






2022 Considerations & Opportunities

Council Support

- Facilitation of the 2022 General Local Election on October 15, 2022
- Continued assessment and modification of meeting process due to COVID-19 pandemic


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2021 Achievements


Records & Privacy

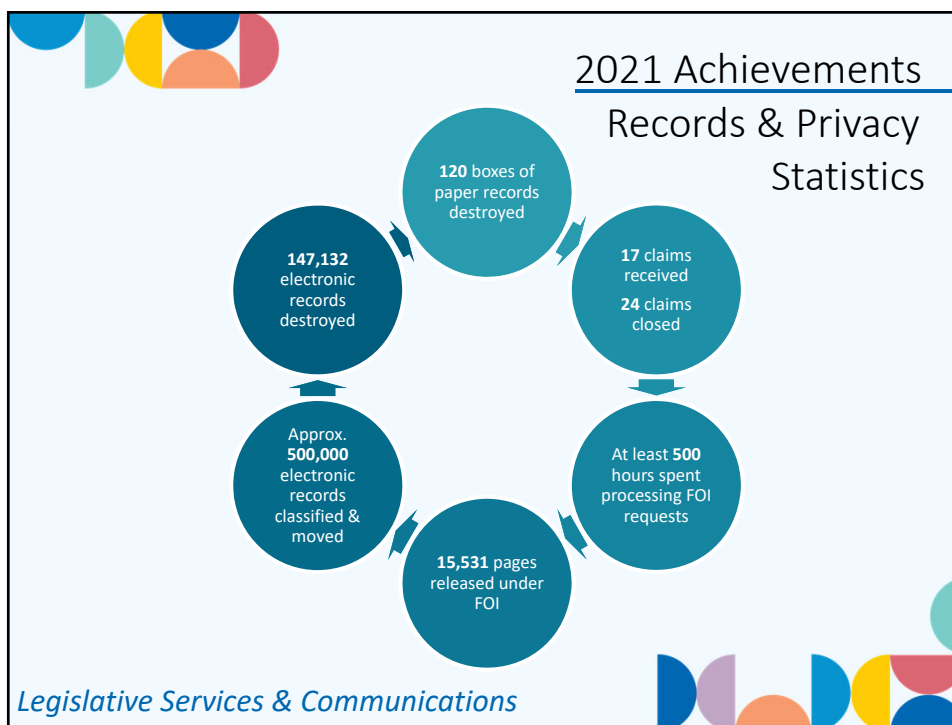
Electronic Document Records Management System Project (EDRMS) – Pilot Project

