



File #: PM-26-019, **Version:** 1

TAMRMS#: B05

6.10

Communications Advisor Position

Notice given by Councillor Biermanski

BUDGET POSTPONED MOTION:

That operating business case Communications Advisor, for \$91,500 is unfunded.

Administration's Understanding of the Intent of the Motion:

That the Communications Advisor Position FTE requested would not be approved for 2026 and the funds transferred to the Growth Stabilization Reserve.

SUMMARY

ALIGNMENT TO COUNCIL DIRECTION OR MANDATORY STATUTORY PROVISION

N/A

BACKGROUND AND DISCUSSION

Communications and Public Affairs currently has four FTE Communication Advisors and one supervisor as well as a temporary 2024 position currently funded out of surplus.

The temporary position was initiated in 2024 to respond to increased demand and complexity of corporate and program communication needs. Administration has delayed the request to convert to a permanent FTE until such time as the communications and public affairs department undertook workforce planning. This work is now complete and has validated the need for this position. The risks of not proceeding with this position have been detailed in the impacts section below.

STAKEHOLDER COMMUNICATIONS OR ENGAGEMENT

N/A

IMPACTS OF RECOMMENDATION(S)

Financial:

If the motion passes, \$91,500 in unused assessment growth will be transferred to the Growth Stabilization Reserve in accordance with section ii. of Council Policy C-FS-05 Budget and Taxation Guiding Principles 14(b):

- ii. Any portion of the 55 per cent of growth revenue not applied to business cases or capital charters during the budget process shall be transferred to the Growth Stabilization Reserve.

Compliance & Legal:

None at this time.

Program or Service:

Not funding this position will result in decreased service levels. This FTE is needed to maintain current service levels by converting the temporary position currently in place to a permanent position. Not funding this position will reduce our number of Communications Advisors by one which will require us to decide which projects to either contract out or stop doing.

Organizational:

None at this time.

Risks

Not funding this position poses a risk to multiple City departments. Both the volume and complexity of communication needs and channels have increased exponentially in recent years. Not adding resources means that we will not be able to meet the communication needs and expectations of our residents.

ALIGNMENT TO PRIORITIES IN COUNCIL'S STRATEGIC PLAN

Not applicable.

ALIGNMENT TO LEVELS OF SERVICE DELIVERY

N/A

Report Date: December 1, 2025
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