

ADMINISTRATIVE REPORT TO COUNCIL

ON

2022 COMMUNICATIONS AND COMMUNITY ENGAGEMENT DIVISION SUMMARY

PURPOSE

The purpose of this report is to provide Council with an update on the Communication and Community Engagement Division's activities in 2022.

COUNCIL STRATEGIC PLAN

This report supports Council's strategic priorities and areas of focus regarding:

- **Governance and Accountability**
 - Community Engagement: We are committed to engaging and connecting with Kamloops residents and stakeholders.

SUMMARY

The Communication and Community Engagement Division, created in 2017, supports the City's internal departments and helps to ensure that communication is strategic, tied to organizational goals, and easily accessible by residents and employees. The key services offered by the Communications and Community Engagement Division include strategic communications, public engagement, creative solutions, emergency information, and grants and awards management.

In 2022, the Communication and Community Engagement Division hosted 21 engagement projects on the Let's Talk website, submitted 22 grant applications, supported strategic communications for over 80 cyclical projects, and issued 6 alerts using Voyent Alert! in addition to supporting the 2022 municipal election and many other projects.

This report provides Council with an update on engagement and communication activities during 2022, website statistics, social media metrics, and Voyent Alert! messaging as well as an outlook for the upcoming year.

RECOMMENDATION:

For Council information only.

SUPPORTING COUNCIL AND CORPORATE DIRECTION

- Council Policy No. GGA-34, Public Engagement

DISCUSSION

The Communication and Community Engagement Division supports the City's internal departments and helps to ensure that communication is strategic, tied to organizational goals, and easily accessible by residents and employees. We operate on the principle that open and regular communication with residents is a priority for the City.

The Communications and Community Engagement Division is responsible for a wide variety of communications supports for internal City departments, including the following key services:

- strategic communications
 - advising on internal and external communications
 - supporting project teams with strategic communication advice, tools, planning, and measurements (e.g. in addition to special projects each year, the Communications and Community Engagement team also manages strategic communications for more than 80 cyclical or ongoing projects with the intent of sharing information and engaging with residents, businesses, and employees (see Attachment "C")
 - guiding media relations, corporate social media, and strategic communication planning
 - editing, proofreading, and formatting the City's corporate documents to ensure they are clear, concise, and consistent and follow corporate standards
- public engagement
 - supporting project teams in planning and implementing public engagement activities (e.g. open houses, information sessions, stakeholder meetings, notices to residents, surveys, polls)
- creative solutions
 - maintaining the City's brand standards and corporate identity
 - designing and producing material to support municipal communication campaigns
- emergency information
 - working with the Emergency Operations Centre as Public Information Officers in the event of a crisis; with Kamloops Fire and Rescue in the event of a two-alarm event; and as of 2022, with the RCMP in the event of an emergency needing support from the City's Communications and Community Engagement team
- grants and awards
 - coordinating corporate grants and awards applications
 - researching and identifying grant funding sources to support City strategic priorities
 - supporting departments in completing grant and award applications

2022 Highlights

In 2022, the Communications and Community Engagement team supported multiple major City projects with communications and engagement opportunities, including the Curbside Residential Organics Waste Collection Pilot Project, the North Shore Neighbourhood Plan adoption, the 2022 budget, and engagement for Vision Zero: Kamloops' Road Safety Strategy. Our team was also able to support the start of the Cultural Strategic Plan development through the innovative cultural mapping exercise and exhibit at the Kamloops Museum and Archives. Other projects included the Activity Guide, Annual Calendar, new swim lesson programs, and the implementation of the new Safe and Secure Kamloops Engagement Groups.

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The largest, most impactful engagement activity the team supported in 2022 was the municipal election, where the community was empowered to make their decision on the City's leadership team for the next four years.

The Communications and Community Engagement team also manages the development and execution of the Citizen Satisfaction Survey, which is conducted every four years in conjunction with the election cycle. Information from this survey helps inform the Council Strategic Plan and other corporate strategic decisions. Overall, Kamloops residents expressed a positive satisfaction with their quality of life as the majority of residents feel that their quality of life is good. However, like many communities across Canada, this number has dropped since 2019, when 95% of residents reported their quality of life as good.

The overview in Attachment "A" provides a timeline view of a selection of engagement activities achieved through virtual and in-person information sessions, stakeholder meetings, community workshops, and the Let's Talk Kamloops site. It also identifies some key dates related to the municipal election. While it is not an exhaustive list, it provides a snapshot of some of the more significant opportunities for the public to get involved in City initiatives.

Attachment "B" offers a more comprehensive view of a wider range of communication engagement efforts, including activities to inform the community of important decisions or direction, to advise residents of a program or service, or to seek comment on a proposal or process. This summary covers items such as Council Highlights, news releases, social posts, notices to residents, media events, and more.

Attachment "C" outlines projects that are cyclical or ongoing from year to year, such as property taxes, snow clearing, dog licensing, and waste reduction. The level of communication and engagement on these projects can vary from the sharing of information to comprehensive multimedia marketing strategies.

Grants and Awards

Since 2021, the City has dedicated resources to put together applications in a competitive process to receive grant funds from various external grant providers, including the federal and provincial governments, Crown corporations, associations, and foundations. Of the 22 grant applications submitted in 2022, 11 were successful and 3 were still pending adjudication at the time of this report, which is outlined in Attachment "D". The value of the successful grant applications from 2022 is almost \$5 million, with an estimated \$14.6 million still being adjudicated.

The City was recognized for its leadership in reconciliation with the Canadian Association of Municipal Administrators Award of Excellence and the British Columbia Reconciliation Award from the BC Achievement Foundation. The City's Community Climate Action Plan was also recognized with a Union of BC Municipalities Community Excellence Award and received an honourable mention from the BC Community Energy Association.

Voyent Alert!

In February 2022, the City launched its own account of the Voyent Alert! emergency notification system after piggybacking off of the Thompson-Nicola Regional District's account during the

2021 wildfire season. The City's account launched with a substantial subscriber base of 16,839 users. Since then, despite no major emergency events, subscribers have increased by 16.8% to 19,674.

