



CITY ADMINISTRATION

Legislative Services and Communications

2021 Business Plan



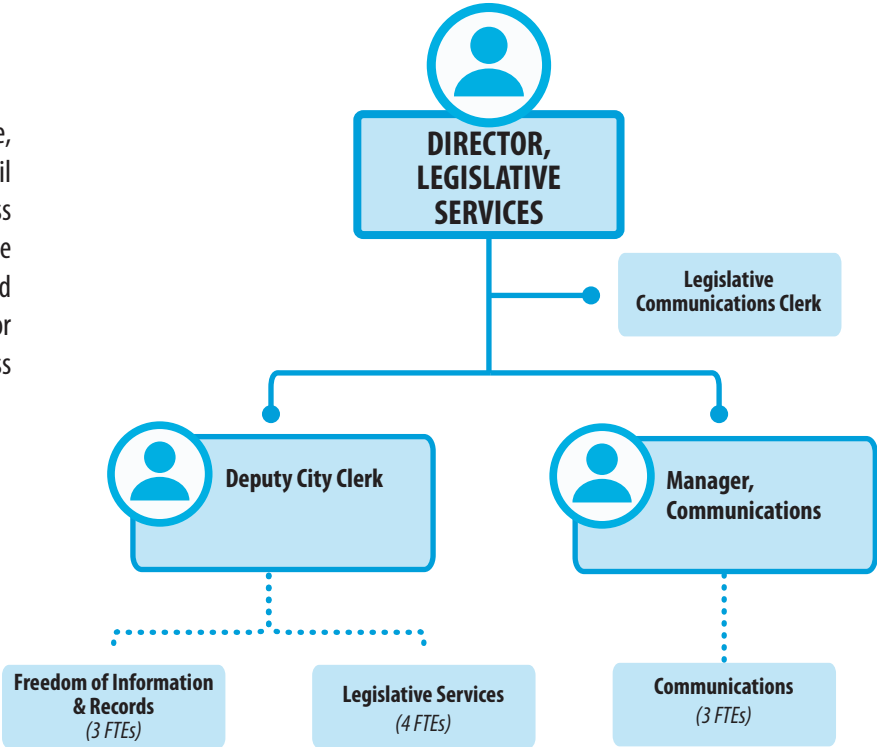
Legislative Services and Communications

OVERVIEW

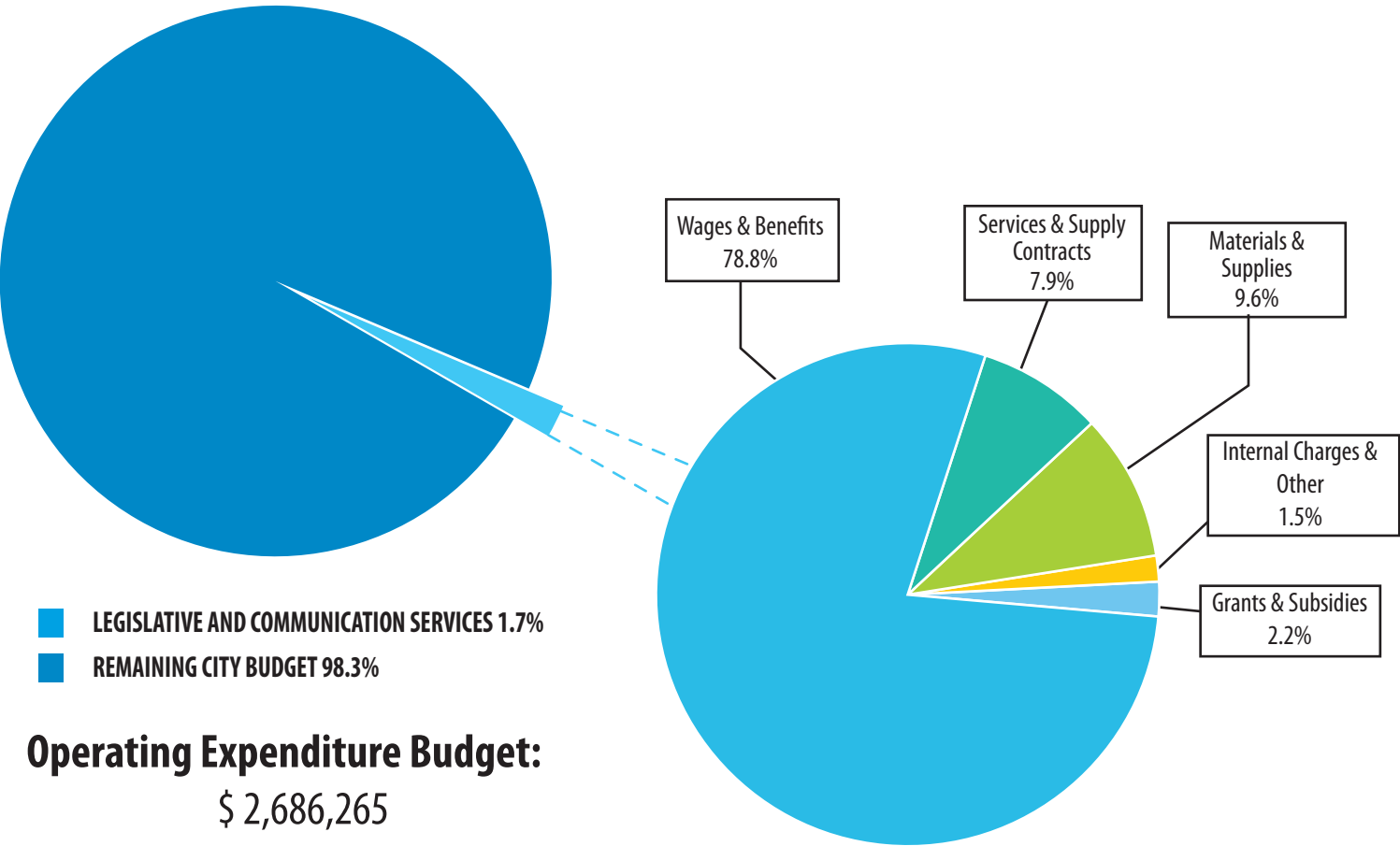
Legislative Services and Communications provides legislative, policy and administrative expertise and services to Council and City departments. It ensures the City conducts its business in compliance with provincial legislation and City bylaws. The unit manages Communications, providing city news and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

