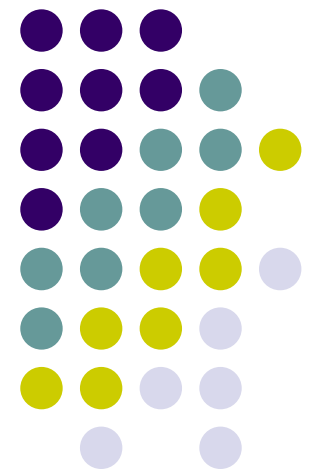


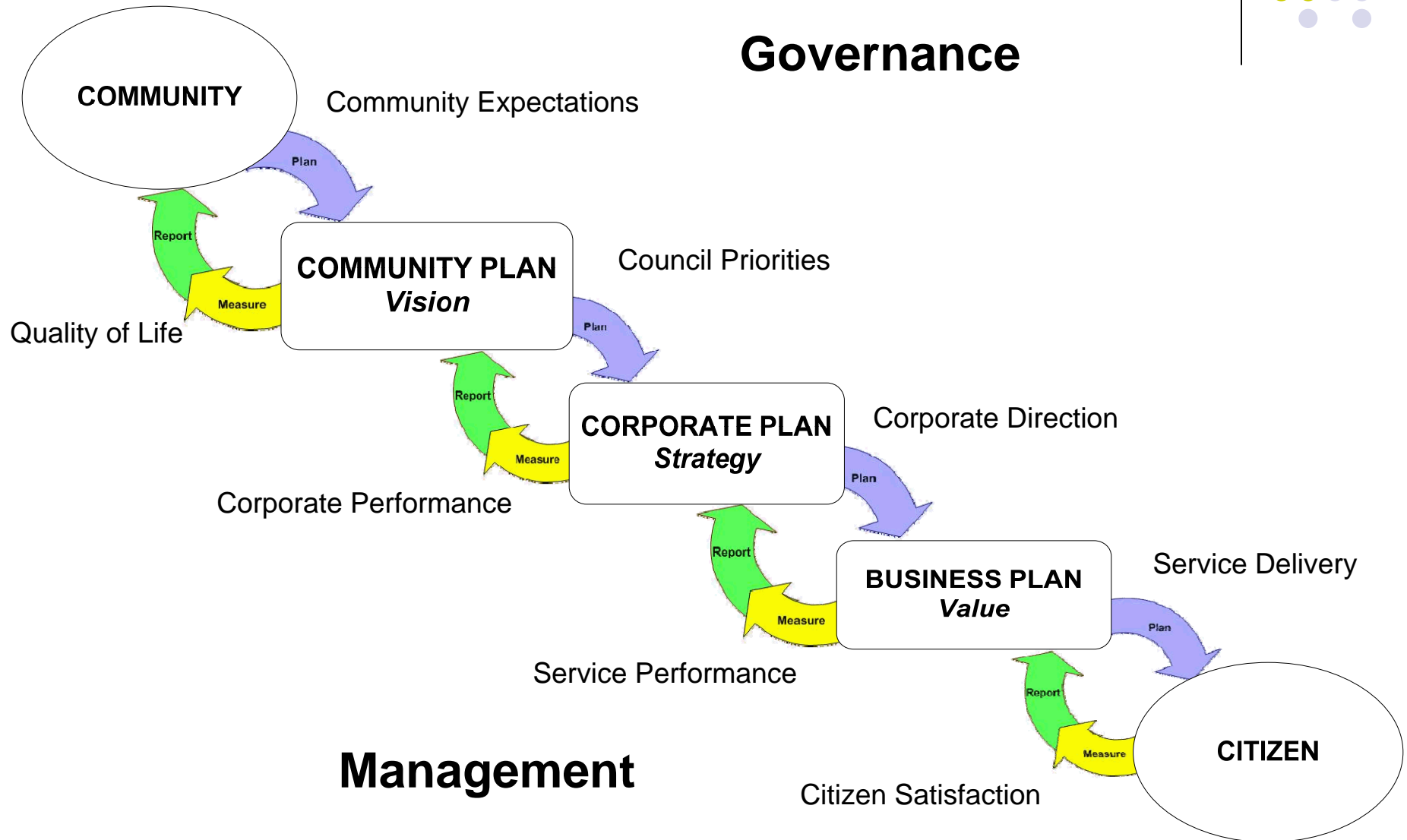
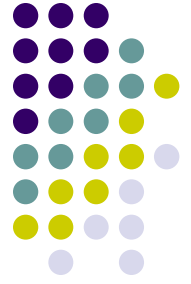
Council Focus Areas

