



BRITISH
COLUMBIA

RoadSafetyBC

Internal Comms Strategy

Exec Meeting: June 2026

COMMUNICATIONS



What we are talking about today

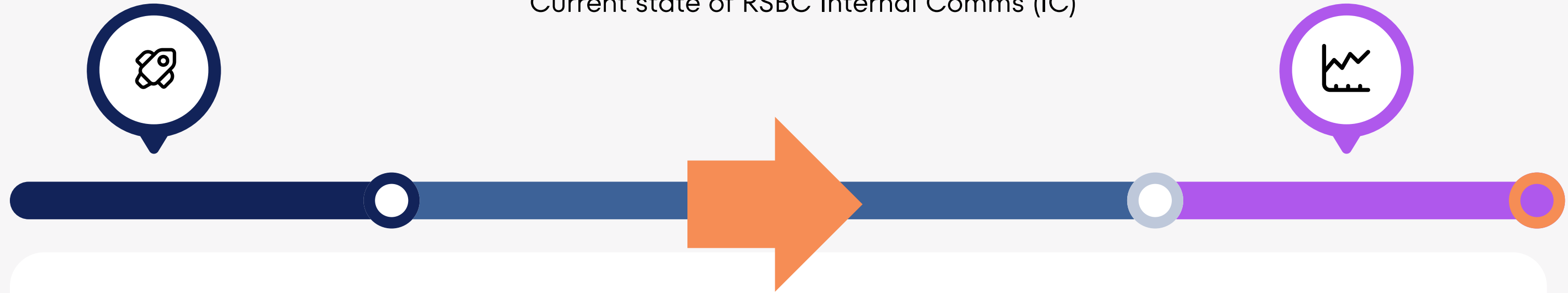
- Recap of the internal comms strategy & current status
- Identify what will change in practice
- Secure decisions required to move into Phase 2



From framework → decisions

Where we are

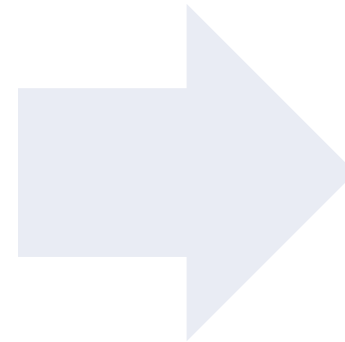
Current state of RSBC Internal Comms (IC)



01

Current

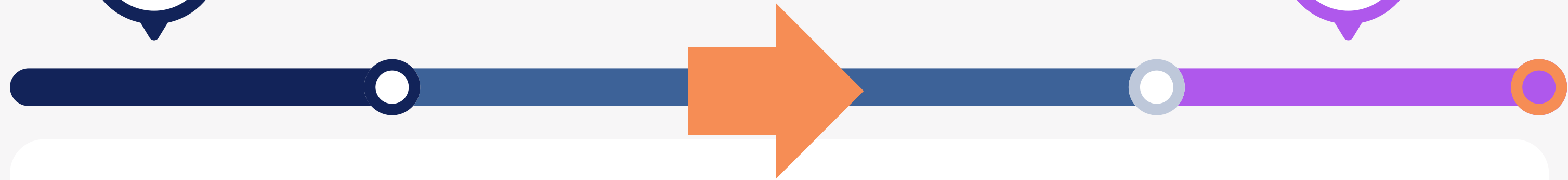
- IC is currently delivered across multiple channels, with good intent and effort across the branch, but no clear purpose
- Led to inconsistency and unclear ownership in how channels are used
- Staff experience can vary depending on team and communication pathway



June 2025 feedback and limited data show gaps in leadership connection, strategic clarity (people-first, priorities), and intranet use.

Where we're going

Future state of RSBC Internal Comms (IC)



01

Current

- IC is currently delivered across multiple channels, with good intent and effort across the branch, but no clear purpose
- Led to inconsistency and unclear ownership in how channels are used
- Staff experience can vary depending on team and communication pathway

02

After

- A simple, consistent IC system
- Clear channel roles and expectations
- Trusted single source of truth (intranet)
- Reduced duplication and clearer accountability
- Stronger alignment between leadership, managers, and staff
- Improved clarity, trust, and employee experience

What success looks like

End goal of RSBC Internal Comms (IC)