The City issued the following six alerts in 2022:

- April 22 - welcome alert (informational to all subscribers)
- June 8 - system test alert (critical to all subscribers)
- August 6 - water main break (informational to targeted subscribers)
- November 10 - water main break (informational to targeted subscribers)
- November 16 - water main break (informational to targeted subscribers)
- November 17 - water main break (informational to targeted subscribers)

In fall 2022, Voyent Alert! launched a system update that allows users to seamlessly register for multiple accounts via the app. Residents can now register any location within the City of Kamloops, Tk'emlúps te Secwépemc, or the Thompson-Nicola Regional District and receive alerts from the appropriate authority.

The City currently uses Voyent Alert! for evacuation alerts and orders as well as unplanned water disruptions, with plans to support the Civic Operations Department with scheduled water disruption notifications in the future. Staff are working with the Kamloops RCMP to develop processes to use Voyent Alert! to support their emergency communications.

City Websites

The City primarily uses two websites to communicate information to the public. Kamloops.ca is the main site and is used for corporate information, while LetsTalk.Kamloops.ca focuses on City engagement projects.

In 2022, Kamloops.ca underwent design and navigation improvements and a technical upgrade to improve the site's security, accessibility, and useability. The design and navigation improvements include a cleaner, more modern aesthetic along with changes to the menus and site organization supported by graphics, quick links, and new content tools to simplify access to information. The site's content management system was also upgraded to improve site security, streamline site updates, and prepare the site for future improvements to meet web content accessibility guidelines.

Kamloops.ca - Key Website Metrics from January 1 to December 31, 2022

For most of 2022, Kamloops.ca included details on Council meetings and agendas, news and events, and departmental information relevant to residents and businesses. In late 2022, the City launched the [Council Access Portal](#) to streamline access to all Council-related information and documents and reduce the duplication of efforts and opportunity for error.

Kamloops.ca Stats

Kamloops.ca	2019	2020	2021	2022
Site visits	1,110,195	982,635*	1,455,442	1,413,769
Page views	2,199,789	1,868,759*	2,724,730	2,495,011

*Some metrics are lower due to the COVID-19 pandemic when regular activities were suspended and less traffic was directed to the website. In addition, all COVID-19 information was posted to Let's Talk.

Referral Sources

The majority of people visited Kamloops.ca through a search engine (61.3%) followed by direct visits (21.1%), referral traffic (12.1%), and social media (4.9%).

The following is a list of the top pages over the past year, excluding the homepage (calculated as a percentage of total visits to the site):

- Canada Games and Aquatic Centre
- Career Opportunities
- Traffic Data and Webcams
- Tournament Capital Centre
- Residential Garbage
- Aquatics
- Maps & Apps
- Music in the Park
- Register for a Recreation Program

LetsTalk.Kamloops.ca - Key Website Metrics from January 1 to December 31, 2022

Let's Talk is an engagement platform that began to be integrated into the City's public engagement process in June 2018 to supplement face-to-face consultation and help guide City planning and decision making. This site hosts select topics that have an opportunity for public input.

The Let's Talk platform is structured to measure engagement based on actions web visitors take and categorizes these actions in three ways—aware, informed, or engaged. To complement in-person engagement, Let's Talk employs a variety of engagement tools, including Q&As, open forums, surveys, quick polls, mapping tools, virtual post-it notes, voting, and storytelling.

There were 21 projects featured on Let's Talk in 2022, including the following:

- 2022 Municipal Election
- Curbside Organic Waste Collection
- Vision Zero: Kamloops Road Safety Strategy
- Cultural Strategic Plan
- Capital Projects
- Riverside Park Improvements
- Parking Management Plan
- North Shore Neighbourhood Plan
- Budget Consultation 2022 and 2023

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- Summit-Downtown Active Transportation Connection
- Highland Road Upgrades
- Community Climate Action Plan
- Go Electric Kamloops: EV-Ready Homes
- FireSmart
- Freshet 2022
- Fortune Drive Resurfacing (Phase 1)
- Safe and Secure Kamloops
- Revitalization Tax Exemption Review
- EV and E-Bike Strategy
- Staff Shout Outs
- Why Engage?

Let's Talk Stats

LetsTalk.Kamloops.ca	2019	2020	2021	2022
Site visits	42,894	96,323	71,384	40,541
Page views	109,109	177,333	160,971	157,678
Aware visitors	22,371	62,143	27,509	37,104
Informed visitors	8,834	13,866	12,750	16,464
Engaged visitors	2,333	1,621*	7,289	7,681

*COVID-19 engagement was for information sharing only and was not designed for public to affect decisions/provide input into decisions.

- Aware: Visitors who viewed multiple projects on the website.
- Informed: Visitors who viewed a video or downloaded a document or other educational resources on the website.
- Engaged: Visitors who interacted with the engagement tools on the website, such as those who participated in a survey or contributed an idea. For 2020, the majority of the projects did not allow for deep engagement because of the pandemic.

Referral Sources

The majority of people visited Let's Talk directly by typing in the URL (54%) followed by search (30.2%), social media (9.1%), and referral traffic (5.5%).

The following is a list of the top projects over the past year in relation to informed and engaged participants (calculated as a percentage of total visits to the project):

- 2022 Municipal Election
- Vision Zero: Kamloops Road Safety Strategy
- Parking Management Plan
- Cultural Strategic Plan
- Budget Consultation 2022
- Curbside Organic Waste Collection
- North Shore Neighbourhood Plan
- Riverside Park Improvements
- Capital Projects

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The following are the most popular engagement tools:

- News Feeds: 3,610 visits
- Surveys: 2,840 submissions
- Forums: 904 contributions
- Places: 323 pins

The following are the most popular information widgets:

- Documents: 6,170 downloads
- Photo and Videos: 3,749 views
- Frequently Asked Questions: 1,400 views

Social Media

The City continues to maintain and grow a strong social media presence through Facebook, Twitter, Instagram, and LinkedIn. In June 2022, the City decided to disable commenting on the City of Kamloops Municipal Government Facebook page due to the decline in civility on this platform and its negative impact on staff's mental health, job seekers' perception of Kamloops, the participation level of respectful users, and the spread of misinformation. Interestingly, since taking this step, the City has not experienced a decline in engagement on Facebook. While overall reach declined slightly from 751,099 (January through June 30) to 726,053 (June through December 31), overall visits increased from 8,144 to 10,296 and new likes/followers increased from 403 to 630. The City's Instagram account also saw a significant increase in reach from 41,974 to 65,775 following the disabling of comments on Facebook.

