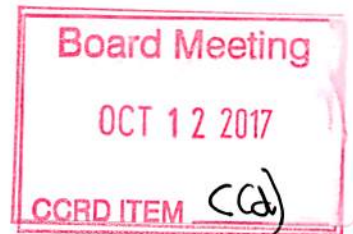




**CENTRAL COAST REGIONAL DISTRICT  
COMMUNITY ECONOMIC DEVELOPMENT  
OCTOBER 2017 REPORT**

DATE: October 5, 2017  
TO: Courtney Kirk, CAO  
CC: Chair Alison Sayers and Board members  
FROM: Bridget Horel, Community Economic Development Officer  
SUBJECT: Community Economic Development Monthly Report



**RECOMMENDATIONS:**

1. **THAT the Central Coast Regional District submit an application to the Northern Development Initiative Trust Capacity Building program for a grant of \$50,000 to support the Community Economic Development Officer position for 2018.**
2. **THAT the Central Coast Regional District submit an application to the Northern Development Initiative Trust Grant Writer Support program for a grant of \$8000 to support the Grant Writer position for 2018.**
3. **THAT the Bella Coola Valley Tourism report on the Contribution Agreement between the CCRD and BCVT, dated October 4<sup>th</sup> 2017, be received.**

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**CCRD COMMUNITY ECONOMIC DEVELOPMENT HIGHLIGHTS**

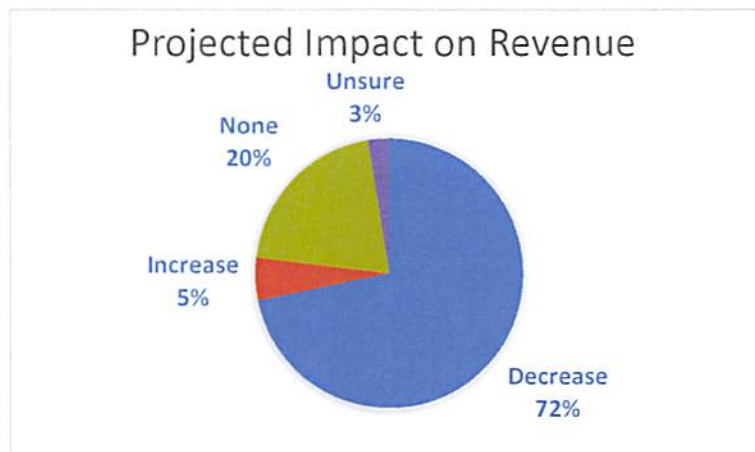
**BC Wildfire Business Impact Survey for the Central Coast**

To gain an initial understanding of how the wildfires have impacted local business operations a sample of businesses in the Central Coast Regional District were surveyed during August and early September 2017. A total of 40 businesses responded to the BC Wildfire Business Impact Survey for the Central Coast. A full report with all survey results is being prepared and will be made available to the public.

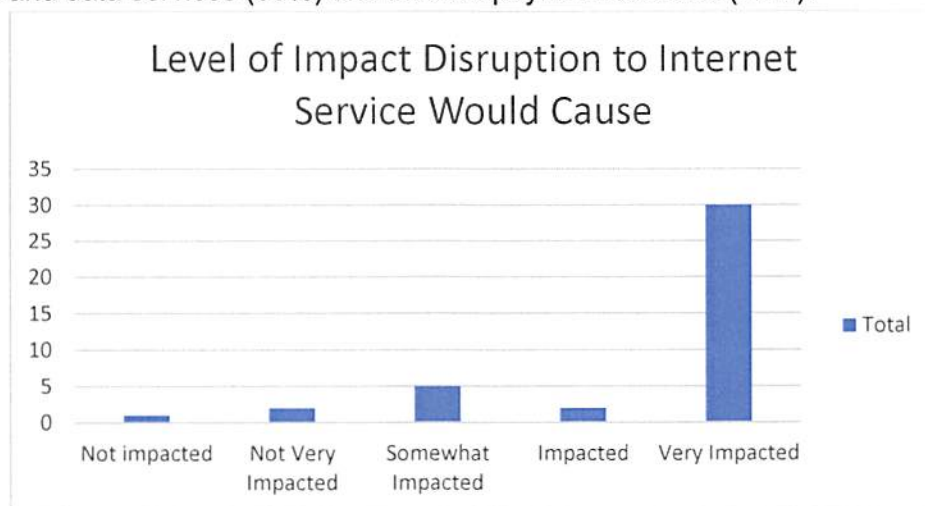
**Survey result highlights:**

- A range of businesses were surveyed with the most representation from accommodations and retail businesses.
- Over 90% of responses are from the Bella Coola Valley with some responses from businesses on Bella Bella and Denny Island.
- All of the businesses surveyed indicated that they had been impacted by the BC Wildfires.
- Factors impacting business include: cancellation of reservations, altered operating times, decline in customers and sales, logistical barriers for accessing supplies, road closures and confusion around permits and road access, disruption to postal service, staff being stuck out of town, drive BC and BC Ferries notices, smoke affecting flights and air quality, delays to construction projects.

- The majority of businesses (72%) anticipated a decrease in revenue resulting from the impacts felt by the BC wildfires.



- The majority of businesses would be impacted or very impacted by a disruption to internet and data services (80%) and interact payment services (75%).



- There was an almost 50/50 split between respondents who would not be impacted by disruption to cell service and those who would.
- The majority of businesses surveyed (83%) do not have a disaster plan for their business. However, 28% of the businesses indicated that they do have business interruption insurance.
- Looking forward, the most commonly identified area for support is marketing to get customers back (33%). Support with operating capital (10%), supply chain issues (i.e. transportation, access to suppliers) (8%), and business/contingency planning (5%) were also identified.

