



CITY OF NANAIMO  
THE HARBOUR CITY

Overview: Legislative Services

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graph TD; LS((Legislative Services)) --- SM((Senior Management)); LS --- C1((Committees)); LS --- TF((Task Forces)); LS --- BE((Bylaw and Enforcement)); LS --- CS1((City Staff)); LS --- GP((General Public)); LS --- CC((City Council)); LS --- CAO((CAO));
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WHO LEGISLATIVE SERVICES SUPPORTS AND ADVISES

Legislative Services & Communications

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NANAIMO TREASURES

January 22, 1875

...the first Meeting of the Council, it should say a few words on the subject of their deliberations.

By Council,  
[Signature] Provincial Secretary.

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DEPARTMENT OVERVIEW: COMMUNICATIONS

Content Development + Management

Issues Management + Media Relations + Engagement

Governance of Brand Standards + Guidelines

Digital + Social Media Content Development and Engagement

Emergency/Crisis Communications

Marketing + Advertising

Strategic Communications

EXPERTISE AND WHAT COMMUNICATIONS DOES

The Communications department works with all City departments to develop, advise and support internal and external communications plans and initiatives.

Communications also oversees the City's website, public engagement platform and four active social media channels.

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DEPARTMENT OVERVIEW: COMMUNICATIONS

City Council

City Staff – Website Users

Media

General Public via social media inquiries

CAO & Senior Management Team

All City Departments and Divisions

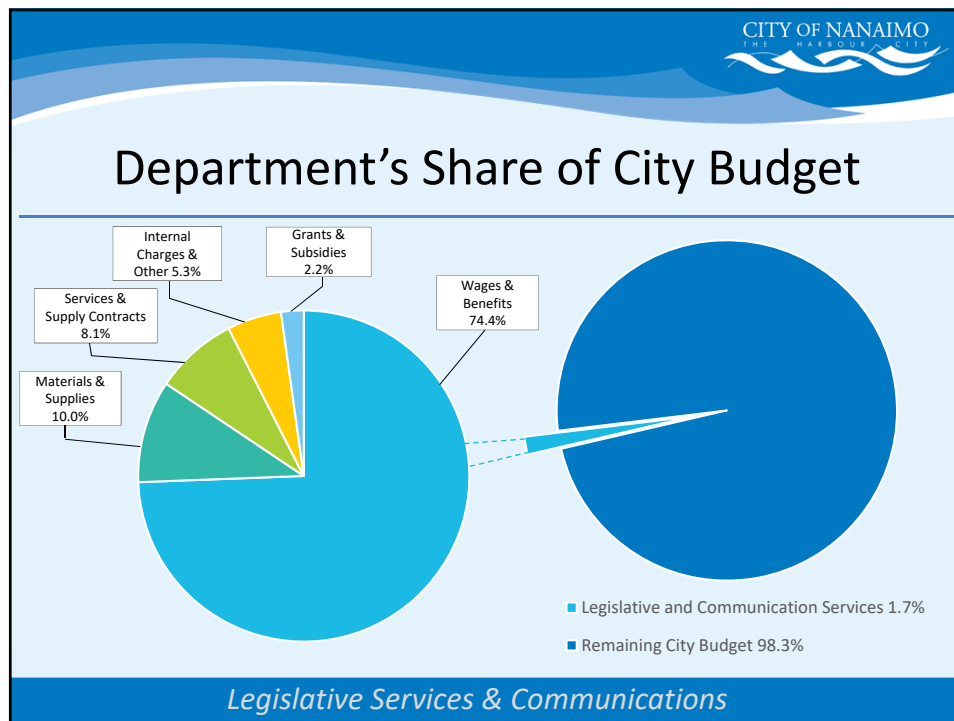
Other levels of Governments

Other Governments

Communications

WHO COMMUNICATIONS SUPPORTS AND ADVISES

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## 2020 Achievements: Communications

### Content Development and Issues Management/Support

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## 2020 Achievements: Communications

### REIMAGINE NANAIMO Communications and Social Media Support

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## 2020 Achievements: Communications

### Increased Social Media Reach

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## 2020 Achievements: Communications

### Implemented FOIPPA-friendly eNewsletter platform







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## 2020 Achievements: Communications

### Launched Public Engagement Platform Get Involved Nanaimo







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## 2020 Achievements

**Strategic Plan Renewal Support**



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## 2020 Achievements



**New committee/task force development and support:**

- Advisory Committee on Accessibility and Inclusiveness
- Mayor's Task Force on Recovery and Resilience



