

Workplace Relocation Communications Strategy

Employee Change Communications & Workplace Transition Initiative

Project Overview

Developed and executed a coordinated employee communications strategy to support RoadSafetyBC's relocation from 940 Broughton Street to 620 Superior Street.

The project required close coordination with Corporate Management Services Branch (CMSB), which was managing a larger government move involving multiple branches. Working closely with RoadSafetyBC executives, Facilities and CMSB contacts, the communications strategy established clear roles for who would communicate what, when and to whom.

A key consideration was change fatigue. Staff had already experienced multiple office moves in a short period, including relocations from Yates Street to Douglas Street and then to Broughton Street in 2024. Recognizing that another move could negatively affect morale and create frustration, communications focused on making information easy to find, reducing uncertainty and avoiding unnecessary or duplicative email.

The communications response began immediately with a dedicated intranet relocation hub and communication from the Assistant Deputy Minister (ADM), providing employees with a central source of information while establishing a coordinated approach for subsequent updates.

Background

RoadSafetyBC relocated its Victoria office from 940 Broughton Street to 620 Superior Street as part of a larger government workplace move coordinated by Corporate Management Services Branch (CMSB).

The relocation affected resident and mobile employees and required coordination across several groups, including CMSB, RoadSafetyBC Facilities and RoadSafetyBC Communications, as well as executive leadership.

The move presented a particular communications challenge: employees had already experienced significant workplace disruption. Just two years earlier, the office had moved from Yates Street to Douglas Street and subsequently to Broughton Street, all within 2024. Staff were tired of moving, and morale was an important consideration in planning the communications approach.

Rather than treating the relocation as a routine operational announcement, the strategy prioritized clarity, coordination and employee experience. Communications were designed to give employees one reliable place to find information, minimize competing messages and provide practical guidance as details became available.

Communications Objectives

- Ensure employees understood key dates, expectations and workplace processes.
- Establish a single source of truth for relocation information.
- Reduce uncertainty by proactively addressing common questions.
- Coordinate communications across CMSB, Facilities, Communications and executive leadership.
- Prevent employees from being overwhelmed by multiple or duplicative email messages.
- Provide information in manageable phases as relocation details were confirmed.
- Support employee readiness before, during and after the move.
- Recognize the impact of repeated workplace moves and maintain a positive employee experience.
- Support employees in transitioning to and adopting the new workplace.

Audiences

Primary Audiences

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

Secondary Audiences

- Other RoadSafetyBC employees
- Executive leadership
- Managers and supervisors
- Facilities and operational contacts

Communications Approach

A coordinated, layered communications approach was used to balance the need for timely operational information with the need to avoid communication overload.

Coordinated Government Communications

Because CMSB was coordinating a larger government move involving multiple branches, RoadSafetyBC communications needed to align with broader government workplace communications.

Close collaboration with CMSB contacts helped establish clear communication responsibilities and avoid duplicating information across messages from CMSB, Facilities and RoadSafetyBC Communications.

The communications team worked closely with the executive and Facilities teams, which served as the primary RoadSafetyBC contacts with CMSB, to coordinate timing, content and audience considerations.

Immediate Employee Information

Given the history of repeated workplace moves and the potential impact on morale, the communications response began immediately.

An Assistant Deputy Minister (ADM) email and dedicated intranet hub were established early in the process to give employees a clear understanding of what was happening, where to find information and how updates would be provided.

This approach allowed detailed information to live in one location rather than requiring employees to retain information from multiple email messages.

Executive Communications

Executive messaging was used for significant milestones and messages requiring leadership context, including the announcement of the relocation and key transition points.

The ADM served as an important leadership voice in acknowledging the transition and providing employees with confidence that the organization was actively managing the move.

Operational Communications

Practical information was communicated as details were confirmed, including move timelines, building access, workplace processes and employee responsibilities.

Communications were coordinated with CMSB and Facilities to ensure employees received the right information from the appropriate source.

Intranet Hub

A dedicated intranet hub served as the central source of truth for relocation information.

The hub consolidated:

- Key dates and timelines
- Move information
- Employee guidance
- FAQs
- Building and workplace information
- Resources and links
- Updates as information changed

This reduced reliance on email as the primary information repository and gave employees a location they could return to throughout the transition.

Change-Management Considerations

The communications strategy explicitly considered employee change fatigue.

The relocation followed several workplace moves in a relatively short period. Employees had already moved from Yates Street to Douglas Street and then to Broughton Street in 2024. Another relocation therefore had the potential to create frustration, disengagement or resistance, regardless of the operational rationale for the move.

This influenced several communications decisions:

- Act early: Establish the intranet hub and executive communication immediately rather than waiting for every detail to be finalized.
- Create one source of truth: Give employees a reliable place to find current information.
- Communicate in phases: Share information as it became confirmed rather than overwhelming employees with every available detail at once.
- Coordinate messages: Reduce competing or repetitive emails from CMSB, Facilities and Communications.
- Use leadership appropriately: Have executive communications acknowledge the transition and reinforce organizational support.
- Focus on practical needs: Prioritize the information employees needed to prepare, rather than relying solely on high-level messaging.
- Maintain transparency: Clearly distinguish confirmed information from details that were still being finalized.

Key Messages

What is happening

RoadSafetyBC is relocating its Victoria workplace from 940 Broughton Street to 620 Superior Street as part of a larger government workplace transition.

