

**2024**

# **Business Plan**

**CITY ADMINISTRATION**

Legislative Services &  
Communications

# DEPARTMENT OVERVIEW

Legislative Services and Communications provides legislative, policy and administrative expertise and services to Council and City departments.

Legislative Services ensures the City conducts its business in compliance with provincial legislation and City bylaws. The department is responsible for running civic elections and referendums, and oversees the administration of Council and Committee meetings. In addition, it is responsible for records management services and public records access requests under the Freedom of Information and Protection of Privacy Act.

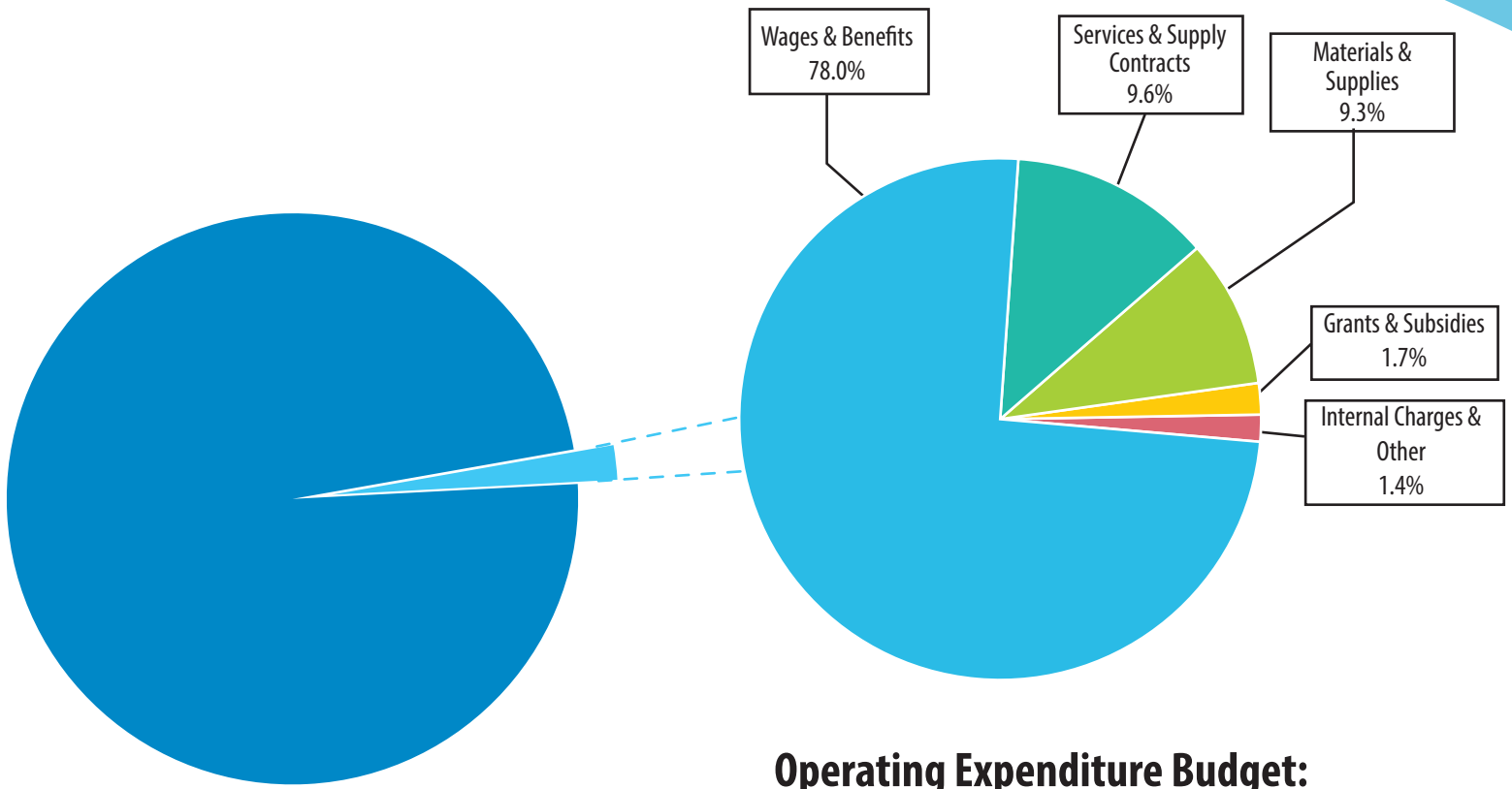
The Communications department supports Council-approved initiatives and ongoing City operations and programs. Communications issues news releases, manages the City's social media channels, supports public engagement activities and shares announcements with the public through digital, print and paid media channels.