**COVID-19 response:**

- Council, Committee and Task Force Meetings
- Public Hearings

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## 2020 Achievements






**NOTICE OF A SPECIAL FINANCE AND AUDIT  
COMMITTEE MEETING**

PURSUANT TO "COUNCIL PROCEDURE BYLAW 2018 NO. 7272"

- Registered 64 delegations
- Processed 117 meeting notices
- Coordinated or assisted over 115 meetings in 2020
- Averaged 16 meetings per month

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## 2020 Achievements


**MASTER POLICY REGISTRY FRAMEWORK**


**BYLAW OFFENCE NOTICE TICKETING SYSTEM**

**ANIMAL RESPONSIBILITY BYLAW**

**ADHERENCE TO FEDERAL & PROVINCIAL LEGISLATION**

Expert legislative advice to Council and City staff on Bylaws, Policies, Resolutions and other legislative matters





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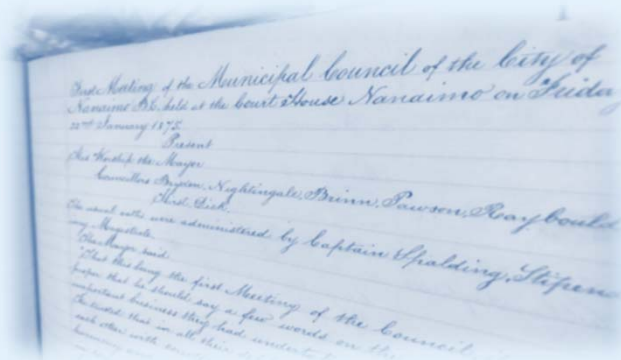


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## 2020 Achievements

### Electronic Document Records Management System Project (EDRMS) – Project Vision

It is our vision that Nanaimo public records, the cornerstone of government transparency and a knowledgeable and informed public, are recognized and managed as public assets.



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## 2020 Achievements

### Electronic Document Records Management System Project (EDRMS) - Project Goals

- City staff have the tools and resources necessary to manage their records and information in an effective and efficient manner
- The public have access to authentic and reliable records for as long as needed to protect interests and to assure government accountability
- Records of continuing value are preserved and accessible to current and future generations



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## 2020 Achievements

### Electronic Document Records Management System Project (EDRMS) - Framework

**Records Management Policy Suite**

- Finalized 12 policies that apply to all physical and electronic records owned by the City and under the City's control

**Records Classification and Retention Schedule (RCRS)**

- Finalized the RCRS, a tool for classifying, retaining and destroying records.

- SHARED DRIVE TOOLS
- AM Asset Mgmt
- CC Council & Committees
- COM Communication
- ET Education & Training
- FIN Finance
- FIR Fire
- GOV Governance
- HR
- IMT Info Mgmt & Tech
- LAN Land Use
- LEG Legal
- PRG Programs & Program Projects
- RSK Risk Mgmt & Security

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## 2020 Achievements

### Electronic Document Records Management System Project (EDRMS) – Request for Proposals

January 2020

February 2020

March/April 2020

June/July 2020

- RFP 2466 was issued in November 2019
- RFP generated 71 questions which were answered over 2 addendums
- RFP closed January 2020

- 6 staff reviewed and evaluated 10 submissions narrowing down to the top 5

- Project was paused while staff shifted focus to accommodate changes in the work environment brought on by COVID-19

- Evaluation scores were compiled and the City entered into the Discovery Phase with the successful proponent.