### BC Wildfires and Economic Recovery

The Ministry of Forests, Lands, Natural Resource Operations & Rural Development will be coordinating regional wildfire recovery on behalf of the Province, and helping to tie in other arms of government, including other Ministries, First Nations, Local Governments and external agencies. The Province's approach to recovery is to empower and support local governments

and communities to be leaders in their own recovery, and to view recovery through four pillars: Economic, Social, Infrastructure and Environmental.

The CCRD has submitted a request, and been approved for, a Recovery Manager position through Emergency Management BC. As the economic pillar has been the most impacted the Recovery Manager's focus will be related to economic recovery in the region. It may be beneficial to identify people in each of the impacted communities to work with the Recovery Manager to help inform the recovery needs specific to each community. These could be small "community champion/community coordinator" contracts for sub-regional data collection and coordination.

#### **Economic Development Advisory Committee**

The EDAC met on September 28<sup>th</sup> 2017. Economic impacts of wildfire, the recovery manager position, and resources for economic recovery were the focus of the meeting. The CEDO informed EDAC that, at the next scheduled EDAC meeting, the CAO and a Board representative will be in attendance to discuss the Terms of Reference. An informal review of the grant writer program was conducted and information about BC Ferries 2018 plans was provided. Please find the meeting minutes elsewhere on the agenda.

#### **Community Economic Development Officer Position**

Northern Development is now accepting applications for projects that are expected to begin in 2018. Funding from NDITs Capacity Building program supports the CCRD Community Economic Development Officer position. Application can be submitted from now until January 31 2018. NDIT encourages applicants to apply early.

#### **Grant Writer Program**

The CCRD grant program has supported five organizations, including the CCRD, to identify funding opportunities and/or assist with grant writing. Organizations are encouraged to contact the CEDO to learn more about the program and the supports that may be available. To date the program has supported proposals for tourism marketing initiatives, a child care facility, and flood risk assessment. Applications for NDITs Grant Writer Support program are being accepting from now until January 31 2018.

#### **Contribution Agreement with BCVT**

The CCRD entered into a \$3000 Contribution Agreement with Bella Coola Valley Tourism to support marketing initiatives for the 2016/2017 calendar year. Through this agreement, Bella Coola Valley Tourism undertook re-development and printing of the Bella Coola Valley Tourism and Trail guide. Attached, please find the BCVT report back to the Board with a cost summary as well as a description of initiatives undertaken and benefits realized.

Respectfully submitted



Bridget Horel

Community Economic Development Officer



October 4, 2017

ATT: Bridget Horel  
Economic Development Officer  
Central Coast Regional District

Bella Coola Valley Tourism (BCVT) would like to express its gratitude for the contribution agreement with the Central Coast Regional District which allowed our organization to carry out the organizations Destination BC Co-op Marketing Initiatives.

Through this agreement, Bella Coola Valley Tourism in 2016/17 undertook re-development and printing of the Bella Coola Valley Tourism Guide which included an updated trail guide and new businesses that have been developed since the last publication in 2014.

The Bella Coola Valley Tourism Guide holds significant value to the Bella Coola Valley communities and is an investment that will carry over to the 2018 season in time for the projected return of the Bella Coola-Port Hardy Ferry.

For the professional graphic design of the trail guide and the Bella Coola Valley Guide, the sum of \$3150.00 paid to Matthias Reinicke, principle, Lime Designs Inc.

For the distribution of same, the sum of \$1807.84. This sum was paid to different transport companies.

The updated guide gave an opportunity for new businesses to announce & advertise their services. Fifteen new businesses have



advertised in the current guide. Others, no longer in business, were removed.

The directors sought new covers to mark a clear departure from previous editions and to differentiate the trail guide from the visitor guide. Previous edition covers used scenic photo-collages. This made it difficult to distinguish which issue was current and which side was the visitor guide or trail guide.

Feedback from the Visitor Information Booth was integrated into the new issue to clarify pertinent information; for example, highlighting the importance of reservations and pre-arranged services or updates of services such as internet connectivity.

I hope that this satisfies your request and I apologise for the tardiness in submitting these figures.

Jan C. Prins  
Treasurer,  
Bella Coola Valley Tourism



**CENTRAL COAST REGIONAL DISTRICT  
OPERATIONS DEPARTMENT  
OCTOBER 2017 REPORT**

**TO:** Courtney Kirk, CAO  
**CC:** Board Chair Alison Sayers and Board Members  
**DATE:** October 5, 2017  
**FROM:** Ken McIlwain, RPF Operations Manager  
**SUBJECT:** Operations Monthly Report



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**RECOMMENDATIONS:**

1. THAT the October 2017 Operations Report be received.
2. THAT the CCRD Board of Directors approves administration to submit a grant application to UBCM under the 2018 Asset Management Planning Program.

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**CCRD OPERATIONS  
OCTOBER 2017 HIGHLIGHTS**

**SOLID WASTE MANAGEMENT**

1. Tipping fee revenue for the month of October is expected to increase significantly due to demolition project(s) underway.
2. Five large totes of empty/full paint containers are scheduled to be shipped for recycling October 6<sup>th</sup>.
3. Progress continues with construction of the new recycle depot and transfer station at (TCWRC). The following activities were completed in July and August:
  - Lock block wall construction;
  - Concrete slab for attendant's office; and
  - Planting of trees and shrubs and grass.

