



2024 to 2027 Business Plan

Service: Strategic Communications

\$7.82

Annual cost for the
average rate payer
(2024 to 2027)

0.20%

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

Who we are:

- The Strategic Communications team is made up of communications professionals who lead communications 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 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.

Why we do it:

- **Traditional:** All comparator municipalities maintain a corporate/strategic communications function.

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	\$1,830	\$1,929	\$1,886	\$1,889	\$7,534
Other Revenues	-\$167	-\$75	-\$39	-\$39	-\$320
Net Tax Levy Supported Operating Budget	\$1,663	\$1,854	\$1,847	\$1,850	\$7,214
Total Capital Expenditures	\$0	\$0	\$0	\$0	\$0
Full-Time Equivalents (FTE's)	15.0	15.0	15.0	15.0	N/A

Reflects 2024 to 2027 approved City budget as of December 1, 2025.

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**



**Housing and
Homelessness**



Wellbeing and Safety



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



**Economic Growth, Culture,
and Prosperity**



**Mobility and
Transportation**



**Climate Action and
Sustainable Growth**



Well-Run City

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

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

Environmental:

- This team supports the City's environmental goals, including the Climate Emergency Action Plan, waste management, and other programs and services, through strategic communications.

Socio-economic Equity:

- This team works on communications 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 this team 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.

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.

Other reference information and links:

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

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