



**MARKETING AND COMMUNICATIONS
ACCESS BARRIE
MEMORANDUM**

Page: 1
File:
Pending #:

TO: MAYOR A. NUTTALL AND MEMBERS OF COUNCIL

FROM: C. HARRIS, ASSOCIATE DIRECTOR, COMMUNICATIONS AND CUSTOMER SERVICE

NOTED: R. JAMES-REID, GENERAL MANAGER OF ACCESS BARRIE
M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: RESULTS OF BARRIE'S 2023 ITSTARTS CAMPAIGN AND PLANS FOR 2024

DATE: MARCH 6, 2024

The purpose of this Memorandum is to update members of Council on the City of Barrie's participation in the annual ITSTARTS campaign.

BACKGROUND

ITSTARTS is a [public awareness campaign](#), led by the County of Simcoe, designed to take a proactive step towards addressing racism and discrimination, and embracing acceptance, inclusion, equity and diversity. The campaign runs annually in the month of March, and is open to everyone living, working and visiting Simcoe County, Barrie and Orillia.

Last year, the City of Barrie promoted the campaign internally and externally using resources and materials provided by the County. On social media, from March 1-31, 2023, we received 69,480 impressions and 5,57 engagements (engagement rate of 8%).

2024 CAMPAIGN

Again, this year, the City will participate in the 2024 ITSTARTS campaign as a Community Champion. The campaign runs for the month of March, and the City is scheduled to focus its promotions during the week of March 18, 2024.

This year's communications plan includes the following tactics:

- Media release, social media posts, mentioned on [barrie.ca](#), educational radio ad, and a digital background image on City computers for the month of March
- Proclamation and flag raising
- Staff education and activities, including an internal campaign led by the City's Human Resources department where staff can share their photos using the ITSTARTS frame
- Making ITSTARTS photo cards, frame and other resources available to City Council, EMT, and the City's Anti-Racism Task Force

The City of Barrie is proud to be involved in this year's campaign and future initiatives, as it directly aligns with Council's strategic priority of a Thriving Community - championing equity, diversity, and inclusion.