Remaining works to complete include:

- Removal of light pole from existing site and install at new transfer station;
- Temporary guard rails along transfer station wall;
- Gate installation; and
- Electric fence installation around bin area.

4. Planting of the trees and shrubs from the BC Hydro re-greening grant was completed mid-September, followed by grass seeding. Favorable weather conditions have led to good establishment of lawn area prior to winter.



Photo: *Pinus strobus* (Eastern White Pine) in the foreground, with *Pinus ponderosa* (Ponderosa Pine) and *Pinus strobus* 'Fastigiata' Columnar White Pine in the background.

## RECREATION FACILITIES

1. **Centennial Pool:** A pool inspection was conducted mid-September by Vancouver Coastal Health Inspector. There were no findings of significance. The pool closed for the season on September 27<sup>th</sup>, 2017. Winterization of the facility is scheduled for later this month. A mechanical contractor has been contacted to provide options to upgrading the hot water heating for the change rooms.
2. **Skating Rink:** Two new flood lights are being purchased for the ice rink.
3. **Walker Island Park:** A routine inspection of the concession facility by Vancouver Coastal Health took place mid-September. A new bear proof garbage bin has been ordered from Haul-All and will be installed in the vicinity of the concession.

## BELLA COOLA TOWNSITE WATER SYSTEM AND FIRE PROTECTION

1. The BCVFD did not respond to any calls during the month of September. The department purchased and has taken delivery of a new (used) compressor unit for filling SCBA tanks. This will be installed shortly. Painting of the fire hall interior is continuing. Efforts are

underway to organize a mechanical contractor to install a ventilation system for the hall and electric door openers for the overhead doors.

## STRATEGIC INITIATIVES

### CENTENNIAL POOL UPGRADE

No work has been completed on this initiative. CCRD continues to look for grant funding opportunities.

### DENNY ISLAND WATER

No work has been completed on this initiative. CCRD continues to look for grant funding opportunities.

### ASSET MANAGEMENT PLANNING

Senior administration met with Urban Systems' Senior Asset Management Engineer John Weninger in early October to complete work around a gap analysis of CCRD Asset Management Planning and policy development. This is part of the 2017 work plan and is funded through the UBCM Asset Management Planning Grant Program and Gas Tax Community Works Funding.

CCRD was notified by the province that we were unsuccessful in our application for the Infrastructure Grant Funding that we applied for in order to help with the costs of the Asset Management gap analysis and policy development work.

**ACTION ITEM:** The UBCM Asset Management Planning Program has been a steady source of grant funding over the past two year that has allowed us to progress our organizational capacity around asset management. UBCM is once again offering grant funding through this program for 2018. The first application deadline is November 10, 2017. There is a second intake in March 2018. CCRD staff are seeking the endorsement of the CCRD Board of Directors to apply to UBCM for up to \$15,000 of funding through the 2018 Asset Management Planning Program. The exact amount of funding we apply for will be determined by the work plan that develops out of the gap analysis work currently been undertaken.

Respectfully submitted,



Ken McIlwain, RPF  
Operations Manager

Centennial Pool Commission

Meeting Minutes  
11 September 2017

Present: N. Koroluk, C. Nygaard, C. Thommasen, J.  
Kyle, R. Hilland, K. Lansdowne, J. Cole



1. Budget - Commission reviewed the Pool Finances up to the end of August.

There will be an increase in both staffing and rentals in September.

The new pool blanket is making a big difference in the pool's temperature and will reduce fuel costs.

Nicola and Karen will prepare a budget by mid-October. Any Commissioner wanting an item to be included should email the request to the rest of the Commissioners.

2. September Opening - The schedule for the rest of September is Monday to Friday 8 am - 6:30 pm, Saturday 3 - 6 pm, Sunday closed.

If the pool needs to be closed due to weather or lack of staff, this should be publicized by putting a notice on Facebook, putting a notice on the pool door, and putting a message on the answering machine.

3. Staffing - Breagha Koroluk successfully completed her NLS training in Langley and will submit receipts for reimbursement.

4. Training - Bronze Cross and Bronze Medallion courses will be offered next week. The cost will be \$145, or reduced by \$30 if student already has the book.

Motion - That the cost for the Bronze courses be as noted above.

Hilland/Cole:Passed

5. Manager Position - The possibility of making the manager position a salary rather than an hourly rate position was discussed.

Next meeting: Tuesday 26 September at 5 pm at the School Board office (To be confirmed)



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## CENTRAL COAST REGIONAL DISTRICT EMERGENCY OPERATIONS CENTRE OCTOBER 2017 REPORT

DATE: October 5, 2017  
TO: Courtney Kirk, CAO  
CC: Chair Alison Sayers and Board members  
FROM: Bridget Horel, Emergency Operations Centre Director  
SUBJECT: EOC October Report



### RECOMMENDATIONS:

1. **THAT the Emergency Operations Centre Report dated October 5, 2017 be received.**

### CCRD EMERGENCY OPERATIONS CENTRE HIGHLIGHTS

#### Emergency Operations Centre

The Emergency Operations Centre (EOC), located at the CCRD office was demobilized on September 20<sup>th</sup>. Thank you to everyone who was involved with the EOC, worked to share information, and came together during the challenges this fire season brought. The Precipice fire (VA0778) is no longer listed as a Wildfire of Note. This wildfire continues to be monitored by the Cariboo Fire Centre. To assist with the transition from response to recovery, the CCRD has submitted a request, and been approved for, a Recovery Manager position through Emergency Management BC. As the economic pillar has been the most impacted the Recovery Manager's focus will be related to economic recovery in the region. For additional information on economic recovery efforts, please refer to the CEDO Monthly report included in this agenda package.

