

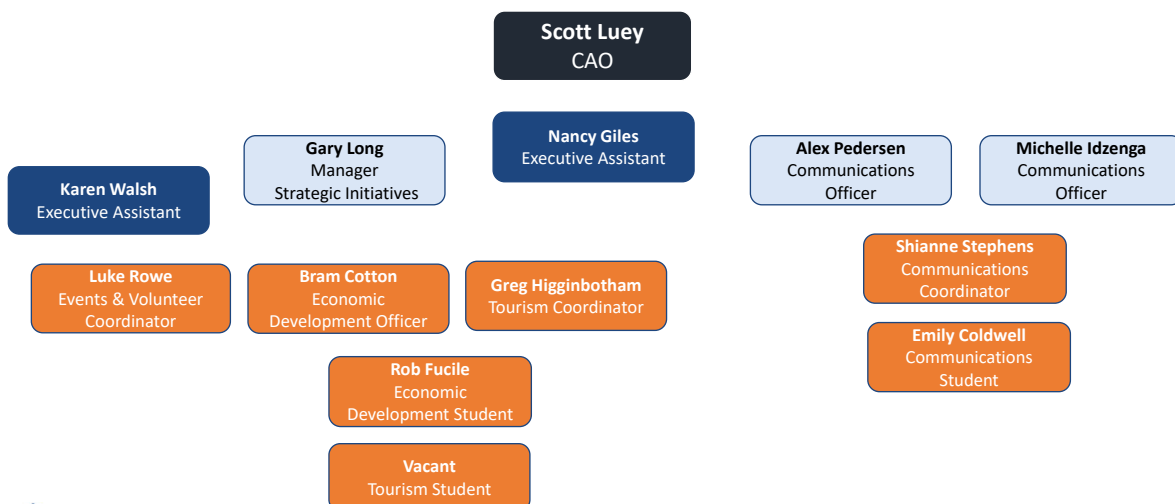
# CAO Department Update

Monday, June 28, 2021



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## Team Structure



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## Role of the Chief Administrative Officer

### Statutory

- s. 229 A municipality may appoint a chief administrative officer who shall be responsible for,
- (a) exercising general control and management of the affairs of the municipality for the purpose of ensuring the efficient and effective operation of the municipality; and
  - (b) performing such other duties as are assigned by the municipality. 2001, c. 25, s. 229.

### Procedural/Administrative

- Job Description:

Policy

Strategy

Regulatory

Implementation



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## CAO Leadership

- Employee Engagement
  - More than 150 staff + volunteers, students
- Community Engagement
  - Over 18,000 residents + businesses, visitors, community groups, facility users
- Council Engagement
  - One group made up of 9 individuals

“  
Their duties go far beyond the sterile job descriptions that present in legal terms the usual bromides of providing advice, implementing decisions, and so forth  
”

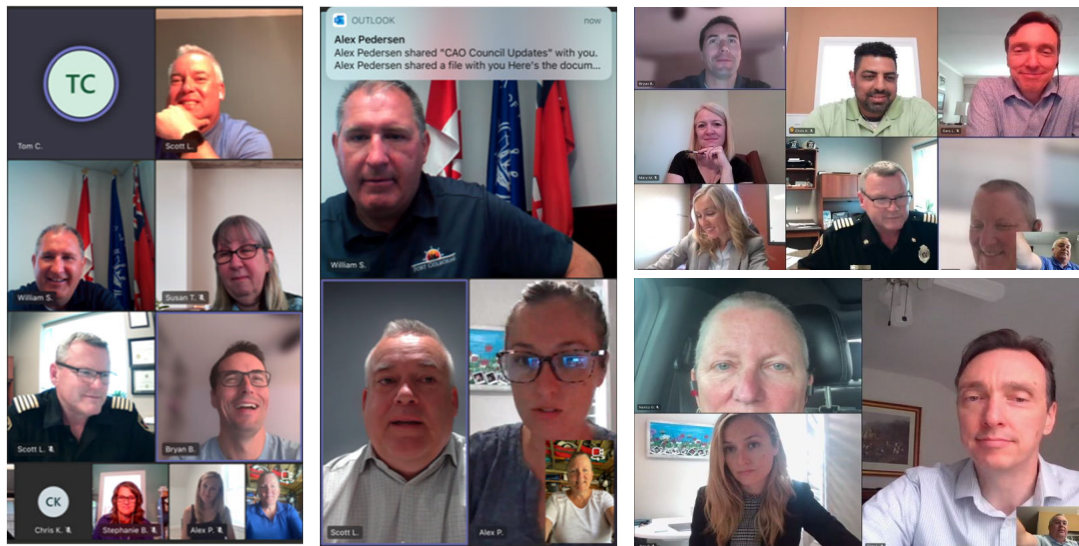
- DAVID SIEGEL



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## CAO Updates – Employee Engagement



