

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



To: Colin Smith, CAO

Prepared by: Tyla Finlay, Director HR

Date: January 10, 2024

Month & Year: December 2023 & January 2024

**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**

**Job Openings for 2023 – 61 Total**

**2 Cancelled 59-Filled**

Position	Department	Posted	Status
Mechanics (Parks)	Parks, Recreation & Community Relations	September 29, 2023	Hired -J. Loggie
Lieutenant	Riverview Fire & Rescue	August 3, 2023	Hired- J. McKinnon
Volunteer Firefighter	Riverview Fire & Rescue	August 16, 2023	Hired – 10 Volunteers

**Job Openings for 2024**

Position	Department	Posted	Status
Mechanics I	Engineering and Public Works	January 2, 2024	Screening
HR Assistant	HR & Communications	January 2, 2024	Screening
Equipment Operator	Engineering and Public Works	January 2, 2024	Screening

Utility Worker I	Parks, Recreation & Community Relations	January 15, 2024	Posted
Various Summer Students Position	Parks, Recreation & Community Relations	December 20, 2023	Posted – Feb. 11, 2024

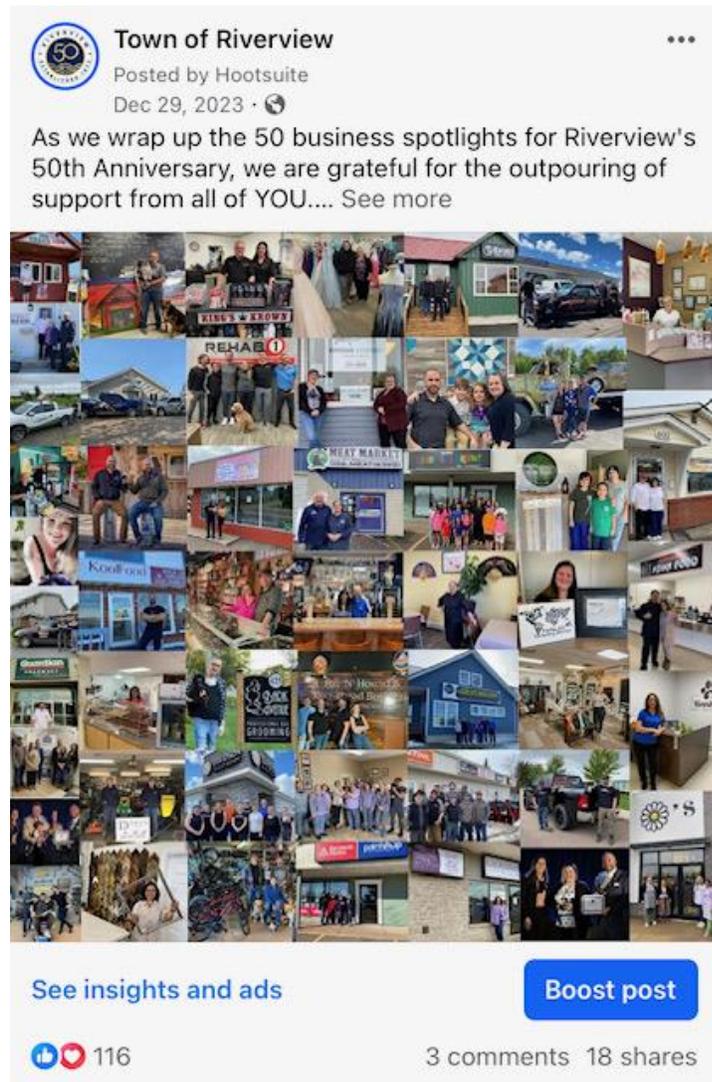
## COMMUNICATIONS

### Social Engagement Metrics

Platform	# of Posts	New Followers	Total Following	Post reach	Engagement Rate
Facebook	58	373	14,594	577,000	5.94%
X (Twitter)	41	11	4177	7,100	5.66%
Instagram	121	143	3492	65,000	4.77%
LinkedIn	24	61	913	8,700	11.5%

Our engagement rate continues to increase across platforms – LinkedIn getting a surge over the holidays with our student summer job postings.