The core services are:

- Legislative services
- Communication services

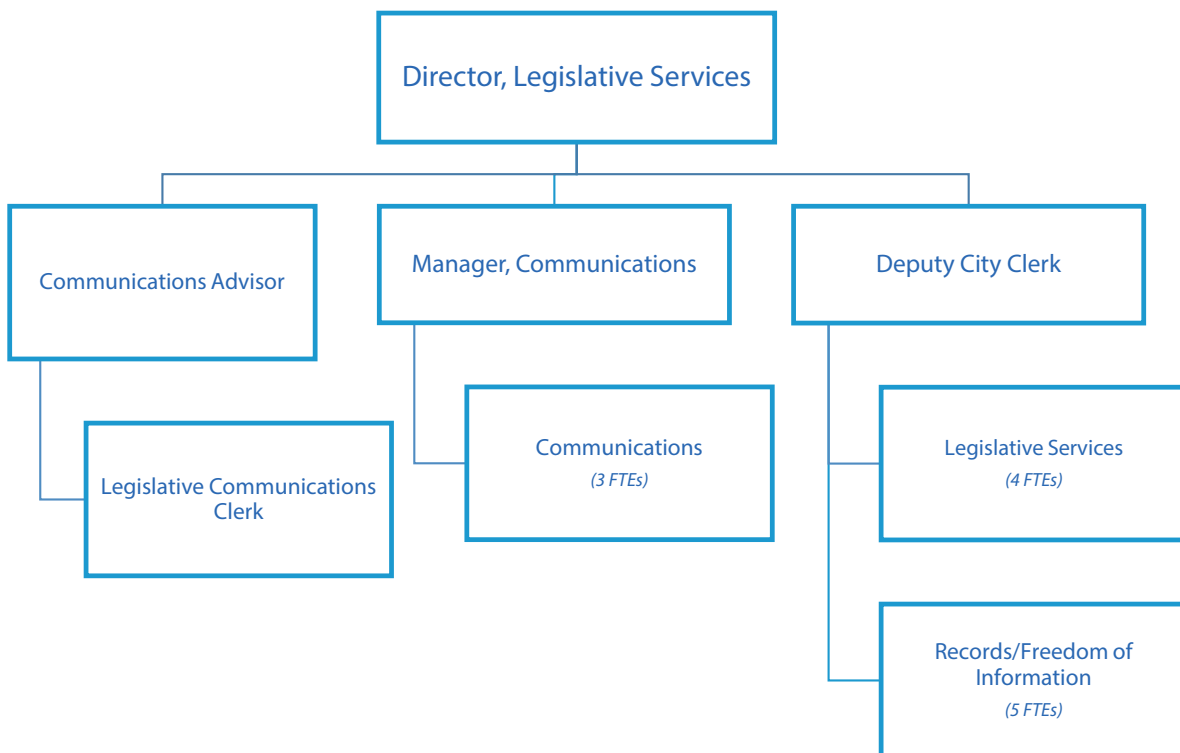


# DEPARTMENT'S SHARE OF THE BUDGET



**Operating Expenditure Budget:**  
\$ 3,330,137

- LEGISLATIVE AND COMMUNICATION SERVICES 1.7%
- REMAINING CITY BUDGET 98.3%



# LEVEL OF SERVICE

## Legislative Services

The Director of Legislative Services is responsible for ensuring that Council conducts its meetings in compliance with all statutory requirements and that decisions made at Council meetings take into account all statutory prerequisites.

The Legislative Services department conducts local government elections, by-elections, and referendums; acts as the official signatory for the City; conducts research for other City departments and Council; and maintains a registry of all bylaws and Council policies.

Additional responsibilities of the Legislative Services department include the following:

### Legislative Support

The Legislative Services Support section oversees meeting logistics and documentation for all Council, Committee and Public Hearing meetings. The section coordinates meetings, prepares and distributes agendas and other meeting materials, distributes minutes and tracks outstanding tasks resulting from Council and Committee resolutions, advertises and coordinates appointments to Council-appointed committees and provides other departments and the public with information regarding Council decisions and procedures. The Legislative Support team provides a primary communications link between City Council, staff and the community.

