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**TO:** CITY MANAGER **DATE:** 2018 April 11

**FROM:** DIRECTOR CORPORATE SERVICES **FILE:** 2200 01  
*Reference:*

**SUBJECT: CORPORATE STRATEGIC PLAN – COMMUNICATIONS UPDATE**

**PURPOSE:** To provide Council with an update on the status of communicating the Corporate Strategic Plan and its key messages with staff, public, and businesses.

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**RECOMMENDATION:**

1. **THAT** this report be received for information.

**REPORT**

**1.0 INTRODUCTION**

On October 16, 2017, Council approved the City’s Corporate Strategic Plan (the “Plan”) which details the City’s vision, values and goals. The Plan is founded upon and guided by the goals that the City has established through a series of forward thinking long-term plans including the Council-adopted Official Community Plan, the trilogy of sustainability strategies (economic, social and environmental), and City policies.

The purpose of this report is to provide Council with an update on the status of communicating the Corporate Strategic Plan and its key messages with staff, public, and businesses.

**2.0 CORPORATE STRATEGIC PLAN COMMUNICATION WITH STAFF, PUBLIC AND BUSINESSES**

Since the adoption of the Plan, a number of information sessions have been undertaken with staff to raise the awareness of the Plan and their role in context of the Plan. To date:

- 9 sessions were led by the City Manager and Directors with approximately 400 staff attending;
- 44 sessions were led by Engagement Team ambassadors with approximately 1,100 staff attending; and

- Numerous other sessions were held and led by Directors, Managers and Supervisors within their respective departments / divisions with approximately 500 staff attending.

In total, approximately 2,000 staff have attended the information sessions and these information sessions are continuing within the organization. For Council's information, in addition to the City Manager and the Directors, names of other engagement teams members and key contributors who had volunteered and have made a significant contribution in the rollout and the communication of the Plan are attached (see Attachment #1).

In informing the public and businesses, the Plan has also been referenced in the Provisional Financial Plan, the Annual Financial Plan, the City website via a latest news announcement and link: [https://www.burnaby.ca/About-Burnaby/News-and-Media/Newsroom/Council-Approves-Citys-Corporate-Strategic-Plan\\_s2\\_p6307.html](https://www.burnaby.ca/About-Burnaby/News-and-Media/Newsroom/Council-Approves-Citys-Corporate-Strategic-Plan_s2_p6307.html), and through Twitter and Facebook. Furthermore, the Plan has been shared with the Burnaby Board of Trade, Tourism Burnaby and the Burnaby School Board. The upcoming issue of InfoBurnaby will also feature an article on the Plan.

### 3.0 EMERGING THEMES AND NEXT STEPS

Some of the emerging themes from the staff sessions are noted below:

- *Ongoing communication is essential – keep the message alive to keep staff connected;*
- *Leadership is key – ‘Walk the talk’, ensure our actions are congruent with the corporate values, continue to talk to staff about the Plan and make links to what it means to the work they do;*
- *Active participation – keep staff engaged, involved and invested in the vision, values and goals; have fun with it!*
- *Provide opportunities for cross functional dialogue, learning and interaction; and*
- *Recognize individuals/teams/departments for the work they are doing that contributes to furthering our strategic goals and living our values.*

For Council's information, the next steps in further advancing the awareness and implementation of the Plan include:

- Targeting communications around specific aspects of the Plan, i.e. poster series featuring one of the corporate values;

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- Collecting the stories that illustrate the vision and values thriving within the organization;
- Furthering engagement of staff throughout the organization using a variety of creative strategies (videos, contests, features in employee newsletter and other new ideas);
- Refreshing Engagement Teams to bring in new volunteers and refocus their efforts; and
- Incorporating awareness of CSP in staff orientation and learning programs.

### 3.0 CONCLUSION

Since the adoption of the Corporate Strategic Plan on October 16, 2017, a number of actions have been undertaken to communicate the Plan and its key messages with staff, public and businesses. These actions have led to identification of emerging themes and next steps which will assist in further integrating and strengthening future programs and services to the public and businesses in Burnaby.



Dipak Dattani  
DIRECTOR CORPORATE SERVICES

DD:dd

Attachment

Copied to: Director Engineering  
Director Finance  
Director Human Resources  
Director Parks, Recreation & Cultural Services  
Director Planning & Building  
Director Public Safety and Community Services  
Chief Information officer  
Chief Librarian  
City Clerk

## Attachment #1

### Engagement Team Members and Key Contributors

Bob MacIntyre – Burnaby Art Gallery  
Lisa Dotto – City Manager’s Office  
Angela Boal – Corporate Services  
Karen Leach – Corporate Services  
Jonathan Helmus – Engineering  
Bob Klimek – Finance  
Melisa Moretti – Finance  
Jonathan Pavich – Finance  
Chris Bowcock – Fire  
Karen Andersen – Human Resources  
Nancy Johnson – Human Resources  
Ann Ricci – Human Resources  
Marilian Rosas – Human Resources  
Karen Willis – Human Resources  
Fiona Chen – Information Technology  
Dorothy Scoten – Information Technology  
Jamie Gamble – Information Technology  
Traci Addison – Parks  
Pam London – Planning  
Rod Nevison – Planning  
Yee Law – Printshop