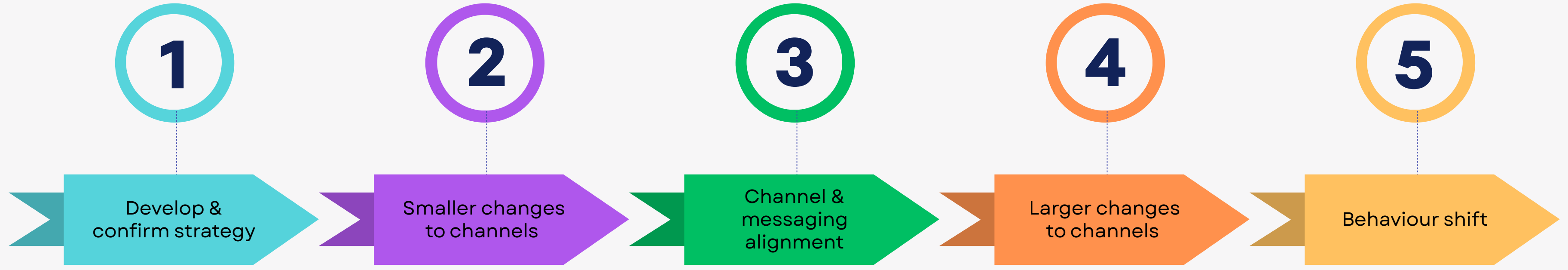



- Staff understand what's happening
- Staff can prepare for change
- Clear, confident work experience
- Trusted, easy-to-find information
- Connected and supported employees



How we get there

5-phase implementation roadmap









 We are here → transitioning into phase 2.

 **Strategy** = what good looks like. **Roadmap** = how we get there.

- Considerations:**
- Communication to Executive and RSBC leaders
 - Collaboration with staff when appropriate
 - Communication to staff

Phase

1

-  **Review of current internal comms**
Prepare overview of current comms environment. 
-  **Strategy considerations**
Exec & Staff needs, best practices 
-  **Channel inventory**
Review each comms channel and decide on purpose. (Right tool, right purpose) 

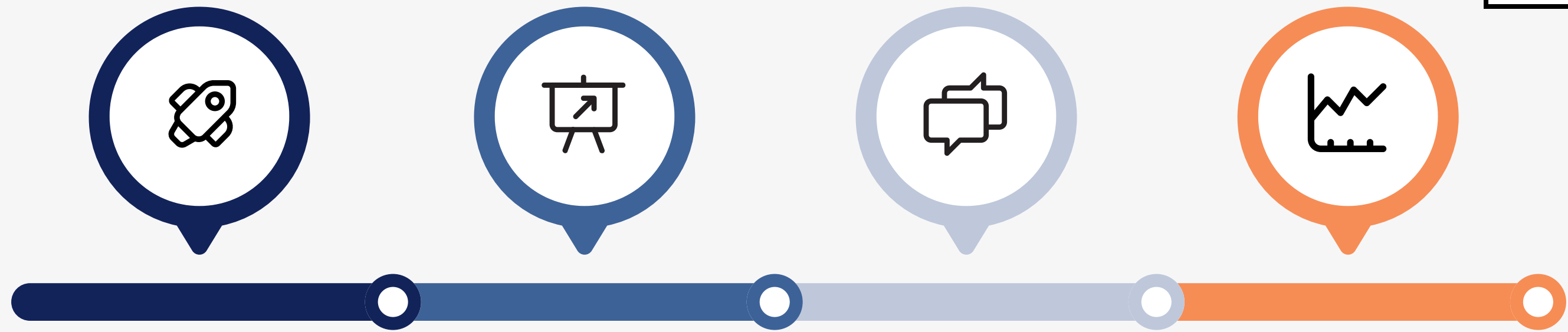
Develop & Confirm Strategy

1 Comms Overview

Current state of RSBC Internal Comms (IC)

Summary

- ✓ We do many things well
- ✓ But consistency and alignment are not yet in place
- ✓ The system lacks clarity on what goes where and why



01

Structure/Strategy

Multiple channels, unclear purpose. Duplicated content. Some channels paused or discontinued due to low ROI.

02

Timing

Inconsistent, often reactive communication; staff often initiate clarification/updates.

03

Data/Insight

Limited ability to measure engagement or information use, restricting evidence-based decisions.

