

Re: Information Burnaby Committee

Council on December 17, 1973 approved in principle the recommendations that were contained in a report from the Information Burnaby Committee, and furthermore, directed that the report be forwarded to the Manager for recommendations and estimates of costs.

Applicable comments and recommendations on the Committee's report are as follows:

A. Committee's Recommendation (1)

"That an Information Centre be established in the Municipal Hall under the administration of the Manager to co-ordinate and disseminate information and materials and to answer or redirect inquiries or complaints."

Comments

The Committee as early as June 19, 1973 requested the Manager to consider the implementation of an Information Centre in Municipal Hall. Since then, the following has been done to effect a timely implementation of this project:

1. A comprehensive survey was carried out to determine how effectively an Information Clerk would be able to answer inquiries that are now handled by Departments. The survey disclosed that the Information Clerks would not be able to answer inquiries that are technical in nature, or that involve a status on a specific project in process, but that such employees would be able to perform a valuable service with respect to disposition of matters of a more general nature, e.g., information on recreational programs, the voters' list, Municipal policy regarding snow removal and garbage disposal, services provided by the Health Department, etc.

The survey further indicated that the Clerks could perform other tasks that are presently being done by Departments. These include dispensing of pamphlets, brochures, maps and other materials of an informative nature to the public, making arrangements for guided tours and typing as time permits.

2. The Purchasing Agent has been designated to supervise the Information Centre because it is a logical adjunct to the switchboard operation which is presently under his supervision.
3. Per the job description that was written, two employees will be trained to be equally proficient at tasks involving operation of the Information Centre and the switchboard. Both employees will be assigned to the same job classification, and will, therefore, receive compensation according to appropriate pay steps within the same salary range.
4. An on-the-job training program that essentially involves exposure to the structure and functions of each Department on a rotational basis was developed and is being implemented at this time.

As a point of information, the experience of staff in the Library's Reference Department indicates that an Information Centre in Municipal Hall would, of all methods possible, be the most effective in meeting the expressed needs of residents for Municipal information.

Manager's Recommendations:

THAT an information Centre be established in the Municipal Hall under the supervision of the Purchasing Agent; and

THAT the Centre be implemented to become operational in conjunction with the Centrex Telephone System and future renovations to the Municipal Hall.

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B. Committee's Recommendation (2)

"That this system be co-ordinated with the Library Board and Satellite Information Centres in local libraries be considered."

Comments

The recommended co-ordination will be fully implemented when an Information Centre becomes operational.

In the absence of an Information Centre, the Public Library has been providing limited information on current Municipal matters through the readers' advisers in the branches and also from the reference department in the Kingsway branch. The library wishes to continue and expand this service as a source for the dissemination of Municipal publications. This area is linked directly to the library's emphasis on local history and events. The Chief Librarian views the proposed Information Centre as an authoritative source for interpretation of Municipal policies and publications; at the same time, the library would continue to provide present services in close co-operation with Municipal sources.

Manager's Recommendation

THAT the Information Centre be co-ordinated with the Library Board and Satellite Information Centres in local libraries.

C. Committee's Recommendation (3)

"That the Information Centre co-operate with the Burnaby Chamber of Commerce, Burnaby United Community Services and Burnaby Welcome Wagon and wherever possible, assist and complement rather than duplicate their services."

Comments

As implementation of the Information Centre progresses, local service organizations will be contacted to determine how the Centre can be used to complement the services that organizations are providing to the public.

Manager's Recommendation

THAT the Information Centre co-operate fully with all affected local service organizations in an effort to assist and complement, rather than duplicate, their services.

D. Committee's Recommendation (4)

"That documents produced by the Municipality be distributed to, and be made available for perusal at, the libraries."

Comments

Arrangements have been made for Departments to forward Municipal publications after they have been received by Council to the public library on a regular and continuing basis.

The submission of Municipal documents to the library will allow library staff to utilize two publishing services that are related to urban affairs in Canada. As local input into the services continues, the library's reference department would initiate a return flow of information by (1) providing custom literature searches to Municipal departments on topics of current interest and (2) allocating a portion of the library budget for the purchase of books, reports and periodicals at the request of Department Heads to support Municipal services.

The primary concept to be stressed here is that the library wishes to encourage the free flow of Municipal information available both to Burnaby residents and to Municipal employees in the interest of more effective and efficient government.

Continued ...

Manager's Recommendation

THAT documents produced by the Municipality continue to be distributed to, and continue to be made available for perusal at, the libraries.

