



CORPORATION OF THE TOWNSHIP OF ESQUIMALT

Municipal Hall
1229 Esquimalt Road
Esquimalt, B.C. V9A 3P1

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PERIOD REPORT

DATE: September 4, 2019 Report No. ADM-19-027

TO: Laurie Hurst, Chief Administrative Officer

FROM: Vicki Gannon, Director of Corporate Services and Human Resources

SUBJECT: Corporate Services - 2019 Second Period Report

The following is a report on the activities pertaining to the Corporate Services Department from May 1, 2019 to August 31, 2019.

I. DIVISION ACHIEVEMENTS AND ACTIVITIES

1. Corporate Services

Staff completed the following:

- 31 meetings: preparation of notices, newspaper notifications, agendas, and minutes for Regular, Special and *In Camera* meetings of Council and Committee of the Whole, including posting on website, preparation of late items, action reports and completion of all required follow up
- 6 Proclamations prepared and posted, including on the website
- Corporate Officer and Deputy Corporate Officer completed 6 electronic registrations at Land Title Office (14 total for year), and commissioned 18 documents for members of the public (50 for year)
- Corporate Officer responded to 11 requests for access to records under the *Freedom of Information and Protection of Privacy Act* (14 total for year)
- Corporate Services staff continued with implementation of electronic records management structure for the Corporate Services department, transferring and destroying existing records based on the LGMA retention schedule and providing support to other departments with

classification of paper records

- Staff provided clerical support for Business Licencing; processing and monitoring applications and answering questions and inquiries from the public
- Office Administrator and Administrative Clerk attended the quarterly Greater Victoria Business Licence Group meeting in collaboration with Island Health and Ministry of Jobs, Trade and Technology, Province of British Columbia
- Executive Assistant coordinated registration and made arrangements for travel and accommodation for 2019 AVICC, FCM, LGLA and UBCM Conferences for Council and for Council's participation in local events including Buccaneer Days parade
- Executive Assistant made all arrangements for two Mayors' Open Door meetings as well as compiling New Resident packages for the Mayor's delivery
- Executive Assistant provided ongoing assistance to Communications Specialist including monitoring of social media, promotion of community events and updating Municipal website
- Executive Assistant prepared 17 letters (47 for year) including Retirement Letters for Canadian Military Forces
- Executive Assistant provided ongoing support to Mayor and CAO including scheduling of meetings, community appearances and recording secretary for both Labour Management and Senior Management meetings

2. Communications

- Began development of a communications policy together with a communications plan for approval and implementation in the third period
- Reviewed draft social media policy for approval and implementation in the third period
- Wrote, designed and published the summer edition of "Current" newsletter
- Continued with program of news releases and media advisories, posting 20 news items to the website and issuing three releases using the regional news media contact list
- Assisted with promotion of community events and media photo opportunities, posting 43 Council meetings and event announcements to the corporate website
- Daily media monitored using Google alerts, media websites, and social media, forwarding information to senior staff when appropriate
- Updated the home page of *the Bridge* (Township's intranet) regularly with information of interest to staff, including announcements, staff hires, news items and photo galleries
- Liaised with advertising representatives from print, broadcast and online media on advertising and digital opportunities
- Provided communications support for the CRD wastewater treatment project.
- Updated new employee profiles on website and intranet which included photos and business cards
- Responded to information requests from regional media
- Provided communications support to assist Buccaneer Days organizers
- Posted information on social media regarding road construction and traffic impacts
- Created speaking notes and backgrounders for Mayor's public events
- Met with senior management from across departments to discuss communications support and improved consistency
- Continued with Checkout Bag Bylaw public engagement communications
- Worked with Archives staff to publish regular "Throwback Thursday" content on social media

- Provided strategic communications support for:
 - “Designing Density” project, including writing web content; graphic design of postcards, posters, digital images; creating social media campaigns; advertising and writing a media release
 - National Public Works Week, including writing web content; graphic design of posters and digital images; and creating social media campaigns
 - Property tax payments including writing web content; advertising, graphic design of posters and digital images; and creating social media campaigns
 - Other seasonal/minor campaigns included car seat clinics, firefighter smoke detector inspections, annual report review, budget review, anti-dumping information, boulevard maintenance, “close before you doze” fire safety and home renovation grants
- Worked with Recreation, VicPD and Public Works to update graffiti reporting information on website and executed a public education campaign

Communications analytics:

Legistar Analytics (last period in brackets)

- 785 (1050) total page views (all pages in the Granicus system)
- 442 (541) total visits (total number of times visitors came to the site)
- 383 (454) total unique visitors - individual views of the site
- 52% (88%) desktop, 48% (12%) mobile

Website (last period in brackets)

Top three pages:

1. Parks and Recreation
2. Home page
3. Parks and Recreation drop-in schedules

Total page views: 244,992 (255,519)