The core services are:

- City Clerk, legislative and corporate office services
- Communications



DEPARTMENT'S SHARE OF CITY'S OPERATING EXPENDITURE BUDGET



Legislative Services and Communications

LEVEL OF SERVICE

Legislative Services

- Provides Council, staff and the public with 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.

Communications

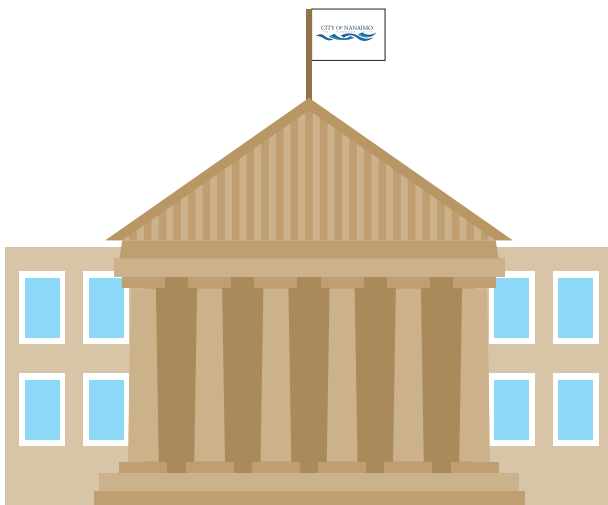
- Develops and curates marketing communication materials to promote city-wide projects, programs, reports and initiatives.
- Provides city-related news and announcements to the public through news releases, news conferences, virtual townhalls, the City's public engagement platform, website and four active 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.

- Videos and Photographs: 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.).
- Advice: 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.
- Issues Management: Provides proactive communications support on a variety of matters.

2020 ACHIEVEMENTS

Legislative Services

- Assisted CAO with the development of a renewed Strategic Plan.
- Provided eSCRIBE training to new and existing staff.
- Assisted with the creation of and support for a new committee on Accessibility and Inclusiveness.
- Supported an additional committee meeting bi-weekly (Mayor's Task Force on Recovery and Resilience).
- Implemented telephone participation at public hearings.
- Facilitated and supported virtual committee and Council meetings.
- Conducted an inventory of the City's Bylaws and Council Policies and commenced with developing a Master Bylaw Registry.
- 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, five editions of the newsletter have been published for all staff.
 - Privacy Impact Assessments as of August 18, 2020: 15 PIAs opened in 2020, 6 completed in 2020.



