



CITY ADMINISTRATION
Legislative Services and
Communications
2022 Business Plan

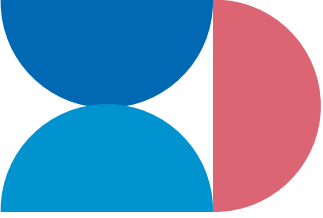


DEPARTMENT OVERVIEW

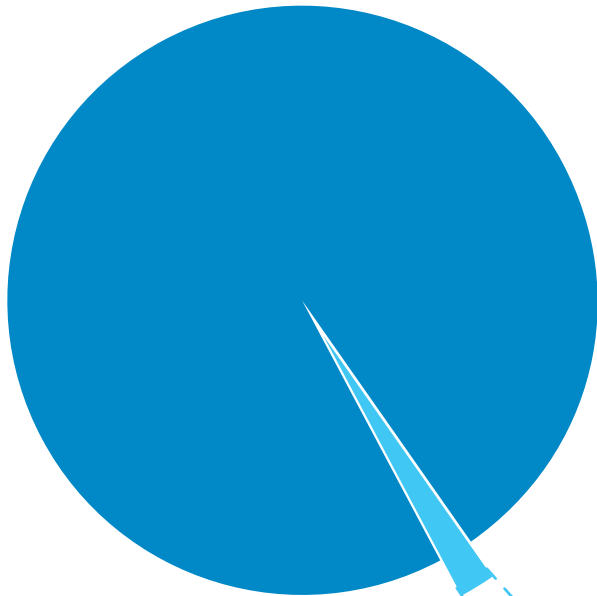
Legislative Services and Communications provides legislative, policy and administrative expertise and services to Council and City departments. It ensures the City conducts its business in compliance with provincial legislation and City bylaws. The unit manages Communications, providing city news, public engagement opportunities and sharing announcements with the public through various platforms and mediums. In addition, it is responsible for records management services and public records access requests.

The core services are:

- Legislative services
- Communication services

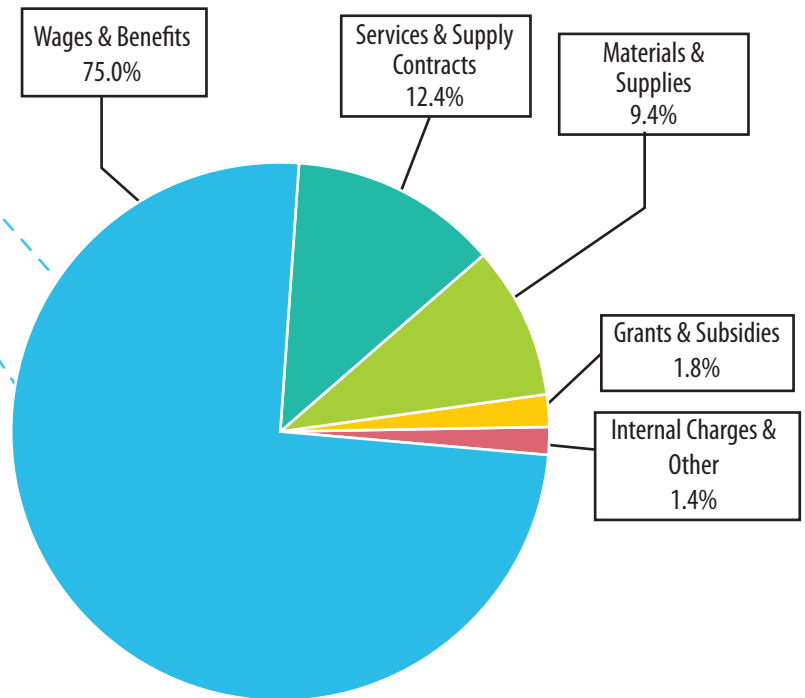


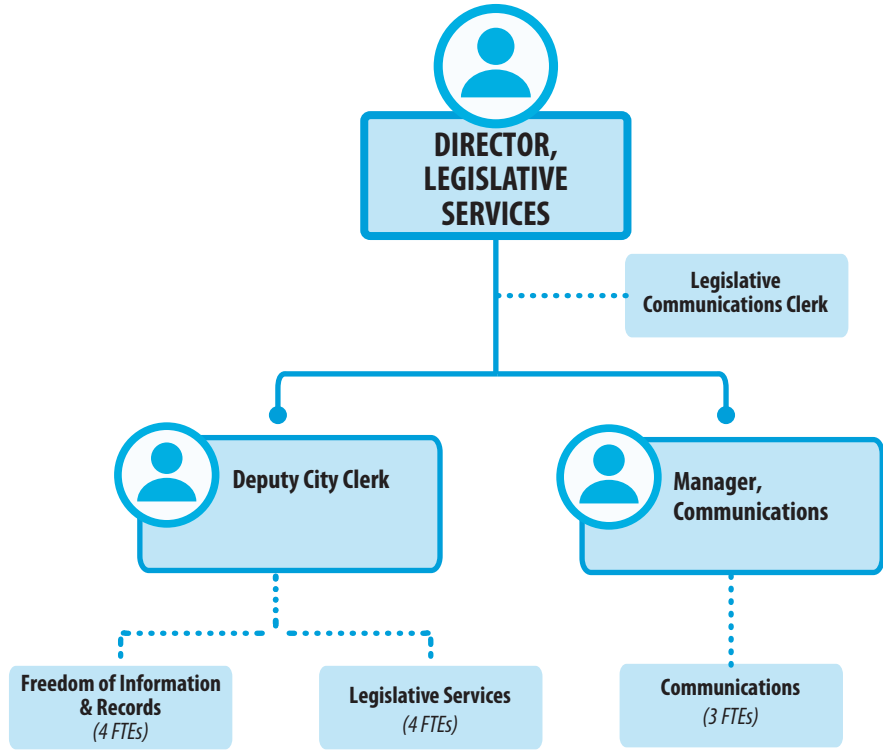
DEPARTMENT'S SHARE OF THE BUDGET

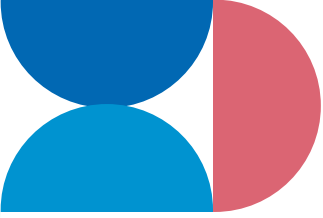


- LEGISLATIVE AND COMMUNICATION SERVICES 1.9%
- REMAINING CITY BUDGET 98.1%

Operating Expenditure Budget:
\$ 3,133,687







LEVEL OF SERVICE

Legislative Services

- Provides Council, staff and the public with Council and Committee agenda and meeting materials.
- Provides administrative support for Mayor and Council.
- Coordinates municipal elections, referendums and elector approval processes.
- Maintains records, in compliance with statutory requirements.
- Provides Freedom of Information, Protection of Privacy and claims functions.
- Coordinates recruitment process for committee vacancies.

Communications

- Develops and curates marketing communication materials to promote city-wide projects, programs, reports and initiatives.
- Provides city-related news and announcements to the public through news releases, news conferences, virtual town halls, the City's public engagement platform, website and four active social media channels. The work is guided by the City of Nanaimo's Communication Plan, Council's Strategic Priorities and the core principles by which Council and staff acquire public feedback and share information.

- Collaborates and plays a large supporting role with all City departments for their initiatives such as ground breaking ceremonies, event planning and marketing, campaign development and graphic design needs.
- Produces informative videos for the public to educate, increase awareness, market services and make announcements. Produces staff training videos. Produces high-end photographs as requested (headshots, events, City facilities, infrastructure, parks, etc.).
- Provides communication planning, public engagement and strategic advice to departments.
- Fosters and enhances relationships with the media and prepares members of Council and subject matter experts for media interviews.
- Provides proactive communications support on a variety of matters, including on emerging issues.