#### Emergency Response Debrief Session

A joint debrief session with the CCRD and Nuxalk Nation regarding this summer's wildfire events was held on September 13<sup>th</sup>. This was an important opportunity to acknowledge and build upon the working relationship between local agencies involved in the recent wildfire emergency response and recovery. Participants were led through a discussion of what went well, what didn't, and what improvements can be identified in regard to this summer's wildfire events.

The Integrated Emergency Response Debrief report is being finalized and will be brought forward to the November meeting of the Board. The debrief report will be made available to the session participants and to the public.

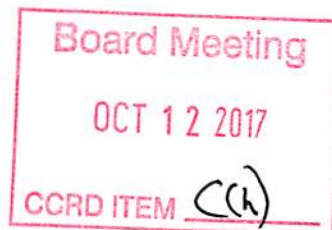
Respectfully submitted,

Bridget Horel, Emergency Operations Centre Director



**CENTRAL COAST REGIONAL DISTRICT  
OPERATIONS DEPARTMENT  
OCTOBER 2017  
TRANSPORTATION REPORT**

**TO:** Courtney Kirk, CAO  
**CC:** Board Chair Alison Sayers and Board Members  
**DATE:** October 5, 2017  
**FROM:** Ken McIlwain, Operations Manager  
**SUBJECT:** Transportation Monthly Report




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**RECOMMENDATIONS:**

1. **THAT the October 2017 Transportation Report be received.**
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**TRANSPORTATION  
OCTOBER 2017 HIGHLIGHTS**

1. Work is progressing well on the 2017 obstacle removal project at the Bella Coola Airport.

Since early September, the following works have been completed:

- Stumping and clearing of the strips of timber that were felled along either side of the approach to runway 23 (east end);
- Budgeting for funds required to complete clearing project; and
- Property appraisals.

To date, approximately \$300,000 of the \$380,000 budget has been expended. The remainder of the project will be focused on tree removal and land clearing.

Weather conditions have remained favorable and much of the work will be complete by late fall. Some residual timber felling, land clearing, field prep and seeding will likely have to wait until spring of 2018.

The province has been notified that CCRD will require an additional \$220,000 to complete the full extent of clearing required. A request for additional funding is being presented to the province.



Photo: Large trees have been removed from the portion of the orphan dike that falls within 75m of the runway centerline.



Photo: Newly cleared and seeded area on northwest end of airport where the large gravel berm was previously located. 870 meters of berm was buried and covered with soil.

2. The CCRD has advertised for expressions of interest (Eoi) from contractors interested in providing winter maintenance services at the Bella Coola Airport for the 2017/2018 winter season and for a possible additional two 1 year terms. This includes snow removal from runways 23 and 05, taxiways A&B, apron, parking areas and roadways. The contractor is also responsible for sanding the roadways and parking areas for pedestrian and vehicle safety. The Eoi is advertised in the Coast Mountain Newspaper, CCRD website and Facebook page and shared to the Belco Bulletin Board Facebook page, and posted at the Hagensborg and Bella Coola Post Offices. The Eoi was also sent to the Nuxalk Administration office for inclusion in the Community Newsletter, however we were told there would not be a newsletter this month. It was included in the Nuxalk Health and Wellness flyer which was published the week of October 2nd.
3. The previous winter maintenance contractor has communicated issues around the de-icing portion of the winter maintenance contract and indicated they will no longer be able to provide the service. With the restructuring of airport operations and the need for an attendant, it is now viable for the CCRD to have the attendant undertake the de-icing of the runway. Effort is being made to locate a suitable truck/plow combination and sand/urea spreader for de-icing the runway over the winter. UBCM is being consulted on the eligibility of airport equipment for funding under the Gas Tax Agreement.
4. **Denny Island Airport:**  
No Commission minutes or report has been received since the CCRDs regular board meeting in September.

Respectfully submitted,



Ken McIlwain, RPF  
Operations Manager

CENTRAL COAST REGIONAL DISTRICT  
POLICIES

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**A-18 - Funding Proposals**

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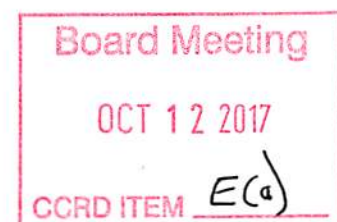
**Preamble:** To ensure that the Board is clearly knowledgeable on all aspects of the funding proposals rendered to the Regional District and the implications of these proposals, and that the Board as the executive level of operation, is the duly authorized body to make funding proposal-related decisions.

**Policy:** That all funding proposals be carried out with and through Board direction and authorization, and that once in place, the proposal shall be executed on behalf of the Board by the Chief Administrative Officer or designate.

**Adopted:** November 5, 2003

**Reviewed:** June 12, 2014

**Reviewed:** *October 12, 2017*



# CENTRAL COAST REGIONAL DISTRICT POLICIES

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## A-23 – Purchase and use of Communication Tools

**Preamble:** The regional district recognizes the necessity for designated personnel to be available to be contacted beyond the office hours of operation and when they are away from the office telephone and email communications. This is particularly important in the case of local or regional emergency situations. The regional district also recognizes that there are cost implications to the organization for having certain personnel available for contact at all times.

It is also understood that communication tools can and will be used for personal business not related to the regional district.