Legislative Services and Communications

2020 ACHIEVEMENTS, cont'd

- 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:

- In a coordinated effort between several departments, an RFP for an Electronic Document and Records Management System (EDRMS) was published. An evaluation team of over 20 City staff from across the organization attended five 5 hour demonstrations from the shortlisted proponents. A software solution will be selected in the coming months.

- Implementation of the Records Management pilot project, Phase 6, is underway. The goal is to implement the records classification and retention schedule as part of a pilot project in the Legislative Services, Admin, IT and HR departments. Legislative Services has successfully organized their shared drive into the new records structure, and is currently preparing the records for ingestion into a new EDRMS – the IT department is not far behind and is in the process of reorganizing their shared drive into the new records structure.

- Numerous resources have been developed and provided to staff through the Records Management Project Page, including various guidelines and cheat sheets. This documentation will assist staff throughout the duration of this initiative.

- Freedom of Information requests (FOI) as of August 18, 2020: 208 requests received, 15 files opened in August, 8 files closed.
- Claims as of August 18, 2020: 46 active claims, 37 opened in 2020, 39 closed in 2020.



- Privacy breaches: 1 breach reported to Office of Information and Privacy Commissioner (OIPC)
- Meetings as of August 31, 2020: 26 Council meetings, 14 In Camera meetings, 33 Committee meetings.

Communications

- Get Involved Nanaimo: Launched a new public engagement online platform that will allow the City to reach a larger audience. Get Involved Nanaimo provides engagement tools and opportunities for Nanaimo citizens who are interested in participating in public engagement but are unable to attend public meetings, may not feel comfortable speaking in a public setting or sharing their opinions on social media, and/or do not have a social media account but have access to the internet and an email account.
- COVID-19 communications: Provide timely updates and information from credible sources to the public regarding public health orders from senior levels of government and officials. Continue to inform the public about any potential impacts the orders and directives may have on City services.
- Online audience reach: Implemented the use of Facebook Live for special announcements to enhance audience reach, and utilized Instagram's Highlights and IGTV features.
- Worked 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.
- Led the creation and development of the REIMAGINE NANAIMO promotional and engagement videos; in collaboration with Community Planning, implemented the public engagement and promotional campaign using Get Involved Nanaimo, City's social media channels and website.
- Created communications campaign educating and informing the public of how to pay taxes and do business with the City during the pandemic.
- Collaborated with Parks, Recreation and Culture department on the development of communication tools associated with a campaign including videos for the public regarding various City facility re-openings and what the public can expect when visiting the sites.

Legislative Services and Communications

2020 ACHIEVEMENTS, cont'd

- Assisted with the updating and publication of Council's Strategic Plan in 2020.
- Increased awareness of emerging issues and proactive responses/communications.
- Assisted with the content development for the City's 2019 Annual Report.
- Implemented new FOIPPA friendly newsletter platform to provide the public with better access to City-related information based on their interests. Newsletters include My Nanaimo This Week, Parks and Recreation, and Love Arts Nanaimo (formerly known as Culture & Heritage).
- Worked with the CAO and Mayor's Office to enhance Council-related communications through the creation of a newsletter.
- Social media posts/followers – Facebook, 15,600 + followers; Twitter, 15,200 + followers; Instagram, 2,592 followers. Develop and post content to social media on average 2-3 times per day per channel.
- Media requests: 156 requests received as of September 10, 2020.
- News Releases: 120 produced as of September 10, 2020.
- My Nanaimo This Week Newsletters: 30
- Corporate Initiative Related Videos: 24 produced as of September 10, 2020.
- COVID-19 Updates/Community Video Messages with Mayor Leonard Krog: 15
- COVID-19 Video Updates with CAO, Jake Rudolph: 4
- News Conference Videos (both live and pre-recorded video): 4

2021 OPPORTUNITIES

Legislative Services

- Continuation of the Bylaw & Council policies renewal project.
- Continued assessment and modification of meeting process due to COVID-19 pandemic.
- Supporting increased committee meetings held during working hours due to COVID-19 pandemic.
- The Records Management Project continues in full swing after being put on hold during Covid-19 pandemic.
- Creating a virtual solution for mandatory FOI and Privacy training and resume training that had been out on hold due to the Covid-19 pandemic.