### Records/Information and Privacy Support

The Records/Information and Privacy Support section coordinates and maintains the City's corporate Records Management Program and systems; retains all legal documents (e.g. contracts, agreements, leases, etc.); and accepts liability claims against the City of Nanaimo,

maintaining claim files in coordination with the City's liability insurer, the Municipal Insurance Association of British Columbia. The section is responsible for implementation and oversight of the City's Privacy Management Program, which includes ensuring compliance with the Freedom of Information and Protection of Privacy Act, providing mandatory training to all staff on privacy matters, ensuring privacy impact assessments are completed for all new or updated City initiatives and reviewing and improving policies related to records management and privacy protection.

## Communications

The Communications department promotes and supports Council-approved initiatives and ongoing City projects with internal, public and partner-focused information, engagement and outreach activities. This includes providing strategic advice and communications planning, reputational risk assessment and management and editorial and creative services. Communications provides information to the public through news releases, news conferences, virtual town halls, the City's public engagement platform, website and four active social media channels.

Communications collaborates with all City departments to support public events and initiatives including event planning, marketing, campaign development and creative services including photography, graphic design, social media outreach and video production.

Staff provide proactive communication support on emerging issues, collaborate with City agencies and partners on key initiatives and prepare members of Council and subject matter experts for media interviews.



# 2023 ACHIEVEMENTS

## Legislative Services

### Legislative Support

- Continued support for Council, committee meetings and Public Hearings.
- Meetings as of August 1, 2023: 23 Council/Public Hearings, 18 In Camera meetings, 23 Committee meetings.
- Conducted the Alternative Approval Process for Phase One of the Nanaimo Operations Centre.
- Conducted the Alternative Approval Process for a park dedication removal and rezoning application to facilitate the Te'tuxwtun development.
- Implemented updates to eScribe and other meeting processes to increase efficiencies and accessibility where possible.
- Bylaw/Policy Renewal Project:
  - Updated/Amended the following policies:
    - In-Camera Reporting Policy
    - Public Hearing Process Policy
    - Officer Appointment & Delegation of Authority
    - Code of Conduct Review
    - Council Spending and Amenities Policy
  - Bylaws:
    - Assisted various departments with processing the adoption of 17 new bylaws (including amendments).

### Records, Information and Privacy Support

- Conducted transition planning for Records Management Project rollout and next steps, including evaluation of project scope.
- Designed, developed and implemented a test environment for the Electronic Document Records Management System, including development of processes for onboarding future departments.
- Reclassified historic physical claims files to reflect the current Records Classification and Retention Schedule to ensure vital records are kept appropriately.
- Ongoing updates to Privacy Impact Assessment procedures and templates to ensure the City is in line with current legislation and improve privacy awareness and accountability.
- Implemented mandatory virtual FOI, privacy and records training for all City Staff.

### Statistics (as of August 1, 2023):

- 175 boxes of physical records securely destroyed
- 53 active users in Laserfiche
- 198 Freedom of Information (FOI) requests received
- 35 active claims, with 37 claims opened and 33 closed in 2023
- 5 Privacy/Information Security Committee meetings held
- 21 Privacy Impact Assessments opened and 15 completed in 2023
- 307 staff members completed virtual FOI, privacy and records training in 2023

## Communications

- Provided strategic advice to senior management and Council on emerging matters, policy initiatives, projects and programming.
- Supported the City's government relations and advocacy activities.
- Collaborated with various departments on their digital public engagement needs.
- Filmed and produced videos to inform, educate, increase awareness, market services and make announcements.
- Received the Canadian Award for Financial Reporting for the 2021 Annual Report and the Award for Outstanding Achievement in Popular Annual Financial Reporting for the 2021 Popular Annual Financial Report, produced by the Communications and Finance departments.
- Supported and enhanced Council-related information with the public by producing Council and Committee meeting summaries, a weekly e-newsletter (My Nanaimo This Week) and other media.
- Streamlined process for coordinating media inquiries, to improve response times and internal sharing.
- Promoted programs, events and initiatives for various departments such as GoByBike weeks, Emergency Preparedness Week, the #RecycleRight campaign, traffic/construction advisories and more.
- Conducted a Communications Survey, aimed to receive feedback from residents on City news, events, programs and initiatives.

