



COMMITTEE REPORT

To: **Mayor and Councillors**

Subject **Crime Prevention Committee – Request for Communications Staff Resource Funding**

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From: Councillor Paul Albrecht
Chair

Date: June 2, 2025

RECOMMENDATION:

THAT Council approve communications staff funding of eight hours, to create graphics and templates to increase social media presence in the community, as per the approved 2025 Crime Prevention Committee Work Plan.

SUMMARY:

An ongoing committee objective and part of the 2024 and 2025 Crime Prevention annual work plans, has been to increase the Crime Prevention Committee's (CPC) social media presence in the community. The work plans have included the following actions items to move toward achieving that goal:

- Formation of social media presence (branding)
- Layer social media into every crime prevention action/objective
- Reach people / communicate / educate – utilize survey software, polls

Using social media, the committee aims to:

- Connect with youth, at-risk residents, and others of varied backgrounds and demographics
- Create and include social media posts to promote all the crime prevention work
- Use the data and feedback to drive specific initiatives and activities more effectively.

To that end, the Increase Social Media Presence subcommittee members met with Communications staff to explore how the City would support the actionable needs related to creating branding, frequency of posts, maintaining City standards etc.

To: Mayor and Councillors

Date: June 2, 2025

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Page 2

The CPC Terms of Reference mandate section 2.0 includes:

- Continue to advance media messaging around crime prevention/personal safety and community defense model programs **in collaboration with the City's Communication Officer**
- Promote and educate residents about existing RCMP programs
- Promote and educate business owners about crime prevention

As per section 7.3 *Accountability* in the CPC Terms of Reference:

“7.3 The Committee does not have the authority to give direction to staff or to commit to expenditures of funds. Action recommended by the Committee must be done so by resolution to City Council and with their approval prior to implementation.”

To that end, the committee formally requests Council consider approval of the requested allocation of Communications staff resources as noted.

BUDGET:

Communications staff estimate that five to eight hours of staff time would be required for the one-time development of the branding and posting templates.

The CPC members would supply the monthly content for the posts however, communications staff would need to format and place it in the templates and create/initiate a posting schedule. This is estimated to take between one and two hours of staff time per month.

Respectfully Submitted,



Paul Albrecht
Chair