clear, timely, and accurate communications.

**STRATEGIC PRIORITIES:**

The Strategic Plan includes the following City Government and Infrastructure Goal: Develop a communications policy that enables consistent and clear communication of city services levels and associated costs.

**FINANCIAL CONSIDERATIONS:**

There are no notable financial considerations in connection with this initiative.

**SUMMARY AND CONCLUSION:**

The proposed Communications Policy establishes standards for all City communications.

**RESPECTFULLY SUBMITTED:**

Walter Babicz, City Manager

**PREPARED BY:** Julie Rogers, Manager of Communications

Meeting Date: 2022/07/11