

# COMMUNICATIONS

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The Institute's Communications Committee is an operational committee responsible for overseeing PIBC's communications activities and services. Kali Holahan RPP, MCIP served as Chair of the Committee in 2024, taking over from Heike Schmidt RPP, MCIP who continues to sit on the Committee. Senior Communications & Marketing Specialist Cindy Cheung of the Institute's staff team supports the Committee and assists with implementing much of our communications work.

Throughout 2024, work continued to maintain and advance PIBC's communications activities and services. As in previous years, efforts focused on continuing to emphasise the value and benefits of professional membership and Institute benefits and services to PIBC members, and on promoting PIBC and the Institute's profile externally. During the year, the Committee continued to work on advancing strategic objectives in alignment with the Institute's overall strategic priorities.

## **PLANNING WEST MAGAZINE:**

Over the course of 2024, the Institute once again successfully published and delivered four regular seasonal issues of our primary publication, *Planning West* magazine. As always, the magazine included a range of diverse planning-related articles, recurring features (such as legal updates and spotlights on PIBC members), regular news and information about Institute activities, timely and thoughtful commentary, feature articles, and more.

Some of the themes and topics that were covered in 2024 included: advancing climate action and improving resilience through land use planning in Metro Vancouver, hit and miss middle housing legislation, 12 effective ways to create more affordable housing in BC, spectrums in planning – a way to think about how to act in the world. Additionally, the Committee worked with the *Planning West* Editor to deliver four "What Membership Means to Me" profiles and eight "Planning Podcasts" pieces. Planning related podcast information, curated by Communications Committee members, was also published and maintained on the Resources section of the PIBC website.

The Committee is actively engaged in providing continued support to the Editor of *Planning West* in 2024 including: advice on topics of interest and help with outreach and article curation; providing comprehensive coverage of the 2024 BC Land Summit conference with both the Editor and committee members providing articles that covered a diverse and interesting selection of sessions. The Committee and staff also worked to support the successful transition to new Editor Jared Kassel RPP, MCIP, who officially took over the magazine in November, 2024. Thanks are extended Kristin Agnello RPP, MCIP, for her valued and impactful work as Editor from 2023 to 2024.

Our thanks are extended to Jared for his ongoing work ensuring the magazine continues to be a success. Additional thanks are extended to the many members and other authors who contributed articles and content to the magazine in 2024, as well as to our continuing and new advertisers and subscribers for their ongoing support of *Planning West*. Online past issues of the magazine continue to be publicly posted (within six months of initial publication) in order to provide broader, more timely public access to past issues (and their diverse and valuable content).

## **PIBC WEBSITE:**

PIBC's website continued to serve as the central online platform for communications and resources, supporting both members and others seeking information about the Institute. Alongside regular updates to key sections—such as job postings, event listings, and Institute news—focused efforts were made to enhance the visibility and accessibility of content related to the RPP certification process and continuous professional learning (CPL).

In 2024, the new Peer Learning Network (PLN) portion of on the PIBC website became the hub for PLN information and resources, including events, webinar recordings, as well as relevant PLN resources and materials. In this first year of implementation the PLN webpage became the fifth most visited page (with the top visited pages being Job Postings, RPP Certification and Planning School Programs). Due to the growing volume of PLN-related information, at the end of 2024 work was direct to undertake the development of an expanded PLN "mini-website" to provide a more structured and navigation-friendly online portal. This work will be completed in 2025.

Also in 2024, the Professional Governance Engagement and Research Project webpage was also launched to support PIBC's strategic engagement and exploration of the BC Professional Governance Act. This webpage was launched along with the first Professional Governance Member Engagement Survey in early December 2024.

Over the course of 2024 the PIBC website had more than 83,000 user visits over more than 150,000 sessions, generating almost 273,000 page views. As noted, the three most popular pages or sections of the PIBC website in 2024 were: current job postings, RPP Certification, and the Planning School Programs. As we look to the future, efforts will continue to ensure that essential website content—such as membership details and CPL resources—remains accurate, up to date, and accessible for members.

## **PIBC E-NEWS:**

The Institute's regular bi-weekly email newsletter, PIBC e-News, continued throughout 2024 as the Institute's main channel for ongoing direct and timely electronic

# Communications Activities in 2024



## PLANNING WEST MAGAZINE

**4 quarterly issues** containing a total of **184 pages** of content, with a total of **5,854 copies** produced and distributed.

## PIBC E-NEWS

**24** regular editions and notices, **107** special editions, and **65** local chapter editions produced and distributed. **Average open rate of 58% - 72%.**

## PIBC WEBSITE

**84,436 visits/users** over **149,805 sessions**, with **273,385 page views**. Top 3 most popular pages/sections: Current job postings; RPP Certification; and Planning School Programs.

## SOCIAL MEDIA: LINKEDIN

**8,524 LinkedIn followers**, **255 posts**, and approx. **9,527** direct & indirect engagements.

## SOCIAL MEDIA: FACEBOOK

**844 total Facebook followers**, over one main PIBC page (**753** connections) and a local chapter page (**91** connections).

## SOCIAL MEDIA: INSTAGRAM

PIBC main account: **296 Instagram followers** on one main PIBC account with **155 posts** and **325** engagements/likes.

Local Chapter accounts: **295 Instagram followers** over two local chapter accounts (South Cost and Vancouver Island Chapters) with **25 posts** and **281** engagements/likes.

communication with PIBC members. E-News bulletins continue to keep members informed and up to date on a wide range of topics such as, Institute news, member announcements, chapter news and events, current job postings, national news from CIP, and other external events and information. In 2024 there were 24 regular editions of the PIBC e-News, 107 special editions and member notices, as well as 65 local chapter-specific editions.

#### **SOCIAL MEDIA:**

Throughout 2024, the Institute maintained an active presence across key social media platforms, using these channels to share important updates, engage with members, and connect with a broader audience with others affiliated and beyond the planning profession. Twitter/X, LinkedIn, and Facebook remained the primary social media platforms for PIBC's activities and outreach.

In 2024 PIBC's LinkedIn following continued to grow significantly to over 8,500 followers. The Institute's Facebook page, which largely restates existing information and messaging disseminated through our other social media channels, currently has connections with more than 753 users. The Institute and two local chapters also maintained Instagram accounts during 2024 and continues to provide a presence on this platform also. There has been an internal focus in 2024 to move our major social media outreach to LinkedIn and expand our presence on Instagram.

The Institute also maintains an active YouTube channel, currently featuring 49 videos. This platform serves as a convenient and accessible space to host a range of Institute content, including CPL webinars, event recordings, PLN webinars and events, and other video materials. In 2024, several new videos were added, expanding channel content.

#### **OTHER COMMUNICATIONS MATERIALS & WORK:**

Committee members and staff also supported and helped implement PIBC's first onsite exhibit booth at the 2024 Union of BC Municipalities (UBCM) conference. This was an important step to increasing PIBC's profile and raising awareness at this key event for local government elected officials and senior staff. The Committee and staff also continued to carry out work in relation to the Institute's media relations activities throughout the year – work that will continue through 2025.

#### **COMMITTEE THANKS:**

Sincere appreciation is extended to all the volunteer members who contributed to the Communications Committee and supported the Institute's communications efforts throughout 2024, including our current and past *Planning West* Editors Jared and Kristin. Special thanks also go to Institute staff—particularly Senior Communications & Marketing Specialist Cindy Cheung—for their continued dedication in delivering and supporting the Institute's communications activities.