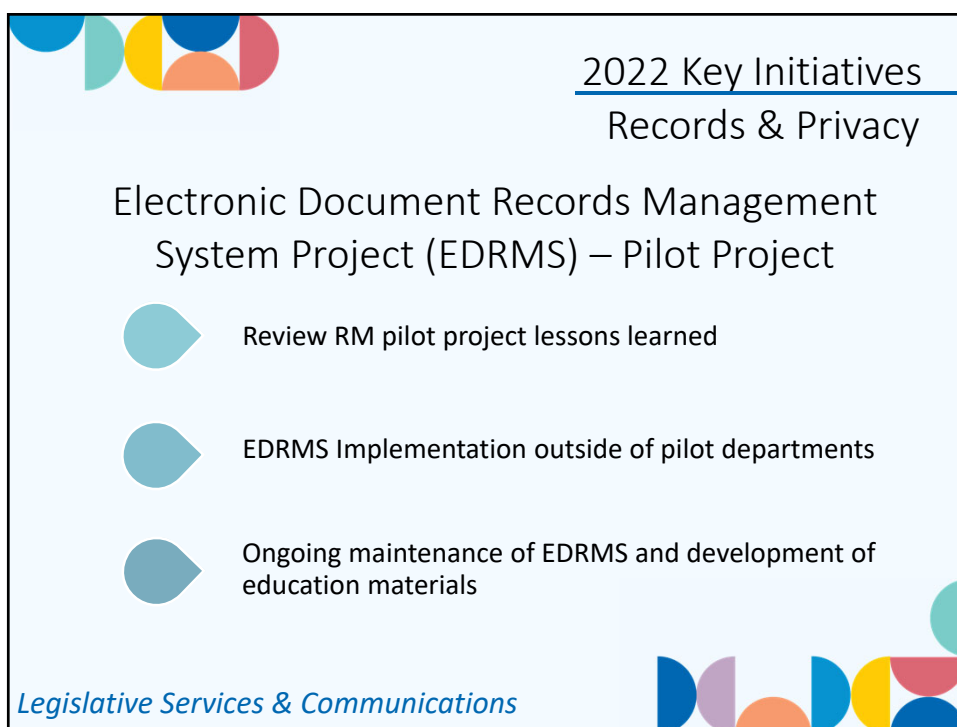
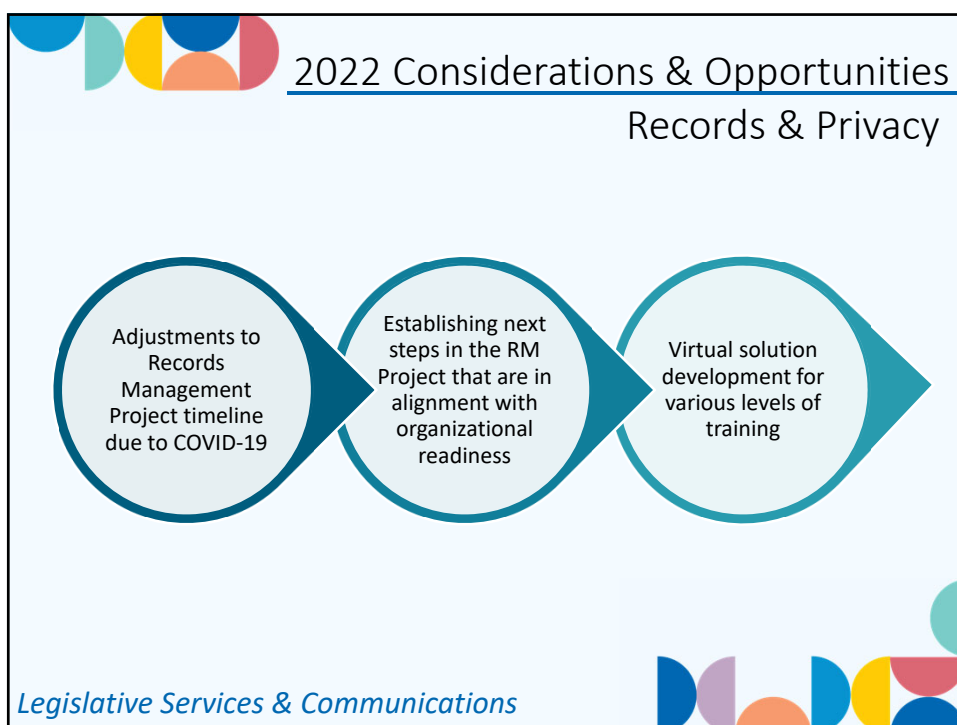


- January 2021: Classification and permissions for pilot departments
- April 2021: First official electronic records destruction
- July 2021: New RM Specialist position awarded
- September 2021: User Acceptance Testing and End User Training
- October 2021: EDRMS Go Live and records ingestion

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2022 Key Initiatives

Records & Privacy

Privacy Management Program

Ongoing Implementation

-  Continue implementation and training for the Privacy Management Program
-  Privacy & Information Security Committee meetings to ensure alignment and privacy compliance in City initiatives
-  Streamline processes for cross-department privacy impact assessments

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2021 Achievements

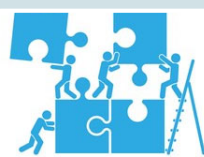
Communications



Supported major public engagement initiatives



Worked with Island Health to share COVID-19 related information through City channels



Co-developed key corporate documents such as:

- Annual Report
- Annual budget & tax related communications
- Departmental key initiatives

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2021 Achievements Communications



Digital Reach

- Developed and published social media content:
- 16,800 + Facebook Followers
- 15,500 + Twitter Followers
- 4000 + Instagram Followers (Launched Fall of 2019)
- 30 weekly My Nanaimo This Week Newsletters



Media Relations and Corporate Videos

- Responded to 199 Media Requests
- Issued 81 News Releases, which included Statements
- Ground-breaking press conference for 702 Nicol Street
- Produced 14 corporate related videos



Departmental Collaboration and Strategic Communication Support


- Developed communications material for Council's plastic bag ban
- Created Green Initiatives tab and content pages
- Provided communications support and advice to various departments

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2021 Achievements Communications

Social Media Reach


Social Media Platforms	2018	2019	2020	2021
Total Followers				
Facebook	10,000	12,887	15,230	16,938
Twitter	13,000	14,100	15,200	15,500
Instagram	0	0	2,592	4,075




Like




Love




Haha



Wow



Sad



Angry

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2021 Achievements Communications

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2022 Considerations & Opportunities Communications

- Continued assessment and modification of corporate communications due to COVID-19 pandemic
- Adapt and enhance communications approaches and mediums due to COVID-19

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2022 Key Initiatives Communications

Continue to provide strategic advice and digital communications support for:

-  REIMAGINE NANAIMO Phase 3
-  Capital Projects (e.g. Nanaimo Operations Centre & Waterfront Walkway)
-  Terminal Avenue/The Hub project

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