E. Committee's Recommendation (5)

"That installation of Information Burnaby bulletin boards in shopping centres and major community gathering places be considered in conjunction with the Information Centre."

Comments

The regular publication of a newsletter, which is the subject of the Committee's sixth recommendation, is in the Manager's opinion, the most effective way of keeping the general public apprised of matters pertaining to local government. It is therefore suggested that the proposal to install bulletin boards in major gathering places be deferred for further consideration until such time that the effectiveness of the newsletter can be objectively evaluated. The Manager's concern in this regard is that redundancy or an excessive release of information could to some extent result in public disinterest; the optimum can probably be best achieved by proceeding on a gradual step-by-step basis.

Burnaby Public Library would welcome bulletin boards to display Municipal information and will allocate a specific area in the branches for them. The Library has been approached by the Planning Department in regard to this matter.

Manager's Recommendation

THAT installation of Information Burnaby bulletin boards in shopping centres and major community gathering places be deferred until such time that the regular publication of newsletters can be properly assessed; and

THAT the Library Board be asked to install boards for the display of Municipal information in the Public Library and its branches.

F. Committee's Recommendation (6)

"That a newsletter be published by the Municipality for distribution at a minimum of four times a year."

Comments

The costs associated with the release and publication of a newsletter would vary in accordance with the format that is adopted and the manner in which the newsletter is distributed. Following is a breakdown that provides an approximation of how much expense would be involved in this regard:

(a) Printing

Companies that print newsletters for local municipalities were contacted to determine the cost involved for the printing of 45,000 copies, which is approximately the number that would be required for distribution to households and businesses in Burnaby. This cost, and the cost that would be incurred if the same number of newsletters were printed in the Municipal Print Shop, are as follows:

	<u>Four Page Newsletter</u>	
	<u>Single Colour</u>	<u>Two Colour</u>
Private printing firms.....	\$1,870	\$2,225
Municipal Print Shop	1,550	1,866

Taxes are included in the estimations.

(b) Mailing

The Post Office provides a service whereby a mass distribution of material can be made to every household in Burnaby for a cost of

(b) Mailing

three cents per item (this is the manner in which we distribute Parks & Recreation brochures, and occasionally other types of Municipal information as well). The cost of distributing 45,000 newsletters by this method would therefore be \$1,350.

It is not possible for one issue of the newsletter to be mailed with tax notices in May as our experience is that there is almost always a requirement for considerable amounts of general information material to be included in the envelope with the notices. It should also be pointed out that distribution by this method would not provide maximum coverage because some notices are sent directly to mortgage companies, absentee owners, etc.

Five municipalities in the area engage Mr. D.J. (Bud) Elsie to assist with the preparation of newsletters. The services normally include layout, the writing of all the material, proof-reading and any photography that may be involved. This service is generally provided to municipalities for a cost of approximately \$600 per issue. We do not propose at this time to make use of such a service in our case.

The cost of preparing, printing and distributing newsletters would be charged against the \$9,000 budget which has been established for the use of the Burnaby Information Committee in 1974.

A variety of information items, including newsletters, is prepared regularly by the staff of the Burnaby Public Library. It is suggested that the library's extensive experience in the field of communications be utilized not only for the proposed development of newsletters, but also, for any other future Municipal publications that may be considered for publication and distribution. The library's staff in this regard is available for advice, to prepare specific articles or, on a broader scale, to assist in the overall development of copy.

We would propose that material from the various responsible people in the several Municipal Departments be forwarded to the Editor who would have the freedom to make the publication as newsworthy and readable as possible. The material in final form would be submitted by the Editor to the Municipal Manager for approval prior to printing.

Attached to Council's report is a four page newsletter that was produced by the District of Coquitlam in November, 1973. It is typical of the type of information item that several municipalities in the lower mainland, are publishing for distribution to citizens and business establishments on a regular basis. We should note, however, that the attachment does not necessarily represent the type of paper stock, format or size of sheet that we will develop. It could well be that we would use a newsprint sheet 17" x 22" folded to be 17" x 11", and of course the number of pages could vary.

Manager's Recommendations

THAT Council approve in principle the preparation of a newsletter to be published quarterly and mailed to households and businesses in Burnaby, with the first issue to be prepared by September, 1974; and

THAT the Burnaby Public Library be requested to assign Mrs. Mary Anne Epp (Community Services Librarian) as Editor of this newsletter; and

THAT the newsletter be printed in the Municipal Print Shop.

