

Town of Riverview

HR & COPORATE COMMUNICATION

DEPARTMENT MONTHLY REPORT



To: Colin Smith, CAO

Prepared by: Tyla Finlay, Director HR

Date: September 15, 2023

Month & Year: July, August and September 2023

Section 1: Operational Dashboard

Metric	Current YTD	Previous YTD	Trend
WorkSafe NB Lost Time Claims	0	1	<2022
Employee- Fulltime	105	103	>2022
	Monthly Average	Yearly Average	Trend
Full-Time Turnover Rate	1.01	1.05	<2022

Recruitment Metrics

Position	Department	Posted	Status
Utility Services 4-month Term	Parks, Recreation & Community Relations	April 14, 2023	Re-Classified – reposting
Utility Worker III 4-month Term	Parks, Recreation & Community Relations	April 14, 2023	Filled
Captain	Riverview Fire & Rescue	June 14, 2023	Filled
Clerk Junior	Finance & Information Technology	June 26, 2023	Filled
Working Foreman (2Month Term) INTERNAL	Engineering & Public Works	June 22, 2023	Filled
Equipment Operator II	Engineering & Public Works	July 17, 2023	Filled
Utility Worker III	Parks, Recreation & Community Relations	July 17, 2023	Filled
Swim Instructor/Lifeguard (20 Vacancies)	Parks, Recreation & Community Relations	July 18, 2023	Filled – 16 positions

Pool Cashier (5)	Parks, Recreation & Community Relations	July 18, 2023	Filled – 2 positions
Lieutenant	Riverview Fire & Rescue	August 3, 2023	Testing
Volunteer Firefighter	Riverview Fire & Rescue	August 16, 2023	Posted
Community Events Worker (Part-time)	Parks, Recreation & Community Relations	September 6, 2023	Screening

To date – 56 Job Openings for 2023

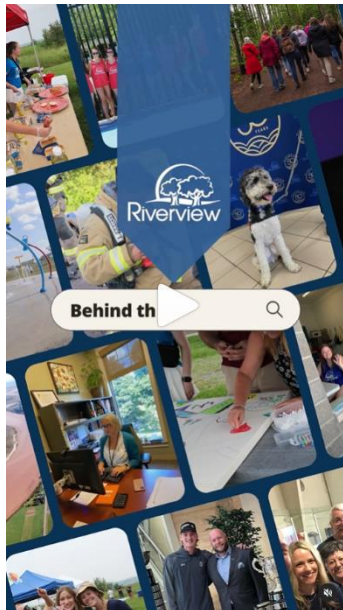
2 Cancelled

51-Filled

COMMUNICATIONS

Social Engagement Metrics (July-Sept)

Platform	# of Posts	New Followers	Total Following	Post reach	Engagement Rate
Facebook	105	493	13,960	923,000	5.05%
Twitter	87	12	4,152	23,000	2.88%
Instagram	252(includes stories)	189	3,280	121,000	3.81%



Noteworthy Posts:

We started our Behind-the-Scenes of the Town series on August 22. As part of the objective to establish TOR as an employer of choice, the communications team is developing content that promotes what happens behind the scenes to make the Town run. This will include a behind the scenes video/story for each department, compiled by job-shadowing two people to better understand their roles and educate the public on the services provided. This is aligned with the data that our reels are getting the most comment engagement out of all types (stories, photo, carousel) on Instagram and this series is aimed at helping to further engage our residents and followers on that channel through value-driven content.

Section 2: Status of Department's Operational Priorities for 2023

COMMUNICATIONS	
Objectives	Actions
Build Riverview brand awareness	<ul style="list-style-type: none"> • Provided event and media support for Barb Hurlbut Scholarship • Provided promotional support for Riverview Harvest Fest • News releases, including funding announcement for enhancement of seven Riverview parks;
Strategic Plan Service Excellence, Building a Sustainable Community, Thriving Community, Active and Engaged Community	<p>Jun 22 Delivering Personalized Pest Control Solutions - Aidex Pest Management</p> <p>Jun 23 Bear Sighting: Riverfront Trail, near Hawthorne Ave.</p> <p>Jun 28 Council Highlights - June 26, 2023</p> <p>Jun 29 Rock N' Roll Revival in Riverview: Matt's Media Outlet Strikes a Chord</p> <p>Jun 29 Art in the Park delights crowds on Wednesdays in Riverview</p> <p>Jun 30 Watermain break: Hillsborough Road</p> <p>Jul 10 Council Highlights - July 10, 2023</p> <p>Jul 11 Community Oasis: Serenity Pools & Landscaping Makes Waves in Riverview</p> <p>Jul 16 One Scoop at a Time – How The Ice Cream Barn Captured the Community</p> <p>Jul 20 Fun for the Family - Sustainable Shopping that Grows with You</p> <p>Aug 4 A Whale of a Tale - Brewing Dreams in Riverview</p> <p>Aug 10 Feel the Luv - Local Groomer Supplies Riverview's Furriest</p> <p>Aug 16 Council Highlights - August 14, 2023</p> <p>Aug 17 Funding Announced for Enhancements at Seven Riverview Parks</p> <p>Aug 18 Dents & Stones Automotive Drives Passion in Riverview</p> <p>Aug 22 "Embracing Responsibility Scholarship" Takes Proactive Approach to Address Staffing Shortages in Aquatics</p> <p>Aug 24</p>