For the purposes of this policy, communication tools include cellular phones, Blackberries and satellite phones

**Policy:** ~~Three~~ **Four** positions are key to the application of this policy:

a) The Board Chair

The board chair is required to provide a cell phone or Blackberry at personal expense. Pursuant to active bylaws related to expense reimbursement, the board chair will be issued a monthly allowance in recognition of costs incurred for cell phone use related to regional district business. In the event that costs exceed the monthly allowance, or in the event that the monthly allowance is deemed insufficient, the regional district may consider an amendment to the expense reimbursement bylaw.

b) The Chief Administrative Officer

The Chief Administrative Officer (CAO) is required to provide a cell phone or Blackberry at personal expense. The CAO will be issued a monthly allowance in recognition of costs incurred for its use for regional district business. The amount of the allowance will be determined in conjunction with the annual evaluation process, but before December 31 for the following year.

Where the monthly allowance is deemed insufficient by the board of directors or CAO, as a result of attending to at an emergency event, additional actual incremental costs will be paid relative to the level of service provided, as follows:

- i) when the ~~EPC~~ **EOC** is operating at level 1(a)
- ii) when the ~~EPC~~ **EOC** is operating at level 1(b)
- iii) when the ~~EPC~~ **EOC** is operating at level 2 etc.



c) The ~~Emergency Program Coordinator~~ **Community Economic Development Officer**

The ~~Assistant Emergency Program Coordinator (EPC)~~ **Community Economic Development Officer** is required to provide a cell phone or Blackberry at personal expense. The EPC will be issued a monthly allowance in recognition of costs incurred for its use for regional

## CENTRAL COAST REGIONAL DISTRICT POLICIES

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district business. The amount of the allowance will be determined in conjunction with the annual review process before December 31 for the following year.

### **A-23 – Purchase and use of Communication Tools – continued Page 2**

In addition to the foregoing, the regional district will provide a satellite phone for use by the EPC in those situations where regular telephone or cellular telephone services are not available. All charges applicable to ownership and use of the satellite phone will be paid by the regional district.

d) **The Operations Manager**

The Operations Manager is required to provide a cell phone or Blackberry at personal expense. The Operations Manager will be issued a monthly allowance in recognition of costs incurred for its use for regional district business. The amount of the allowance will be determined in conjunction with the annual review process before December 31 for the following year.

In all cases, the owners of the cell phones or Blackberries are required to provide evidence of annual use and cost if requested by the board of directors or the CAO.

Adopted: May 12, 2011  
Amended: July 10, 2014  
Amended: October 12, 2017

CENTRAL COAST REGIONAL DISTRICT  
POLICIES

Board Meeting

JUL 28 2017

CCRD ITEM

E(a)

42

**A-30 – Staff Social Media Policy**

**Preamble:** This policy will govern the publication of any commentary, creation, editing, and posting of pages on social media by Staff of the Central Coast Regional District (CCRD).

Social media is a collective term for the range of digital platforms and channels available to create and publish content to the internet. This includes but is not limited to: Facebook, Twitter, YouTube, LinkedIn, and Instagram.

This policy is in addition to and complements any existing or future social media policies regarding the use of technology, computers, e-mail, and the internet.

All uses of social media must follow the same ethical standards that CCRD employees must otherwise follow.

**Purpose:** Social media provides an opportunity for the Central Coast Regional District (CCRD) to communicate to the public about the events and activities of the CCRD. It can also be a useful tool for communicating with residents during emergency operations.

This policy is designed to establish guidelines for Staff when communicating through the CCRD's social media accounts (i.e. in an official manner). Additionally, it offers guidance for Staff navigating their professional/public roles and their work-related social media channels.

The policy is intended to:

- Ensure awareness of privacy and security considerations when using social media;
- Ensure sensitive and personal information is identified and managed appropriately;
- Ensure awareness of roles and responsibilities when using social media;
- Encourage a balanced, objective and respectful online engagement and information sharing with the public.

Board Meeting

OCT 12 2017

CCRD ITEM

E(c)

**Policy:**

**1.0 Setting Up Social Media Accounts**

Social media identities, logon ID's, user names and passwords may not use CCRD's name without prior approval from the Chief Administrative Officer (CAO). Once created, logon information must be distributed to the staff members who will have publishing privileges.

The official CCRD logo or another pre-approved image that is attributable to the Central Coast must be used as the profile image. Other pre-approved photos may be used as a

SEP 14 2017

CCRD ITEM

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## CENTRAL COAST REGIONAL DISTRICT POLICIES

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cover photo, if the platform provides a space for one and provided they have been pre-approved by the CAO. No new accounts should be established without the consultation and authorization of the Chief Administrative Officer.

### **2.0 Approved Users**

The Official CCRD Social Media sites shall be managed by the Administrative Assistant or, should the Administrative Assistant not be able to monitor or respond to Social Media, a designate assigned by the Chief Administrative Officer. If a Departmental account (e.g. Emergency Management, Economic Development) is established it shall be managed by the Manager of the Department or a designate.

### **3.0 Publishing and Posting**

The CCRD's Core Values are:

*Accountability, Transparency, Good Governance, Professionalism, Integrity, Productivity, Sustainability, Inclusiveness and Resilience.*

The tone of all posts, in all channels, shall be positive and professional, and aligned with CCRD values. Postings shall be clear, easy to understand, and direct the public to the CCRD's website for further information, or to further information on Provincial or Federal governments or their affiliated agencies.

Posts will not:

- contain party political material,
- seek to persuade the public of a particular view,
- promote personal images of Directors or their individual proposals, decisions or recommendations, or personalize issues.
- canvas matters before the Board, or suggest bias or pre-determination on planning or program matters.

Posts will follow the CCRD Communications and Engagement Plan. If there is a conflict between the Plan and this policy, this policy will prevail.

