2023 COMMUNICATIONS REPORT

COMMUNICATIONS

Staff develop communications strategies by identifying objectives, potential risks and impacts; then craft audience-specific content. Multiple channels across a variety of platforms are used to promote opportunities to engage, inform and educate.

Internal

Town Halls — **2**

12 — CAO messages to Town staff

Staff Surveys — **5**

External

Mayor remarks and letters — **66**

3 — ActiVan bulletins

e-Newsletters — **27**

E-NEWSLETTERS

18% ↗ **1,012** Subscribers
THE CURRENT

878 Subscribers
INVEST
22% ↗

create **292** Subscribers

PUBLIC ENGAGEMENT

Consulting with the public on projects and initiatives is integral to transparency and democracy and helps to inform decision-making.

39,000 Visits

19 Email Blasts

35 Let's Talk Online Consultations

363% Increase in Registration

2,588 Subscribers

MEDIA RELATIONS

Fostering positive relationships by prioritizing media requests, and providing information that is timely and accurate is vital to getting the Town's message out.

40 Media Releases

47 Interviews

170 Media Queries

ISSUES & CRISIS MANAGEMENT

Proactively identifying issues supports reputation management and allows for early mitigation to reduce the chance of escalation to a crisis.

TOWN OF HALTON HILLS

2023 COMMUNICATIONS REPORT

SOCIAL MEDIA

Staff proactively use social media channels as an anchor to the Town's promotional efforts and public engagement program to disseminate factual and time-sensitive information. Providing timely and transparent information is integral to fostering a favourable and on brand identity to enhance and protect the Town's reputation.

2,500+
Social Media Posts

160+
advertisements

@_haltonhills
10 min ago

Let's Talk
Halton Hills

ROADS 2024:
Pavement Management Program Public Information Centre

February 5-16, 2024 on Let's Talk Halton Hills

→ Learn more on letstalkhaltonhills.ca

@_haltonhills Visit Let's Talk Halton Hills today!

ADVERTISING

Corporate advertising is a strategic program that makes use of a variety of opportunities to amplify the Town's promotional efforts and/or to meet legislative requirements for public notification.

WEBSITE & AODA

Management of the Town's website provides residents with up-to-date information in a user-friendly navigation that drives traffic through cross-promotion. Online services continue to evolve.

1.2M Website Pageviews

HaltonHills.ca

200+ Website requests from staff
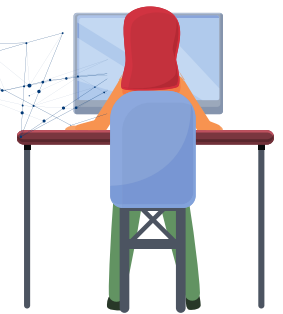
60 New online forms **(33% ^)**

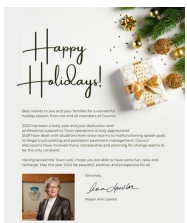**2,242** Forms submitted by residents **(390% ^)**

GRAPHIC DESIGN

Graphic design is used to convey complex information to inform, inspire and captivate readers through aesthetically pleasing, Town-branded collateral.

Over **90** graphic projects completed

Happy Holidays!

THE CURRENT

STREET
- PARKING ON RESIDENTIAL STREETS
- PARKING EXEMPTIONS
- PARKING PERMITS FOR MUNICIPAL LOTS
- ACCESSIBLE PARKING
- ADMINISTRATIVE MONETARY PENALTIES SYSTEM (AMPS)
- ONSTREET & OVERNIGHT PARKING
- BOULEVARD PARKING
- MOBILE BUSINESSES
- HIGHWAY ENCUMBRANCES
- ROAD OCCUPANCY PERMITS
- FIREWORKS

stay SAFE & OFF stormwater ponds
DANGEROUS CONDITIONS
CONTINUOUS FLOW OF WATER

HAPPY HALLOWEEN HALTON HILLS!
TRICK TREAT

RESPONSIBLE PET OWNERSHIP
IN HALTON HILLS

BIKE MONTH
June 1 - 30, 2023

ON CULTURE DAYS
Discover arts & culture in Halton Hills
September 22 - October 15, 2023

WIRELESS LAPEL MICS

To all volunteers in Halton Hills, we say THANK YOU!
National Volunteer Week April 16-22, 2023
#NVW
Volunteering blooms if Together

NEW YEAR'S LEVEE
FREE DROP-IN EVENT
Join Mayor Ann Lawlor & Town Council to launch the Town's 50th Anniversary Year!
WEDNESDAY JANUARY 10, 2024
4:00 P.M. - OPENING WELCOME
Halton Hills Cultural Centre
9 Church Street, Georgetown

WINNER
CONGRATULATIONS FOR THE UGLIEST CHRISTMAS SWEATER

HAVE YOUR SAY!
2023-2026 DRAFT STRATEGIC PLAN

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