The City continues to engage with the community through Facebook direct messages and comments on all other social media platforms. Residents are encouraged to connect with the City through the most appropriate channel to meet their needs—email, phone, Council, public hearings, the Civic Operations call centre, public engagement events, Let's Talk project pages, etc.

Key Metrics from January 1 through December 31, 2022:

Facebook

- Facebook followers increased by 11.4% (from 11,940 to 13,304).
- Facebook reached 2,484,480 users (the number of people who had any content from the City show up in their newsfeed, including posts, check-ins, ads, and more).
- Facebook had 2,627,295 total impressions (the number of times any content from the City entered a person's screen, including posts, stories, check-ins, and ads).

Twitter

- Twitter followers increased by 2.7% (from 13,253 to 13,664).
- Twitter generated 1,487,064 impressions, 33,704 engagements, and 1,386 retweets.

Instagram

- Instagram followers increased by 13.7% (from 8,207 to 9,335).
- Instagram posts generated 1,280,277 impressions and 27,477 interactions.

LinkedIn

- LinkedIn followers increased by 34% (from 4,036 to 5,406).
- LinkedIn posts generated 122,836 impressions and 11,383 interactions (likes, shares, video views, clicks, and comments).

Stats At-a-Glance

	2019	2020	2021	2022
Facebook impressions	2,528,849	1,185,972*	3,062,958	2,627,295
Twitter impressions	938,353	1,083,255	4,914,662	1,487,064
Instagram impressions	-	541,530	1,018,672	1,280,277
LinkedIn impressions	-	92,407	100,680	122,836
YouTube Impressions	-	156,677	177,583	182,483
Kamloops.ca visits	1,110,195	982,635	1,455,442	1,413,769
Let's Talk Kamloops visits	42,894	96,323	71,384	40,541
Kamloops.ca page views	2,199,789	1,868,759	2,724,730	2,495,011
Let's Talk Kamloops page views	109,109	177,333	160,971	157,678
Online engagement projects	24	19	21	21
Voyent Alert! subscribers	-	-	16,839**	19,674
Voyent Alerts issued	-	-	2**	6
News releases issued	110	149	137	118
News release open rate	-	-	49.6%	54.6%

*Some metrics are lower due to the COVID-19 pandemic when regular engagement and social sharing activities were suspended.

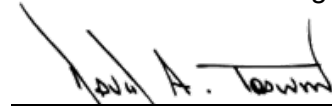
**Subscribers and alerts were via the Thompson-Nicola Regional District Voyent Alert! account.

Outlook for 2023

The Communication and Community Engagement Division has several key areas of focus for 2023, including the following:

- developing a City-wide strategic communications plan to align with and support the 2022–2026 Council Strategic Plan and the Corporate Strategic Plan
- reviewing all City-owned media channels to identify necessary changes to meet internal and external audience expectations and needs
- launching a new intranet to support improved communication with staff

- researching new and emerging digital communication channels for relevancy, accessibility, and practicality to reach diverse audiences
- assisting with public engagement activities related to major City projects and plans
- developing processes and protocols to expand the use of the Voyent Alert! emergency notification system
- providing information officer support for the Emergency Operations Centre, if activated
- continuing to work with all City departments on the research, monitoring, and pursuit of grant funding opportunities to support municipal projects and award program opportunities to showcase the City's achievements


K. Rodrigue
Communications Manager
Approved for Council

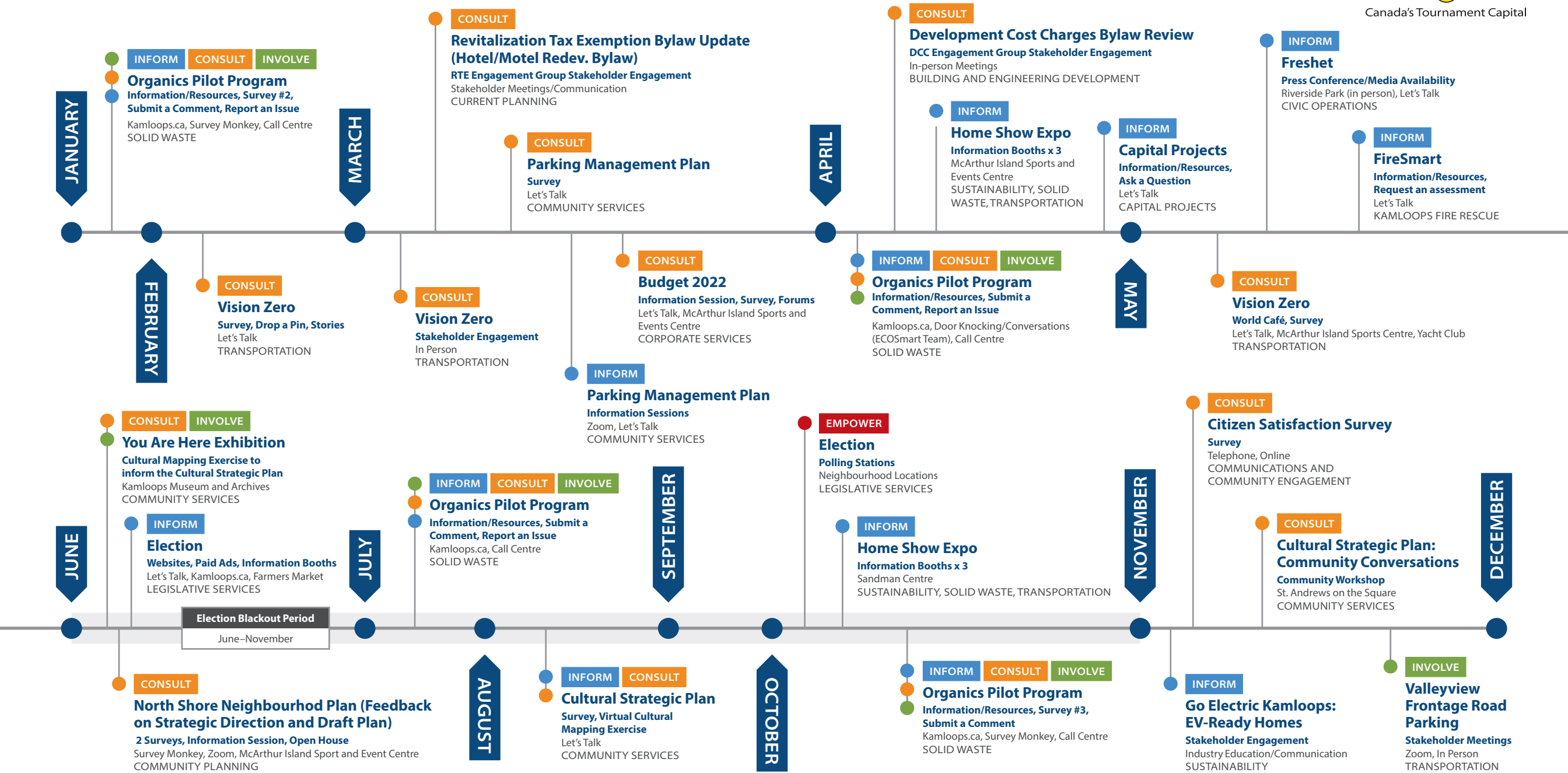
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Attachments

