



Appendix D

Communications Division

Q1 2025

To: Committee of the Whole | Council

From: Christa Carter, Manager, Public Relations & Communications

Reviewed By: Amanda Pegg, Executive Director, Customer & Corporate Services

Q1 2025 Work:

- **Projects:**
 - Website and Engagement Portal redevelopment (Original goal: Website redevelopment to ensure greater and streamlined access to the information the community wants. Added: In alignment with the Town's Programs and Services framework) – **Launched in Q1**
 - Addition of Digital Screens to enhance community access to information at Centennial Aquatic Centre, Collingwood Public Library, and Museum – **Installed in Q1**
 - Enhance youth learning opportunities, onboarded a High School Co-op Student to assist with Communications, including graphics, social media, website and other related tasks – **Onboarded in Q1, completes placement in Q2**
- **Promotional Campaigns:** Community Climate Action Plan Call for interest, Heritage Property Tax Relief, Poetry Month & Call for Future Poets, Call for Buskers, Council Vacancy and New Councillor, OSUM Conference, Committee Vacancies, #ITSTARTS, Museum Sign Languages Exhibit, 2025 Planned Road Works and Infrastructure Projects, FEO Awards, DocuPet promotion, New Engagement Portal and Refreshed Website + new options to subscribe to news

by categories of interest (service areas), International Women's Day, Preventing Frozen Water Services, Public Art Call for Artists, Poet Laureate's debut book, Municipal Budget, Municipal Accommodation Tax, Town Job & Career Fair, Community Recreation and Culture Grants, Affordable Housing Seed Funding Awarded, Short-Term Accommodations: Phase 2.

- **Events:** Mayor's New Year's Levee, Town Job & Career Fair, International Women's Day
- **Engagements:**
 - Community Recreation and Culture Grants Information Sessions: January 14, 16 & 16, 2025
 - Public Meeting re: Proposed Official Plan Amendment February 24, 2025
 - Statutory Meeting re: Development Charges March 17, 2025
 - Stormwater Management Master Plan PIC # 2 March 26, 2025

Coming up in 2025:

- Corporate Services Guide (Will include all CCS Divisions starting with Customer Service and Communications) (Q2)
- Addition of Digital Screens at Central Park Arena and Eddie Bush Arena (Q2)
- Creation of a Municipal Information Guide (Print and digital) and creation of a Welcome Package for new residents (Q3)
- Key contributor in delivering a plan for 2026 to encourage more people to run for elected office/encourage greater diversity on Council (Q4)
- Support the rollout of the Programs & Services Framework to staff and members of the public in plain language (ongoing)
- Support the development of an intergovernmental strategy for Town of Collingwood advocacy, aligning with the forthcoming White Paper on a complete community (Q4)

The above lists highlight the larger projects in which the Communications Division led or played a major role. This is not an exhaustive list of the staff's day-to-day work.