February 26, 2008

Ulli Watkiss  
City Clerk, City of Toronto  
12th Floor, West Tower

Dear Ms. Watkiss:

Below answers the questions to the Administrative Inquiry from Councillor Michael Walker dated February 19, 2008, regarding Strategic Communications for the next regular Council meeting of March 3, 2008.

1. What is the purpose/mandate of Strategic Communications?

   The Strategic Communications Division provides advice, counsel and leadership to the City with respect to communications planning and research, media relations and issues management. The Division ensures that messages to the public are clear, consistent and support civic participation and understanding of Council priorities, emerging issues and City policies, programs and services.

2. How does Strategic Communications differ from the Media Relations Division?

   There is no Media Relations Division in the City organization. Media Relations and Issues Management is a unit within the Strategic Communications Division. The manager of the unit reports to the director of Strategic Communications.

3. When was the Strategic Communications Division first created and where was it located in the civic organization?

   Strategic Communications became a division effective June 2006. The Mayor’s report to Council in 2004 concerning the new administrative structure recommended a review of the City’s communications function. Following the organizational review of 2005 one of the organizational issues identified was the need for improved strategic communications and issues management capacity within the City. The review of communications resulted in the creation of the new division. The Strategic Communications Division reports to the City Manager.
4. What was the budget for Strategic Communications in its first year?

The first full year for Strategic Communications as a division was 2007. The operating budget was $2,609,662.

5. What was the budget for Strategic Communications in 2004 and 2007?

Strategic Communications became a division in June 2006. Prior to that, the Corporate Communications Division included three units: Corporate Communications & Media Services, Public Information and Creative Services with an approximate budget of $6 million in 2004. In 2006 with the creation of Strategic Communications Division, Public Information & Creative Services units remained under the Chief Corporate Officer with part of the $6 million budget transferred to Strategic Communications.

6. What is the proposed budget for Strategic Communications in 2008?

The requested budget for 2008 is $2,609,700.

Yours truly,

Shirley Hoy
City Manager

c: Mayor David Miller
   Deputy City Manager and Chief Financial Officer