Staff are prohibited from disseminating any private organizational information, or any in-camera items.

Confidential information, including information from a third party, may not be published on any of the CCRD's social media sites.

### **4.0 Monitoring**

Social media channels for the CCRD are not a traditional/formal customer service channel. They are not monitored and are not an emergency help-line. Official CCRD Social Media accounts should contain information about where to call for an immediate response, or in the event of an emergency. As the social media channels are currently used exclusively for information sharing, privacy settings have been adjusted to reduce

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CENTRAL COAST REGIONAL DISTRICT  
POLICIES

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and/or eliminate commenting functions. This allows information to be posted in a controlled manner.

**5.0 CCRD and Your Audience**

As a public service provider, CCRD will show respect for a diverse set of customs, values, and points of view. Do not say anything contradictory or in conflict with CCRD's website. Do not post anything disrespectful or derogatory. Refrain from posting topics that may be considered objectionable or inflammatory, which includes politics or religion.

If the Board as a whole has *publicly* taken a position on an issue, then the CCRD can use social media to share that opinion. This information should only be posted if the Board has publicly published their positions, and have done so in a relatively non-controversial manner.

In regards to political issues, such as a referendum, only post public information as required pursuant to the Local Government Act. Sharing and liking posts are always to provide clarity or information without publicly stating a position.

**6.0 Controversial Issues**

If the media contains any misrepresentations about the CCRD, corrections to factual information can only be made after gaining approval from the Chief Administrative Officer. Ensure that only factual information is presented when posting about another party and that it does not reflect poorly on that party. Avoid engaging in any online conversations related to controversial issues during work or in your role as a CCRD employee.

Should the CCRD receive a negative post, the Chief Administrative Officer will determine the appropriate response – i.e. if the comment deserves a response or if it should be deleted. If a negative post or comment is found online about the CCRD, Staff shall not counter with another negative post. Please consult the Chief Administrative Officer so a proper response can be determined.

**7.0 Correcting Mistakes**

If an error is made, make a correction as soon as possible. If you choose to modify a post, make it clear that you have done so. If accused of posting something inappropriate (copyrighted material, defamatory statements, etc.), address this quickly and in an appropriate manner, such as removal of the post, so as not to risk legal action.

**8.0 Disclaimers**

Using disclaimers may not have much legal effect on social media platforms. If you have any concerns with what you are posting, ask the CAO or another colleague for a second opinion.

## CENTRAL COAST REGIONAL DISTRICT POLICIES

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### 9.0 Social Media at Work

Unless conducting CCRD related business, social media is not to be used while at work. If you have a social media account for your own use, remain cautious about what you post as you are an employee of CCRD and may be seen as such by others. Consider any information you post online in conjunction with this policy.

### 10.0 Workplace Bullying and Harassment

Staff are not to post to their personal social media accounts any comments regarding confidential, controversial or sensitive issues before the CCRD. This restriction is to ensure that the CCRD can meet its obligation to provide Staff with a workplace free of harassment and bullying as outlined in the *Respectful Workplace Policy – Policy E-8*. As the CCRD is not able to monitor and manage social interactions outside its own official channels, it is not possible to ensure a workplace free of harassment and bullying unless Staff refrain from commenting on sensitive work issues in their personal social media feeds.

If, through a Staff member's personal use of social media, Staff identify posts or comments that could be viewed as bullying or harassing communications towards themselves or a Staff member, Staff should not respond or retaliate. Rather, a screenshot should be taken and referred to the CAO.

### 11.0 Copyright Laws

Staff will adhere to the laws governing intellectual property and must provide recognition to the original author/source.

### 12.0 Compliance with Freedom of Information & Privacy Act

Most information posted on the CCRD's social media platforms will be information that has already been captured in official documentation (e.g. the website, notices, news releases, project or communication plans). As such, the information used in social media, when otherwise captured through official documentation, is transitory and can be disposed of accordingly.

Officials and employees of local government in British Columbia are subject to the *Freedom of Information and Protection of Privacy Act* (the Act), and have a duty to understand the key sections of this Act, and must avoid disclosing any verbal or written material that is meant to be confidential concerning the CCRD, its board members, officers, staff members or clients.

All CCRD social media channels shall adhere to applicable local, provincial and federal laws, regulations and policies including the Freedom of Information and Protection of Privacy Act (FOIPPA). Site moderators must delete comments that contain third party personal information (phone numbers, addresses) and pictures of third parties.

Staff must not disclose or use confidential information gained by virtue of their association with the CCRD for personal gain, or to benefit friends, relatives or associates.

CENTRAL COAST REGIONAL DISTRICT  
POLICIES

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**13.0 Enforcement**

Policy violations will be subject to appropriate disciplinary action, up to and including termination for cause in accordance with CCRD Personnel Policy and BC employment laws.

**Adoption:** June 12, 2014

**Reviewed:** April 13, 2017

**Proposed amendments:** July 20, 2017

Proposed amendments to the Social Media Policy have been made to formalize the language; reflect that Social Media is a tool for engaging communities in this region for a broad range of activities (i.e. emergency notices, events, notification of surveys, notification of job posting, etc.); and to make the policy specific to staff.

CENTRAL COAST REGIONAL DISTRICT  
POLICIES

A-30 – Staff Social Media Policy

**Preamble:** This policy will govern the publication of any commentary, creation, editing, and posting, and creation of pages on social media by employees and any commission of the Central Coast Regional District (CCRD).