**Noteworthy Posts:**



We officially wrapped up our 50<sup>th</sup> anniversary year! One of the most engaging and impactful initiatives in 2023 was our 50 business spotlights – where we shined a light on a diverse mix of local businesses across Riverview.

From barber shops to baked goods and storefronts to home-based businesses, it’s clear that Riverview not only has incredible entrepreneurs, but also very loyal customers.

Thanks to everyone who welcomed, shared, and shopped at these and many more local businesses in 2023. Let’s continue to shop locally and show love to those who are making our town a great place to live, work, and run a business!

**Section 2: Status of Department’s Operational Priorities for 2023**

COMMUNICATIONS	
Objectives	Actions
Build Riverview brand awareness  <b>Strategic Plan</b> Service Excellence, Building a Sustainable Community, Thriving	<b>News releases:</b>  Nov 23 <a href="#">Sew Special – Joanne Girouard Threads Success at Unique Sewing Solutions</a>  Nov 24 <a href="#">Traffic Advisory - Santa Claus Parade</a>  Nov 28 <a href="#">Hillsborough Road Water Leak</a>

<p>Community, Active and Engaged Community</p>	<p><b>Nov 30</b><a href="#"><u>KoolFood on Coverdale - Salah Elbey brings the Mediterranean to Riverview</u></a></p> <p><b>Dec 4</b><a href="#"><u>New Year's Day Levee</u></a></p> <p><b>Dec 4</b><a href="#"><u>Seven Riverview Plows Named in Public Contest</u></a></p> <p><b>Dec 7</b><a href="#"><u>Mapping Her Way Home - Karla MacPherson Brings GIS Consulting to Riverview</u></a></p> <p><b>Dec 7</b><a href="#"><u>Council Highlights - November 27, 2023</u></a></p> <p><b>Dec 11</b><a href="#"><u>Holiday Waste Collection and Christmas Tree Pick-Up</u></a></p> <p><b>Dec 12</b><a href="#"><u>2023 Years of Service Awards</u></a></p> <p><b>Dec 13</b><a href="#"><u>Council Highlights - December 11, 2023</u></a></p> <p><b>Dec 15</b><a href="#"><u>Welcome Home – Brunswick Royal Realty Plants Roots in Riverview</u></a></p> <p><b>Dec 15</b><a href="#"><u>Planned interruption to traffic signal operation - Coverdale Road at Buckingham Avenue</u></a></p> <p><b>Dec 20</b><a href="#"><u>Trimming Tradition: Faded Views Barbershop Cuts a Niche in Riverview</u></a></p> <p><b>Dec 21</b><a href="#"><u>Town of Riverview Holiday Hours</u></a></p> <p><b>Jan 2</b><a href="#"><u>Kickstart your new year projects with Riverview's Commercial Development Grant</u></a></p> <p><b>Jan 10</b><a href="#"><u>Riverview Reminisces - 50 highlights from 50th year</u></a></p>
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	<p><b>Jan 10</b> <a href="#">Council Highlights - January 8, 2024</a></p> <p><b>Jan 12</b> <a href="#">Get Ready for Snow Much Fun - 2024 Riverview Winter Carnival Has Something for Everyone</a></p> <p><b>Jan 15</b> <a href="#">Unlocking Growth: Riverview Achieves Over \$33 Million in Building Permits in 2023</a></p> <ul style="list-style-type: none"> <li>• Completed 50<sup>th</sup> anniversary wrap up – including year-in review (50 highlights for 50<sup>th</sup> year), final store merchandise, 50 reasons we love Riverview reel, and final business spotlights.</li> <li>• Continued to work with web development team on website upgrade project.</li> <li>• Name the Snowplow contest completed, with seven new names for our fleet.</li> <li>• Town Map update to include new roads and amenities completed (digital version) new print copies to come in Q1 2024.</li> <li>• Provided promotional and event support for Light Up Riverview.</li> <li>• Provided promotional and event support for Winter Carnival.</li> </ul>
<p>Establish TOR as an Employer of Choice</p> <p><b>Strategic Plans</b> Service Excellence, Active &amp; Engaged Community</p>	<ul style="list-style-type: none"> <li>• Published bi-weekly newsletters to ensure team is up to date on initiatives and engaged in organizational priorities</li> <li>• Completed newsletter survey to measure success and improve the content for further employee engagement in 2024</li> </ul>
<p>Service Excellence</p> <p><b>Strategic Plans</b> Service Excellence</p>	<ul style="list-style-type: none"> <li>• Progressing the new winter parking ban updates for 2023-2024, promoting sign up/opt-in to residents, helping residents register, continuing education campaign, and sending overnight parking alerts. We currently have 1,416 people registered for Riverview Alerts.</li> </ul>

