



This period report highlights communication activities from Sept. 1 to Dec. 31, 2025.

HIGHLIGHTS

ENG/PW: Processed, designed and printed 14 new memorial banners for 2025 (42 total displayed); supported the annual community food drive with external communications and media outreach; created custom icons for ARCGIS map tool

CORPORATE SERVICES: Supported Archives with public open house media outreach & event promotion; promoted Archives initiative, “Making Women Visible”; promoted committee recruitment campaigns

PARKS + REC: Created turf field project overview for website

PUBLIC SAFETY/BYLAWS: Digitized bylaw offense notice form adding an online option rather than paper only; added seasonal flood safety information to social/website; shared a number of related emergency preparedness & fire information from external agencies

DEVELOPMENT SERVICES: Supported Short Term Rental public engagement work including graphic campaign and liaising with consultant for public open house (online & in person)

HR + COMMUNITY RELATIONS: Promoted Small Business Week; advanced community survey project to 80% completion; facilitated staff team building events for United Way including chili cookoff and BBQ; issued quarterly staff newsletter; created business-focussed ads promoting WhyEsquimalt; published quarterly “Experience Esquimalt” insert in the TC

Supported staff and community event promotion including Mayor’s Open Door, annual levée, Curl BC event, Tour de Rock and Spirit Awards

Prepared public communication updates and designed advertisements (when relevant) for significant dates including Truth and Reconciliation, Indigenous Veterans Day, Remembrance Day, Firefighter Memorial Day and proclaimed observation days.

OTHER COMMUNICATIONS STAFF SUPPORT:

- **Completed** IAP2 Certificate in Public Participation as part of organizational capacity-building in public engagement
- **Coached** 3 staff on interview skills in response to media requests (Recreation, Archives and Parks)
- Met with **department heads regularly** for communications planning



Communications

SOCIAL MEDIA Facebook | Instagram | LinkedIn |

↑ **4.5%**

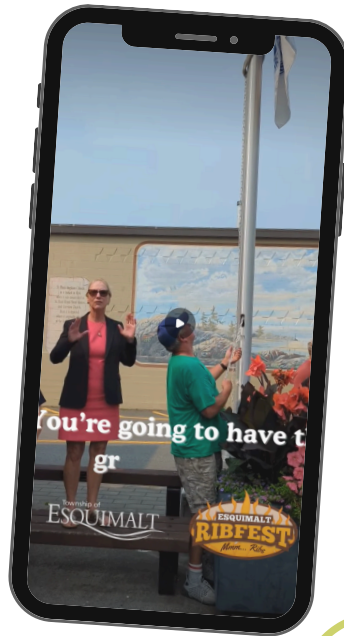
TOTAL # OF FOLLOWERS

↑ **9.9 %**

TOAL # OF IMPRESSIONS

↓ **6.2%**

TOTAL # OF POSTS



Most **popular post**: promoting Ribfest and Port Angeles flag

POST VIEWS **3,694**
136 LIKES

* Impressions: the number of times posts on a Facebook, Instagram or LinkedIn account appeared on someone's screen.

Note: as of August 2025, EFRS and the Emergency Manager under EFRS supervision are now creating fire and emergency-related Facebook posts.



Newsletters

Designed & issued the fall/winter edition of The Current via hard copy (**11,000 copies**) and digital newsletter

9 e-newsletters sent to ~600 subscribers (**68% open rate**)

MADE ~740 EDITS TO ESQUIMALT.CA

Public information

6 media releases issued

15 total news items added to the website

7 traffic notices and public advisories issued



**Esquimalt
ALERT**

3.2% increase

4,576 to 4,728 subscribers in this period

TOP WEB PAGES

1. Parks and Recreation
2. Homepage
3. Drop-in schedules



WHAT TECH DO PEOPLE USE TO ACCESS OUR WEBSITE?



58.5% desktop

41.5% mobile & tablet