# 2023 ACHIEVEMENTS

- Enhanced the use of current technologies (such as Microsoft Teams and SharePoint Online) to improve internal communications processes for Council and staff.
- Created a new section of the website dedicated to accessibility and inclusion that includes an online tool for receiving feedback on how the City can improve and enhance accessibility and inclusion and an accessible version of City Plan: Nanaimo ReImagined, which serves as the City's Accessibility Plan.
- Updated the City's Corporate Communications Plan to renew and reflect focus on Council and Administrative priorities.
- Communications 2023 Analytics and Metrics (as of July 26, 2022):
  - Facebook Followers: 19,079
  - Twitter Followers: 16,211
  - Instagram Followers: 5,769
  - Media Requests: 229
  - Videos: 11
  - News Releases and Statements: 76
  - My Nanaimo This Week Newsletter: 30
  - Council & Committee Meeting Summaries: 21
  - Webmaster emails received: 1,765

# 2024 CONSIDERATIONS AND OPPORTUNITIES

## Legislative Services

- Council and committee meeting support.
- Ongoing eScribe training for staff.
- If Council direction received, coordinate and host a referendum or alternative approval process related to the Waterfront Walkway and/or South End Community Centre.
- Establish a Public Safety Committee and City Plan Monitoring Committees.
- Continue to modernize bylaws to ensure they align with Council's stated strategic goals, priorities and policy objectives.
- Continue providing staff education related to the Records Management Program, which will ensure compliance with records management policies and best practices.
- Ongoing implementation of mandatory virtual FOI, privacy and records training for all City Staff, and development of further training to complement the RM project and associated policies.
- Ongoing implementation of the City's Electronic Document Records Management System (EDRMS).
- Ongoing completion of Privacy Impact Assessments for all new projects and initiatives.
- Conducting a review and inventory of the City's Information Sharing Agreements.
- Developing auditing procedures that support the Records Management Program and Privacy Management Program.

## Communications

- Coordinate with the IT department on a website refresh, updating the current software to meet cybersecurity requirements and identifying and implementing improvements to navigation and user experience.
- Improve accessibility for all website users by adopting plain language standards, using graphics to clarify and communicate non-verbally, ensuring alt-text is used for images and implementing other best practices.
- Assist in promoting and facilitating Town Halls and eTown Halls, providing more opportunities for the public to engage with Council.
- Begin a review of the City's branding to ensure consistency across departments and materials.
- Provide strategic advice and practical support to Council on emerging matters, policy initiatives, advocacy activities, campaigns and intergovernmental relations.
- Maintain positive relationships with the media and seek opportunities to promote Nanaimo's strengths in local and external markets.
- Collaborate with and support departments to meet their digital public engagement needs, including offering increased training opportunities on Get Involved Nanaimo as a digital engagement platform.
- Develop training for the internal Website User Group on matters such as website document accessibility, plain language and improved webpage design and navigation.

# 2024 CONSIDERATIONS AND OPPORTUNITIES

- Create an internal style guide that includes the use of standardized gender inclusive and neutral language.
- Create a central Communications SharePoint site for employees to increase the use and knowledge of communication products and services and aid in onboarding new employees.
- Participate in Emergency Operations Centre (EOC) training to stay updated on protocols and procedures.
- Continue to use social media, online platforms and other tools such as the Emergency Call Alert System – called Voyent Alert!, to share seasonal hazard information related to fire, heat waves, flooding, wind, storm or other seasonal events.
- Develop functional capability and formalize processes for public alerting via Voyent Alert!.
- Support and enhance Council-related information for the public by continuing to produce Council and Committee meeting summaries, a weekly e-newsletter (My Nanaimo This Week) and other media.
- Review and update the City's Corporate Communications Plan to reflect existing and emerging communication trends as needed.

## 2024 KEY INITIATIVES

### Legislative Services

#### Initiatives

##### Strategic Priority: Implementing City Plan



IAP Priority Action #118 – Establish and support the Advisory Committee on Accessibility and Inclusiveness as required by the Accessibility BC Act.



IAP Priority Action #120 – Continue to explore and implement existing and emerging technologies to improve access to City services online, via phone, and in person for citizens with audio-visual accessibility needs.

##### Strategic Priority: Social, Health and Public Safety Challenges

Establish a Public Safety Committee.

##### Strategic Priority: Capital Projects

Support Capital Projects that require elector approval through either Alternative Approval Process or Referendum.

##### Strategic Priority: Communicating with the Community

Work to improve accessibility for meetings and meeting materials.

