



BRITISH
COLUMBIA

RoadSafetyBC

Internal Comms Strategy

Exec Meeting: June 29, 2026

COMMUNICATIONS



Today's agenda

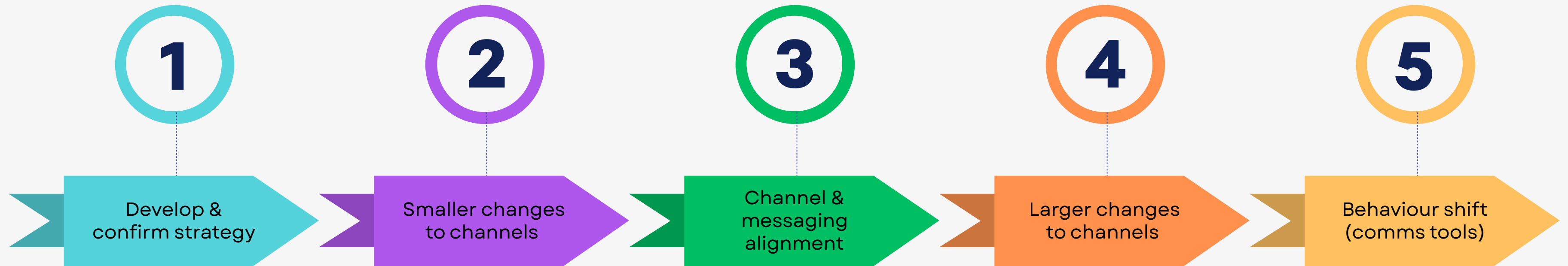
- Progress report
- Refining strategy (audience, interim model)
- Next steps




Not redesigning comms. We're confirming the foundation before building on it.

Internal Comms Strategy

5-phase implementation roadmap



 We are here →
transitioning
into phase 3.

Progress Update

Where we're at, what's next



01

Completed

- Intranet improvements

02

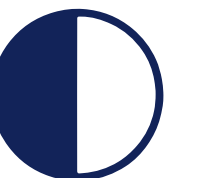
In Progress

- Interim comms model (**updated**)
- Channel inventory
- Town Hall discussion (**on hold**)

03

Next Phase

Phase 3 (Alignment)



Intranet: Minor Upgrades

Let's take a look



- Usability/ Structure
- Content Consolidation
- Dedicated Staff Hub
(content coming soon)



Intranet: Next Steps

Ensuring success as pull channel



Building a trusted source of information

- Identify program-area champions
- Establish content ownership
- Continue to improve navigation based on feedback
- Drive awareness through email
- Meet staff needs - feedback form



One source of truth supported by intranet champions.

1 Interim Comms Approach

Complete Comms Ecosystem (limited)



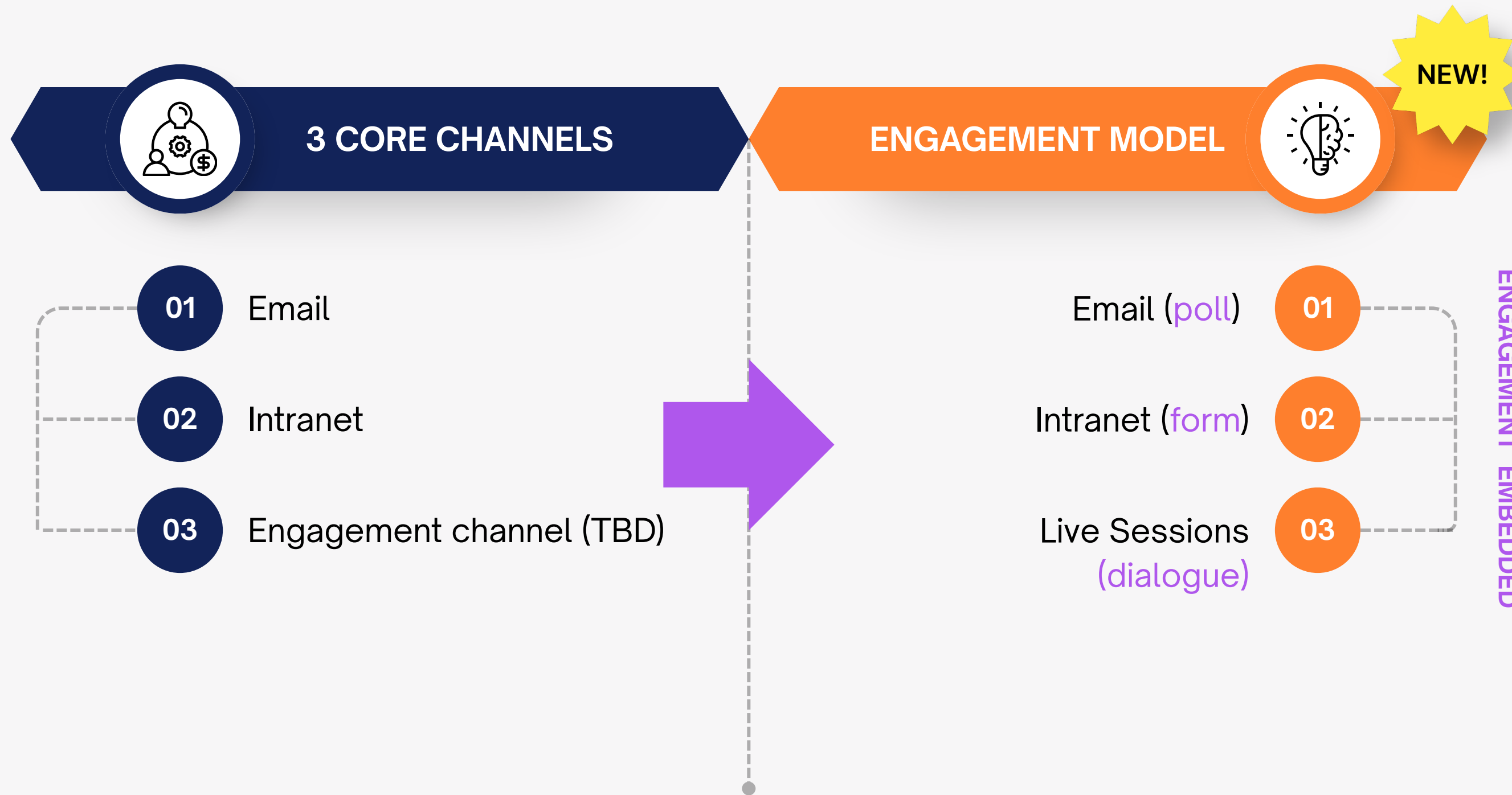
- 01 Email
- 02 Intranet
- 03 Engagement channel (TBD)



