

**From:** "Johnston, Sadhu" <Sadhu.Johnston@vancouver.ca>

**To:** "Direct to Mayor and Council - DL"

**CC:** "City Manager's Correspondence Group - DL"

**Date:** 8/5/2020 10:50:19 AM

**Subject:** Rena Kendall-Craden, Civic Engagement and Communications Director announcement

Dear Mayor and Council,

I would like to share with you that Rena Kendall-Craden, Director, Civic Engagement and Communications, has informed me of her retirement from her role at the City of Vancouver. Rena is retiring to spend more time with her husband and family in Victoria, and this will take effect October 30, 2020.

Rena has accomplished many things as leader of the Civic Engagement and Communications (CEC) department over the past seven years. She has been a visionary leader by identifying and planning ahead to respond to changing trends in how the public, employees and the news media consume information. She has been a champion for engagement, including the recent launch of our new online platform Shape Your City. Rena also spearheaded the translation and access policy and established two key positions to help create better connections with Chinese and Indigenous people. She has helped us improve the way we listen to our audiences by creating a customer service survey for media, and established tools to use data to inform our activities and decisions and give meaning in a fast-moving environment.

When facing issues, Rena has always jumped in to ensure the City was responding proactively and effectively to events such as windstorms, the Marathassa oil spill, snow and ice storms, and now the COVID-19 pandemic.

I am working with Rena on her work plan between now and October. I will provide more information about the recruitment process for her replacement as we near that date.

Please join me in thanking Rena for her valuable contributions and leadership during her tenure here at the City – she will be greatly missed. We wish her all the best for this next phase of her life.

Best,  
Sadhu

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Pronouns: he, him, his



*The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the Musqueam, Squamish, and Tsleil-Waututh peoples.*