G. Committee's Recommendation (7)

"That any changes in regulations with respect to pollution control, zoning, taxation, etc., be outlined in a bulletin and mailed twice a year to the business community and a special mailing when needed."

Comments

See related comments under item F. We do not recommend that a separate bulletin or newsletter be used for the business community. Special mailings should be avoided, but it is admitted that this may be needed on rare occasions.

Manager's Recommendation

THAT the business community not be mailed a special newsletter on a regular or predetermined basis, but only on occasions when it may be considered necessary or appropriate to do so.

Re: Information Burnaby Committee Cont'd.

ITEM 20
MANAGER'S REPORT NO. 37
COUNCIL MEETING May 13/74

H. Committee's Recommendation (8)

"That an annual calendar be produced and distributed by the Corporation of Burnaby giving information regarding the departments and services offered on the Municipal level and specifying the dates of regular civic meetings and special events."

Comments

It is felt that we should attempt to develop the newsletter so that a quarterly calendar would be part of it. If this does not work satisfactorily, then it is felt that a calendar could be considered, but the cost is likely to be about \$8,100 for 45,000 copies and it is felt that our money would be better spent on perfecting a high quality newsletter.

A portion of the cost could possibly be recovered if calendars were offered for sale but, in all reality, the revenue thus derived would probably not significantly offset the production and printing costs that would be involved. Another consideration in this regard is that distribution would probably be very limited if calendars were sold individually, and this in turn would frustrate the objective of making information available to the public on a widespread basis.

Manager's Recommendations

THAT a calendar be developed as a part of the quarterly newsletter.

I. Committee's Recommendation (9)

"That the use of newspaper, television and radio advertisements as an on-going informational process not be considered at this time."

Comments

The Chief Librarian has considered this recommendation and advises as follows:

"In contrast to the Committee's recommendation, the Public Library believes that the mass media are important means of information dissemination which are being virtually ignored at present. Radio and television, particularly, should be utilized by Municipal government and its departments to involve residents in community affairs and to keep them informed on current events. A Municipal radio station, for a relatively modest investment, could yield significant benefits. Cable television, a medium already being exploited by several Greater Vancouver municipalities, should not be ignored in Burnaby. With facilities and personnel available within the Municipality and at British Columbia Institute of Technology, it might be advisable to investigate an experimental program in co-operation with this institute and other bodies. The library, well aware of developments in cable television technology elsewhere in Canadian and American cities, would enthusiastically welcome an opportunity to experiment in this area."

Manager's Recommendation

THAT the Committee request the Chief Librarian and his staff to assist in further exploration of using mass media as a means of disseminating information to the public.

J. Committee's Recommendation (10)

"(a) That the Greater Vancouver Visitors' and Convention Bureau be asked to revise and produce the Burnaby and surrounding area brochure on a continuing basis.

(b) That the subject of the use of placemats, stylized maps, fact sheets, postcards, etc., and their composition, co-ordination and distribution be referred to the 1974 Committee."

Continued ...

Re: Information Burnaby Committee Cont'd.

J. Cont'd.

Comments

Not applicable.

Manager's Recommendation

THAT the Council concur in the Committee's Recommendations.

K. Committee's Recommendation (11)

"That designs of Burnaby symbols such as the Rhododendron, our Official Flower, or the Canada Goose, be made available for use on lapel pins, brooches, crests, buttons, spoons, stickers, etc."

Comments

Not applicable.

Manager's Recommendation

THAT this matter be referred back to the 1974 Committee.

L. Committee's Recommendation (12)

"That a competent designer or designers be hired to produce examples of Burnaby symbols such as the Rhododendron, our Official Flower, or the Canada Goose and a selection be made in 1974; or a competition be held for the design of Burnaby symbols such as the Rhododendron, our Official Flower, or the Canada Goose and a selection be made in 1974."

Manager's Recommendation

THAT this recommendation be tabled by the Committee pending the selection of a logo as provided for in Recommendation (16).

M. Committee's Recommendation (13)

"That the consideration of lapel pins, brooches, crests, buttons, spoons, stickers, postcards, booklets and mounted photographs, be referred to the 1974 Committee."

Comments

Not applicable.

Manager's Recommendation

THAT the Council concur in the Committee's Recommendation.

N. Committee's Recommendation (14)

"That recognition of special achievements by Council and the Commission be referred to the 1974 Committee."

Comments

Not applicable.

Manager's Recommendation

THAT the Council concur in the Committee's Recommendation.

O. Committee's Recommendation (15)

"That the Municipal Crest remain unchanged."

