



e-Brief
October 13, 2009



Happy Thanksgiving!
On behalf of the CAMA Board
of Directors, Happy Thanksgiving
to all members!

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CAMA Update

CAMA's Jobscene Service Expands

CAMA has partnered with CivicInfo BC, who operates Canada's largest online source for municipal job postings (www.civicjobs.ca). CAMA's Jobscene service provides exceptional value, and it is simply one of the best ways available to find the right person for your organization. This new service will be made available on October 26th, 2009 and the price of a single posting is \$150 for CAMA members, and \$250 for non-members. For this single price:

- Your job is posted on the CAMA website.
- Your job is distributed to all CAMA members via our Jobscene Broadcast.
- Your job is cross-posted immediately on the CivicJobs.ca website.
- Your job is seen by job seekers who subscribe to the weekly CivicJobs.ca e-mail bulletin.

Through the CAMA Jobscene service, your posting reaches our members in every province and territory. And through CivicJobs.ca, your posting also reaches a broad, public audience. Unlimited posting packages will also be offered allowing your organization to post as many jobs as you wish on CivicJobs.ca for a period of twelve months. Watch for more details in the future on this service at the following link: <http://www.camacam.ca/en/addjobposting.asp>).

Next Board Meeting

The next CAMA Board meeting will be held in Ottawa from November 25-27, 2009. The Board will consider a number of items at this meeting and look at plans for the 2010 Annual Conference in Toronto, ON.



City of Coquitlam to host Cassie Campbell for Leadership Speaker Series

As part of their 2009 Leadership Speaker Series, the City of Coquitlam will be hosting Cassie Campbell, on Tuesday, October 20th, 2009 from 7:00 p.m. to 9:00 p.m. at the Evergreen Culture Centre (1205 Pinetree Way in Coquitlam, BC). Cassie is the former Captain of Canada's National Women's Hockey Team and a heroine of Canadian sport. Campbell is the only captain, male or female, to lead Canada to two Olympic gold medals.

Cassie Campbell examines the themes of "Leadership and Teamwork" in her presentation. As an engaging and passionate speaker, she explores what is needed to motivate and foster determination on a team. She knows firsthand about the key roles that teamwork and great leadership play at the most challenging times.

To register for this event visit www.coquitlam.ca/leadership for more information. Tickets range in price from \$15.00 to \$30.00 and are available at the Evergreen Cultural Centre Box Office at 604-927-6555 or available online at www.evergreenculturalcentre.ca.

2010 CAMA Conference: CAMA Members Can Now Book Accommodations

Planning is well underway for the 2010 Conference to be held in Toronto, ON from May 31 to June 2 at the Fairmont Royal York Hotel. The conference theme is "Seizing Opportunities – Action through Leadership". For further information and to book your hotel accommodations, please visit the CAMA website at: <http://www.camacam.ca/index.php?q=node/230>.

Ask CAMA

Questions and Answers using the power of the CAMA Network

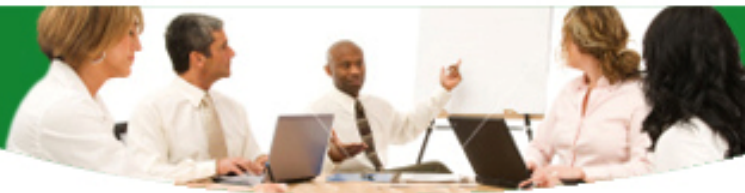
Ask CAMA is an e-brief feature where members may submit any question related to municipal policy, projects and governance. To submit a question to Ask CAMA, write to AskCAMA@camacam.ca.

Municipalities & Public Service Week

Luc Richard, Corporate Affairs, City of Dieppe, NB asks:

In the United States, "Public Service Recognition Week" is celebrated during the second week of May every year. Currently, there is not a comparable celebration coordinated at the national level in Canada. Are there any municipalities who recognize public servants locally?

Please share your response by contacting Mr. Richard directly at 506-877-7920 or via e-mail at luc.richard@dieppe.ca



Local Government “Eye”

Innovation in the Web 2.0 World

LGI is a new monthly article featuring some of the latest innovation in municipal public engagement for the Web 2.0 world.

To tweet or not to tweet?

Opportunities for Canadian Municipalities on Twitter

Canadian municipalities are lagging behind other levels of government in the adoption and usage of the world’s hottest social media technology: Twitter. With over eight million new users per month, Twitter’s growth rate is unmatched by other social networking tools. Its capacity to engage individuals and communities in authentic dialogue and information sharing makes it an opportune communications medium for Canadian Municipalities.