2021 ACHIEVEMENTS

Legislative Services

- Conducted an inventory of the City's Bylaws and Council Policies and commenced with developing a Master Bylaw Registry.
- Implemented a new Animal Responsibility Bylaw.
- Reviewed and updated the City's Ticketing Bylaws.
- Completed a Master Policy Registry.
- Established new Council and Administrative Policy Templates.
- Conducted an inventory on all Council policies (both electronic and hard copy) which included a fulsome audit of the historical Council minutes to confirm when the policies were endorsed by Council. 283 Council policies were identified
 - 100 of these policies recommended to be repealed by Council and were repealed July 26, 2021.
- Developed and populated a Council SharePoint page
- Established an Agreement/Contract Tracking Process
- Supported an additional committee (Mayor's Leaders' Table).
- Facilitated and supported virtual Council, committee meetings and Public Hearings.
- Supported the audio and visual technology upgrade to Council's meeting chambers
- Freedom of Information requests (FOI) as of July 28, 2021: 175 requests received, 28 files received in July, 13 files closed in July.
- Claims as of July 28, 2021: 32 active claims, 15 opened in 2021, 24 closed in 2021.
- Meetings as of August 31, 2021: 21 Council meetings, 14 In Camera meetings, 30 Committee meetings.
- Records Management project in progress. The goal is to have documents and records within the City managed and stored in a manner that will meet records management best practices and industry standards; satisfy all governmental regulations and legislation; and provide a streamlined and secure way for employees to search for and access records. Achievements to date include:
 - Following RFP 2466 for an Electronic Document and Records Management System (EDMRS), Ricoh was selected as the successful proponent and Laserfiche was purchased as the software solution. The City worked through the Discovery Phase and began implementation of the solution in a pilot project consisting of four departments.
 - Implementation of the Records Management pilot project, Phase 6, is underway. All four pilot departments have reorganized their shared drive environments, and are currently preparing for ingestion of records into the new EDRMS. Over the next few months staff will test permissions and functions of the product and attend different levels of training, including end user training for all staff in the pilot departments. The goal is to have all shared drive records ingested into Laserfiche in the fall.
 - Many different methods of communication have been developed and the Records Management Team has increased the communication of project updates and important information to stakeholders.
 - The Records Management Policy Suite has been finalized and staff have begun communicating the main points of these to staff.



2021 ACHIEVEMENTS

- Council approved a new Records & Information Specialist position, which has been posted and filled.
- Provided eSCRIBE training to new and existing staff.
- Ongoing implementation of the Privacy Management Program:
 - Ongoing staff communication through Corporate Comms newsletter for communications to staff regarding privacy, records management, and other corporate functions. To date, eight editions of the newsletter have been published for all staff.
 - Developed a new procedure for completing Privacy Impact Assessments (PIA) to be provided to staff.
 - Updated the Video Surveillance of Civic Property Policy to ensure the policy meets current privacy standards and responsibilities. The new policy was adopted by Council in July 2021.
 - Developed a CCTV-specific PIA template to assist staff in ensuring all video surveillance initiatives are privacy compliant.
 - Privacy Impact Assessments as of July 28, 2021: 12 PIAs opened in 2021, 11 completed in 2021.
 - Established a Terms of Reference for the Privacy and Information Security Committee, a staff committee that reviews and improves privacy and information security efforts for the City of Nanaimo.
 - Committee meetings as of July 28, 2021: 3 meetings in 2021.
- Supported Island Health by providing timely updates and information from credible sources to the public regarding public health orders and vaccination related information focused on Nanaimo. Also, collaborated with Parks, Recreation and Culture department on their communication needs as they responded to changing public health orders.
- Continued the use of Facebook Live for special announcements to enhance audience reach, published City events on City's official page under the Events Section, and utilized Instagram's Highlights, Reels, and IGTV features to increase online reach.
- Continued to work in collaboration with BC Housing and Community Planning regarding the landmark Memorandum of Understanding (MOU) for three affordable rental buildings and four purpose-built permanent supportive housing developments. This included the promotion of public information sessions regarding each site as well as MOU progress updates.
- Supported government relations activities as required.
- In addition to supporting various City departments with their social media needs, led the creation and development of the REIMAGINE NANAIMO Phase 2 social media content, in collaboration with the REIMAGINE NANAIMO team. This includes coaching and guiding VIU Students who were brought on to create REIMAGINE NANAIMO content for TikTok as a pilot project.
- Supported Community Planning's REIMAGINE NANAIMO communication activities – email blasts, news releases, advertising, and social media.
- In collaboration with IT and Development Services, revamped City's website and created the "Green" tab, which included pulling content from existing pages, rewriting and creating new content as well as visuals to go along with newly developed green pages.

Communications

- Utilized digital public engagement platform (Get Involved Nanaimo) and worked cross-functionally with various departments, advising and supporting major public engagement initiatives such as the Animal Responsibility Bylaw, Departure Bay Waterfront Walkway, Tactical Urbanism, Terminal Exchange Upgrades and REIMAGINE NANAIMO Phase 2.