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## CAO Updates – Employee Engagement



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## CAO Updates – Employee Engagement

### Still to come ...

- Internal Communications Strategy
- Intranet
- Online recognition portal
- Job shadowing



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## CAO Updates – Community Engagement

- Encourage volunteerism
- Participate on local Boards
- Maintain presence in the community
- Support local business
- Interact with stakeholder groups:
  - BIA
  - PCW Chamber
  - NIA
- Radio/TV Interviews and promotion
- Record commercials for City Events



Still to come:  
Public engagement is an important part of the new Strategic Plan

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## CAO Updates – Council Engagement



Email updates



Staff Reports

- Open Sessions
- Closed Sessions



One-on-one meetings



Virtual Meetings



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Still to come:

One-one-one meetings with Ward Councillors and City Leadership

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Keeping it  
going  
during the  
pandemic

### Virtual Meetings

- Council
- Sub-committees of Council
- Staff meetings

### Creative initiatives to maintain internal engagement

### Community engagement through social media

- Contests
- Touchpoints
- Virtual celebrations
- Virtual open houses, PICs, meetings
- Still to come:
  - Reopening City facilities for in-person services
- Meeting in person again
- Continuing to use virtual tools where it can help

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## CAO Updates

<b>Monthly</b> <b>Senior Management Team</b>	<b>Every 3 weeks</b> <b>Corporate Leadership Team</b>	<b>Weekly</b> <b>Communications review with Mayor</b>	<b>82</b> <b>Emergency Control Group meetings</b>
<b>Quarterly</b> <b>Town Hall meetings with all staff</b>	<b>On-going</b> <b>Liaise with outside partners</b>	<b>One-on-one</b> <b>Checkpoint meetings with Directors</b>	<b>\$37,975</b> <b>Grants to community organizations</b>



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## Economic Development & Tourism



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## Areas of Focus

- Support and advance strategic initiatives and corporate directives
- Deliver on Council priorities, attract commercial and industrial investment, ensure residential growth, and create unique experiences for visitors and tourists

Special Projects

Business  
Community

Rapid Response  
Team

Public  
Engagement

Enhanced  
Service Levels



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## Current Projects & Priorities

City  
Real Estate  
Project

2020-2023  
Strategic  
Plan

Niagara  
South Coast  
Tourism

Cruise Ship  
Initiative

Economic  
Development  
& Tourism  
Strategy

Sign  
Renewal  
Strategy

Lockview  
Park  
Redevelopment

Government  
Relations &  
Advocacy



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## Communications Department

- Established in 2018
- Objective is to provide strategic communications & marketing support to all City departments, including the Mayor's office

Media Relations

Website

Community  
EngagementInternal  
CommunicationsCOVID-19  
Communications

Social Media

Emergency  
Information  
Officer

City Hall News

Branding



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## Statistics

419

Media  
mentions

49

Media  
Releases

33

Public  
Notices

595,630

Website  
Visits

1,859

Social Media  
Posts

7,070,081

Social Media  
Reach/Impressions

13,248

Social Media  
Comments

114,995

Video  
Views

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## Communications Successes

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- Launched new corporate branding
- New website went live in December 2020
  - Won the Platinum Award from the AVA Digital Awards
- Increased email subscribers by 30% since December 2020
- COVID-19 pandemic communication
  - Strengthened relationships with partners & stakeholders
- Streamlined communications & customer service relations
- Added an additional full time Communications Officer



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## Benefits of Videos

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## Communications 2021 – 2022 Goals

Project	Description
<b>Internal Strategy</b>	Working closely with Human Resources and Customer Service, looking to develop an internal strategy that will incorporate an intranet platform and employee recognition.
<b>Branding</b>	Continue to work closely with all departments to execute the multi-year branding strategy. Current projects include signage, business cards, and stationary. Branding also includes AODA compliance.
<b>Social Media Strategy</b>	Develop a social media strategy with the goal of engaging residents, visitors and investors. As technology advances and changes, this strategy will ensure we stay relevant and timely.
<b>Media Relations Training</b>	Develop and execute a media relations training module and workshop for senior managers and Councillors to complete.
<b>Department Structure</b>	Looking to expand the scope of the Communications Department, to provide strategic support for Government Relations & Economic Development Initiatives.



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## Thank you.



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