

**REPORT TO CORE AREA LIQUID WASTE MANAGEMENT COMMITTEE
MEETING OF WEDNESDAY, 24 JANUARY 2007**

SUBJECT **CORE AREA LIQUID WASTE MANAGEMENT PLAN – WASTEWATER TREATMENT COMMUNICATIONS STRATEGY – PHASE ONE – JANUARY TO JUNE 30, 2007**

PURPOSE

To obtain approval from the committee for the Corporate Communications Strategy Wastewater Treatment Plan and related implementation plan.

BACKGROUND

The Capital Regional District (CRD) is in the process of amending the Core Area Liquid Waste Management Plan (LWMP). Public consultation and education is a key requirement of this. The proposed communications approach is that of several phases. The first phase will reflect the time leading up to the CRD's requirement to submit a Decision Information Report to the BC Minister of Environment by the end of June 2007. This initial strategy will be followed by annual communications plans in order to best support the growth and direction of the overall project. A wide range of informational tools will be used to educate and inform the public. An important focus of the plan is devoted to public consultation initiatives. A PowerPoint presentation outlining further details will be given at the 24 January meeting.

ALTERNATIVES

1. That the request for the proposal document, as worded, be approved; or
2. That additional initiatives be requested for submission into the overall plan.

FINANCIAL IMPLICATIONS

A budget of \$300,000 has been allocated for the communications and public consultation portion of this project. Funding is required to ensure that all audiences are proactively informed and educated on all aspects of the process. Funding would be directed to the development, design and production of a range of informational tools, including brochures, fact sheets, community newsletters, displays and advertising. A significant portion of the budget will be directed to the public consultation process required to amend the Core Area LWMP. The budget also accounts for the significant staff time required.

SUMMARY/CONCLUSIONS

In conclusion, an effective communications strategy and public process is an important requirement in order to amend the Core Area LWMP. The process calls for a wide range of initiatives from printed materials, to appropriate advertising, to public consultation. The CRD's communications strategy has been developed through analysis of other successful communications programs implemented at like projects and public research to determine the preferred methods of delivering information. An interactive website and enquiry line will provide additional support to the overall communications initiative.

RECOMMENDATION

That the Core Area Liquid Waste Management committee approve the Corporate Communications Strategy as submitted and the timeframe for implementation.

Nancy Consaul
Senior Manager, Corporate Communications

Dwayne Kalynchuk, PEng
General Manager, Environmental Services
Concurrence

COMMENTS

NC:cp