City of Kamloops

Public Engagement Timeline 2022

The Public Engagement timeline illustrates a selection of key engagement initiatives that took place from January to December 2022. Outlined below is the level of engagement, the project name, the engagement method, the location for each initiative/event, and the City Division responsible.





Public Engagement 2022

IAP2 LEVEL	ACTIVITY	MONTH	ENGAGEMENT METHOD	LOCATION OF ENGAGEMENT	CITY DIVISION LEAD
Inform	Adjusted Public Health Orders for Recreation Facilities	Jan	News Release	Email Subscribers, Website, Social Media	Recreation
Inform	Budget 2022	Jan	Forums, Quick Poll, Q&A	Let's Talk	Finance
Inform	Budget 2022	Jan	News Release	Email Subscribers, Website, Social Media	Finance
Inform	City Services Education	Jan	Newsletter	Utility Bills	Administration
Inform	Day Space for People Experiencing Homelessness	Jan	News Release	Email Subscribers, Website, Social Media	Social and Community Development
Inform	Interior Savings Unplug and Play Family Literacy Week	Jan	News Release	Email Subscribers, Website, Social Media	Recreation
Inform	Social and Community Development Grants	Jan	News Release	Email Subscribers, Website, Social Media	Social and Community Development
Inform	Sustainable Kamloops Newsletter	Jan	Enewsletter	Email Subscribers, Website	Sustainability
Inform	Wood Stove and Fireplace Exchange Program	Jan	News Release	Email Subscribers, Website, Social Media	Sustainability
Inform	Pay by Phone Pilot	Jan	News Release	Email Subscribers, Website, Social Media	Community Services
Inform	City Services Education	Jan–Dec	City Page (Weekly)	Newspaper, Website	Administration
Inform	Council Highlights	Jan–Dec	Enewsletter (every Council/COTW)	Email Subscribers, Website, Social Media	Legislative Services
Inform	Home Energy Hacks	Jan–Dec	Multimedia	Website, Social, City Assets, Paid Advertising	Sustainability
Inform	Renovate Smart	Jan–Dec	Workshops	Online	Sustainability
Inform	Wood Stove and Fireplace Exchange Program	Jan–Mar	Multimedia	Website, Social, City Assets, Paid Advertising	Sustainability
Inform	Budget 2022	Feb	Multimedia	Website, Social, City Assets, Paid Advertising	Finance
Inform	EV-Ready Development Announcement	Feb	News Release	Email Subscribers, Website, Social Media	Sustainability
Inform	Exemplary Service Awards	Feb	News Release	Email Subscribers, Website, Social Media	Administration
Inform	Family Day	Feb	News Release	Email Subscribers, Website, Social Media	Recreation
Inform	Family Day	Feb	Multimedia	Website, Social, City Assets, Paid Advertising	Recreation
Inform	KMA Grants	Feb	News Release	Email Subscribers, Website, Social Media	Arts and Culture
Inform	Parking Management Plan	Feb	News Release	Email Subscribers, Website, Social Media	Community Services
Inform	TCC Parking Patrol	Feb	News Release	Email Subscribers, Website, Social Media	Community Services
Inform	Vision Zero	Feb	News Release	Email Subscribers, Website, Social Media	Transportation
Consult	Parking Management Plan	Feb–Mar	Surveys (4)	Let's Talk	Community Services
Consult	Vision Zero	Feb–Mar	Drop a Pin, Survey	Let's Talk	Transportation
Inform	4th Avenue Sanitary Replacement	Mar	Notice to Residents	Hand delivered	Capital Projects
Inform	4th Avenue Sanitary Replacement	Mar	Multimedia	Social Media, Website, City Page, Paid advertising	Capital Projects
Inform	Addressing Social Issues in Kamloops	Mar	News Release	Email Subscribers, Website, Social Media	Social and Community Development
Inform	Art Submissions for Chain of Office	Mar	News Release	Email Subscribers, Website, Social Media	Administration
Inform	Arts Grant Call for Applicants	Mar	News Release	Email Subscribers, Website, Social Media	Arts and Culture
Inform	City Services Education	Mar	Enewsletter	Utility Bills	Administration
Inform	Combating Graffiti	Mar	News Release	Email Subscribers, Website, Social Media	Community Services
Inform	Fleetwood Avenue Reconstruction	Mar	Notice to Residents (5)	Hand delivered	Capital Projects
Inform	Fleetwood Avenue Reconstruction	Mar	Multimedia	Social Media, Website, City Page	Capital Projects
Inform	Halt to Prepaid Cemetery Services	Mar	News Release	Email Subscribers, Website, Social Media	Civic Operations
Inform	Overlanders Bridge Pilot Project	Mar	News Release	Email Subscribers, Website, Social Media	Transportation
Inform	Reaching Home Call for Proposals	Mar	News Release	Email Subscribers, Website, Social Media	Social and Community Development
Inform	Riverside Park Project Updates	Mar	Ask a Question	Let's Talk	Capital Projects
Inform	Riverside Park Project Updates	Mar	Project Updates	Let's Talk	Capital Projects
Inform	Spring Break at CGAC	Mar	News Release	Email Subscribers, Website, Social Media	Recreation
Inform	Spring/Summer Activity Guide	Mar	News Release	Email Subscribers, Website, Social Media	Recreation
Inform	Vision Zero	Mar	Virtual Information Session	Zoom	Transportation