HUMAN RESOURCES	
Objectives	Actions
<p>HR &amp; Communications Operational Management Oversight</p>	<ul style="list-style-type: none"> <li>• Conducting interviews for the above posted postings, prepared questions, and scheduling.</li> <li>• Orientation sessions for new employees hired in July/August and September – Students/Full-time and Casuals orientation sessions.</li> </ul>

	<ul style="list-style-type: none"> <li>• Completing paperwork for summer grants for students</li> <li>• Weekly Meetings for both Departments</li> <li>• Training of New Employees within HR and Communications Department.</li> <li>• DMS Record Keeping for HR Files. - Champion a new project for DMS and Sharepoint conversion</li> <li>• New Alert Program for Town Residents. Worked with web developer and programs. Joint project with EMO, Fire, IT and Communications</li> </ul>
Maintaining and overseeing Labour Management, Performance, Compensation and Benefits.	<ul style="list-style-type: none"> <li>• Closed the 4th Check-in for 2023 and collecting completed check-ins</li> <li>• Completed the rating process for all non-bargaining employees and letters.</li> <li>• Labour Management with IAFF and CUPE Attend monthly meetings for both IAFF and CUPE, Actions agenda issue pertaining to HR prior to next meeting.</li> <li>• Benefits renewal process files beginning with new Director of Finance &amp; Information Technology</li> <li>• Retirement Plans and discussions with 1 employee – 1 retirement in December 2023.</li> <li>• Benefits training with Manulife for new employees.</li> <li>• Working with Manulife on Retiree plans and complications with online software with Manulife</li> <li>• Compensation review for employees.</li> <li>• EAP Communications and increased support for all employees and their families.</li> <li>• Met with Eckler and Manulife to schedule future employee sessions for training with both the pension plan and Health and Dental Plans.</li> </ul>
Lead enrichment of employee engagement and Wellness	<ul style="list-style-type: none"> <li>• Employees participated in Gift Back Month – various initiatives for different communities groups.</li> <li>• New Employee Recognition Program. Looking at increasing awareness of new program. Steady flow of applications</li> <li>• Continued to foster employee relationships within departments.</li> <li>• Provided Coaching for other Directors in team building and relationship building.</li> <li>• Encouraged Employee collaboration between different departments.</li> <li>• Continue to build on new communication screens at the operations centre and arena for employee announcements, upcoming events etc.</li> </ul>
Occupational Health and Safety	<ul style="list-style-type: none"> <li>• Reviewing existing policies and amendments made to code of practice and emergency response. Monthly JHSC meeting (Prepare reports and any outstanding actions).</li> <li>• WHMIS Training for all employees</li> <li>• First Aid Training for all departments</li> </ul>

	<ul style="list-style-type: none"><li>• Training scheduled and completed for 2023 for Health and Safety for employees.</li><li>• Reviewing vaccination process for Public Works Employees</li><li>• Implementing new vaccination process for Parks and Recreation Employees assigned to arena.</li><li>• Training for employees who want to receive it on Opioid Poisoning.</li><li>• Review and rebrand employee safety manual.</li><li>• Reintroduce – Safety Talks subjects for all departments. Starting with emergency procedures and evacuations.</li></ul>
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