I asked Executive to think on Town Hall.

1 Interim Comms Approach

Complete Comms Ecosystem (limited)

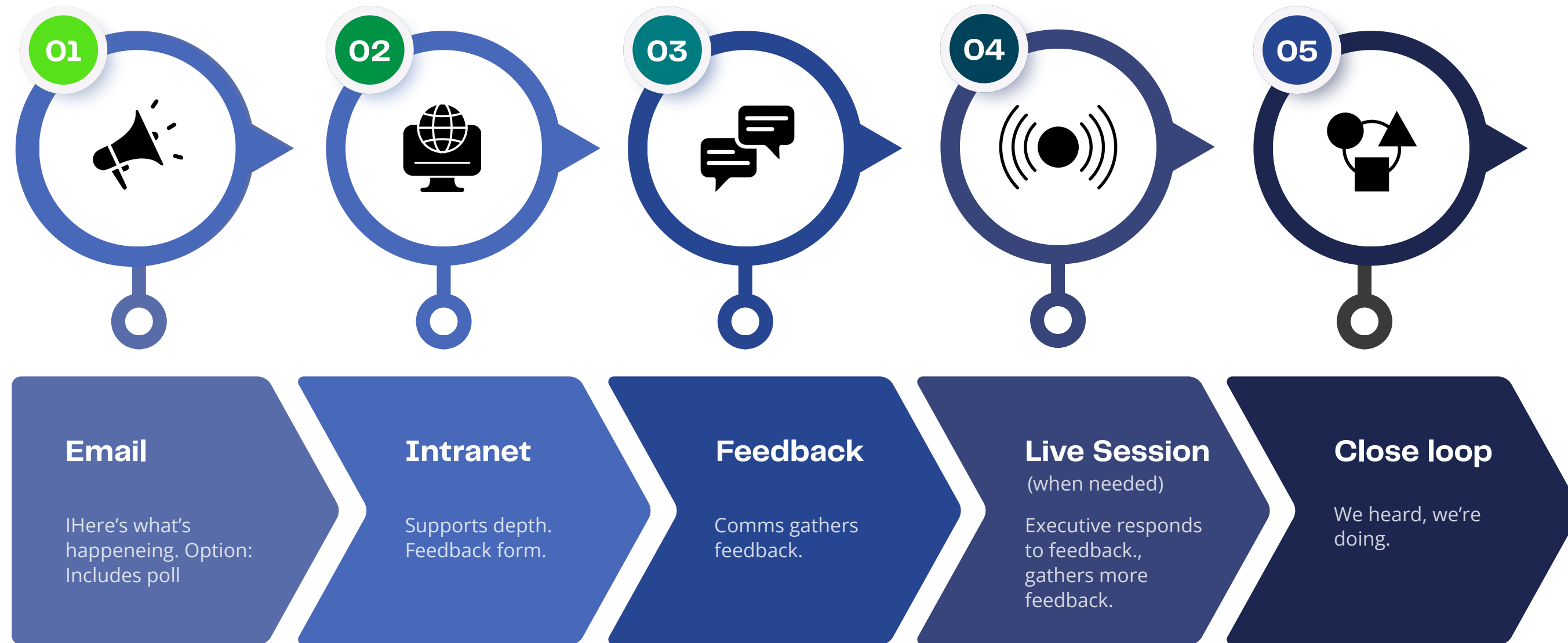


Strategy unchanged. Model evolved. (Town Hall on hold.)



