

PROJECT ACTION PLAN

This Project Action Plan is intended as a tool for planning and monitoring how management staff will achieve the goals and objectives set by the City Council in the 2020-2022 Strategic Workplan. Management staff will complete this form for each Council project, it will be updated periodically and shared during scheduled Council department reports. This information is public, posted on the city's website and used to ensure accountability and share with our community.

Lead Department:	Administration
City Council Goal / Tactic:	Goal 2 – Community and Civic Engagement
Project Summary:	Create a Strategic Communications Plan
Estimated Completion:	June 2021

ACTION PLAN

1. Background of Project:

- In line with the creation of the Strategic Workplan 2020 there is an opportunity to better align communications efforts to enhance community and civic engagement.
- Recurring communications are happening now along with time sensitive press releases, media responses and ongoing social media engagement

2. Current Status of Project:

- This will be a focus upon Communications Officer's return from family leave

3. Strategic Steps to Accomplish Project:

- Communications Officer return
- Evaluate creation of a work group comprised of staff, Council, community volunteers, experts in the field.

4. Estimated Cost of Project:

- TBD

5. Barriers to Complete:

- TBD