Comments

It is believed that the Committee is referring to the Municipal Seal in this instance and the Manager concurs with its recommendation.

Manager's Recommendation

THAT the Municipal Crest remain unchanged.

Re: Information Burnaby Committee Cont'd.

P. Committee's Recommendation (16)

"That a competent designer or designers be hired to produce examples of a Burnaby-oriented logo and a selection be made in 1974; or

a competition be held for the design of a Burnaby logo and a selection be made in 1974."

Comments

A logo that was prepared by the Municipal Graphics Artist was submitted to the Committee for consideration on April 9, 1974. After considerable discussion, the Committee felt that for various reasons, it would be best to engage professional assistance for the development of a logo.

Manager's Recommendation

THAT the Committee be given authority to call for proposals from competent designers to produce examples of a Burnaby-oriented logo and that it report back to Council outlining the development costs involved.

Q. Committee's Recommendation (17)

"That the re-design of the Municipal letterhead, business cards, signs, etc., be considered by the 1974 Committee."

Comments

This matter has been under review by the Municipal Manager for some time and it had been held up pending resolution of the City status question. There is little doubt that we need a new letterhead.

Manager's Recommendation

THAT the re-design of the Municipal letterhead, business cards, signs, etc., be considered by the 1974 Committee after a decision has been made with respect to a logo.

R. Committee's Recommendation (18)

"That beautification of Municipal buildings including use of Burnaby's Official Flower, with early consideration being given the Municipal Hall Complex, the Hall entrance and Mayor's office be referred to the 1974 Committee."

Comments

The Chief Building Inspector and Mr. B. Freschi, Architect, are presently considering the Committee's recommendation in conjunction with the design of the West Building and renovations to Municipal Hall.

Manager's Recommendation

THAT beautification of Municipal buildings including use of Burnaby's Official Flower, with early consideration being given the Municipal Hall Complex, the Hall entrance and Mayor's office be referred to the 1974 Committee.

Following is a summary of the recommendations that have been made by the Manager in this report:

- A. THAT an information Centre be established in the Municipal Hall under the supervision of the Purchasing Agent; and

THAT the Centre be implemented to become operational in conjunction with the Centrex Telephone System and future renovations to the Municipal Hall.

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- B. THAT the Information Centre be co-ordinated with the Library Board and Satellite Information Centres in local libraries.
- C. THAT the Information Centre co-operate fully with all affected local service organizations in an effort to assist and complement, rather than duplicate, their services.
- D. THAT documents produced by the Municipality continue to be distributed to, and continue to be made available for perusal at, the libraries.
- E. THAT installation of Information Burnaby bulletin boards in shopping centres and major community gathering places be deferred until such time that the regular publication of newsletters can be properly assessed; and

THAT the Library Board be asked to install boards for the display of Municipal information in the Public Library and its branches.
- F. THAT Council approve in principle the preparation of a newsletter to be published quarterly and mailed to households and businesses in Burnaby, with the first issue to be prepared by September, 1974; and

THAT the Burnaby Public Library be requested to assign Mrs. Mary Anne Epp (Community Services Librarian) as Editor of this newsletter; and

THAT the newsletter be printed in the Municipal Print Shop.
- G. THAT the business community not be mailed a special newsletter on a regular or predetermined basis, but only on occasions when it may be considered necessary or appropriate to do so.
- H. THAT a calendar be developed as a part of the quarterly newsletter.
- I. THAT the Committee request the Chief Librarian and his staff to assist in further exploration of using mass media as a means of disseminating information to the public.
- J. THAT the Council concur in the Committee's Recommendations.
- K. THAT this matter be referred back to the 1974 Committee.
- L. THAT this recommendation be tabled by the Committee pending the selection of a logo as provided for in Recommendation (16).
- M. THAT the Council concur in the Committee's Recommendation.
- N. THAT the Council concur in the Committee's Recommendation.
- O. THAT the Municipal Crest remain unchanged.
- P. THAT the Committee be given authority to call for proposals from competent designers to produce examples of a Burnaby-oriented logo and that it report back to Council outlining the development costs involved.
- Q. THAT the re-design of the Municipal letterhead, business cards, signs, etc., be considered by the 1974 Committee after a decision has been made with respect to a logo.
- R. THAT beautification of Municipal buildings including use of Burnaby's Official Flower, with early consideration being given the Municipal Hall Complex, the Hall entrance and Mayor's office be referred to the 1974 Committee.

It is also recommended that a copy of this report be sent to the Information Burnaby Committee.