Inform	4th Avenue Sanitary Replacement	Mar–Jun	Ask a Question/Forum Comment	Let's Talk	Capital Projects
Inform	Voyent! Alert Promotion	Mar–May	Multimedia	Website, Social, City Assets, Paid Advertising	Administration
Inform	Bebek Road Reconstruction	Mar–Nov	Notice to Residents (4)	Hand delivered	Capital Projects
Inform	Bebek Road Reconstruction	Mar–Nov	Multimedia	Social Media, Website, City Page	Capital Projects
Inform	Bebek Road Reconstruction	Mar–Nov	Ask a Question/Forum Comment	Let's Talk	Capital Projects
Inform	Fleetwood Avenue Reconstruction	Mar–Oct	Ask a Question/Forum Comment	Let's Talk	Capital Projects
Inform	Connecting with Community Services	Apr	News Release	Email Subscribers, Website, Social Media	Community Services
Inform	Firesmart	Apr	News Release	Email Subscribers, Website, Social Media	Kamloops Fire Rescue
Inform	Fortune Drive (Phase 1)	Apr	Rack Card	Mail dropped - 12,000	Capital Projects
Inform	Fortune Drive (Phase 1)	Apr	Notice to Residents	Hand delivered	Capital Projects
Inform	Fortune Drive (Phase 1)	Apr	Multimedia	Social Media, Website, City Page, Paid advertising	Capital Projects
Inform	Fortune Drive (Phase 1)	Apr	Ask a Question/Forum Comment	Let's Talk	Capital Projects
Inform	Fortune Drive (Phase 1)	Apr	Project Updates	Let's Talk	Capital Projects
Inform	Residential Curbside Organics Collection	Apr	Home show booth	McArthur Island Sports and Events Centre	Solid Waste
Inform	Social Planning Engagement Group Call for Volunteers	Apr	News Release	Email Subscribers, Website, Social Media	Social and Community Development
Inform	Sustainability	Apr	Home show booth	McArthur Island Sports and Events Centre	Transportation
Inform	Sustainable Kamloops Newsletter	Apr	Enewsletter	Email Subscribers, Website	Sustainability
Inform	Transportation	Apr	Home show booth	McArthur Island Sports and Events Centre	Sustainability
Inform	Volunteer BBQ	Apr	News Release	Email Subscribers, Website, Social Media	Administration
Inform	Welcome Alert	Apr	Informational Alert	Voyent! Alert App	Administration
Involve	DCC Bylaw Review	Apr–Aug	Engagement Group	Meetings	Development and Engineering
Inform	Riverside Park Project Updates	Apr–Sep	Ask a Question	Let's Talk	Capital Projects
Inform	Riverside Park Project Updates	Apr–Sep	Project Updates	Let's Talk	Capital Projects
Inform	BC Lions FanFest	May	News Release	Email Subscribers, Website, Social Media	Recreation
Inform	Crosswalk Art for Truth and Reconciliation	May	News Release	Email Subscribers, Website, Social Media	Administration
Inform	Dallas Drive Roundabout Repave	May	Notice to Residents	Hand delivered	Capital Projects
Inform	Dallas Drive Roundabout Repave	May	Multimedia	Social Media, Website, City Page	Capital Projects
Inform	Dallas Drive Roundabout Repave	May	Ask a Question/Forum Comment	Let's Talk	Capital Projects
Inform	Lac le Jeune Road Repave	May	Notice to Residents	Hand delivered	Capital Projects
Inform	Lorne Street Upgrades	May	Notice to Residents	Hand delivered	Capital Projects
Inform	McArthur Island Paving	May	Multimedia	Social Media, Website, City Page	Capital Projects
Inform	Organics	May	News Release	Email Subscribers, Website, Social Media	Solid Waste
Inform	Vision Zero	May	News Release	Email Subscribers, Website, Social Media	Transportation
Consult	Vision Zero	May	World Café (2)	Yacht Club, McArthur Island Sports and Events Centre	Transportation
Inform	Lac le Jeune Road Repave	May–Jul	Multimedia	Social Media, Website, City Page	Capital Projects
Inform	Lac le Jeune Road Repave	May–Jul	Ask a Question/Forum Comment	Let's Talk	Capital Projects
Inform	Lorne Street Upgrades	May–Nov	Multimedia	Social Media, Website, City Page, Paid advertising	Capital Projects
Inform	Lorne Street Upgrades	May–Nov	Project Updates	Let's Talk	Capital Projects
Inform	Lorne Street Upgrades	May–Nov	Ask a Question/Forum Comment	Let's Talk	Capital Projects
Inform	Annual Report	Jun	News Release	Email Subscribers, Website, Social Media	Administration
Inform	Annual Report	Jun	Presentation	Open Council Presentation	Administration
Inform	Annual Report	Jun	Multimedia	Website, Social, City Assets, Paid Advertising	Administration
Inform	BC Reconciliation Award	Jun	News Release	Email Subscribers, Website, Social Media	External Relations
Inform	Freshet Response	Jun	News Release	Email Subscribers, Website, Social Media	Utilities
Inform	Highland Road Upgrades	Jun	Notice to Residents	Hand delivered	Capital Projects
Inform	Juniper Egress Routes	Jun	Community Updates	Email, Neighbourhood Associations	Development and Engineering
Inform	Juniper Egress Routes	Jun	Booth	Juniper Neighbourhood Association BBQ	Development and Engineering
Inform	KRRC Upgrades	Jun	Notice to Residents	Hand delivered	Capital Projects
Inform	New Fire Chief	Jun	News Release	Email Subscribers, Website, Social Media	Kamloops Fire Rescue
Inform	North Shore Neighbourhood Plan	Jun	News Release	Email Subscribers, Website, Social Media	Community Planning