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## 2020 Achievements

### Electronic Document Records Management System Project (EDRMS) – Pilot Project

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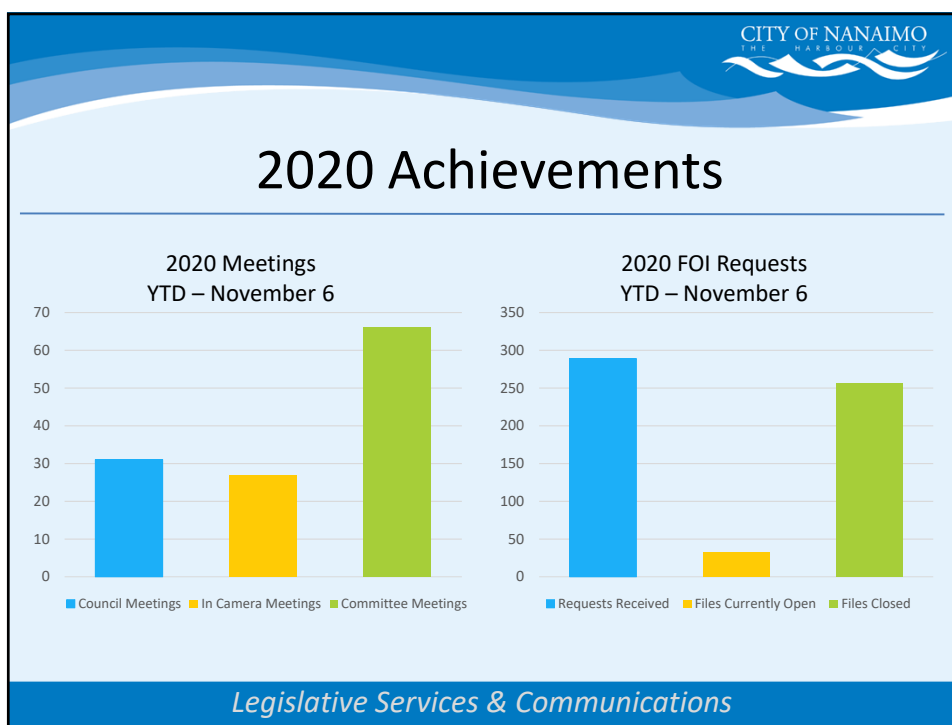
## 2020 Achievements

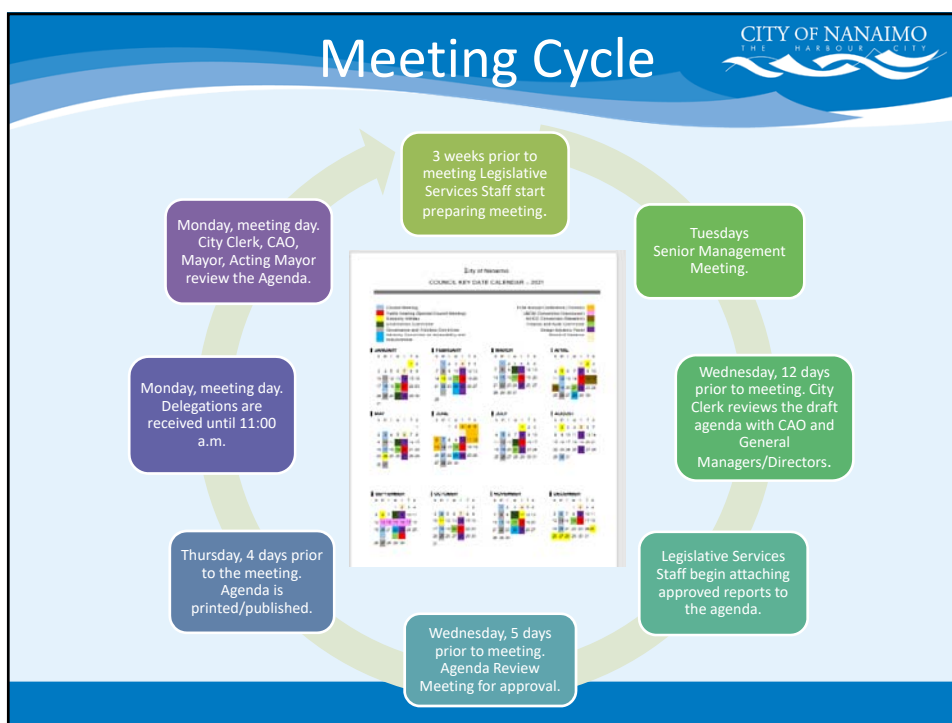
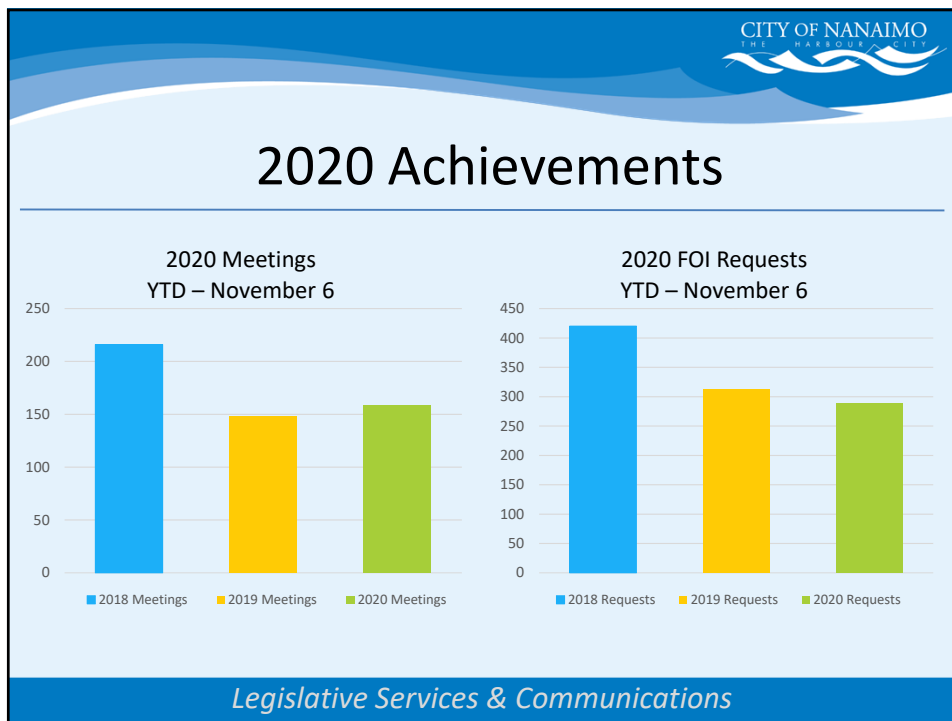
### Electronic Document Records Management System Project (EDRMS) – Resources

