

Public Affairs

Bureau

**SERVICE PLAN**

**2002/2005**



BRITISH  
COLUMBIA

**Public Affairs Bureau**

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## ***A New Era of Government Service***

Three-year service plans represent an important part of the government's commitment to open and accountable government. In August 2001, the government amended the *Budget Transparency and Accountability Act* to require government to table a three-year strategic plan and annual three-year service plans for ministries and government organizations with the provincial budget. These plans will ensure government and its individual ministries clearly outline their goals, and enable British Columbians to hold government accountable for its decisions and actions.

The government's three-year Strategic Plan articulates the government's vision: *British Columbia is a prosperous and just province, whose citizens achieve their potential and have confidence in the future.* It also establishes three strategic goals that are key to achieving the government's overall vision:

- A strong and vibrant provincial economy
- A supportive social infrastructure
- Safe, healthy communities and a sustainable environment.

This Service Plan details the Public Affairs Bureau's mission and objectives, which support the government's strategic goals. The Service Plan also includes performance measures that will be used to assess the bureau's progress in achieving its objectives. Objectives and performance measures are a new initiative for ministries and government organizations. In some cases, as planning progresses, performance measures will become more detailed as they are further developed.

After the end of each fiscal year, the Public Affairs Bureau will prepare a service plan report that will describe actual accomplishments for the year. The report will include a comparison of planned and actual results, from both a financial and performance measure perspective, and allow the public to assess the government's performance.

In the years ahead, service plans and service plan reports, prepared by government ministries and organizations, will become the key tool by which government will manage public resources to ensure government programs are contributing, in a measurable way, to key government priorities in an efficient and effective manner.

The government's three-year Strategic Plan and ministries' three-year service plans will guide the reform of the province's public services so they meet British Columbians' needs. Measures to revitalize economic prosperity and protect and renew public services will lay the groundwork for a future of new opportunity for all British Columbians.

# Accountability Statement

I am pleased to present the Service Plan for the Public Affairs Bureau for the fiscal years from 2002/2003 to 2004/2005. I am accountable for the plan and for achieving the objectives set out in it.

As noted in the Key Challenges, the government communications service is currently moving to a new service delivery model managed by the Public Affairs Bureau. Until the transition is complete, the bureau's three-year service plan remains a work in progress. The bureau's goals and objectives will evolve as bureau staff take on their new responsibilities and work to meet the information needs of British Columbians.

The next three years will present both challenges and opportunities to government. The global economic recession requires strong fiscal management, but as economic growth returns — as it inevitably will — the opportunities for a resource-rich and skills-rich British Columbia will abound. Government will maintain key services while maintaining fiscal sustainability. We will position British Columbia through strategic shifts in the role and management of government to take full advantage of those opportunities. As part of the Office of the Premier, the Public Affairs Bureau will lead and support the ministries in this work, consistent with this Service Plan.

A handwritten signature in black ink, reading "Gordon Campbell". The signature is written in a cursive style with a period at the end.

Honourable Gordon Campbell  
Premier

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# **Strategic Context**

## **Vision**

British Columbians see their government as open, accountable and transparent.

## **Mission**

To support the government in its ongoing dialogue with British Columbians by providing quality, coordinated and cost-effective communications services.

## **Values**

The bureau is committed to the following values in pursuit of its mission:

- Openness
- Accountability
- Integrity
- Fiscal Responsibility
- Respect
- Equality
- Professionalism
- Collaboration

# Planning Context

## Introduction

The Public Affairs Bureau was formed in June 2001. A review was undertaken in July 2001 to gain a better understanding of the status of government communications services and to determine how those services might be better structured to:

- Establish a single accountability for communications services
- Support the new government's approach to communications
- Improve efficiency and reduce duplication of efforts
- Create an organization that is responsive to fluctuating service demands.

## Key Opportunities

- A new service delivery framework for government communications will establish a single accountability for communications services that supports the new government's goals of openness, accountability and transparency; improve efficiency; and ensure the bureau is responsive to the fluctuating service demands of its clients.
- Increased use of technology will enhance the bureau's responsiveness to clients' needs and provide British Columbians with improved access to information about government policies, programs and services.

## Key Challenges

- The government communications service is currently moving to a new service delivery model managed by the Public Affairs Bureau. Until the transition is complete, the bureau's three-year service plan remains a work in progress. The bureau's goals and objectives will evolve as bureau staff take on their new responsibilities and work to meet the information needs of British Columbians.
- The bureau must ensure British Columbians who are not connected to the Internet are able to get the information they want and need about the policies, programs and services of government.
- Performance measures for communications services must be developed in the absence of baseline data.

# Goals, Objectives and Performance Measures

## *Communicating with British Columbians*

**GOAL:**

**Accessible information on government policies, programs and services**

OBJECTIVES	STRATEGIES/ MAIN ACTIVITIES
Develop communications plans that support ministry service plans and are aligned with government's strategic plan	<ul style="list-style-type: none"><li>• Establish a communications planning process for government that includes consultation with key internal and external stakeholder groups</li></ul>
Expand the use of technology in providing access to information	<ul style="list-style-type: none"><li>• Place greater emphasis on the use of technology when developing new communications products</li><li>• Increase the public's awareness of the government website</li><li>• Broadcast and webcast all open Cabinet meetings</li></ul>
Ensure that the government website is user-friendly and easy to navigate	<ul style="list-style-type: none"><li>• Survey users of the government website</li></ul>

## ***Service to Ministries***

### **GOAL:**

**Efficient and coordinated communications service delivery across government**

<b>OBJECTIVES</b>	<b>STRATEGIES/ MAIN ACTIVITIES</b>
Improve the coordination of communications across government	<ul style="list-style-type: none"><li>• Ensure each ministry is served by a team of professionals dedicated to providing core communications services</li><li>• Provide a central coordination function to facilitate communications across ministries</li></ul>
Respond to fluctuating service demands	<ul style="list-style-type: none"><li>• Reassign staff to support short-term communications initiatives or emerging government priorities</li></ul>
Provide enhanced or specialized services to clients as required	<ul style="list-style-type: none"><li>• Supply specialized services to ministries as required to enhance core services (e.g. design services, advertising, multicultural media liaison, etc.)</li></ul>

# **Performance Targets**

Over the course of fiscal 2002/03, client feedback mechanisms will be developed to determine:

- Whether British Columbians are receiving the information they want and need from government.
- If clients of the Public Affairs Bureau are satisfied with the communications services provided by the bureau.

Baseline data will be collected in fiscal 2002/03. Performance targets for subsequent fiscal years will be determined using this baseline.

## Resource Summary

Resources allocated to the Public Affairs Bureau in 2001/2002 were \$39.283 million and 322 FTEs.

The implementation of a new service delivery framework for communications will

streamline operations and reduce the budget by \$4.76 million. A decrease in expenditures for government advertising will be the primary contributor to the Public Affairs Bureau's budget target reductions.

	\$ 000s	FTEs
<b>2001/2002 Restated</b>	<b>39.283</b>	<b>322</b>
Reductions:		
New Service Delivery Framework	(4.760)	(81)
<b>2002/2003 Estimates</b>	<b>34.522</b>	<b>241</b>
Reductions:		
Government Advertising Expenditures	(5.004)	0
<b>2003/2004 Target</b>	<b>29.518</b>	<b>241</b>
Reductions:		
Government Advertising Expenditures	(6.497)	0
<b>2004/2005 Target</b>	<b>23.021</b>	<b>241</b>