

**Town of Riverview
HR & COPORATE COMMUNICATION
DEPARTMENT MONTHLY REPORT**



To: Colin Smith, CAO

Prepared by: Tyla Finlay, Director HR

Date: November 21, 2023

Month & Year: November 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
Mechanics (Parks)	Parks, Recreation & Community Relations	September 29, 2023	Hired -J. Loggie
Lieutenant	Riverview Fire & Rescue	August 3, 2023	Interviewing
Volunteer Firefighter	Riverview Fire & Rescue	August 16, 2023	Interviewing

To date – 60 Job Openings for 2023

2 Cancelled


55-Filled

COMMUNICATIONS

Social Engagement Metrics

Platform	# of Posts	New Followers	Total Following	Post reach	Engagement Rate
Facebook	40	199	14,305	342,000	5.06%
X (Twitter)	27	6	4166	7,100	4.05%
Instagram	78	61	3378	27,000	4.01%
LinkedIn	11	6	826	4,400	6.34%

Noteworthy Posts:

 **Town of Riverview**
 Experience Light Up Riverview November 23 – January 7
 It's the most wonderful time of the year – bundle up for festive fun along the twinkling riverfront as we Light Up Riverview for another holiday season! 🎄
 Andrew J. LeBlanc - Mayor of Riverview and Riverview Town Council invite you to join them on the Riverfront Trail on Thursday, November 23, at 7 p.m. for a festive evening filled with tunes, treats, and a bit of magic!
 Outside:
 📧 Drop off your letter to Santa!
 🎵 Dance to *Flea Market Underground* rockin' around the Gazebo
 🍲 Donate non-perishable items at the food drive courtesy of RBC
 🌲 Walk the riverfront, where the lights will get you in the holiday spirit!
 ☕ Warm up with a gourmet hot chocolate from our friends at the Christmas *Barn*
 🎁 Explore the youth village, where you can grab a hot chocolate & reserve a wreath for a great cause
 🎁 Take home an *Aitkens Pewter* ornament of the Gazebo as a great holiday gift for friends and family. Proceeds support Riverview P.R.O. Kids!
 Inside the Fundy Chocolate River Station:
 🍫 Light Up Riverview Market - you're about to become everyone's favourite gift-giver with two floors of local vendors to browse and shop. Thanks to *Luxe Salon* and *Thrive Properties* for making this wonderful event possible!
 🎵 Enjoy tunes from *Felix Belliveau*
 🍹 Taste specialty drinks from *Holy Whale Beer Hall and Garden* in honour of the festivities (alcoholic and nonalcoholic options)
 Event details: https://www.facebook.com/events/843847100634001?accontent=%7B%22event_action_history%22%3A%5B%7D

We're seeing great engagement on our last few 50th anniversary Riverview Rewinds, including a feature on the Riverview Arts Council and the evolution of Riverview's Fire Department buildings.

Residents are especially excited about Light Up Riverview – on for the season from November 23-January 7.



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

COMMUNICATIONS	
Objectives	Actions

<p>Build Riverview brand awareness</p>	<p>News releases:</p> <p>Oct 19 I Saw the Sign: Futura Signs & Designs Celebrates 31 years in Riverview</p> <p>Oct 25 Council Highlights - October 23, 2023</p> <p>Oct 26 Meat Masters - The Dynamic Duo Behind Riverview's Old Time Meat Market</p> <p>Oct 26 Remembrance Day Service in Riverview</p> <p>Oct 31 Riverview Launches New Alert System Alongside Update to Winter Parking Restrictions</p> <p>Nov 1 Bark Avenue Finds Fur-ever Home in Riverview – A Tail-Wagging Success Story</p> <p>Nov 3 Emergency Water Shut Down - Canterbury Ave.</p> <p>Nov 6 Riverview Business Forum</p> <p>Nov 9 TANgelic Salon – Illuminating Beauty & Building Community</p> <p>Nov 9 Oath of Office ceremony to be held Tuesday for new Councillor At Large</p> <p>Nov 11 Watermain Break - Rivercrest Avenue</p> <p>Nov 14 Riverview Welcomes New Councillor-At-Large</p> <p>Nov 16 Brushing Up – Riverbark Grooming Provides Pawsitive Experiences in Riverview</p> <p>Nov 17 Council Highlights - November 14, 2023</p>
<p>Strategic Plan Service Excellence, Building a Sustainable Community, Thriving Community, Active and Engaged Community</p>	

	<p>Nov 18 Name the Plow - Call for Submissions</p> <p>Nov 21 Experience Light Up Riverview November 23 – January 7</p> <ul style="list-style-type: none"> Completed fall photo shoot, adding hundreds of new images to our database, featuring lifestyle shots with residents in Mill Creek, Town operations, and development around the municipality. Completed final 50th anniversary store opening. Continued to work with web development team on website upgrade project. Launched Name the Snowplow community engagement contest. Continued to manage Town Map update to include new roads and amenities. Provided promotional and event support for Light Up Riverview, including the introduction of ICS planning for community events. Progressing the new winter parking ban updates for 2023-2024 season, including by-law material, town-wide postcard, and launch of promotional campaign.
<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 bi-weekly newsletters to ensure team is up-to-date on initiatives and engaged in organizational priorities
<p>Service Excellence</p> <p>Strategic Plans Service Excellence</p>	<ul style="list-style-type: none"> Coordinated introduction for new Councillor to the public via website publishing, materials and social media. Launched new alert system to the public, continued to adjust dashboard and website to integrate new software. Prepared budget and managed communication to the public (and local media) for the Town’s 2024 Budgets

HUMAN RESOURCES	
Objectives	Actions
<p>HR & Communications Operational Management Oversights</p>	<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.

	<ul style="list-style-type: none"> • 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 • New Alert Program for Town Residents. Worked with web developer and programs. Joint project with EMO, Fire, IT and Communications
<p>Maintaining and overseeing Labour Management, Performance, Compensation and Benefits.</p>	<ul style="list-style-type: none"> • Closed the 3rd 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 December 2023. • Benefits training with Manulife for new employees. • Working with Manulife on Retiree plans and complications with online software with Manulife • Compensation review for employees. • EAP Communications and increased support for all employees and their families. • Met with Eckler and Manulife to schedule future employee sessions for training with both the pension plan and Health and Dental Plans.
<p>Lead enrichment of employee engagement and Wellness</p>	<ul style="list-style-type: none"> • 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.
<p>Occupational Health and Safety</p>	<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.

	<ul style="list-style-type: none">• 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.
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