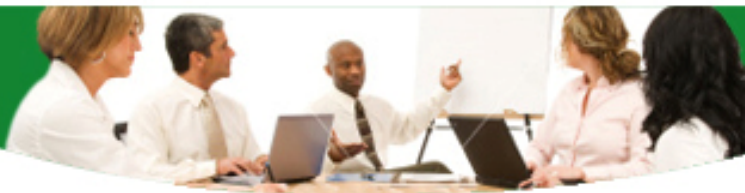


Current data from sources such as *Government 2.0* and *PoliTwitter* demonstrates rapid Twitter adoption by federal and provincial public servants. Meanwhile, representation from Canadian Municipalities (councils, mayors, departments, and senior administrators) is not as strong. Fortunately, most governments are still in the testing and experimentation stage of Twitter adoption, so municipalities can benefit from many of the lessons learned and best practices published online. This article will share some Twitter basics with a municipal focus.

A few possibilities

[Dave Fleet](#), is a Toronto based communications professional who blogs about social media and public service renewal. He has come up with several compelling reasons for governments to adopt twitter as an innovative communications tool. According to Fleet, Twitter is uniquely situated to assist local government in the following ways:

- **Early-warning issues management** – Use twitter traffic to identify emerging community issues early before they bubble up to the media;
- **Monitor reaction** - through persistent Twitter searches, departments can track sentiment, content and other trends in reaction to municipal initiatives;
- **Direct-to-citizen communication** – Twitter, and other social media tools, can help organizations communicate directly with their target audiences rather than going through the filter of the media;
- **Put a face on the organization** – governments often suffer from being faceless organizations. Social media tools in general can help to counteract this;
- **Emergency management & pandemic preparedness** - emergency coordinators need to get information out quickly to people in an emergency. Twitter has already proven helpful in H1N1 preparedness and awareness.



- **Raise awareness of resources** – government websites can be impenetrable mazes, with information buried deep inside the site. Twitter can help to point people to the right place.

Building a following

Traditional media is a basic transmission between producer and consumer. Twitter however enables users to be both producers and consumers. Often referred to as “micro-blogging,” users are able to post short 140 character notices to their followers [the output: what you produce]. Meanwhile, users subscribe to others in order to receive their 140 character updates which collect on their homepage in chronological order. [the input: what you consume]. The best way to reach an audience is by balancing input/output or production/consumption.

Here are some golden rules for building a following.

1. **Be a prod-sumer** – Be a producer and consumer and balance output and input. People are bored of traditional one-way media, so do not inundate them with generic announcements or else they will ignore you. Engage and contribute to the broader community discourse on Twitter.
2. **Personalize your tweets for authenticity**— Keep your updates informal and human. Mix in humor, inquisitiveness and originality.
3. **Follow to be followed**—In order to increase your followership, scan other user’s followers and subscribe to their tweets. When increasing the number of inputs you will receive, these users will be notified that you are now following them and will likely reciprocate.
4. **Re-Tweet or “RT” other’s posts** – Share what others are saying and people will return the favor. The more you Re-Tweet, the more others will Re-Tweet your posts.
5. **Links**— Only have 140 characters to make your post or “tweet” interesting, captivating and precise all in one sentence. You can provide more information by posting a link with your statement. Direct links can sometimes be very long, so make sure to shorten your link using a service like www.bit.ly.
6. **Integrate communications** – Ensure your website makes it easy for people to follow you on Twitter. Include your Twitter username in your email signature and ensure it is also included the next time you have business cards printed. Twitter is here to stay, so integrate it within your broader communications strategy.

Overall Corporate Strategy vs. Personal Use

While there are minimal barriers to personal use of Twitter, the successful adoption at the corporate or municipal level requires some additional planning. Some of your staff might already be using Twitter professionally, so continue to encourage their usage by establishing some organizational norms around its usage. Establish an organizational policy and strategy on social media. Decide who should use twitter, and what should and should not be shared.



Finally, there are often concerns about social media being a “waste of time” in the work place, but Dave Briggs of Local Government Online Research referring to Twitter, asserts that “Time wasting is a managerial issue not a technological one.” So get ahead of the game and adopt a Twitter & social media strategy in order to keep your communications current and relevant for today’s “prod-sumer” citizens.

CAMA Awards **CAMA Awards of Excellence**

CAMA is pleased to recognize the best in municipal administration from across the country by profiling the nominees and winners from the 2009 Awards program.