2021 ACHIEVEMENTS



- Worked with Sanitation department on a number of campaigns to educate and raise awareness on a number of Zero Waste initiatives and ways to reduce recycling contamination.
- Worked with the Finance Department to support annual budget and tax-related communications.
- Worked in collaboration with Sanitation department to develop and implement communication campaign on the new Single-use Plastic Bag Regulations. Supported Fire Services through communication support during Fire Prevention Week, smoke alarm program awareness, fire safety house and ground breaking ceremony for new Fire Station.
- Established a new video series, My Nanaimo, as a complement to the weekly My Nanaimo This Week eNewsletter.
- Supported Parks, Recreation and Culture (PRC) department with social media and digital posting duties for programs such as invasive awareness month, golden bucket and wellness Wednesday initiative. Provided information and training on social media trends to PRC staff.
- Supported Legislative Services on recruitment campaigns for a number of committees.
- Developed corporate videos promoting public engagement opportunities and capital projects such as the Departure Bay Waterfront Walk and plastic bag ban introduction video.
- Increased awareness of emerging issues and proactive responses/communications. (i.e. heat wave, cougar and bear sightings, commute delays, and more)
- Assisted transportation team with GoByBike event,
- Led the development for the City's 2020 Annual Report.
- Assisted Culture and Events with promoting events and initiatives on the City's corporate online platforms.
- Supported HR department with designing and posting all job postings on Twitter/FB/E-news.

- Social media posts/followers
 - Facebook, 16,800 + followers; Twitter, 15,500 + followers; Instagram, 4,000+ followers.
 - Develop and post content to social media on average 2-3 times per day per channel.
- Media requests:
 - 199 requests received as of July 28, 2021
- News Releases and Statements:
 - 81 issued as of July 28, 2021
- Press Conference:
 - 1 (BC Housing and City MOU groundbreaking of 702 Nicol St site)
- My Nanaimo This Week Newsletters:
 - 30 as of July 28, 2021
- Corporate Initiative Related Videos:
 - 14 produced as of July 28, 2021



2022 CONSIDERATIONS & OPPORTUNITIES

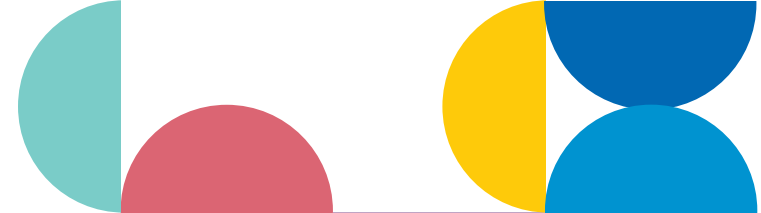
Legislative Services

- Facilitation of the 2022 General Local Election, in addition to regular job duties.
- Continuation of the Bylaw & Council policies renewal project.
- Continued assessment and modification of meeting process due to COVID-19 pandemic.
- Continued support for Council, committee meetings and Public Hearings.
- New staff member will need to be trained as a result of additional Records Management position and staff movement.
- The Records Management Project was put on hold during Covid-19 pandemic, which resulted in a delay in progress of two months. Establishing next steps that are aligned with organizational readiness will be essential for project success.
- Mandatory FOI and Privacy training was suspended due to the Covid-19 pandemic, a virtual solution will need to be developed in order to resume training.

Communications

- Provide strategic advice to senior management and Council on emerging matters, policy initiatives, projects and programming.
- Support City's government relations activities when needed.
- Collaborate with various departments on their digital public engagement needs and continue to increase use of the public engagement software through training.
- Support Legislative Services with the 2022 Election communications and graphic design needs as well as a possible Referendum or Alternative Approval Process.
- Work with the Finance Department on ways to enhance the annual budget and tax-related communications.
- Continue to inform the public about any potential impacts the COVID-19 public health orders and directives may have on City services.
- Participate in Emergency Coordination Centre (ECC) training to stay updated on protocols and procedures.
- Support and enhance Council-related information with the public through weekly newsletter, My Nanaimo This Week and other mediums.

