



Town of Erin

Corporate Report

Department: Chief Administrative Officer

Business Unit: Communications

Presented/

Prepared By: Chris Vernon, Senior Communications Officer

Report Number:

CAO2025-02

Meeting Date:

4/24/2024

Subject

2025 Communications Update

Recommendation

That report number CAO2025-02 “2025 Communications Update” be received for information.

Background

The purpose of this report is to provide Council with a general update on the activities of the Communications Business Unit over the previous 14 months. The unit provided their last update to Council in March of 2024. Since that time, several new initiatives have been implemented such as Erin Engaged and this update will overview the status of projects carried forward from 2024 and approved in 2025.

Discussion

The unit was active in several areas such as data and analytics for the Town’s social channels and website, community events, modernization, and implementation of strategic priorities. Further, the appended presentation (Appendix A) will address communications challenges and opportunities as well as future trends.

Strategic Pillar

Service Excellence & Good Governance

Financial Impact

The 2025 Communications budget included a total of \$69,500 for operating expense with \$17,439 expensed by March 31, 2025. The capital budget included \$80,000 for website design with procurement currently in progress.

Conclusion

To conclude, staff are confident that recent investments in the unit, including Erin Engaged, Discover Erin Magazine, and website enhancements currently in development, will continue to improve service delivery to residents and increase citizen engagement.

Attachments

Appendix A – Communications Presentation

[Chris Vernon](#)

Senior Communications Officer

[Rob Adams](#)

Chief Administrative Officer