Public Engagement 2022

IAP2 LEVEL	ACTIVITY	MONTH	ENGAGEMENT METHOD	LOCATION OF ENGAGEMENT	CITY DIVISION LEAD
Consult	North Shore Neighbourhood Plan	Jun	Community Engagement Session (2)	McArthur Island Sports and Events Centre, Zoom	Community Planning
Consult	North Shore Neighbourhood Plan	Jun	Survey	Let's Talk	Community Planning
Inform	Riverside Park Project Updates	Jun	News Release	Email Subscribers, Website, Social Media	Capital Projects
Inform	SMC Broadcasting Upgrades for Memorial Cup	Jun	News Release	Email Subscribers, Website, Social Media	Parks and Facilities
Inform	Voyent Alert! Test Alert	Jun	Critical Alert	Voyent! Alert App	Administration
Inform	Voyent! Alert Promotion	Jun	News Release	Email Subscribers, Website, Social Media	Administration
Inform	Voyent! Alert Promotion	Jun	Information Booth	Juniper Neighbourhood Association BBQ	Administration
Inform	Highland Road Upgrades	Jun–Nov	Multimedia	Social Media, Website, City Page, Paid advertising	Capital Projects
Inform	Highland Road Upgrades	Jun–Nov	Project Updates	Let's Talk	Capital Projects
Consult	Highland Road Upgrades	Jun–Nov	Ask a Question/Forum Comment	Let's Talk	Capital Projects
Consult	KRRC Upgrades	Jun–Sep	Ask a Question/Forum Comment	Let's Talk	Capital Projects
Inform	12th Street Reconstruction	Jul	Notice to Residents	Hand delivered	Capital Projects
Inform	12th Street Reconstruction	Jul	Multimedia	Social Media, Website, City Page, Paid advertising	Capital Projects
Inform	Freshet Response	Jul	Media Availability/Press Conference	Riverside Park	Utilities
Inform	Pollinator Garden	Jul	Interviews/Video with students	Social media, City Story	Parks
Consult	Tree Tour	Jul	Contest	Social Media	Parks
Inform	Valhalla Drive	Jul	Notice to Residents	Hand delivered	Capital Projects
Inform	City Auction	Jul	News Release, Multimedia	Email Subscribers, Website, Social Media	Finance
Inform	Heat Response	Jul	News Release	Email Subscribers, Website, Social Media	Community and Protective Services
Inform	Royal Avenue Lots for Sale	Jul	News Release, Multimedia	Email Subscribers, Website, Social Media	Real Estate
Inform	Tree Tour	Jul	News Release, Multimedia	Email Subscribers, Website, Social Media	Parks
Inform	12th Street Reconstruction	Jul–Oct	Ask a Question/Forum Comment	Let's Talk	Capital Projects
Inform	Valhalla Drive	Jul–Oct	Multimedia	Social Media, Website, City Page	Capital Projects
Inform	Valhalla Drive	Jul–Oct	Ask a Question/Forum Comment	Let's Talk	Capital Projects
Inform	6th Avenue Bike Lane	Aug	Notice to Residents	Hand delivered	Capital Projects
Inform	City Auction	Aug	Event	Valleyview Arena	Finance
Inform	City Services Education	Aug	Newsletter	Utility Bills	Administration
Inform	Election	Aug	News Release	Email Subscribers, Website, Social Media	Corporate Services
Inform	Fall Activity Guide	Aug	News Release	Email Subscribers, Website, Social Media	Recreation
Inform	Freshet Response	Aug	Emergency Communications	Various	Utilities
Inform	Juniper Egress Routes	Aug	Community Updates	Email, Neighbourhood Associations	Development and Engineering
Inform	Residential Curbside Organics Collection	Aug	News Release	Email Subscribers, Website, Social Media	Solid Waste
Inform	Sustainable Kamloops Newsletter	Aug	Enewsletter	Email Subscribers, Website	Sustainability
Inform	Water Main Break Alert	Aug	Informational Alert	Voyent! Alert App	Administration
Inform	Cultural Strategic Plan	Aug–Dec	News Release, Multimedia	Email Subscribers, Website, Social Media	Arts and Culture
Inform	6th Avenue Bike Lane	Aug–Nov	Multimedia	Social Media, Website, City Page, Paid advertising	Capital Projects
Inform	6th Avenue Bike Lane	Aug–Nov	Ask a Question/Forum Comment	Let's Talk	Capital Projects
Inform	Election	Aug–Nov	Ask A Question	Let's Talk	Corporate Services
Inform	Ask the Mayor	Aug–Oct	Videos, Multimedia	Website, Social, City Assets, Paid Advertising	Administration
Inform	Call for Social and Community Development Grants	Sep	News Release	Email Subscribers, Website, Social Media	Social and Community Development
Inform	CCAP Implementations	Sep	News Release	Email Subscribers, Website, Social Media	Sustainability
Inform	EDI Coordinator	Sep	News Release	Email Subscribers, Website, Social Media	Human Resources
Inform	Freshet Response	Sep	Ask a Question	Let's Talk	Utilities
Inform	Highway 5A Repave	Sep	Notice to Residents	Hand delivered	Capital Projects
Inform	North Shore Neighbourhood Plan	Sep	News Release	Email Subscribers, Website, Social Media	Development and Engineering
Inform	Riverside Park Playground	Sep	News Release	Email Subscribers, Website, Social Media	Capital Projects
Inform	Traffic Signal Optimizations	Sep	News Release	Email Subscribers, Website, Social Media	Transportation
Inform	Truth and Reconciliation - Stat Holiday	Sep	News Release, Multimedia	Email Subscribers, Website, Social Media	Administration
Inform	West Victoria Street Fencing Project	Sep	Notice to Businesses	Emailed	Capital Projects
Consult	Cultural Strategic Plan	Sep–Oct	Survey	Let's Talk	Arts and Culture
Involve	Cultural Strategic Plan	Sep–Oct	Ideas and Mapping Exhibition	KMA	Arts and Culture
Inform	Election	Sep–Oct	Multimedia	Social Media, Website, City Page, Paid advertising	Corporate Services
Inform	Highway 5A Repave	Sep–Oct	Multimedia	Social Media, Website, City Page, Paid advertising	Capital Projects
Inform	Highway 5A Repave	Sep–Oct	Ask a Question/Forum Comment	Let's Talk	Capital Projects
Inform	West Victoria Street Fencing Project	Sep–Oct	Multimedia	Social Media, Website, City Page	Capital Projects
Inform	West Victoria Street Fencing Project	Sep–Oct	Ask a Question/Forum Comment	Let's Talk	Capital Projects
Inform	CSO Outreach Program	Oct	News Release	Email Subscribers, Website, Social Media	Community and Protective Services
Inform	District Energy Partnerships	Oct	Joint News Release with TRU and Creative Energy	Email Subscribers, Website, Social Media	Civic Operations
Inform	Fireworks Ban	Oct	News Release	Email Subscribers, Website, Social Media	Community and Protective Services
Inform	Home Show Booths (Organics, Transportation and Sustainability)	Oct	Interactive booths	McArthur Island Sports and Events Centre	Solid Waste, Sustainability, Transportation
Inform	MOU with Kamloops Curling Committee	Oct	News Release	Email Subscribers, Website, Social Media	Recreation
Inform	RCMP OIC	Oct	News Release	Email Subscribers, Website, Social Media	Community and Protective Services
Inform	Sustainable Kamloops Newsletter	Oct	Enewsletter	Email Subscribers, Website	Sustainability
Inform	Valhalla Drive	Oct	Notice to Residents	Hand delivered	Capital Projects
Inform	6th Avenue Bike Lane	Oct	Notice to Residents	Hand delivered	Capital Projects
Inform	Dog Licensing	Oct–Dec	News Release, Multimedia, Rack Card, Direct Billing	Email Subscribers, Website, Social Media	Community and Protective Services
Inform	1st and St Paul Retaining Wall	Nov	Multimedia	Social Media, Website, City Page	Capital Projects
Inform	1st and St Paul Retaining Wall	Nov	Ask a Question/Forum Comment	Let's Talk	Capital Projects
Inform	1st and St Paul Retaining Wall	Nov	Notice to Residents	Hand delivered	Capital Projects
Inform	2026 55+ BC Games Announcement	Nov	News Release	Email Subscribers, Website, Social Media	Recreation
Consult	Citizen Satisfaction Survey	Nov	Survey	Online, Telephone	Administration
Inform	City Services Education	Nov	Newsletter	Utility Bills	Administration
Involve	Cultural Strategic Plan	Nov	Community Conversations (4)	St Andrew's on the Square	Arts and Culture
Inform	Juniper Egress Routes	Nov	Community Updates	Email, Neighbourhood Associations	Development and Engineering
Inform	Lifesaving Society Replaces Red Cross Aquatics	Nov	News Release	Email Subscribers, Website, Social Media	Recreation
Inform	New Signal at Summit Drive and Hwy1	Nov	News Release	Email Subscribers, Website, Social Media	Capital Projects
Inform	Warming Centres	Nov	News Release	Email Subscribers, Website, Social Media	Social and Community Development
Inform	Water Main Break Alerts	Nov	Informational Alerts	Voyent! Alert App	Administration
Inform	Dual Pass Collection System	Dec	News Release	Email Subscribers, Website, Social Media	Solid Waste
Inform	Dual Pass Collection System	Dec	Multimedia	Social Media, Website, City Page	Solid Waste
Inform	New Signal at Highland Drive	Dec	News Release	Email Subscribers, Website, Social Media	Capital Projects
Inform	Safe for the Season	Dec	Rack Card	Hand delivered	Crime Prevention
Inform	Snow Clearing	Dec	Multimedia	Website, Social, City Assets, Paid Advertising	Streets
Inform	Stuff the Bus	Dec	Multimedia	Website, Social, City Assets, Paid Advertising	Transportation
Inform	Stuff the Bus	Dec	Event	Save-On Foods	Transportation

