

TO:	CHAIR AND MEMBERS FINANCE AND ADMINISTRATION COMMITTEE MEETING ON NOVEMBER 2, 2011
FROM:	CATHY SAUNDERS CITY CLERK
SUBJECT:	COUNCIL SERVICE LONDON TEAM - COUNCIL SUPPORT

RECOMMENDATION

That, on the recommendation of the City Clerk, with the concurrence of Tim Dobbie of Tim L. Dobbie Consulting Ltd., the following actions be taken with respect to the creation of a Council Service London team:

- (a) the Civic Administration, with the assistance of Tim L. Dobbie Consulting Ltd., **BE DIRECTED** to proceed with the creation of a 3-year implementation plan, to be submitted to the Finance and Administrative Services Committee, to establish a Council Service London team, based on the following:
- (i) an increased staff complement in the City Clerk's Office, that would provide support in research and to establish an information base for Council Members and members of the public;
 - (ii) the establishment of a partnership with the London Public Library and the University of Western Ontario to provide ongoing complementary support to maintain an information base and provide research to assist Council Members in their activities at Council and Committee, as well as with their Ward;
 - (iii) the dedication of resources from Corporate Communications and Technology Services Division to provide dedicated communications and technology support to Council Members;
 - (iv) consideration of the allocation of additional financial support to Council Members to provide the necessary resources to undertake other activities related to their Council work, in addition to the support that would be provided by the Council Service London team; and
- (b) the Civic Administration **BE AUTHORIZED** to retain the existing temporary assistance in the Councillor's Office until the end of 2012; it being noted that the position would be funded from the residual local government funding arising from the governance restructuring.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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Item #14 – Finance and Administration Committee – May 18, 2011
Item #3 – Finance and Administration Committee – June 15, 2011

BACKGROUND

At the May 30, 2011 meeting of Municipal Council, the following resolution was passed with respect to the potential creation of a Council Service London team to provide support to the Councillors:

“the Civic Administration **BE DIRECTED** to establish a working group, coordinated by the City Clerk, comprised of representatives from the civic departments, with representation, in an advisory role, from the London Public Library, the London Transit Commission, the London Police Services, and the Middlesex London Health Unit to develop terms of reference and an implementation plan to create a Council Service London team to be housed in the City Clerk's Office, to provide informational and communication support to Council Members with respect to information sharing and community engagement; it being noted that this Council Service London team would be complementary to the corporate Service London strategy.”

In addition, Municipal Council directed Tim Dobbie of Tim L. Dobbie Consulting Ltd. to undertake a review of and bring forward, a report with respect to potential models for Councillors' administrative

support.

As well, Council directed that a small sub-working group comprised of members of the Governance Working Group be established to review options for allocating the unallocated balance of the residual local government funding arising from the recent governance restructuring.

Council Service London team

Subsequent to the direction given by Council, the Civic Administration met with representatives of the London Public Library and Mr. Dobbie to develop terms of reference and an implementation plan to create a Council Service London team to support Members of Council. As a result of the initial findings, meetings were held with representatives from the University of Western Ontario Faculty of Information and Media Studies and the Masters of Public Administration Program to determine if potential partnerships could be established to support the creation of a Council Service London team.

Based on the findings of the review, the Civic Administration believes that the goal of the Council Service London team is to provide customers with resources that will:

- assist them to navigate through processes for relevant outcomes;
- facilitate access to topical subject content; and
- provide options to the customer as to how to obtain information.

In order to provide this service to the customer and Members of Council, the addition of Council support staff with expertise in research and policy development, along with dedicated technology and communication resources, would be beneficial. This enhanced support would serve two functions: provide additional support to Council Members in responding to inquiries in the Councillors' Office and provide additional support for their individual Ward work (town hall meetings, speech writing, presentations, etc.).

There is also an opportunity to partner with the London Public Library and the University of Western Ontario (UWO) to obtain additional resources to support the Council Members and provide students with an opportunity to experience a real life work situation through the education process. Although it is anticipated that full-time staff resources will be established, an ongoing relationship with the UWO to update informational resources, would also be beneficial. It is recommended that students be used to establish an information base.

Part of Mr. Dobbie's work will be to assist the Director of Corporate Communications and the Chief Technology Officer in aligning corporate communications services and technical services to enhance the provision of communications and technology advice and guidance to Council Members and the Council Service London team. This work will be encompassed in the implementation plan.

As part of the development of the implementation plan, consultation will be undertaken with relevant parties.

Financial Considerations

There has been ongoing discussion regarding the use of the unallocated balance of the residual local government funding arising from the recent governance restructuring. As you are aware, a portion of the \$170,000 was allocated to acquire immediate temporary assistance for the Councillors' Office until such time as long-term support requirements are addressed through the current organizational review being undertaken. It is recommended that this temporary assistance be extended until the end of 2012 in order to provide assistance until the long-term support plan is in place. During that period, this temporary assistance could be used to assist with the implementation of the final solution for the long-term support.

At the October 4, 2011 meeting of Municipal Council, a resolution was passed to commit as a source of financing for the Service London initiative, \$2.3 million from the Efficiency, Effectiveness and Economy Reserve (including the Council Service London team initiative), subject to the submission and approval of a three-year implementation plan. The intention is that \$200,000 of the \$2.3 million would be allocated to the Council Service London initiative. In addition, the \$170,000 would continue to be accessible to meet Council support requirements. This funding would provide

the flexibility to provide the additional staffing resources and provide Council Members with an additional funding allocation to address individual needs.

Next Steps

The Civic Administration is seeking direction to proceed with the establishment of an implementation plan, to be submitted to the Finance and Administration Services Committee to establish a Council Service London team.

RECOMMENDED BY:	RECOMMENDED BY:
CATHY SAUNDERS CITY CLERK	T. DOBBIE TIM L. DOBBIE CONSULTING LTD.