

# 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 2025. Senior Communications & Marketing Specialist Cindy Cheung of the Institute's staff team supports the Committee and assists with implementing much of our communications work.

Work continued to maintain and advance PIBC's communications activities and services. As in previous years, there was a continued focus on emphasizing the value and benefits of professional membership, and Institute benefits and services to PIBC members, as well as 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:**

During 2025, the Institute once again successfully published and delivered four regular seasonal issues of our primary publication, *Planning West* magazine. The magazine continued to include 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 2025 included: building resilience through supporting healthy communities with climate resilient health facilities, emerging needs for planners to become experts, reinventing company towns: a 60-year journey from the *Instant Towns Act* of 1965, and many more. Aside from sharing timely insights on current topics and submissions on projects and research across a broad and diverse range of planning related topics, the magazine also became a key communications tool for sharing important updates from key Institute initiatives including the Professional Governance Research and Engagement project, and Peer Learning Network (PLN) initiative (as examples). The magazine also continues to highlight and bring awareness to the important work of student members and faculty from each of the accredited university planning programs.

Additionally, the Committee worked with the *Planning West* Editor to deliver "What Membership Means to Me" profiles and "Planning Podcasts" pieces. Planning related podcast information, curated by Communications Committee members, was also published and additionally maintained on the Resources section of the PIBC website.

Jared Kassel, RPP, MCIP, continued as the Editor of *Planning West* during 2025. The Committee is actively engaged in providing continued support to the Editor into 2026. The Committee's support extends beyond content creation to include a comprehensive approach encompassing outreach

and curation efforts. By working closely with the Editor, the Committee helps ensure that the magazine consistently delivers diverse, high-quality content that resonates with readers and aligns with strategic priorities. Through ongoing communication and coordination, the Committee remains committed to enhancing the publication's visibility and strengthening its relevance within the planning community and beyond.

Our sincere thanks go to Jared for his continued efforts in ensuring the magazine's ongoing success. We also extend our appreciation to the many members and contributing authors who provided articles and content throughout 2025, as well as to both our long-standing and new advertisers and subscribers for their valued support of *Planning West*. Past issues of the magazine remain publicly available online, typically within six months of publication, to expand access and provide timely availability of the publication's 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 building engagement with members and non-members on topics and information related to CPL and PLN webinars, surveys and focus groups for strategic initiatives like JEDDIA activities, Professional Governance, and PLN, committee volunteer opportunities and calls for consultant proposals.

As the PLN initiative expanded, a PLN mini-site was created and launched to deliver a more comprehensive and user-friendly home for the significant increase in PLN events, news and resources. On the PLN site, visitors can easy access: PLN specific events where registration and webinar recordings live on one page; a searchable PLN library for resources from the government, partners and PIBC; and an easy access to other resources like Quickscribe and the PLN Online Forum (which wound down in 2026).

The Professional Governance Research and Engagement Project webpage also grew significantly. It continued to be updated regularly with project updates, including the Chair's Quarterly Updates, *Planning West* articles and research reports.

Over the course of 2025 the PIBC website had more than 65,000 user visits over more than 150,000 sessions, generating almost 268,000 page views. As noted, the most popular pages or sections of the PIBC website in 2025 were: Annual Conference; RPP Certification and Planning School Programs (tied); and the PLN resource page. As we look to the future,

# Communications Activities in 2025

## PLANNING WEST MAGAZINE

**4 quarterly issues** containing a total of 156 pages of content, with a total of **5,539 copies** produced and distributed.



## PIBC E-NEWS

**28** regular editions and notices, **87** special editions, and **118** local chapter editions produced and distributed. **Average open rate of 66%.**

**32** Peer Learning Network editions with an **average click rate of 5%**

## PIBC WEBSITE

**65,424 visits/users** over **152,139 sessions**, with **267,709 page views**. The most popular pages/sections: Annual Conference; RPP Certification and Planning School Programs (tied); and PLN.

## SOCIAL MEDIA: LINKEDIN

**9,029 total LinkedIn followers**, **278 posts**, and approx **15,386** direct & indirect engagements

## SOCIAL MEDIA: FACEBOOK

**851 total Facebook followers**, over one main PIBC page (**760 connections**) and a local chapter page (**91 connections**).

## SOCIAL MEDIA: INSTAGRAM

PIBC main account:

**369 Instagram followers** on one main PIBC account with **184 posts** and **448 engagements/likes**.

Local Chapter accounts:

**355 Instagram followers** over two local chapter accounts (South Coast and Vancouver Island Chapters) with **30 posts** and **365 engagements/likes**.

## YOUTUBE

**15 videos** uploaded to the PIBC YouTube channel with a combined total **4,408 views**.

efforts will continue to ensure that essential website content—such as membership details and CPL resources, and information on key strategic priorities—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 2025 as the Institute’s main channel for ongoing direct and timely electronic 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, engagement opportunities relating to key Institute projects, chapter news and events, current job postings, national news, and other external events and information. In 2025 there were 28 regular editions of the PIBC e-News, 87 special editions and member notices, as well as 118 local chapter-specific editions (reflecting an overall 27% increase in direct email campaigns related to PLN activities, chapter emails and other e-News specials).

### **SOCIAL MEDIA:**

During 2025, PIBC focused its social media activities on two key platforms to maximize member and non-member engagement - LinkedIn and Instagram.

Specifically on LinkedIn, member and non-member engagement in 2025 increased significantly (from approximately 9000 instances to over 15,000 instances). These include more reposting, tagging and commenting on PIBC’s LinkedIn posts.

PIBC continues to be active on Instagram, with one main account (maintained by PIBC) and two Chapters accounts (maintained by the South Coast Chapter and Vancouver

Island South Chapter). Instagram posts from the main account are also shared on Facebook, although active, meaningful engagement has decreased on that platform. This may be due to professional users preferring to connect as on LinkedIn.

In 2025, 15 videos were uploaded to the PIBC YouTube channel, including free webinars from the PLN initiative, as well as regular CPL webinars, and promotional/informational videos for the 2025 Board elections and the annual conference.

The 2025 videos have over 4,000 total views, with an average of 300 views for professional learning webinars. The most viewed videos of 2025 were the 2025 Annual Conference keynote presentation by Dr. Lorna Wanosts’a7 Williams and PLN Webinar #7 - The Cold Hard Truths About Housing Development & the Art of the Possible (with over 500 views each).

### **OTHER COMMUNICATIONS WORK:**

Starting in 2025, the Committee began planning and developing a Communications Survey (for implementation in 2026) to gain insights into the membership’s usage and preferences for PIBC communication tools and approaches (i.e. e-News, website, *Planning West* magazine, etc.).

### **COMMITTEE THANKS:**

Sincere appreciation is extended to the volunteer members who contributed their time and expertise to the Communications Committee, supporting the Institute’s communications efforts throughout 2025, including the *Planning West* Editor Jared, as well as the many authors and contributors. We also extend special thanks to Institute staff—particularly Senior Communications & Marketing Specialist Cindy Cheung—for their ongoing dedication to advancing and supporting the Institute’s communications initiatives.