What employees need to know

Information would be shared as details were confirmed, with the relocation intranet hub serving as the central source of current information.

Where to find information

Employees could return to the intranet hub for current timelines, FAQs, workplace information and other relocation resources.

Coordinated support

RoadSafetyBC was working with CMSB, Facilities and executive leadership to coordinate the transition and provide employees with timely information.

Recognizing the transition

The communications approach acknowledged that employees had experienced several workplace changes in a short period and prioritized a clear, organized and manageable transition.

Looking ahead

The new workplace would provide a new environment for employees to work, collaborate and connect.

Information Architecture

Information was organized around the questions employees were most likely to have throughout the transition:

- Why are we moving?
- When is the move happening?
- What do I need to do?
- Where will I work?
- How will I access the new building?
- What happens to workplace resources and amenities?
- What do resident and mobile employees need to know?
- What happens during move week?
- Where can I find the latest information?
- Who should I contact with questions?

The intranet hub was structured so employees could quickly locate information without having to search through previous email messages.

Communications Schedule

Timing	Activity	Objective
Early planning	Coordination with CMSB, Facilities and executive contacts	Establish communication roles, timing and approach
Early planning	Relocation intranet hub	Establish a single source of truth
Early planning	ADM announcement	Provide leadership context and immediate awareness
Pre-move	Intranet updates	Provide current, practical information as details were confirmed
Pre-move	Coordinated employee emails	Share time-sensitive information while minimizing duplication
Move week	Operational communications	Support employee readiness and transition
Move week	Facilities and operational updates	Provide immediate workplace and access information
Post-move	Intranet updates and employee information	Support settling into the new workplace

Post-move	Employee engagement communications	Reinforce connection with the new workplace
Post-move	Logistics	Update the RSBC address on intranet and Google Maps (PO Box stayed same) to reflect new workplace location

Deliverables

Executive Communications

- ADM relocation announcement
- Leadership milestone communications
- Executive messaging aligned with the broader relocation strategy

Intranet Content

- Dedicated relocation information hub
- Centralized FAQs
- Move timelines and key dates
- Employee guidance
- Building and workplace information
- Ongoing updates and resources
- Updated office address and location information
- Post-move content management and archival planning

Coordinated Employee Communications

- Email updates
- CMSB communications coordination
- Facilities communications coordination
- RoadSafetyBC Communications updates
- Timing and audience coordination to minimize communication overload

Operational Communications

- Move-week information
- Building access information

- Workplace guidance
- Resident and mobile employee information
- Transition and settling-in resources

Post-Move Content Management

Communications responsibilities extended beyond the physical move to ensure organizational information remained accurate and that temporary relocation content did not become outdated.

Post-move activities included:

- Updating RoadSafetyBC's address and location information on the intranet.
- Updating the RoadSafetyBC Google Maps listing to reflect the new 620 Superior Street location.
- Reviewing internal and public-facing references to the former office location and updating them as required.
- Maintaining the relocation intranet hub while employees continued to require transition information.
- Planning for the eventual unpublishing of the relocation page once it was no longer required as an employee resource.

Stakeholder Coordination

The project required ongoing collaboration with:

- Corporate Management Services Branch (CMSB) — government-wide workplace move coordination
- RoadSafetyBC Facilities — operational and workplace information
- RoadSafetyBC executive leadership — leadership messaging and employee engagement
- RoadSafetyBC Communications — communications planning, content, intranet and email coordination

The Communications team worked particularly closely with the executive and Facilities teams, which served as RoadSafetyBC's primary contacts with CMSB.

This coordination helped establish a division of communications responsibilities, reducing the risk of employees receiving multiple messages about the same issue from different sources.

Measurement

Quantitative Measures

- Intranet page views and engagement
- Employee use of relocation resources
- Email engagement, where available
- Volume and nature of employee inquiries
- Use of FAQs and other self-service information

Qualitative Measures

- Employee questions and feedback
- Manager and executive feedback
- Facilities feedback
- Recurring questions indicating information gaps
- Evidence of employee readiness for key transition milestones

Measurement was also used to identify where additional clarification or updates were needed throughout the move.

Results

The communications strategy provided employees with a clear and coordinated information experience during a complex workplace transition.

The intranet hub and early ADM communication established a central source of truth from the outset, giving employees a reliable place to access current information rather than relying on a series of individual email messages.

Close coordination with CMSB, Facilities and executive leadership helped manage communications across multiple groups involved in the move and reduced the risk of employees being overwhelmed by overlapping messages.

The strategy also explicitly accounted for the organization's recent history of repeated workplace moves. By communicating early, organizing information around employee needs and providing updates in manageable phases, the approach supported a more predictable transition at a time when employee morale and change fatigue were significant considerations.

Post-move communications planning also included updating organizational location information and establishing a plan to retire temporary relocation content once it was no longer needed.

Communications Competencies Demonstrated

- Change communications
- Internal communications
- Strategic communications planning
- Stakeholder engagement

- Executive communications
- Government-wide communications coordination
- Intranet strategy and content management
- Information architecture
- Employee experience
- Change-fatigue considerations
- Cross-functional project coordination
- Facilities communications
- Audience segmentation
- Communications governance
- Project communications
- Measurement and evaluation