City Services, programs, and events that occur every calendar year are listed below by project name, department responsible, and what month of the year they occur in. Communications and Community Engagement supports public communications of these by various engagement methods.

Project	Dept.	Month											
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
Exemplary Service Awards	ADM												
Literacy Week	CPS												
Snow Clearing	OPS												
Winter Curbside Collection	OPS												
Budget	CS												
Pink Shirt Day	ADM												
Family Day	CPS												
Activity Guides (Spring/Summer, Fall, Winter)	CPS												
Utility Newsletter	CS												
Earth Hour	DES												
Free Landfill Day	OPS												
Yard Waste Sites Opening/Closing	OPS												
Catch Basins	OPS												
Freshet	OPS												
Local Roads	OPS												
Healthy Landscapes	OPS												
Volunteer BBQ	ADM												
Boogie the Bridge	CPS												
Tree Coupons	DES												
Bear Smart	OPS												
Emergency Services Day	CPS												
GoByBike Week(s)	CPS												
NAOSH Week	HRS												
Public Works Week (every other year)	OPS												
Streets - Line Painting	OPS												
Spray Parks (open and close)	OPS												
Permissive Tax Exemptions	CS												
Water Restrictions/Usage	DES												
Annual Report	ADM												
National Indigenous Peoples Day	ADM												
BC Lions Training Camp/Expo	CPS												
Teddy Bear Picnic	CPS												
Seniors Picnic	CPS												
National Health and Fitness Day	CPS												
Clean Air Day	DES												
Hazardous Household Waste Day	OPS												
Canada Day	CPS												
National Drowning Prevention Week	CPS												
Buskers Festival	CPS												
Music in the Park	CPS												
TCC Maintenance Shutdown	CPS												
Ribfest/Hot Nite	CPS												
Hot Nite Electric Avenue	DES												
Annual Calendar	ADM												
National Day for Truth and Reconciliation	ADM												
Culture Days	CPS												
KFR Auxiliary Recruitment	CPS												
Tax Sale	CS												
Transit Back to School Service Levels	DES												
Fire Prevention Week	CPS												
Social Planning Grants	CPS												
Wellness Month	CPS												
Dog Licences	CPS												
Pedestrian Safety	DES												
Waste Reduction Week	DES												
HallowGreen	OPS												
Pumpkin Smash	OPS												
Remembrance Day	ADM												
Choral Rhapsody	CPS												
Seniors Lights Tour	CPS												
Wood Stove Rebate Program	DES												
Westsyde Pool Maintenance Shutdown	CPS												
Business Licences	DES												
Stuff a Bus	DES												
Give Less Garbage	OPS												
Christmas Tree Recycling	OPS												
Recreation Programming	CPS												
Housing and Homelessness	CPS												
Safe and Secure Kamloops	CPS												
Fire Prevention	CPS												
FireSmart	CPS												
Facility Hours/Rate Changes	CPS												
Council Meetings	CS												
myKamloops App	CS												
Transit (Service/Rate Changes)	DES												
Traffic/Transportation (Kammute)	DES												
Bring Your Own	DES												
Idle Reduction	DES												
Love Your Food	DES												
Renovate Smart Kamloops	DES												
Career Opportunities and Recruitment	HRS												
We Are Kamloops Videos	HRS												
Staff Shout Outs	HRS												
Capital Projects	OPS												
Road Maintenance	OPS												
Utilities and Construction	OPS												
Solid Waste Management (Recycling/Organics/Waste Wise App)	OPS												