~~For the purposes of this policy, social media means any online platform for online publication and commentary bearing the CCRD's name or any of its programs. This includes but is not limited to: Facebook, Twitter, YouTube, LinkedIn, Flickr, wiki pages, etc. Social media is a collective term for the range of digital platforms and channels available to create and publish content to the internet. This includes but is not limited to: Facebook, Twitter, YouTube, LinkedIn, and Instagram.~~

This policy is in addition to and complements any existing or future social media policies regarding the use of technology, computers, e-mail, and the internet.

~~CCRD employees and Commissions are free to publish or comment via social media in accordance with this policy. CCRD employees and Commissions are subject to this policy to the extent that they use CCRD social media accounts.~~

~~Publication on social media platforms carries similar obligations and risk to any other kind of publication or commentary. All uses of social media must follow the same ethical standards that CCRD employees and Commissions must otherwise follow.~~

**Purpose:** ~~The purpose of the Social Media Policy is to be a communication tool to post information to the public about events occurring in the region of the CCRD. The Social Media Policy is not for conducting business, for surveying or engaging the public in dialogue.~~

Social media provides an opportunity for the Central Coast Regional District (CCRD) to communicate to the public about the events and activities of the CCRD. It can also be a useful tool for communicating with residents during emergency operations.

This policy is designed to establish guidelines for Staff when communicating through the CCRD's social media accounts (i.e. in an official manner). Additionally, it offers guidance for Staff navigating their professional/public roles and their work-related social media channels.

The policy is intended to:

- Ensure awareness of privacy and security considerations when using social media;
- Ensure sensitive and personal information is identified and managed appropriately;
- Ensure awareness of roles and responsibilities when using social media;

**Commented [BH1]:** The language in this section has been changed to reflect that Social Media is a tool for engaging communities in this region for a broader range of reasons than events. For example, social media can be used for posting emergency notices, events, notification of surveys, notification of job posting, etc.

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- Encourage a balanced, objective and respectful online engagement and information sharing with the public.

### Policy:

#### 1.0 Setting Up Social Media Accounts

Social media identities, logon ID's, user names and passwords may not use CCRD's name without prior approval from the Chief Administrative Officer (CAO). Once created, logon information must be distributed to the staff members who will have publishing privileges.

The official CCRD logo or another pre-approved image that is attributable to the Central Coast must be used as the profile image. Other pre-approved photos may be used as a cover photo, if the platform provides a space for one and provided they have been pre-approved by the CAO. No new accounts should be established without the consultation and authorization of the Chief Administrative Officer.

#### 2.0 Approved Users

The Official CCRD Social Media sites shall be managed by the Administrative Assistant or, should the Administrative Assistant not be able to monitor or respond to Social Media, a designate assigned by the Chief Administrative Officer. If a Departmental account (e.g. Emergency Management, Economic Development) is established it shall be managed by the Manager of the Department or a designate.

Commented [BH2]: This follows the process that is used currently.

#### 3.0 Publishing and Posting

The CCRD's Core Values are:

Accountability, Transparency, Good Governance, Professionalism, Integrity, Productivity, Sustainability, Inclusiveness and Resilience.

The tone of all posts, in all channels, shall be positive and professional, and aligned with CCRD values. Postings shall be clear, easy to understand, and direct the public to the CCRD's website for further information, or to further information on Provincial or Federal governments or their affiliated agencies.

Posts will not:

- contain party political material,
- seek to persuade the public of a particular view,
- promote personal images of Directors or their individual proposals, decisions or recommendations, or personalize issues.
- canvas matters before the Board, or suggest bias or pre-determination on planning or program matters.

Posts will follow the CCRD Communications and Engagement Plan. If there is a conflict between the Plan and this policy, this policy will prevail.

Staff are prohibited from disseminating any private organizational information, or any in-camera items.

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~~Be mindful of what is posted, because it reflects on the image of the CCRD. Post only what is related to CCRD and CCRD Commissions.~~

~~THINK (Is it True, Helpful, Inspiring, Necessary, Kind) before you post.~~

~~Information that has been made public is allowed to be posted.~~ Confidential information including information from a third party may not be published on any of the CCRD's social media sites.

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### 4.0 Monitoring

~~Social media channels for the CCRD are not a traditional/formal customer service channel. They are not monitored and are not an emergency help-line. Official CCRD Social Media accounts should contain information about where to call for an immediate response, or in the event of an emergency. As the social media channels are currently used exclusively for information sharing, privacy settings have been adjusted to reduce and/or eliminate commenting functions. Privacy settings which allow other people to post and/or comment should be set to limited access.~~ This allows the information to be posted in a more controlled manner.

### 2.0 Honesty and Transparency

~~CCRD believes in transparency and honesty when communicating with stakeholders. Do not say anything that is dishonest, false, or misleading. Be smart about protecting yourself and your privacy. And remember: you are speaking on behalf of the CCRD or a Commission of the CCRD, not yourself.~~

Commented [BH3]: The information about CCRD values and tone for posts has been incorporated into the publishing and posting section above

### 3.0 Copyright Laws

~~It is critical that you show proper respect for the laws governing intellectual property and its fair usage and dealing. You will never quote more than short excerpts from the work of others, and always provide recognition to the original author/source. It is good general practice to link other's work rather than reproduce it.~~

Commented [BH4]: This type of information has been moved to the bottom of the policy to be located near the compliance and freedom of information/privacy act section.

