

<b>TO:</b>	<b>CHAIR AND MEMBERS FINANCE AND ADMINISTRATION SERVICES COMMITTEE  MEETING ON NOVEMBER 26, 2012</b>
<b>FROM:</b>	<b>VERONICA MCALEA MAJOR MANAGING DIRECTOR, CORPORATE SERVICES AND CHIEF HUMAN RESOURCES OFFICER</b>
<b>SUBJECT:</b>	<b>COMMUNICATION STRATEGY AND BUSINESS PLAN REVIEW PROPOSAL</b>

<b>RECOMMENDATION</b>
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That the following Report **BE RECEIVED** for information purposes, **IT BEING NOTED** that the engagement of Winther Consulting, for an amount not to exceed \$25,000, is in accordance with Section 15.3 of the Procurement of Goods and Services Policy and that funding for the engagement will be accommodated within the 2012 approved operating budget.

<b>PREVIOUS REPORTS PERTINENT TO THIS MATTER</b>
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- Municipal Council, July 24 and 25, 2012 Resolution regarding the Council Service London Team
- Municipal Council, October 9, 2012 Motion regarding Notification to Ward Councillors of Ward-Related Matters from Councillors D. Brown and B. Polhill

<b>BACKGROUND</b>
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On October 9, 2012, Council directed Administration to develop a communications strategy that will be followed in notifying Ward Councillors about City-related matters affecting their respective wards. In July 2012, Council approved a Three-Year Implementation Plan to establish the Council Services London Team, which plan included a Protocol on Communications Support for Council.

**DISCUSSION:**

Civic Administration is proceeding to develop a communication strategy as expeditiously as possible to address the issues raised at Council on October 9, 2012. Additionally, the communication strategy will also take into account a number of other corporate initiatives impacting the Communications Division including; the Council Service London Team and the new City of London web site and best practices in communicating with staff and the public. As well the impact of all these initiatives on the roles, responsibilities and resources of the Division will also be considered.

In order to give the communication strategy immediate priority we are retaining a consultant to assist with research, analysis and bench marking to develop recommendations and solutions to improve and increase communication services to Council and the Corporation.

We are proceeding with a two month contractual arrangement with Ms. Britta Winther to work on this project. Ms. Winther will commence work on the project November 26, 2012 and is committed to having this work completed by January 31, 2012. Because of her long career with the City of London and previous consulting projects, Ms. Winther has extensive knowledge and background which will streamline this engagement. She

is familiar with the service based model, governance model, organizational structure, business plans, budgets and many civic operational areas. In addition, she is familiar with other municipalities and has contacts that she can easily resource information from. Winther Consulting's fee of up to \$25,000 for the engagement is very competitive and Civic Administration has been very satisfied with the value of her work on previous projects. A proposal outlining the project and work plan is attached for additional information.

<b>SUBMITTED BY:</b>
<b>VERONICA MCALEA MAJOR MANAGING DIRECTOR, CORPORATE SERVICES AND CHIEF HUMAN RESOURCES OFFICER</b>