2022 Grants

Strategic Priorities & Project	Funding Organization	Grant Name	City Dept	Project	Funds Requested	Funds Awarded	Adjudication Status
Governance and Accountability							
Disaster Mitigation Planning	Community Emergency Preparedness Fund	Extreme Heat Risk Mapping, Assessment, and Planning Stream	CPS	Extreme Heat Risk Mapping, Assessment, and Planning	\$30,000.00	\$30,000.00	Funded
Infrastructure Improvements	Investing in Canada Infrastructure Program	BC - Green Infrastructure - Environmental Quality Program	DES/OPS	Tranquille Sanitary Sewer Ph 3	\$12,661,704.00		In progress
Asset Management Strategy	Canada Community Building Fund - Infrastructure Canada	Strategic Priorities Fund	OPS	Facilities Strategic Plan	\$750,000.00	\$750,000.00	Funded
KFR Training Centre Props & Equipment	Community Emergency Preparedness Fund	Volunteer and Composite Fire Departments Equipment and Training Stream	CPS	KFR Training Centre Props and Equipment	\$30,000.00	\$0.00	Not funded
Livability							
Age-Friendly Services Assessment	BC Healthy Communities	Age Friendly Communities Grant Program	CPS	Seniors Service Assessment to support the Social Plan	\$25,000.00	\$25,000.00	Funded
Community Services to Support People Experiencing Homelessness	UBCM	Strengthening Communities Services	CPS	Multi-services to support people experiencing homelessness	\$1,509,400.00	\$1,509,400.00	Funded
Gang & Gun Violence Reduction	Emergency Management and Programs Branch	Building Safer Communities	CPS	Year 1 of 4 - Hire coordinator/engage/create program	\$2,069,466.00	\$2,069,466.00	Funded
Disaster Mitigation Planning	Community Emergency Preparedness Fund	Emergency Support Services	CPS	ESS Enhancements	\$25,000.00	\$25,000.00	Funded
Kamloops Museum and Archives	BC Arts Council	Resiliency Additional Funding	CPS	Facility Renovations	\$25,600.00	\$25,600.00	Funded
Social Planning	UBCM	Poverty Reduction Planning & Action Program	CPS	Kamloops Social Plan through poverty lens	\$25,000.00	\$25,000.00	Funded
Rail Safety	Transport Canada	Rail Safety Improvement Program	DES/OPS	West Victoria Fencing along rail line	\$1,040,000.00		In progress
Rail Safety	Transport Canada	Rail Safety Improvement Program	DES	Lorne Street rail crossing upgrades (7th and 8th Avenue)	\$960,000.00		In progress
Recreation Accessibility	BC Healthy Communities	Plan H	CPS	Recreation Accessibility	\$5,000.00	\$0.00	Not funded
Farm Hub	BC Real Estate Foundation	Real Estate Foundation Community Grants	DES	Rayleigh Farm Hub	\$10,000.00	\$0.00	Not funded
Environmental Leadership							
Sustainability Research	Pacific Institute for Climate Soltuions	Pacific Institute for Climate Soltuions	DES	Green Infrastructure Research Student	\$12,000.00	\$12,000.00	Funded
Sustainability Research	Career Launcher	ImpACT	DES	Heat Pump Capacity-Building Research Student	\$10,000.00	\$10,000.00	Funded
Sustainability Infrastructure	Natural Resource Canada	Zero Emission Vehicle Infrastructure Program	DES	EV Charging Stations	\$100,000.00	\$0.00	Not funded
Active Transportation Infrastructure	Ministry of Municipal Affairs	BC Active Transportation Infrastructure Grant Program	DES	Hwy 5A Bike Lane	\$500,000.00	\$500,000.00	Funded
Active Transportation Infrastructure	Investing in Canada Infrastructure Program	CleanBC Communities Fund	DES	Tranquille MUP Southill-Crestline	\$6,606,616.00	\$0.00	Not funded
Active Transportation Infrastructure	Infrastructure Canada	Active Transportation Fund	DES	Summit Drive MUP McGill-Fernie	\$3,600,000.00	\$0.00	Not funded
Active Transportation Infrastructure	Infrastructure Canada	Active Transportation Fund	DES	TRU Summit pedestrian overpass	\$6,000,000.00	\$0.00	Not funded
Pollinator Project	Local Governments for Sustainability	Agents of Change	DES	Healthy Urban Ecosystems Volunteer Champion program	\$15,000.00	\$0.00	Not funded
Total					\$36,009,786.00	\$4,981,466.00	