December 8, 2009

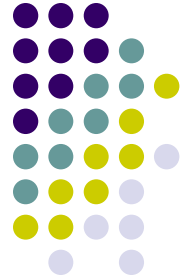
- Corporate Planning Framework
- 10/11 Budget & Business Plan Time Lines
- CFA Updates
 - Governance & Communications
 - Progress Report
 - Plan for 10/11 and beyond



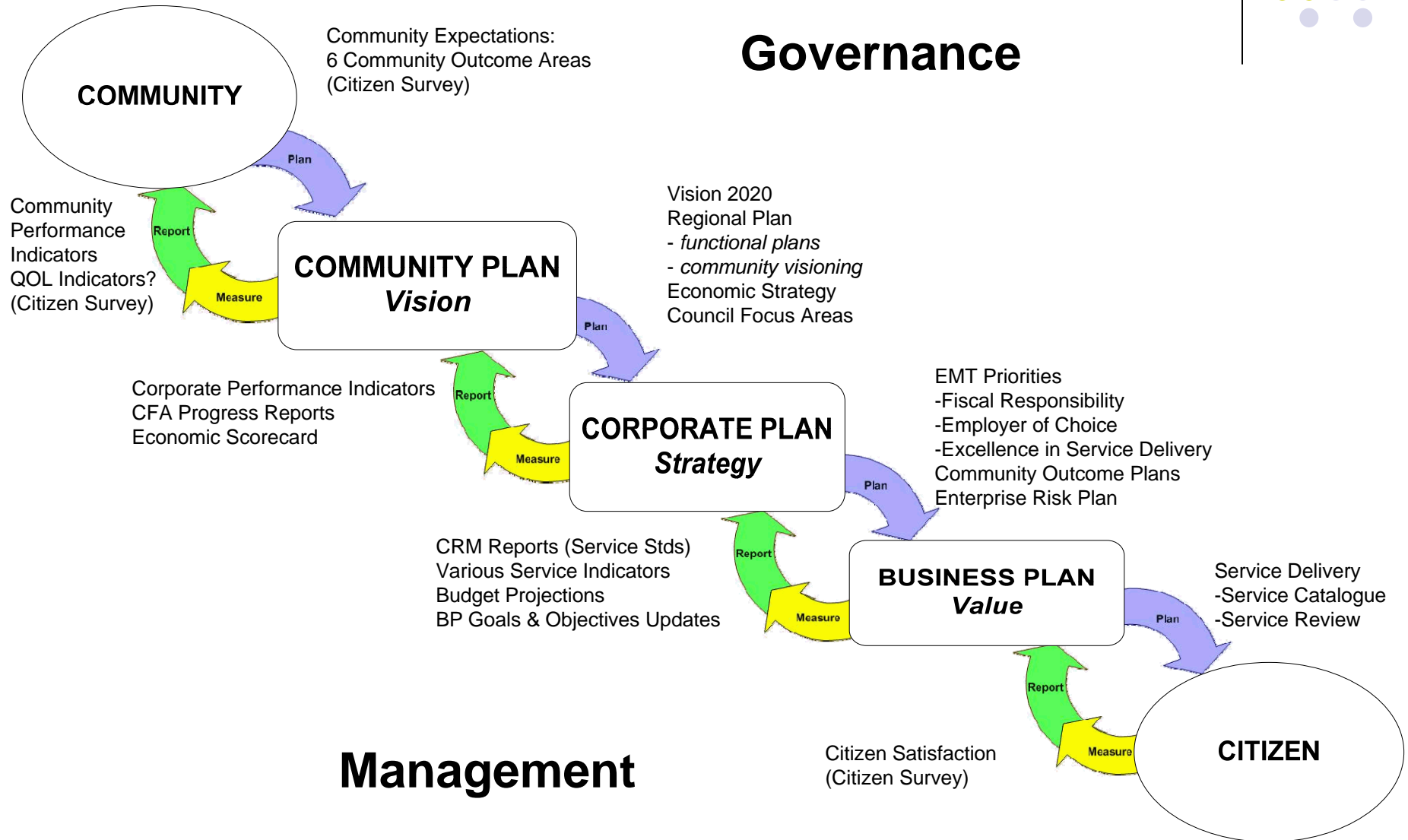
Corporate Planning Framework



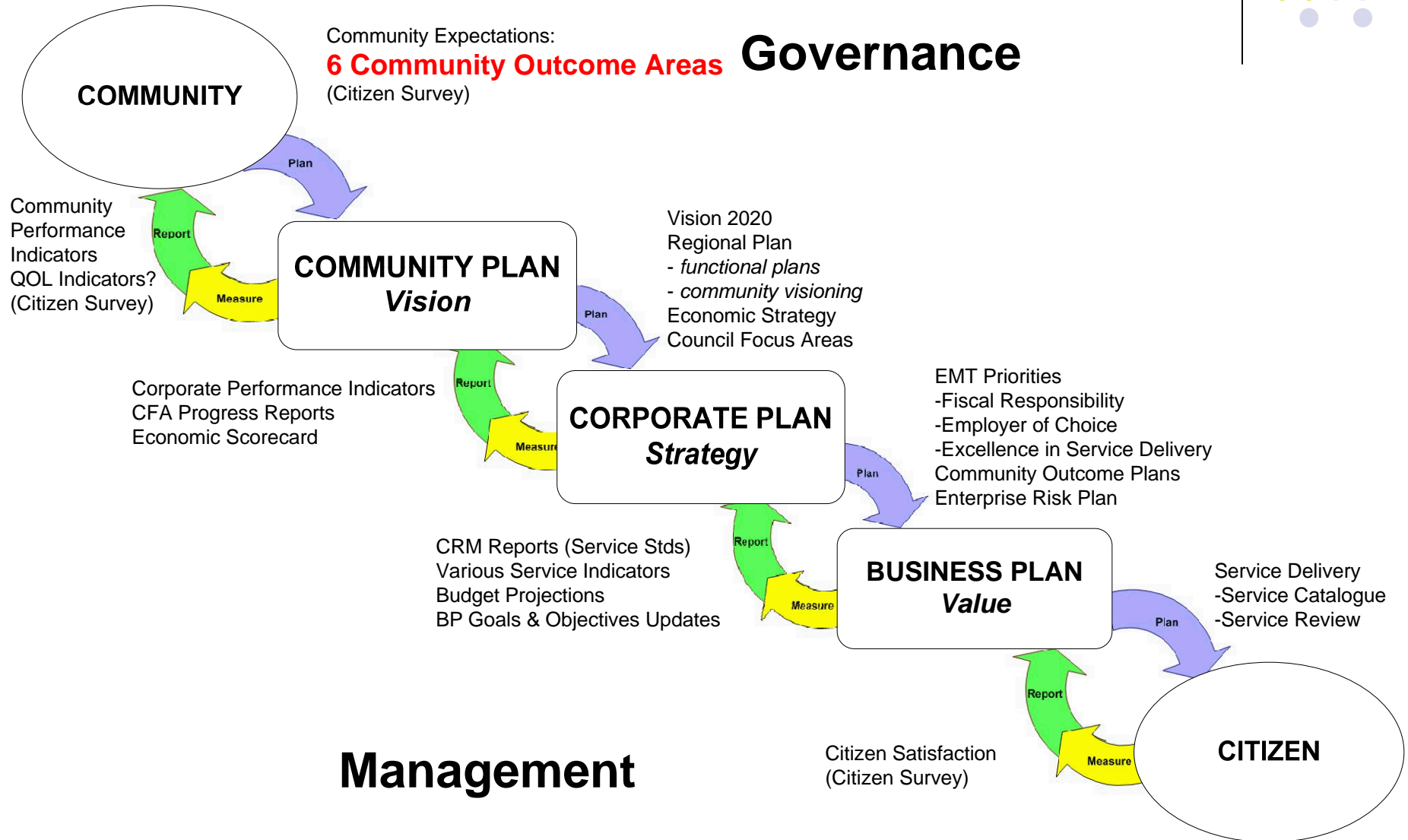
Corporate Planning Framework



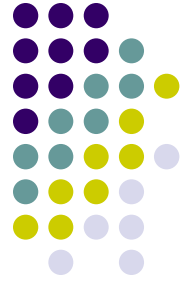
Governance



Corporate Planning Framework

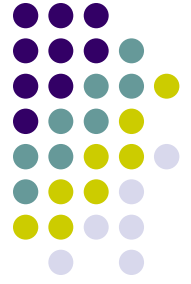


Community Outcome Areas



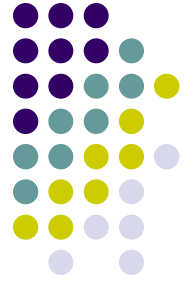
- Safe and Welcoming Community
- Affordable and Integrated Transportation Networks
- Diverse Recreation, Leisure, and Cultural Choices
- Well Planned and Engaged Communities
- Clean and Healthy Environment
- Economic Prosperity