Pending approval

What it looks like



Perks

- ✓ Staff feel heard, connected
- ✓ Content plentiful
- ✓ Less urgency for live sessions
- ✓ Engagement is continual, varied
- ✓ Feedback loop



End-to-end internal comms system

Audience

Internal Comms Strategy – Initial Approach

Executive



All Staff.

This includes:

- Sharing organizational priorities
- Providing meaningful opportunities for feedback
- Closing the loop on what we hear



Other audiences explored in later phases once this model is dialed in.

What's next



Current work

- ✓ Continue intranet improvements
- ✓ Operate using the interim communications approach
- ✓ Complete the channel inventory



Next phase

- ✓ Clarify the purpose of Executive-to-staff communication
- ✓ Develop an Executive-to-Staff Communications Mandate



To establish

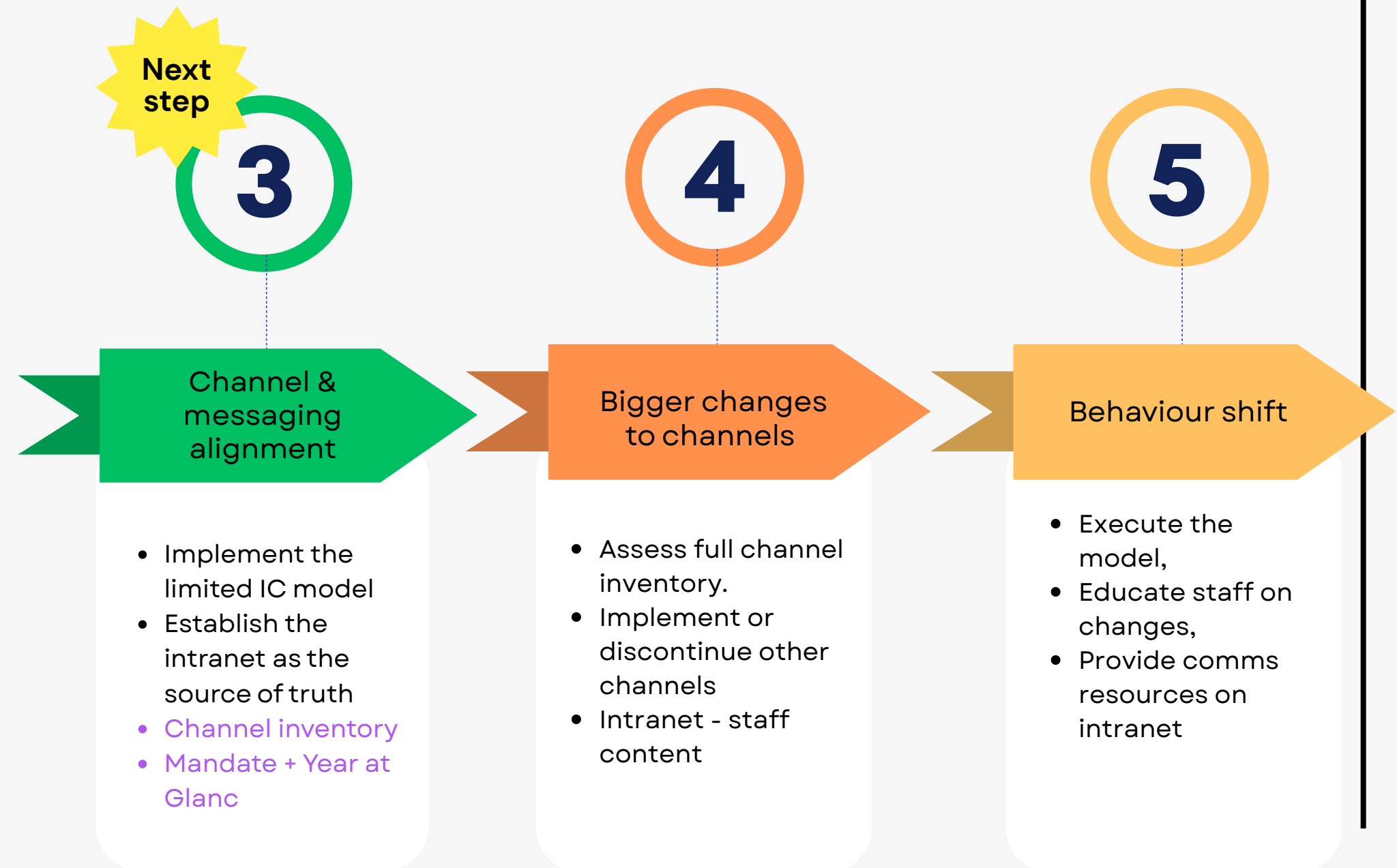
Year at a Glance comms plan



The interim communications approach clarified the next step: define the purpose of Executive-to-staff communication before further refining channels.

Where we're headed

Phase 3- 5



Decisions today

- Confirm the immediate focus
 - Executive → All Staff
- Support the refined interim communications model
 - Engagement embedded across all three channels



Next meeting: Develop the Executive-to-Staff Communications Mandate through discussions with Executive.