



Communications Overview

Environmental Topics

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Urban Agriculture Strategy

- Communication efforts were led by Planning Services
- Started in September of 2016 and continues
- Hosted a public meeting on September 29 at City Hall
- Attended "London's Food Future" on November 19 at the Library (Central Branch)
- Hosted a community visioning workshop at Goodwill Industries on February 4, 2017, and work has continued beyond this time.

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Urban Agriculture Strategy on the City website:



<https://www.london.ca/business/Planning-Development/current-topics/Pages/Urban-Ag-Strategy.aspx>

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Also on the City website:

<https://www.london.ca/residents/Parks/Community-Projects/Pages/London-Community-Gardens.aspx>

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Toilets are Not Garbage Cans

- Communication efforts were led by Wastewater
- Assisted by Communications
- Started in 2012 and continues

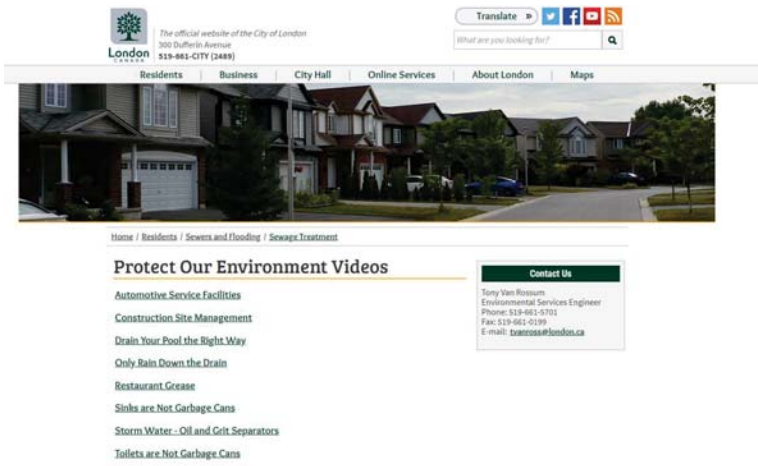
In 2018, education efforts focused around two main themes:

- Fats, Oils and Grease (FOG)
- What Not to Flush

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Telly Award-Winning Video



Toilets are Not Garbage Cans (City of London website and YouTube)

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<https://www.london.ca/residents/Sewers-Flooding/Sewage-Treatment/Pages/Toilets.aspx>



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Community Outreach

Displays at:

- Schools
Elementary
Western, Fanshawe
- Festivals
(Sunfest, Home County, etc.)



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- Lifestyle HomeShow
January 2019



Fats, Oils and Grease (FOG)

- Cups
- Flyers
- Social Media



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2019 Under Development



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Pollinator Programs

- Communication efforts were led by Planning Services

Available on City website:

<https://www.london.ca/residents/Environment/Natural-Environments/Pages/Naturalization.aspx>



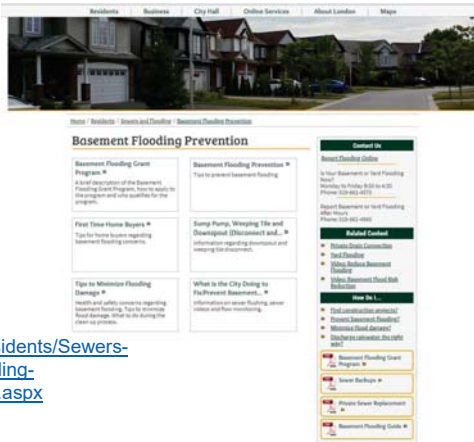
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Resilience/Climate Change Preparation

- Communication efforts are shared
- Environmental & Engineering Services, Planning Services, Emergency Management

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City website:

<https://www.london.ca/residents/Sewers-Flooding/Basement-Flooding-Prevention/Pages/default.aspx>

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City website:

<https://www.london.ca/residents/Emergency-Information/Emergency-Preparedness/Pages/Know-the-Risks.aspx>

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Overview of Role of Communications Division

- Four Communication Specialists each has portfolio of Service Areas
- Meet regularly with service area Directors/Managers to keep apprised of upcoming educational and promotional campaigns (projects)
- Develop Communications Plans, Social Media plans and, if required, Engagement Plans for these projects
- Develop Tactical plans to execute the Communications and Engagement strategies utilizing service area budgets
- Work directly with external graphic designers to create print materials and project art (used in social media postings and website)

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Communications Division – what we do

- Write content for projects, both for print and social media
- Buy advertising from media outlets related to projects and supply creative
- Buy digital advertising (Facebook, Google, etc.)
- Incorporate project messaging and imagery into City communication channels
 - e-newsletter,
 - Council PowerPoint/City facility televisions,
 - City website,
 - Get Involved engagement website,
 - Facebook, Twitter, Instagram

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Communications Division – what we do


- Writes news releases, media advisories, coordinate media briefings/events
- Plan and oversee execution of special events, such as grand openings, milestone announcements, funding announcements
- Arrange audio/video/livestream for above events
- Monitor social media channels throughout the day and respond to inquiries or comments related to their Service Areas
- Attend and assist at Public Information Centres and other public engagement events, as required by the service area
- Review use of corporate logo for compliance with brand standards

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How to Reach Us:

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