**Records Management SharePoint Site**

- Provided ongoing communication to staff via project updates and Corporate Comms newsletter
- Developed guidance documentation for staff to educate in records management topics

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## 2020 Achievements

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- **Social Media Followers**
  - 15,800 Facebook
  - 15,400 Twitter
  - 2,800 Instagram
- **Media Relations:**
  - 198 media requests
  - 137 news releases
  - 4 virtual press conferences
- **eNews**
  - 39 My Nanaimo This Week
- **Videos**
  - 26 Corporate Initiative-related
  - 15 COVID-19 updates from the Mayor
  - 4 COVID-19 updates from CAO, Jake Rudolph

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## 2021 Opportunities

- Continuation of the Bylaw and Council policies renewal project
- Continuation of advancing technologies for meeting processes due to COVID-19
- Finding efficiencies with supporting Council with Council and Committees/Task Forces while continuing and advancing project work



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## 2021 Opportunities

- Completion of the pilot for the EDRMS implementation and commencing corporate wide implementation
- Virtual FOIPPA training opportunities to reach more employees
- Further utilization of the public engagement software
- Emergency Coordination Centre (ECC) training updates and opportunities for advancement



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## 2021 Key Initiatives: Communications



- Provide strategic advice to senior management and Council
- Continue with pandemic communications
- Emergency Coordination Centre (ECC) training

Connect with public through digital and social media platforms

Provide Get Involved Nanaimo and eNewsletter training

Provide communications support/advice for BC Housing's and the City's MOU housing initiatives, REIMAGINE NANAIMO, 2020 Annual Report, and other City initiatives

Support and enhance Council-related communications

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## 2021 Key Initiatives

### Continuation of Council Bylaw & Policies Renewal Project

- Modernization of bylaws and policies
- Repeal bylaws no longer relevant
- Analyze active bylaws to ensure alignment with current objectives

**Governance Excellence**

**COUNCIL PRIORITY**

"We will develop a culture of excellence around governance, management and cost-effective service delivery."

**KEY FOCUS AREAS**

3. Ensure we are structured and resourced for innovative, expeditious and high quality decision making and action
4. Focus on targeted advocacy with other levels of government to support our strategic goals and long term interests as well as the health and safety of those in our community

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## 2021 Key Initiatives: Legislative Support

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- Ongoing Council, committee and task force meeting coordination and support
- Providing strategic advice to senior management and Council
- Ongoing Staff eScribe training



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## 2021 Key Initiatives

### Electronic Document Records Management System Project (EDRMS) – Pilot Project

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- Continue to work through pilot project implementation
- Review lessons learned and apply to corporate-wide rollout
- Ongoing staff training and communication



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