### 4.05.0 CCRD and Your Audience

As a public service provider, CCRD will show respect for a diverse set of customs, values, and points of view. ~~Don't~~ Do not say anything contradictory or in conflict with CCRD's website. Do not post anything disrespectful or derogatory. Refrain from posting topics that may be considered objectionable or inflammatory, which includes politics or religion. ~~If you are unsure about your post, get a second opinion from a colleague.~~

If the Board as a whole has *publicly* taken a position on an issue, then the CCRD can use social media to share that opinion. ~~This information should Only be posted if this information if~~ the Board has publicly published their positions, and have done so in a relatively non-controversial manner.

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In regards to political issues, such as a referendum, only post general information as required pursuant to the Local Government Act, such as when and where is the referendum is happening. Sharing and liking posts are always to support a view provide clarity or information without publicly stating a position. This should only be done where the Board has publicly taken a position on the issue.

### 5.0 Confidentiality

Notwithstanding the need for employees working for the CCRD to make informed decisions on issues by obtaining input from internal and external sources, employees are to ensure that information that is normally considered confidential (i.e. financial, legal, and personnel issues) is not disclosed to any person outside the CCRD unless authorized to do so.

**Commented [BHS]:** This is covered in the compliance with Freedom of Information and Privacy Act section.

### 6.0 Controversial Issues

If the media contains you see any misrepresentations made about the CCRD in the media, you may only corrections to factual information can only be made it after gaining approval from the Chief Administrative Officer, and only with respect to the facts. If you speak about others, make sure what you say is Ensure that only factual information is presented when posting about another party and that it does not reflect poorly on that party. Avoid engaging in any online conversations related to arguments about controversial issues during work or in your role as a CCRD employee, as that provides no benefit to the CCRD.

Should the CCRD receive a negative post, the Chief Administrative Officer will determine the appropriate response – i.e. if the comment deserves a response or if it should be deleted. If a negative post or comment is found online about the CCRD, Staff shall not counter with another negative post. Please consult the Chief Administrative Officer so a proper response can be determined.

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### 7.0 Correcting Mistakes

If you make an error is made, make a correction as soon as possible, be upfront about it and correct it ASAP. If you choose to modify a post, make it clear that you have done so. If someone accuses you of posting something improper-inappropriate (copyrighted material, defamatory statements, etc.), deal address this with it quickly and in an appropriate manner, such as removal of the post. Better to remove something than so as to not risk legal action.

### 8.0 Disclaimers

While uUsing disclaimers is a good practice, it may not have much legal effect- especially on social media platforms. Be cautious when using disclaimers on posts for social media. If you are have any concerns with what you are posting, ask the CAO or a colleague for a second opinion.

### 9.0 Social Media at Work

Unless conducting CCRD related business, you are posting on behalf of the CCRD or a commission of the CCRD using CCRD accounts, social media is not to be used while working at work. However, lunch time is free time.

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If you have a social media account for your own use, remain cautious about what you post, as you are an employee of CCRD and may be seen as such by others. Once you post something, you have no more control over it. Remember to THINK and eConsider any information you post online in conjunction with this policy. For example, avoid posting your own post about this subject.

### 10.0 Workplace Bullying and Harassment

Staff are not to post to their personal social media accounts any comments regarding confidential, controversial or sensitive issues before the CCRD. This restriction is to ensure that the CCRD can meet its obligation to provide Staff with a workplace free of harassment and bullying as outlined in the *Respectful Workplace Policy – Policy E-8*. As the CCRD is not able to monitor and manage social interactions outside its own official channels, it is not possible to ensure a workplace free of harassment and bullying unless Staff refrain from commenting on sensitive work issues in their personal social media feeds.

If, through a Staff member's personal use of social media, Staff identify posts or comments that could be viewed as bullying or harassing communications towards themselves or a Staff member, Staff should not respond or retaliate. Rather, a screenshot should be taken and referred to the CAO.

### 11.0 Copyright Laws

Staff will adhere to the laws governing intellectual property and must provide recognition to the original author/source.

### 10.01.0 Enforcement

Policy violations will be subject to appropriate disciplinary action, up to and including termination for cause in accordance with CCRD Personal Policy and BC employment laws.

### 11.012.0 Compliance with Freedom of Information & Privacy Act

Most information posted on the CCRD's social media platforms will be information that has already been captured in official documentation (e.g. the website, notices, news releases, project or communication plans). As such, the information used in social media, when otherwise captured through official documentation, is transitory and can be disposed of accordingly.

Officials and employees of local government in British Columbia are subject to the *Freedom of Information and Protection of Privacy Act* (the Act), and have a duty to understand the key sections of this Act, and must avoid disclosing any verbal or written material that is meant to be confidential concerning the CCRD, its board members, officers, staff members or clients. Employees must not disclose or use confidential information gained by virtue of their association with the CCRD for personal gain, or to benefit friends, relatives or associates.

All CCRD social media channels shall adhere to applicable local, provincial and federal laws, regulations and policies including the Freedom of Information and Protection of

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Privacy Act (FOIPPA). Site monitors must delete comments that contain third party personal information (phone numbers, addresses) and pictures of third parties.

Employees/Staff must not disclose or use confidential information gained by virtue of their association with the CCRD for personal gain, or to benefit friends, relatives or associates.

**13.0 Enforcement**

Policy violations will be subject to appropriate disciplinary action, up to and including termination for cause in accordance with CCRD Personal Policy and BC employment laws.

**Adoption:** June 12, 2014

**Reviewed:** April 13, 2017

**Proposed amendments:** July 20, 2017

Proposed amendments to the Social Media Policy have been made to formalize the language; reflect that Social Media is a tool for engaging communities in this region for a broad range of activities (i.e. emergency notices, events, notification of surveys, notification of job posting, etc.); and to make the policy specific to staff.