Budget and Business Plan Proposed Time Lines



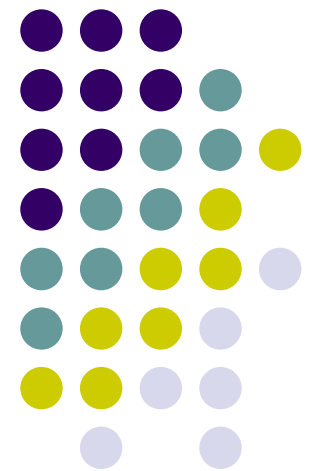
- CFA Update
● Governance & Communications
December 8
- CFA Updates continued
● Public Safety
● Community Planning
● Transportation
● Infrastructure
December 15
- Fiscal Framework
February 16
- Table Budget & Business Plans
April 6
- 2 Week Review & Open House
April 6 – April 20
- Budget Debate
April 20, 21, 22
- Budget Approval
April 27

Corporate Planning Framework

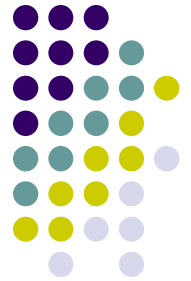


Communications

Council Focus Area



Governance and Communications (Communications)



- **Outcome:**
 - HRM is the source of information about the region's plans, priorities and growth
- **Goal:**
 - To ensure a proactive approach to HRM internal and external communications
- **Objectives:**
 - Develop CFA Communications Plans
 - Implement HRM Communications Strategy

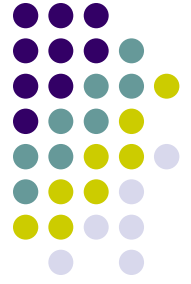


2009/10 Progress Update

HRM Communications Strategy

- Culture of Communications
 - Alignment of approach
 - Working closely with Business Units
- Stakeholder Engagement
 - Direct-to-Stakeholder communication
 - Redesign of MyHRM, MyHRM.ca
- Issues Management
 - Media training
 - Council briefs
- Alignment and Policy Development
 - Social media and marketing
 - Publications review

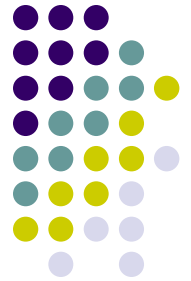
2009/10 Progress Update



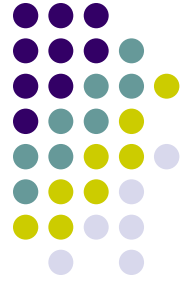
CFA Communications Plan

- Planning for overall and individual CFAs
- GNGN Integration
- Staff realignment to support CFAs
- Marketing materials (i.e. posters)
- Communications activities (i.e. Business Voice articles)