	<p><u>Care to Spare - Garderie Les Petits Bisounours Daycare Nurtures Riverview Families</u></p> <p>Aug 24 <u>Council Accepts Resignation of Councillor at Large Russell Hayward</u></p> <p>Aug 31 <u>Steaming Ahead - Hydro Weed Plus Offers Eco-Friendly Weed Control</u></p> <p>Sep 1 <u>Fall into Harvest with Riverview Harvest Fest 2023</u></p> <p>Sep 5 <u>Service Interruption: Phone Lines and Municipal Payments</u></p> <p>Sep 6 <u>Survey Launched for Housing Needs and Affordable Housing</u></p> <p>Sep 8 <u>Community Driven – Davidson Physiotherapy Provides Patient Care to Riverview</u></p> <p>Sep 12 <u>Residents urged to prepare 72-hour emergency kit</u></p> <p>Sep 14 <u>How Sweet It Is - Janet's Bakeshop & Crafts Finds Home in Riverview</u></p> <p>Sep 14 <u>Preparing for Hurricane Lee</u></p> <p>Sep 19 <u>Lane Reduction - Findlay Blvd to HWY-114 (old Causeway)</u></p> <ul style="list-style-type: none"> • Engage residents and businesses in celebrating Riverview's 50th anniversary. <ul style="list-style-type: none"> - Assisted with Riverview's 50th Anniversary Celebration on July 9th - Launched Riverview Rewind series on June 28. We've published seven throwbacks to Riverview's history so far, with posts scheduled bi-weekly until the end of the year. - Working on Fall 50th swag shop opening for early October featuring two new seasonal items. • Published the following articles in our 2023 Business Spotlight Series (links included above) – Matt's Media OutletSerenity PoolsThe Ice Cream BarnReady Set GrowHoly Whale BrewingLuv Paws Grooming & BakeryDents & StonesGarderie Les Petits BisonoursHydro Weed PlusDavidson PhysiotherapyJanet's Bakeshop & Crafts Combined Facebook reach for these four Business Spotlight posts: 200,000
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<p>Establish TOR as an Employer of Choice</p> <p>Strategic Plans Service Excellence, Active & Engaged Community</p>	<ul style="list-style-type: none"> Published volumes 31-36 of internal newsletter to engage and inform TOR employees of recent highlights, community events, and news. Developed “behind-the-scenes” content to show some of the great work being done across TOR departments and educate the public on Town services
<p>Service Excellence</p> <p>Strategic Plans Service Excellence</p>	<ul style="list-style-type: none"> Designed the Age Friendly Survey report for the Senior’s Roundtable to present their findings at their October celebration event. Continued to work with web development team on website upgrade project. Progressing the new winter parking ban updates for 2023-2024 season, including the set up of a new alert management system.

HUMAN RESOURCES	
Objectives	Actions
HR & Communications Operational Management Oversights	<ul style="list-style-type: none"> Conducting interviews for the above posted postings, prepared questions, and scheduling. Orientation sessions for new employees hired in July/August and September – Students/Full-time and Casuals orientation sessions. Completing paperwork for summer grants for students Weekly Meetings for both Departments Training of New Employees within HR and Communications Department. DMS Record Keeping for HR Files.- Champion a new project for DMS and Sharepoint conversion
Maintaining and overseeing Labour Management, Performance, Compensation and Benefits.	<ul style="list-style-type: none"> Close the 2nd Check-in for 2023 and collecting completed check-ins Labour Management with IAFF and CUPE Attend monthly meetings for both IAFF and CUPE, Actions agenda issue pertaining to HR prior to next meeting. Benefits renewal process files beginning with new Director of Finance & Information Technology Retirement Plans and discussions with 2 employees – 1 retirement in June 2023, July 2023 and late Fall 2023. Retirement celebrations for above mentioned employees retirements Benefits training with Manulife for new employees. Working with Manulife on Retiree plans and complications with online software with Manulife Compensation review for employees.

	<ul style="list-style-type: none"> • EAP Communications and increased support for all employees and their families.
Lead enrichment of employee engagement and Wellness	<ul style="list-style-type: none"> • Competing in the ParticipAction Challenge within Canada and New Brunswick. Employees have been invited to join the challenge for prizes. • Providing 3 different sessions over the next few months on different Wellness initiatives from Simply4 Life. • New Employee Recognition Program. Looking at increasing awareness of new program. Steady flow of applications • Continued to foster employee relationships within departments. • Provided Coaching for other Directors in team building and relationship building. • Encouraged Employee collaboration between different departments. • Continue to build on new communication screens at the operations centre and arena for employee announcements, upcoming events etc.
Occupational Health and Safety	<ul style="list-style-type: none"> • Reviewing existing policies and amendments made to code of practice and emergency response. Monthly JHSC meeting (Prepare reports and any outstanding actions). • WHMIS Training for all employees • First Aid Training for all departments • Training scheduled and completed for 2023 for Health and Safety for employees. • Reviewing vaccination process for Public Works Employees • Implementing new vaccination process for Parks and Recreation Employees assigned to arena. • Training for employees who want to receive it on Opioid Poisoning. • Review and rebrand employee safety manual. • Reintroduce – Safety Talks subjects for all departments. Starting with emergency procedures and evacuations.