

Proposed Budget - Department Overview

FY 2025-26



Central Communications, March 2025

Summary of Department Budget for FY26 Proposed Budget

Central Communications works to raise awareness of Metro and improve access to and participation in Metro's services, resources and decision-making.

Communications specialists coordinate and support practitioners in departments across Metro by developing standards, strategies and tools for media relations, crisis communications, public engagement, writing, brand and design. Team members manage shared communications channels, a coordinated marketing strategy and public opinion research – all to help reach people where they are with information that is useful and easy to understand. Team members also work to remove barriers by providing centralized tools and systems to advance accessibility, inclusion and language access in all of Metro's outreach and opportunities.

The budget for Central Communications is \$2.6 million and includes funding for 11.6 FTE as well as investments in digital content promotion and shared communications tools and resources.

Ongoing Department Growth and/or Reductions included in FY26 Proposed Budget

Central Communications budget includes the reduction of 3.6 FTE and \$85,000 in M&S funds. Total reduction of \$793,471 represents 23% of the Communications budget.

Highlighted Significant Changes from FY25 Budget

Key initiatives in Central Communications in FY 25-26 include the launch of a new Metro website designed for improved accessibility and language access. Rollout of a brand refresh will include new accessible templates and training for staff across the organization who create presentations, documents, signs, publications, digital content and other public materials. Investments in digital marketing will help amplify opportunities for community members and partners to participate in Metro decisions, join committees and access resources and services.

Any Other Overall Impacts that Require Council Direction and/or Attention

To identify opportunities for reduction, span-of-control and portfolio scope were examined. The department was able to eliminate a management position and still maintain span-of-control standards. While the key bodies of work (media relations, public engagement, marketing/brand, design, content creation, crisis communications) and responsibilities for developing standards, strategies and tools will be maintained in the FY25-26 budget, some functions will be performed at a reduced capacity. Department leadership is actively exploring processes, workflows and cross-departmental initiatives to identify opportunities to streamline, modify and reprioritize in response to the reduction in personnel.

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Metro

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Attachments: Org Chart

Central communications

