



P.O. Box 1749  
Halifax, Nova Scotia  
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## Item No. 15.4.2

Request for Council's Consideration		
<input checked="" type="checkbox"/> <b>Included on Agenda</b> (Submitted to Municipal Clerk's Office by Noon Thursday)	<input type="checkbox"/> <b>Added Item</b> (Submitted to Municipal Clerk's Office by Noon Monday)	<input type="checkbox"/> <b>Request from the Floor</b>
<b>Date of Council Meeting: March 25 2025</b>		
<b>Subject: Comprehensive Review of All Communication Tools</b>		
<b>Motion for Council to Consider:</b>  That Halifax Regional Council direct the Chief Administrative Officer (CAO) to conduct a comprehensive review of all communication tools currently utilized by the municipality and perform a jurisdictional scan of communication tools employed by similar cities across Canada to maximize reach and effectiveness of communications with the public, reflective of HRM's strategic objectives and consistent with the values of the municipality.		
<b>Reason:</b>  The communications channels the municipality uses to effect awareness with residents are somewhat fractured and the policies around their use are unclear – to the public in particular. Some business units prefer Twitter, others prefer Facebook and/or Instagram, while others have their own apps. Social media channels in particular are subject to the behaviourally-driven algorithms that determine visibility to residents, even if they have expressly indicated a desire to “follow” the municipality, and some, like X, now require you to have and be logged into your own account to see the most recent posts. And filtering that content down to subject areas – events, development applications, tips, committee opportunities, etc. is not possible within these environments. I continue to receive feedback from residents that they don't know about something within the municipality, or that they heard about it after the fact and missed out on having their voice heard. It is my view that there is a prevalent need to conduct a review of how we communicate with residents across a variety of media and consider looking at other municipalities for best practices in terms of reach, effectiveness and efficiency, recognizing that some electronic tools scale exceptionally well and there are subject matter areas of interest that would be valuable to be able to deliver to residents in addition to city-wide announcements. This review likely complements but expands upon Councillor White's motion for the staff report underway exploring moving away from X.		
<b>Outcome Sought:</b>  Staff report		
Councillor St-Amand	District 16	