Ongoing Progress (remainder of 2009/10)



- Publications Audit
- Annual Report
- Corporate Calendar
- On-line Google calendar
- Social media guidelines
- Media training
- GNGN Brand promotion
- Council Video Clips



2010/11 Objectives

- Web redesign launch
- Neighbourhood organization database
- Recommendations from Publications Review
- Internal Communications Strategy
- Response to Citizen Survey
- Enhanced social media presence
- Performance measurement
- Social marketing campaigns
- Continued promotion of “good news” stories
- Support for Councilors’ newsletters

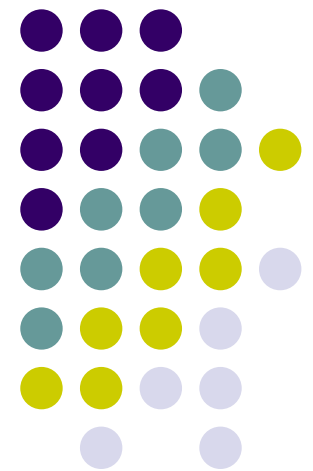


Medium and Long Term

- **Culture of Communications**
 - Communications is part of corporate and business unit decision-making
- **Stakeholder Engagement**
 - HRM is the source of information about the region's plans, priorities and growth
- **Issues Management**
 - Proactive and coordinated communications planning helps us identify and address issues early
- **Alignment and Policy Development**
 - Our resources and practices are aligned to support Council Focus Areas and corporate priorities
- **Council Focus Area Communications**
 - Council Focus Areas frame our communications and marketing activities

Governance

Council Focus Area



Governance and Communications (Governance)

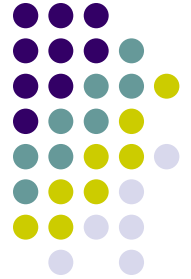


Outcome:

To meet Council's objective of creating a council and committee governance structure that is efficient, effective, scaled appropriately, and where decisions are made at the appropriate level through:

- Alignment of Committees of Council
- District Boundary Review (legislated) including
 - Council size
 - The role and authority of Community Councils

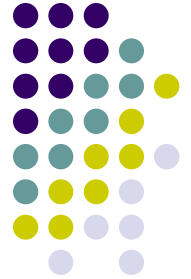
CFA Progress 2009/10 Update



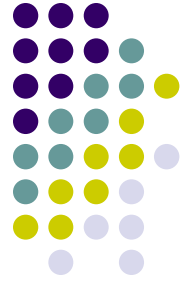
● Committee Reform

- Integration of recommendations to streamline planning application process integrated into recommendations
- Recommendations of Membership Selection Committee to move to six (6) Standing Committee of Council to COW for debate on Nov 17/09
- Good discussion, referred back to Membership Selection for further clarification
- Council open to change - implementation may take time

CFA Progress 2009/10 Update

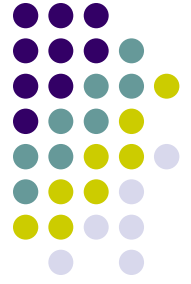


- District Boundary Review (legislated) including Council size & role & authority of Community Councils
 - Request for revision to Charter to allow Community Councils authority in local planning issues forwarded to SNMR for consideration at the spring sitting of the legislature
 - August '09 Council struck a Committee of Council to advance the District Boundary review process
 - Committee actively working on phase 1 – consultation and consultation on HRM's governance model for recommendation to Regional Council as early as possible in 2010



2010/11 Objectives

- Committee reform
 - Implementation of any changes to Council committees adopted by Council
- District Boundary Review
 - Following Council's decision on governance phase 2 will strike the specific district boundaries and go out for consultation on those boundaries
 - HRM must make submission to the NSUARB by December 31, 2010
 - NSUARB will make deliver their decision early in 2011



Medium and Long Term

- Committee Reform
 - Work with Council and citizens to make the HRM committee structure as effective and efficient as possible
- District Boundary Review
 - Implement the decision of the NSUARB in regard to any boundary revisions in preparation for the Municipal Election on October 2012