

CITY OF BURNABY

COMMUNITY POLICING COMMITTEE

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

RE: ADDENDUM TO COMMUNITY POLICING INTERIM COMMUNICATION PLAN

RECOMMENDATIONS:

1. **THAT** Council approve the addendum to the CPC's Interim Communications plan as outlined in Section 2.0 of this report.
2. **THAT** copies of the approved report be sent to the Community Consultative groups in each of the City's four Community Policing districts.

REPORT

The Community Policing Committee at the meeting held on 1996 June 13, received and adopted the attached report providing a proposed coordinated approach to media relations and other forms of external communication.

Respectfully submitted,

Councillor D. Evans
Chair

cc: City Manager
Dep. City Mgr. - Corp Serv.
Director Finance
Officer-In-Charge, R.C.M.P.
Dir. Plng. & Bldg.
Fire Chief

Councillor J. Young
Vice Chair

TO: COMMUNITY POLICING COMMITTEE

1996 JUNE 06

FROM: DIRECTOR PLANNING & BUILDING

OUR FILE: 17.317

SUBJECT: **ADDENDUM TO COMMUNITY POLICING INTERIM COMMUNICATIONS PLAN**

PURPOSE: To propose a co-ordinated approach to media relations and other forms of external communication.

RECOMMENDATIONS:

1. **THAT** the Committee request Council to approve the addendum to the Community Policing Committee's interim communications plan as outlined in Section 2.0 of this report.
2. **THAT** copies of the approved report be sent to the community consultative groups in each of the City's four Community Policing districts.

REPORT

1.0 BACKGROUND

At its meeting of 1996 May 27, Council approved an interim communications plan for the Community Policing Committee. The plan addressed both internal and external communications. The section of the report dealing with external communications outlined a number of vehicles for delivering information about Community Policing to the public, including:

- 1) the preparation of Community Policing reports to Council
- 2) the development of a regular communique which highlights recent decisions and activities relating to Community Policing
- 3) the establishment of a column in the City's quarterly newsletter "Info Burnaby"
- 4) the continued co-sponsorship, by the Community Policing Committee and the district community consultative groups, of town hall information meetings
- 5) the preparation of a booklet or manual which chronicles Burnaby's experience with planning for and implementing Community Policing.

The report noted that an addendum describing the approach to be used with the media would be forwarded at a later date.

This report outlines a process for developing a co-ordinated approach to the media, and to other forms of external communication.

2.0 CO-ORDINATING EXTERNAL COMMUNICATIONS

All of the district community consultative groups have designated members as media relations, communications or promotions people. The Community Policing Committee is in the process of designating a media liaison(s). These persons are in the best position to plan for and carry out media relations and some of the other external communications activities outlined in the interim communications plan.

It is recommended that a sixth component be added to the interim communications plan as follows:

- 6) ***the development of media relations guidelines by a Communications Subcommittee composed of representatives from the Community Policing Committee and each of the district community consultative groups.***

The guidelines would be dynamic - changing and evolving at regular intervals as the process of implementing Community Policing proceeds. The guidelines would be developed and planned at a City-wide level and implemented at both the City-wide and local district levels, as each situation requires. The guidelines would consist of two components, each requiring that a clear, consistent and positive message be delivered:

- ▶ active communication: the preparation of news items, with particular emphasis on news stories about current and future activities.
- ▶ reactive communication: response to questions from the media. To assist the media liaisons, the Subcommittee would hold regular sessions to keep people current on issues and upcoming activities. This would enable subcommittee members to provide that information to the media or other external contacts at both the Community Policing level and the district level.

All members of the Communications Subcommittee would be offered and strongly encouraged to participate in communications/media relations training.


It should be noted that the Subcommittee would be an excellent vehicle for planning for consistency in other forms of external communication, including the one page communique, the column in "Info Burnaby" and the town hall information meetings outlined in the interim communications plan.

The subcommittee would be assisted by City and RCMP staff, including the Volunteer Co-ordinator (when that person has been engaged), the RCMP Media Relations section, and others involved with the Community Policing Committee.

3.0 CONCLUSION

An interim communications plan for the Community Policing Committee, consisting of both internal and external elements, has been adopted by Council. This report outlines a final component to the section on external communications - a co-ordinated approach to the media and other forms of external communication.

Staff recommend that the addendum to the plan be adopted, and that the Committee continue to pursue the development of a more detailed and integrated plan which will reach all targeted audiences. The RCMP concurs with the recommendations of this report.


for D.G. Stenson, Director
PLANNING & BUILDING

JS/db

cc: City Manager
O.I.C. - R.C.M.P.