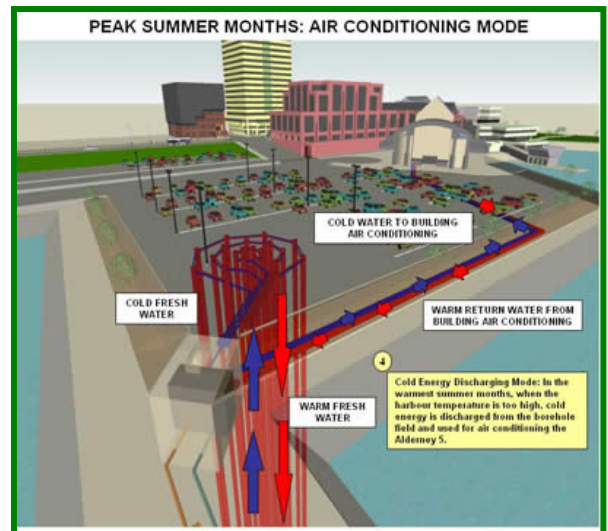
Halifax Regional Municipality: Alderney 5 Energy Project **Nominee: Environmental Award**

The Halifax Regional Municipality is investing in alternative energy in order to reduce greenhouse gas emissions and save money. The Alderney 5 Energy Project is a \$3.6 million energy-efficiency retrofit of five municipal buildings on the Dartmouth, Nova Scotia waterfront. Construction was funded through an innovative public private partnership between the Halifax Regional Municipality (HRM), the Federal government’s Technology Early Action Measures (TEAM) program, and High Performance Energy Systems (HPES) – a local design build engineering firm specializing in geothermal energy applications.

The Alderney 5 project is the first large-scale application of geothermal seasonal cold-energy storage anywhere in the world. The revolutionary cooling system will eliminate the need for supplementary cooling systems using compressors or cooling towers by harvesting cold energy from seawater during winter months to chill an underground rock mass and then using the stored thermal energy to meet air conditioning needs in warmer months by using 100% renewable energy. The advanced building cooling technology also saves on water consumption and eliminates all noise associated with air conditioning systems.

It is expected the Alderney 5 Energy Project will save \$350,000 per year in energy costs, avoid \$800,000 in future replacement costs, significantly reduce maintenance with the new heating and cooling systems while also reducing greenhouse gas emissions by 900 tonnes per year.

Congratulations to the Halifax Regional Municipality for their Environmental Award nomination and continuing excellence and innovation in renewable energy.



Conceptual rendering from www.halifax.ca



Workplace Literacy & Learning Awards

The Canadian Association of Municipal Administrators congratulates the 2009 recipients and nominees for the Community Leadership Awards for Municipal Workplace Literacy & Learning Achievements.

City of Calgary, AB: WOW! Program

Nominee: Organizational commitment to creating a positive learning culture for all employees

The City of Calgary has demonstrated commitment to employee wellness through its Wellness Opportunities at Work (WOW!) program. Created in January 2007, the WOW! Program is a unique example of delivering learning opportunities to employees through the city's Recreation and Human Resources departments.

The previous incarnation as a conventional "Lunch 'n' Learn," sessions were confined to the downtown core and offerings were limited to the traditional lunch hour. Recognizing the diversity, scope, locations, and shifts of the city's employees, efforts were made to create a more inclusive and accessible program. The WOW! Program significantly expanded the scope, times and locations of seminars to those employees who previously faced barriers to participation. Since its inception in 2007, the WOW! Program has delivered 234 learning opportunities to over 2500 employees across 29 business units in the municipality.

Congratulations to the City of Calgary for its *CAMA Workplace Literacy & Learning Award* nomination in the *organizational commitment to creating positive learning culture for all employees* category.

To have a job posting appear in CAMA's job broadcast, and on our website, the cost is \$100 for members and \$200 for non-members. **Starting on October 26th, 2009 the cost will be \$150 for members and \$250 for non-members.** For more information, or to have your job listed, please e-mail jobs@camacam.ca.

CAMA e-Brief is published every two weeks. Watch for the next issue on:

Week of October 26, 2009

To view the last CAMA e-Brief, visit:
http://www.camacam.ca/about_ebrief.asp.

Job Scene is also distributed every two weeks. The Next issue will appear on:

October 16, 2009

To view the last Job Scene listing, log on to:
http://www.camacam.ca/about_job.asp.

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