04

Lack of awareness

Staff lack clarity on where to find information and what each channel provides



Strategy Considerations

Guiding principles for future system

1



01

Executive Needs

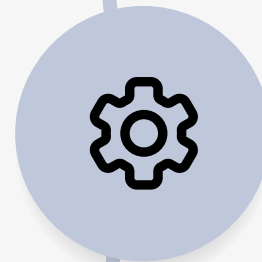
Change & direction (org changes, priorities), Execution & delivery (process updates, miletones), Responsiveness & awareness (sensemaking), Corporate culture (recognition, listening loops)



02

Staff Needs

Help me understand, help me prepare, help me do my job (& Help me feel connected and valued)



03

Communications Best Practices

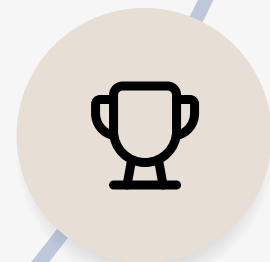
Right channel for right purpose, accessibility/usability, alignment (but limited duplication)



04

Data-informed

Measure changes made. No guesswork.



05

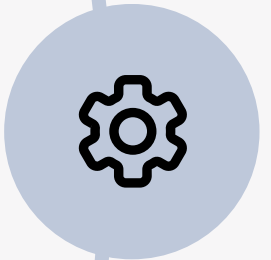
Continuous Improvement

Use data to make continuous improvements

ADM emails
 All staff email
 All staff meetings
 ED emails to staff
 Events (virtual & in-person)
 Expanded Leadership
 In-office all-staff event
 Orientation to RSBC
 RSBC intranet
 RSBC newsletter
 ADM message
 SEED sessions
 TownHall
 meetings
 channels
 emails
 mail
 meetings
 to staff
 ents
 Expanded Leadership
 all-staff event
 Dispatches
 RSBC intranet
 Town Hall

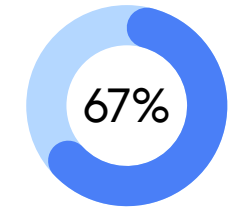
Channel Inventory

1



Channel Purpose

Channels should have a clear purpose and be used consistently in line with that purpose.



This work:

- ✓ Reduces duplication
- ✓ Improves clarity
- ✓ Improves staff experience
- ✓ Results in consistent & effective communication



Executive: To reflect on Town Hall purpose.

Phase

2

Smaller changes to channels
(quick wins, interim approach)



Interim comms approach

A limited mix of push, pull and engagement channels to provide structure while channel inventory is completed.



Channel upgrades (minor)

Optimize intranet; establish one source of truth.
Additional upgrades TBD as inventory progresses.



ACTION

1 Interim Comms Approach

Complete Comms Ecosystem (limited)



01

Email

(Attention + urgency)

- Push channel to intranet:
- ✓ ADM: org-wide updates, trust culture
 - ✓ all-staff: broad updates

02

Intranet

(Single source of truth)

Pull channel - where staff go for info, on-demand

03

Engagement Channel

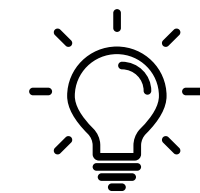
(Dialogue, feedback)

Pick **one channel** and execute according to purpose
(Recommendation: Town Hall)

3

Core channels

- ✓ Reduces complexity, improves consistency
- ✓ Efficiently manageable



Big picture

- ✓ Comms plan for each quarter
- ✓ Other channels run as needed, but under review & not a primary focus
- ✓ Add channels in phase 4

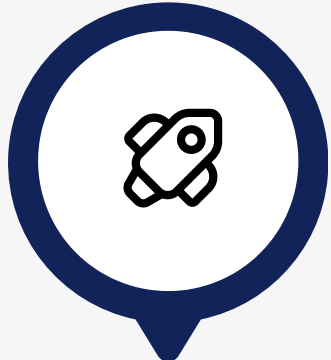


Push channels = deliver information | **Pull channels** = accessed on-demand | **Engagement channels** = two-way dialogue, feedback

2

Intranet: Upgrades

Low-risk improvments



01

Usability/Structure

Improve navigation and organization of content. Easier access to information for staff. "News & Updates" section on homepage.

02

Content Consolidation

Move key information into structured intranet locations. Reduced duplication and clearer single sources of truth.

03

Publishing

Consistency. Establish early intranet-first publishing behaviour. More reliable and predictable information flow.

More to come in Phase 4:

- ✓ Leadership messages
- ✓ Staff updates
- ✓ Branch updates
- ✓ Community & culture stories (staff & project spotlights)

Where we're headed

Phase 3-5



What we need from you

- Secure support for the interim internal comms model
- Gain approval to proceed with Phase 2 minor intranet changes
- Feedback on Town Hall purpose



Next meeting: Decision on one engagement tool to use consistently

Questions?

Feedback?

