

Memo



Date: June 14, 2010
File: 12345
To: City Manager
From: Carla Stephens, Director of Community & Media Relations
Subject: Mayor & Council Correspondence

Recommendation:

THAT Council receive, for information, the report of the Director, Community & Media Relations dated June 14, 2010 with respect to Mayor & Council Correspondence.

Purpose:

To provide information to Council, as per their request, regarding the Mayor and Council Correspondence Tracking System.

Background:

In April 2008 the City moved from a print to an on-line correspondence tracking system to share and monitor Mayor & Council correspondence. The system enables the Mayor, Councillors, Administration and Community & Media Relations staff to keep a record of incoming correspondence received via post, email and fax. The system also allows staff to keep a record of outgoing communication.

The new system has improved tracking and searching capabilities, access and reporting. The system has also helped to improve customer service and coordination between departments.

All emails received through mayorandcouncil@kelowna.ca receive the following automated reply immediately:

Thank you for your e-mail. Your comments will be forwarded to Mayor Shepherd and Council for their information. If your e-mail requires further response it will be investigated and a more detailed response will be forthcoming.

Please note: If your e-mail relates to a development item that has been the subject of a Public Hearing, which has already closed, Council is unable to receive further input and your message will not be forwarded.

Since the Mayor and Council Correspondence Tracking system was established in April 2008, more than 5,400 pieces of correspondence have been tracked with 1,283 pieces of correspondence YTD.

A handwritten signature in dark ink, appearing to be "Ph" or similar, located in the bottom right corner of the page.

Seventy six per cent of the correspondence is closed on the same day while a total of ninety per cent are closed within 10 days. The average time of completion for correspondence requiring input from departments varies between 1-3 weeks depending on the nature of the request.

Correspondence is broken out into one of eight categories. Council Action Request, City Service Request, Information/Opinion Only, Other Agency Information, CC to Mayor & Council, Customer Service Issue, Petitions, Proclamation Requests and Request for Information. Once replies have been completed for correspondence requiring action, the reply is attached and the file closed.

In 2010, 39% of correspondence are actionable (Council Action Requests, City Service Requests, Petitions and Proclamation Requests) that require staff input. The remaining sixty-one per cent are information only items from a variety of sources such as senior levels of government, community organizations and general public commentary.

Community & Media Relations is responsible for overseeing Mayor and Council's correspondence. A part-time position (20 hours) per week is dedicated to this function as well as daily media clippings. The position also assists with other miscellaneous tasks related to Council as required.

The one limitation to the system is that the software was not designed, nor intended for use on mobile devices.

Considerations not applicable to this report:

Internal Circulation:

Legal/Statutory Authority:

Legal/Statutory Procedural Requirements:

Existing Policy:

Financial/Budgetary Considerations:

Personnel Implications:

External Agency/Public Comments:

Community & Media Relations Comments:

Alternate Recommendation:

Submitted by:

Carla Stephens

C. Stephens, Director of Community & Media Relations

Approved for inclusion



cc: Rob Entwistle, Technical Systems Manager