



Date: 02/11/2023

To: Chair and Directors, Policy Committee

And To: Murray Daly, Chief Administrative Officer

From: Gerald Pinchbeck, Manager of Communications

Date of Meeting: Policy Committee_Nov08_2023

File: 1470-01

Short Summary:

Engagement Strategy 2023 - 2027

Voting:

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Memorandum:

The Board identified its desire to improve how it communicates and engages with the public as part of its 2023 - 2026 Strategic Plan. Staff have drafted an Engagement Strategy based on Board feedback, organizational observations, and public engagement training and practices. The strategy presented identifies key roles and responsibilities for Board members and staff, identifies three phases of planned activities, and identifies high level resource requirements.

The 2024 business plan for the communications department includes funding for planned activities under Phase 1 of the strategy. Notably, this strategy will require an increase in resources to the communications department, which is experiencing a shortage of staff due to an ongoing and difficult to fill vacancy in a part-time position. As such, this strategy should be considered in light of any decision making during the budget-finance committee meeting.

Attachments:

Draft 2023-2027 Engagement Strategy

Financial Implications:

Financial implications are included in proposed the 2024 financial plan for the Communications Department.

Policy Implications:

If accepted by the Policy Committee, and ultimately the Board, this document will form a core policy document for the CRD, and guide future organizational activities.

Alignment with Strategic Plan:

- ☐ **Infrastructure and Asset Management:** To establish a systematic, predictable approach to managing the regional district's assets and infrastructure that builds on current asset management data and condition assessments.
- ☒ **Enhanced Communications and Engagement:** To build trust and credibility of the regional district by enhancing our communications and engagement with citizens, stakeholders, and volunteers.
- ☐ **Effective and Responsive Land Use Planning and Development:** To ensure our land use planning and development is responsive to future growth and housing needs, anticipates risks and hazards associated with climate change and provides efficient and consistent processes for landowners and developers.
- ☐ **Relationships with First Nations:** To foster a healthy and inclusive region by building and strengthening our relationships with First Nations and embracing the principles of reconciliation.

This item directly advances the Board's strategic priorities.

CAO Comments:

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Options:

1. Receipt
2. Receipt and further action

Recommendation:

That the agenda item summary from Gerlad Pinchbeck, Manager of Communications dated November 2, 2023, regarding the Engagement Strategy 2023 - 2027, be received. *Further action at the discretion of the Policy Committee.*