

Workplace Relocation Communications Strategy

Employee Change Communications & Workplace Transition Initiative

Project Overview

Developed and executed a multi-channel communications strategy to support the relocation of a Victoria-based government office and the successful transition of employees into a new workplace environment.

The strategy focused on employee readiness, awareness, and engagement throughout the move, ensuring staff had timely access to information while building enthusiasm for the new workspace. Communications were delivered through executive messaging, operational updates, intranet content, newsletters, and employee engagement initiatives.

Background

RoadSafetyBC relocated its Victoria office from 880 Douglas Street to 940 Broughton Street. The move affected both resident and mobile employees and required a coordinated communications approach to support a smooth transition.

The communications strategy was designed to provide clear, consistent information before, during, and after the move while maintaining a positive employee experience.

Communications Objectives

- Ensure employees understood key dates, expectations, and workplace processes.
 - Provide a central source of truth for relocation information and resources.
 - Reduce uncertainty by proactively addressing common questions.
 - Support employee adoption of the new workplace environment.
 - Build engagement and enthusiasm around the new office space.
 - Reinforce a positive employee experience throughout the transition.
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Audiences

Primary Audiences

- Victoria-based resident employees
- Victoria-based mobile employees

Secondary Audiences

- Other RoadSafetyBC employees
 - Executive leadership
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Communications Approach

A layered communications approach was used to balance strategic leadership messaging with practical operational information.

Executive Communications

Leadership emails were used to communicate key milestones, reinforce organizational priorities, and recognize employee contributions throughout the transition.

Operational Communications

Targeted updates provided employees with practical information related to workspace selection, building access, workplace resources, and move readiness.

Intranet Hub

A dedicated intranet site served as the primary source of truth, housing current information, FAQs, timelines, workplace resources, and audience-specific guidance.

Employee Engagement

Newsletter features, workplace stories, neighbourhood highlights, and office events were used to build interest and encourage adoption of the new space.

Key Messages

Why the Move Matters

The new workplace was designed to support collaboration, flexibility, and an improved employee experience.

What Employees Need to Know

Information would be shared in phases as details were finalized, with the intranet serving as the central source of current information.

Support Throughout the Transition

Resources, guidance, and support would be available throughout the move and settling-in period.

Looking Ahead

The new workplace would provide opportunities for increased collaboration, connection, and engagement.

Information Architecture

Communications were organized around key employee information needs, including:

- Move timelines and key dates
 - Workspace selection processes
 - Resident and mobile employee guidance
 - Building access and workplace resources
 - Meeting room booking processes
 - Workplace amenities and services
 - Frequently asked questions
 - Workplace events and engagement opportunities
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Communications Schedule

Timing	Activity	Objective
October 2024	Executive announcement	Launch communications and establish awareness

October 2024	Intranet hub launch	Create centralized information source
October–November 2024	Regular intranet updates	Maintain current information and resources
October–November 2024	Newsletter content	Build awareness and engagement
November 2024	Move-week communications	Support readiness and transition
November 2024	Workplace engagement campaign	Encourage adoption of the new workspace
Ongoing	Events and employee stories	Sustain engagement and workplace connection

Deliverables

Executive Messaging

- Leadership announcements
- Milestone communications
- Employee recognition messaging

Intranet Content

- Relocation information hub
- Audience-specific guidance
- Frequently asked questions
- Workplace resources

Employee Communications

- Email updates
- Newsletter articles
- Workplace stories
- Neighbourhood information

Engagement Activities

- Office launch communications
 - Employee events
 - Workplace adoption initiatives
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Measurement

Quantitative Measures

- Intranet page views and engagement
- Newsletter open rates
- Event participation
- Resource utilization

Qualitative Measures

- Employee feedback
 - Manager feedback
 - Questions and inquiries received
 - Overall employee readiness and awareness
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Results

The communications strategy successfully supported employee awareness, readiness, and engagement throughout the workplace transition. By combining executive communications, operational updates, and employee-focused engagement activities, the project established a clear and consistent information experience while supporting adoption of the new workplace environment.

The intranet hub served as the central source of truth throughout the transition, reducing information gaps and providing employees with easy access to current resources and guidance.

Communications Competencies Demonstrated

- Change communications
- Internal communications
- Communications planning

- Stakeholder engagement
- Content strategy
- Intranet communications
- Executive communications
- Employee engagement
- Information architecture
- Project communications
- Measurement and evaluation