Communications

- Continue to provide strategic advice to senior management and Council on emerging matters, policy initiatives, projects and programming.
- Provide timely pandemic-related updates and information from credible sources to the public regarding public health orders from senior levels of government and officials. Continue to inform the public about any potential impacts the COVID-19 public health orders and directives may have on City services.
- Increase use of the public engagement software through training.
- Participate in Emergency Coordination Centre (ECC) training to stay updated on protocols and procedures.
- Support and enhance Council-related communications with the public through a newsletter.



QUARTERS

1-4

BYLAW & COUNCIL POLICIES RENEWAL PROJECT

- Work with staff on modernizing the City's Regulatory Bylaws.
- Conduct a comprehensive inventory of Council and staff policies to determine which policies are current vs. historical and develop a Master Council Policy Registry and Staff Policy Registry.

QUARTER

1

BYLAW & COUNCIL POLICIES RENEWAL PROJECT

- Implement a new Animal Responsibility Bylaw.
- Review and Update the City's Ticketing Bylaws.
- Draft a Fees and Charges Bylaw.

QUARTER

4

BYLAW & COUNCIL POLICIES RENEWAL PROJECT

- Develop a Master Bylaw Registry that is user friendly and searchable.

ONGOING

LEGISLATIVE SERVICES

- Council meeting and committee meeting support.
- 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.

COMMUNICATIONS

- Provide strategic advice to senior management and Council.
- Provide timely pandemic updates and information from credible sources to the public regarding public health orders from senior levels of government and officials. Continue to inform the public about any potential COVID-19 related impacts the public health orders and directives may have on City services.

- 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 ED RMS are rolled out to each department.
- Online solution to be developed for mandatory FOI and Privacy training to ensure all staff receive training.

- 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.

- Streamline processes for the cross-department compilation and completion of privacy impact assessments for all new initiatives.
- eScribe training for staff.

- Oversee the creation, design and publication of the City's 2020 Annual Report.
- Continue to inform the public regarding updates to BC Housing's and the City's landmark MOU housing initiatives.
- Continue to work with Development Services and Corporate Services in creating communications campaign educating and informing the public of how to pay taxes and do business with the City during the pandemic.

Legislative Services and Communications

PROPOSED OPERATING BUDGET

| | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|--|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| | Approved Budget | Draft Budget | Draft Budget | Draft Budget | Draft Budget | Draft Budget |
| Revenues | | | | | | |
| Communications | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| Legislative Services | - | - | 45,450 | - | - | - |
| Annual Operating Revenues | \$ - | \$ - | \$ 45,450 | \$ - | \$ - | \$ - |
| Expenditures | | | | | | |
| Communications | \$ 503,850 | \$ 506,846 | \$ 516,981 | \$ 527,321 | \$ 537,861 | \$ 548,620 |
| Legislative Services | 2,180,622 | 2,179,419 | 2,411,866 | 2,271,965 | 2,317,357 | 2,364,532 |
| Annual Operating Expenditures | \$ 2,684,472 | \$ 2,686,265 | \$ 2,928,847 | \$ 2,799,286 | \$ 2,855,218 | \$ 2,913,152 |
| Net Annual Operating Expenditures | \$ 2,684,472 | \$ 2,686,265 | \$ 2,883,397 | \$ 2,799,286 | \$ 2,855,218 | \$ 2,913,152 |
| Staffing (FTEs) - Budgeted | 15.0 | 15.0 | 15.0 | 15.0 | 15.0 | 15.0 |

Legislative Services and Communications

PROPOSED OPERATING BUDGET

| | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|--------------------------------------|------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| Expenditure Summary | Approved Budget | Draft Budget | Draft Budget | Draft Budget | Draft Budget | Draft Budget |
| Wages & Benefits | \$ 2,099,551 | \$ 2,115,911 | \$ 2,239,829 | \$ 2,201,395 | \$ 2,245,421 | \$ 2,290,329 |
| Services & Supply Contracts | 222,855 | 212,522 | 289,907 | 225,681 | 230,194 | 234,796 |
| Materials & Supplies | 264,528 | 257,741 | 297,067 | 268,155 | 273,515 | 278,986 |
| Internal Charges & Other | 39,464 | 42,017 | 42,809 | 43,634 | 44,459 | 46,179 |
| Grants & Subsidies | 58,074 | 58,074 | 59,235 | 60,421 | 61,629 | 62,862 |
| Annual Operating Expenditures | \$ 2,684,472 | \$ 2,686,265 | \$ 2,928,847 | \$ 2,799,286 | \$ 2,855,218 | \$ 2,913,152 |