Twitter (last period in brackets)

- Average 1,718 post views per day (impressions) (1,100 last period)
- Total 423 posts; 3.44 posts/day (198)
- New followers: 75 (82)

Facebook (last period in brackets)

- 1,307 followers May 1 to 1,442 on August 31 (+135); (84 new last period)
- 1,263 likes May 1 to 1,395 on August 31 (+132); (80 likes last period)
- 240 new timeline posts (120 last period)

Legistar Analytics (last period in brackets)

- 1,301 (785) total page views (all pages in the Granicus system)
- 772 (442) total visits (total number of times visitors came to the site)
- 629 (383) total unique visitors - individual views of the site
- 49% (52%) desktop, 51% (48%) mobile

3. Archives/ Records Management

- **832** Volunteer Hours

- **40** Research Requests completed
- **2** Terms of Use Agreements signed for use of archival photos in publications
- **125** brochures distributed (100 Walking Tours and 25 Macaulay)
- **10** donations of archival material
- **\$90** in financial donations received
- **8** photos taken of buildings with approved demolition permits

Highlights

- Welcomed a new Archives volunteer, a long-time resident and graduate of Esquimalt High School and is currently tasked with correcting identification mistakes in collections
- Promoted the Archives and the Township of Esquimalt at several events. The audiences were typically local community members or individuals interested in military history. Events included:
 - Fort Macaulay Historic Interpretative Event - May 25th
 - Esquimalt Neighbourhood Party - June 1st
 - “Road to Victory: D Day and the Normandy Campaign” event at the Bay Street Armoury - June 29th
 - CFB Esquimalt Naval and Military Museum Open House - July 13th
- Other notable activities:
 - Received several donations from former DND staff or their families, including records about the Defence Research Establishment Pacific (DREP) and family photos of the Graving Dock’s former superintendent
 - Assisted municipal staff and volunteers from Metchosin and View Royal with research questions. Both communities are within the historical boundaries of Esquimalt
 - Archival images are now regularly featured on the Township of Esquimalt’s social media on #TBT (Throwback Thursday)
 - Archivist continues to update internal processes to improve retrieval of archival material

Records Management

The Archivist/Records Management Coordinator continued to train other departments on the TABFusion software and assisted each department’s office administrator with the initial classification of records. Esquimalt uses a modified version of the LGMA Classification and Retention Manual that incorporates all legal and regulatory recordkeeping requirements for local government operations. The Archivist/Records Coordinator is currently working with the Development Services department and periodically assists staff in departments that are already using TABFusion: Corporate Services, Fire, HR, IT, and Finance. The Director of Corporate Services (Anja) reviewed and approved 241 files eligible for destruction in 2019. The Archivist/Records Coordinator continued to advance the electronic records management pilot project in Corporate Services and collaborated with IT staff members to assign folder permissions.

- Office Administrator continued ongoing management of paper records for the department and determined new Primary and Secondary classification and retention codes

4. Human Resources

Recruitment (Regular Positions):

There were 4 regular positions filled this quarter and 4 still in progress at the end of August;
Completed:

- Engineering Manager
- Administrative Assistant/Deputy Corporate Officer
- Refuse Collector/Truck Driver
- Administrative Assistant - Fire

In Progress:

- Assistant Fire Chief
- Manager of Finance
- Custodial Worker (part-time)
- Combined Esquimalt & Oak Bay Fire Department Firefighter competition

Labour Relations

Grievances:

- IAFF: There are no grievances outstanding
- CUPE: There have been six grievances filed in the second period (two were policy related and 4 were individual grievances). To date, one has been resolved.

General

- *Employee Family Assistance Program (EFAP):* As a result of the last round of bargaining, it was agreed that the Township would review its current EFAP program and make recommendations for improvements. Research has concluded, after review of the EFAP programs of other municipalities in the region, as well as having two providers present to a Committee consisting of both union and management representatives
- *Corporate Services Departmental Re-organization:* With the upcoming retirement of the Director of Corporate Services, the department has prepared for the organizational change, and the job descriptions for the Director of Corporate Services and Human Resources, and Manager of Corporate Services have been completed and approved. There have been some other changes to job duties of the administrative staff, and job descriptions have been updated
- *Needs Analysis of the Engineering and Public Works Department:* The Director of HR worked with the management and staff within Engineering and Public Works to review current processes and made recommendations for improvements.

II. COMMITTEES

- Deputy Corporate Officer and Corporate Officer coordinated the appointment of two vacant positions and re-appointment process for all existing and new committee members
- Office Administrator prepared notices, agenda and Minutes for one Environmental Advisory meeting
- Staff posted 7 sets of Agendas and Minutes of Advisory Planning Commission, Design Review Committee, Parks & Recreation Advisory Committee and Environmental Advisory Committee to the Municipal website with agenda notification and link forwarded to Council