

Administration and Corporate Services

2016 Core Budget



CORE SERVICES

- **Administration** [Community Charter Section 147]

Chief Administrative Officer (CAO) – overall management and administering the business affairs of the municipality; providing direction to Township employees; directing the development and implementation of corporate policies and programs; advising and informing Council; ensuring Council receives the appropriate reports and information necessary for decision making; assisting Council in the development of the corporate strategic plan; liaising with local boards, agencies, other municipalities and provincial and federal governments



Core Services (cont'd)

- **Legislative** [Community Charter Section 148]

Corporate Officer - responsible for preparation and public posting of notices, agendas, minutes, bylaws; municipal records (including preparation, secure retention, destruction, and granting appropriate public access); ensuring Council proceedings comply with applicable legislation, bylaws & policies; administering oaths; certifying documents; accepting service of legal documents on behalf of municipality; keeping and affixing corporate seal to legal documents.



Core Services (cont'd)

- **Communications** — ensuring high quality and consistent messaging to internal and external stakeholders through a variety of media channels; coordinating development and production of web and print communications materials for Township initiatives; providing communications support to Township programs and initiatives; media relations; coordinating Township visual identity program; managing Township website and intranet; supporting and promoting community events and groups.



Core Services (cont'd)

- **Human Resources** – recruitment & selection; employee and labour relations; occupational health & safety; negotiation and administration of collective agreements; staff training & development; employee compensation



Core Services (cont'd)

- **Archives** – cataloguing, protecting and retaining historical municipal records; preservation and interpretation of archival materials; promotion of Esquimalt heritage; research upon request by various customers including staff, other organizations and members of the public



Core Services (cont'd)

- **Elections** – managing local government (municipal and school board) general elections, by-elections, other voting opportunities (binding or non-binding referendum), and alternative approval processes (where electoral assent required)



Core Services (cont'd)

- **Business Licensing** — Ensure timely distribution and processing of applications by all departments; follow up on any issues identified; issue licences in compliance with Bylaw requirements; annual renewal notices; maintain current list of licensed businesses and post on website.



Core Services (cont'd)

- **Administrative Assistance** - to the Mayor, Council, CAO, Advisory Committees, Special Committees, other Departments, and staff
- **Customer Service** - provide assistance and information to members of the public relating generally to Council and its proceedings; managing corporate records and access to them; manage bylaw enforcement and business licensing processes



CORE SERVICES - COMMITTEES

- Director of Corporate Services responsible for recruitment, orientation, and updating terms of reference to ensure alignment with Council's Strategic Plan
- Corporate Services Administrative Staff act as Recording Secretary for Council, COTW and several Committees including:
 - Environmental Advisory Committee
 - Special and Select Committees
 - Te'mexw Treaty Advisory Committee (until this year)
 - Labour Management Committee



STAFFING

Administration and Corporate Services

Staffing = 9.1 FTEs:

- Chief Administrative Officer [Deputy Corporate Officer]
- Director of Corporate Services [Corporate Officer, Head of Freedom of Information, Business Licence Officer, and Chief Election Officer]
- Manager of Human Resources
- Communications Coordinator



Staffing (cont'd)

- Executive Assistant - to the Mayor and CAO
- Office Administrator - Public Notices, Agendas, Records Management, Committee recruitment, Committee Recording Secretary, Administration of Granicus for Agendas and Staff Reports
- Administrative Assistant - Recording Secretary to Council & COTW using Granicus for Minutes and Webcasting of Meetings, Business Licence Clerk, Committee Recording Secretary



Staffing (cont'd)

- Administrative Clerk II – Reports to HR Manager, also acts as Bylaw Enforcement Clerk and assists Corporate Services with general duties [currently vacant]
- Administrative Clerk I (.3) – Mail tracking, filing, Committee Recording Secretary, and general duties
- Municipal Archivist (.8) - oversees operations of Municipal Archives and Archives volunteers



2016 STRATEGIC PRIORITIES

- CHIEF ADMINISTRATIVE OFFICER

- Implement Economic Development Strategy
 - Engage Consultant to develop Communications and Marketing Strategy and materials
 - Utilize relationship with UDI and SVIEDA as additional input and resource for economic development
 - Participate in UDI functions
- Oversee implementation by staff and accountable to Council on progress of Operational Strategies



2016 OPERATIONAL STRATEGIES

- CORPORATE SERVICES

- Committee alignment with strategic priorities:
 - Consider establishment of Social Planning Committee
 - Consider alternatives to Heritage Advisory Committee
 - Consult with advisory committees on major initiatives
 - APC composition to reflect accessibility, environment & heritage
 - APC members to be trained on heritage values & policies



2016 Operational Strategies (cont'd)

- Engage with local service entities to ensure input is considered to support strategic priorities
- Implement new social media channel (Instagram) as recommended in 2015 social media audit
- Assist with Communications and Marketing strategy for EDS
- Leverage advertising opportunities
- Promote Revitalization Tax Incentive Program



2016 Operational Strategies (cont'd)

- Ongoing review of Township policies and bylaws to ensure efficient processes; amend and update as necessary
- Promote and encourage a diverse range of community events
- Support community groups through Township communications resources
- Promote 'Walkability' Score App