##### Strategic Priority: Governance and Corporate Excellence

Continue to modernize bylaws to ensure they align with Council's stated strategic goals, priorities and policy objectives.

Ongoing implementation and maintenance of the City's Electronic Document Records Management System (EDRMS).

Ongoing implementation and maintenance of the City's Privacy Management Program.

# 2024 KEY INITIATIVES

## Communications

### Initiatives

#### Strategic Priority: Implementing City Plan



IAP Priority Action #118 – Revise the internal style guide to standardize gender inclusivity and gender neutrality in municipal communications.



IAP Priority Action #120 – Continue to explore and implement existing and emerging technologies to improve access to City services online, via phone, and in person for citizens with audio-visual accessibility needs.



IAP Priority Action #187 – Create a coordinating visual brand and general narrative for Nanaimo in partnership with Tourism Nanaimo and the Nanaimo Prosperity Corporation.

#### Strategic Priority: Communicating with the Community

Develop functional capability and formalize processes for public alerting via Voyent Alert!.

Explore opportunities to influence and promote zero waste behaviours including communication, engagement and social marketing in the following subject areas: waste to resources, waste avoidance, reduction and reuse education and health and well-being benefits.

Improve accessibility for all website users by adopting plain language standards, using graphics to clarify and communicate non-verbally, ensuring alt-text is used for images and implementing other best practices. Develop staff training to support these efforts.

Update the City's website software to meet cybersecurity requirements and make improvements to navigation, accessibility and user experience.

Assist in enhancing the City's public engagement initiatives through Town Halls and eTown Halls and increased training for staff on Get Involved Nanaimo (public engagement platform).

#### Strategic Priority: Governance and Corporate Excellence

Continue to enhance the use of current technologies (such as Microsoft Teams and SharePoint Online) to improve internal communications processes for Council and staff.





# PROPOSED OPERATING BUDGET

	2023	2024	2025	2026	2027	2028
	Approved Budget	Draft Budget	Draft Budget	Draft Budget	Draft Budget	Draft Budget
<b>Revenues</b>						
Communications	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Legislative Services	-	-	-	109,163	-	-
<b>Annual Operating Revenues</b>	\$ -	\$ -	\$ -	\$ 109,163	\$ -	\$ -
<b>Expenditures</b>						
Communications	\$ 521,660	\$ 545,497	\$ 566,382	\$ 581,063	\$ 592,746	\$ 602,858
Legislative Services	2,758,801	2,784,640	2,834,178	3,255,059	2,933,399	2,973,540
<b>Annual Operating Expenditures</b>	\$ 3,280,461	\$ 3,330,137	\$ 3,400,560	\$ 3,836,122	\$ 3,526,145	\$ 3,576,398
<b>Net Annual Operating Expenditures</b>	<b>\$ 3,280,461</b>	<b>\$ 3,330,137</b>	<b>\$ 3,400,560</b>	<b>\$ 3,726,959</b>	<b>\$ 3,526,145</b>	<b>\$ 3,576,398</b>
Staffing (FTEs) - Budgeted*	17.0	17.0	17.0	17.0	17.0	17.0

\*Includes one FTE that reports to CAO

	2023	2024	2025	2026	2027	2028
	Approved Budget	Draft Budget	Draft Budget	Draft Budget	Draft Budget	Draft Budget
<b>Expenditure Summary</b>						
Wages & Benefits	\$ 2,468,225	\$ 2,597,679	\$ 2,653,484	\$ 2,815,756	\$ 2,745,290	\$ 2,780,052
Services & Supply Contracts	432,078	318,775	325,151	537,921	338,287	345,052
Materials & Supplies	277,180	309,855	316,052	370,714	328,821	335,396
Utilities	-	-	-	-	-	-
Internal Charges & Other	44,904	45,754	46,638	51,310	52,118	53,036
Debt Servicing	-	-	-	-	-	-
Grants & Subsidies	58,074	58,074	59,235	60,421	61,629	62,862
<b>Annual Operating Expenditures</b>	<b>\$ 3,280,461</b>	<b>\$ 3,330,137</b>	<b>\$ 3,400,560</b>	<b>\$ 3,836,122</b>	<b>\$ 3,526,145</b>	<b>\$ 3,576,398</b>

2023 wages & benefits reflect 2022 wage rates as contract negotiations were completed after adoption of 2023 - 2027 Financial Plan