KEY INITIATIVES FOR 2022



Q2

Legislative Services

- Bylaw & Council policies renewal project:
 - Complete Master Bylaw Registry that is user friendly and searchable.

Q3

Legislative Services

- Bylaw & Council policies renewal project:
 - Continuation of review and updating Council and Administrative policies.

ONGOING

Legislative Services

- Bylaw & Council policies renewal project:
 - Work with staff on modernizing the City's Regulatory Bylaws.
- Council meeting and committee meeting support.
- 2022 General Local Election (through to Q4).
- Continue implementation and training for the City of Nanaimo Privacy Management Program by developing a virtual training solution.
- Complete Records Management pilot project. The goal is to complete pilot, assess, and begin implementation to entire corporation.
- Over the coming months, and into next year, the RM team will be providing education and training to staff to ensure the success of the Records Management Project as the policies, RCRS and EDRMS are rolled out to each department.
- Online solution to be developed for mandatory FOI and Privacy training to ensure all staff receive training.
- Streamline processes for the cross-department compilation and completion of privacy impact assessments for all new initiatives.
- Ongoing eScribe training for staff.

KEY INITIATIVES FOR 2022

Q3

Communications

- Support Legislative Services with the 2022 Election communications (through to Q4).

ONGOING

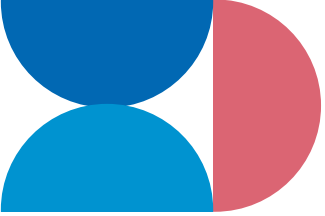
Communications

- Provide strategic advice to senior management and Council.
- Continue to inform the public about any potential COVID-19 related impacts the public health orders and directives may have on City services.
- Collaborate, support, and proactively identify new opportunities to connect with the public and share information through digital and social media platforms.
- Public engagement and newsletter software training.
- Participate in Emergency Coordination Centre (ECC) training to stay updated on protocols and procedures.
- Oversee the creation, design and publication of the City's 2021 Annual Report.
- Continue to inform the public regarding updates to BC Housing's and the City's landmark MOU housing initiatives.
- Work with the Finance Department on ways to enhance the annual budget and tax-related communications.

PROPOSED OPERATING BUDGET



	2021	2022	2023	2024	2025	2026
	Approved Budget	Draft Budget	Draft Budget	Draft Budget	Draft Budget	Draft Budget
Revenues						
Communications	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Legislative Services	-	59,000	-	-	-	66,599
Annual Operating Revenues	\$ -	\$ 59,000	\$ -	\$ -	\$ -	\$ 66,599
Expenditures						
Communications	\$ 511,590	\$ 522,655	\$ 533,109	\$ 543,767	\$ 554,642	\$ 565,733
Legislative Services	2,245,462	2,611,032	2,402,809	2,450,823	2,499,804	2,806,049
Annual Operating Expenditures	\$ 2,757,052	\$ 3,133,687	\$ 2,935,918	\$ 2,994,590	\$ 3,054,446	\$ 3,371,782
Net Annual Operating Expenditures	\$ 2,757,052	\$ 3,074,687	\$ 2,935,918	\$ 2,994,590	\$ 3,054,446	\$ 3,305,183
Staffing (FTEs) - Budgeted	16.0	16.0	16.0	16.0	16.0	16.0



PROPOSED OPERATING BUDGET

	2021	2022	2023	2024	2025	2026
	Approved Budget	Draft Budget	Draft Budget	Draft Budget	Draft Budget	Draft Budget
Expenditure Summary						
Wages & Benefits	\$ 2,184,753	\$ 2,351,837	\$ 2,317,273	\$ 2,363,619	\$ 2,410,891	\$ 2,545,814
Services & Supply Contracts	212,522	387,398	254,075	259,156	264,338	398,432
Materials & Supplies	259,686	293,569	261,701	266,935	272,271	317,767
Utilities	-	-	-	-	-	-
Internal Charges & Other	42,017	42,809	43,634	44,459	45,317	46,907
Debt Servicing	-	-	-	-	-	-
Grants & Subsidies	58,074	58,074	59,235	60,421	61,629	62,862
Annual Operating Expenditures	\$ 2,757,052	\$ 3,133,687	\$ 2,935,918	\$ 2,994,590	\$ 3,054,446	\$ 3,371,782