



2024 to 2027 Business Plan

Service: Strategic Communications and Government Relations

\$0.03

Cost per day for the average rate payer (2024 to 2027)

0.25%

Of the 2024 to 2027 City of London Net Property Tax Supported Budget

Who we are:

- The Strategic Communications and Government Relations teams are made up of communications, engagement and government relations professionals who lead communications and advocacy efforts, supporting and promoting all of the City of London's diverse programs, services and projects, as well as strengthening and enhancing the City's corporate brand.

What we do:

- The Strategic Communications and Government Relations Business Plan encompasses the contributions from two divisions: Strategic Communications; and Government Relations.

- The Strategic Communications team is responsible for ensuring accurate, timely and relevant information from all areas of the City is provided to residents, customers and businesses within London and surrounding areas, as well as other levels of government. This team informs and engages residents on civic and Council projects and initiatives and acts as a sounding board for community engagement and feedback. In doing so, they actively support all City business goals, and promote transparency, openness and community engagement.
- The Government Relations team is responsible for supporting Council and the City's interests with advice, coordination and communication, and advocacy. This team also works with Service Areas to build relationships with Provincial and Federal decision-makers, pursue funding opportunities and coordinate submissions, provide advice to staff and Council.

Why we do it:

- **Traditional:** All comparator municipalities maintain a corporate/strategic communications function. Many also maintain external relations functions.

The following table provides an overview of the budget for this service:

Budget Summary (\$000's)	2024	2025	2026	2027	2024 to 2027 TOTAL
Gross Operating Expenditures	\$2,127	\$2,178	\$2,216	\$2,225	\$8,746
Other Revenues	-\$91	-\$93	-\$94	-\$96	-\$374
Net Tax Levy Supported Operating Budget	\$2,036	\$2,085	\$2,122	\$2,129	\$8,372
Total Capital Expenditures	\$0	\$0	\$0	\$0	\$0
Full-Time Equivalents (FTE's)	16	16	16	16	N/A

Reflects Draft 2024 to 2027 Multi-Year Budget – December 12, 2023.

Linkage to the 2023 to 2027 Strategic Plan

This service supports the following Strategic Areas of Focus in the 2023 to 2027 Strategic Plan:



**Reconciliation, Equity,
Accessibility, and
Inclusion**



**Economic Growth, Culture,
and Prosperity**



**Housing and
Homelessness**



**Mobility and
Transportation**



Wellbeing and Safety



**Climate Action and
Sustainable Growth**



**Safe London for Women,
Girls, and Gender-Diverse
and Trans People**



Well-Run City

Environmental, Socio-economic Equity and Governance (ESG) Considerations

Environmental, Socio-economic Equity and Governance Profile for this service:



Environmental:

- These teams support the City's environmental goals, including the Climate Emergency Action Plan, waste management, and other programs and services, through strategic communications, investment attraction, and advocacy.

Socio-economic Equity:

- These teams work on communications and advocacy plans to support London's equity, diversity and inclusion priorities, the Anti-Racism Anti-Oppression Division, affordable and market housing, and health and homelessness programs and services.

Governance:

- A key role of these teams is to demonstrate the City's commitment to transparency and to sustainable and responsible use of taxpayer dollars.

The following section provides an overview of the key activities the Service plans to undertake from 2024 to 2027 to implement the Corporation's 2023 to 2027 Strategic Plan, as well as an overview of the risks and challenges the service is anticipated to experience during this period:

Service Highlights 2024 to 2027

- The Strategic Communications team will support the Strategic Plan through its day-to-day work by developing and executing communications plans and tactics to provide accurate and relevant information and engage Londoners where they are to participate in municipal programs, services, and activities.

- Specific activities related to Council's Strategic Plan include communications leadership for the health and homelessness work, housing supply programs, Green Bin implementation, the Climate Emergency Action Plan, mobility and transportation, construction of new infrastructure and maintenance of existing and aging infrastructure, growing the City's engagement efforts and processes to broaden and diversify participation by Londoners, building organizational capacity in strategic communications, storytelling, and engagement, supporting the Safe Cities initiative through strategic communications, removing barriers to participation through communication efforts for recreation, sports, and cultural programming, and reviewing engagement practices, policies, and frameworks.
- The Government Relations team will support the Strategic Plan by implementing the Council-approved Strategic Advocacy Framework by building advocacy strategies and pursuing opportunities that secure effective partnerships with other orders of government and help deliver on Strategic Plan priorities.

Risks and Challenges Anticipated in 2024 to 2027

- Shifting priorities and emerging circumstances may lead to changes in priorities for Council and Administration.
- Public scrutiny of local government continues to grow as do service expectations, leading to communications pressures and understanding gaps to be addressed.
- Funding priorities of other orders of government will shift over time, potentially requiring modifications to London's advocacy efforts.
- Within the horizon of the 2024 - 2027 Multi-Year Budget, there will be elections at both the Provincial and Federal levels, which could see a change in government and in government priorities.

Other reference information and links:

- Link to Corporate Services Committee, June 12, 2023, [2023-2027 Strategic Advocacy Framework](#)

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