

**REPORT TO CORE AREA LIQUID WASTE MANAGEMENT COMMITTEE
MEETING OF WEDNESDAY, 10 OCTOBER 2007**

SUBJECT **CORE AREA LIQUID WASTE MANAGEMENT PLAN – WASTEWATER TREATMENT
COMMUNICATIONS STRATEGY – SITE CRITERIA 2007**

PURPOSE

To inform the Core Area Liquid Waste Management committee of Phase Two of the Wastewater Treatment Communications Plan as it relates to site criteria.

BACKGROUND

The Capital Regional District (CRD) is committed to an open process of information to both the public and stakeholder groups. The attached strategy, Phase Two of our overall plan, focuses on public consultation regarding site criteria.

ALTERNATIVES

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

FINANCIAL IMPLICATIONS

A budget of \$300,000 has been allocated for the 2007 communications and public consultation plan. Funding for this portion is contained within the existing allocation.

SUMMARY/CONCLUSIONS

In conclusion, an ongoing, effective communications strategy and public consultation process is an important part of the overall implementation of our Wastewater Treatment Plan. This portion of the plan will be in effect from September to November 2007. The communications strategy for 2008 will be developed by November 2007.

RECOMMENDATION

That the Core Area Liquid Waste Management committee approve the corporate Wastewater Treatment Communications Strategy Phase Two – September 2007 – June 2008 as submitted and the timeframe for implementation.

Nancy Consaul
Senior Manager, Corporate Communications

Dwayne Kalynchuk, PEng
General Manager, Environmental Services
Concurrence

COMMENTS

NC:dv
Attachment: 1

Wastewater Treatment Communications Strategy

PHASE TWO – September 2007 – June 2008

OBJECTIVE

To summarize the communications direction for Phase Two of the Capital Regional District's (CRD) Wastewater Treatment Program. During the second phase, lasting about 10 months, public consultation and education around both the site and the design aspects of the proposed facilities will be the main priority. A key part of the strategy will focus on providing a range of mechanisms to gather public and stakeholder feedback.

BACKGROUND

The CRD is in the process of identifying potential sewage treatment plant sites as well as carrying out environmental and social reviews ESRs in the areas of Clover Point, Esquimalt, Saanich East and Colwood – West Shore. As part of the preparation process, between November 2006 and June 2007, the CRD conducted a number of public education and consultation initiatives, including:

- An interactive website
- Paid and earned media
- Public/stakeholder meetings
- Stakeholder presentations and a technical open house
- Public outreach and educational tours
- Public enquires and correspondence management
- Informational brochures/materials

As well, the CRD has initiated a consultation process with the Songhees and Esquimalt First Nations, specifically to ensure that they are fully informed of the CRD's plans and project requirements. The CRD also established two committees: the Core Area Liquid Waste Management Committee (CALWMC) comprised of elected officials and the Technical and Community Advisory Committee (TCAC). Both will play a key role in the site selection and review process.

The CRD is moving forward with sewage treatment for the Core area municipalities and continues to work towards that goal. Most importantly, the CRD has recently updated its Liquid Waste Management Plan and submitted it to the provincial Minister of the Environment along with supporting documents. Collectively, the materials outline a strategy, cost and schedule for wastewater treatment.

The CRD continues to have a strong commitment to conducting an open and transparent process of public information, ensuring sustainability and environmental protection, while providing value to the taxpayer.

COMMUNICATION OBJECTIVES

- To raise awareness and participation in the CRD's environmental initiatives.
- To inform and educate the public and key stakeholders on the progress being made towards sewage treatment in the CRD — including public consultation processes — to encourage public input.
- To ensure that the CRD continues to be open and transparent as details and decisions occur regarding wastewater management.

TARGET AUDIENCES

1. Government
 - a. Federal
 - b. Provincial
 - c. Municipal
 - d. Regional – CRD Board, Core Area Liquid Waste Management Committee as well the Technical and Community Advisory Committee
2. Stakeholders
 - a. Environmental Groups
 - b. Community Groups/Associations
 - c. Business Community
 - d. First Nations
3. Residents specifically in the five key municipal areas
4. Media
5. Organized Labour
 - a. CUPE
 - b. BC Federation of Labour
6. Staff and management

COMMUNICATIONS STRATEGY PHASE TWO

Phase Two of the communications strategy will include several key components including research, public education, public consultation and stakeholder relations.

Research

Similar to Phase One, the first part of the strategy is research based. Phase One research enabled the CRD to better target information to the public. To reach a wider audience, research will be used to provide a broader base of public opinion regarding sites and design. This allows for the opportunity to break down the results per municipality and will focus on the following areas:

- Design preferences, building exterior, landscaping elements, etc.
- Green impact – reuse, biosolid management, source control, etc.
- Potential site locations
- Traffic and parking
- Construction issues – noise, timeframes, traffic management, etc.
- Communications/consultation process including preferred methods
- Greenhouse gas generation

Educational materials and the consultation process are reflective of the outcomes of the research findings. In the initial research conducted, surveying was listed as one of the top four preferences to communicate information and to receive input on the wastewater project

EDUCATIONAL INFORMATION

Based on existing research, along with the outcomes of the 2007 Phase One educational and promotional programs, the strategy for Phase Two has been developed. The following outlines the methods and implementation.

Key Messages

- Wastewater treatment continues to move forward
- This continues to be a transparent process; your views and ideas are important

Campaign Concept – Fall 2007

- Update on the next steps to wastewater treatment
- Focus on public consultation regarding sites and design
- How you can participate (public consultation)

Supporting Communications Products:

- Brochure/updates
- Fact sheets
- Interactive web site
- Public/stakeholder database

Stakeholder Outreach/Community Relations

Continued and ongoing contact with key stakeholders is essential. The community relations will include such activities as community updates, workshops, speaking engagements and presentations to various stakeholder groups.

On-line Engagement

The CRD's website will continue to be used to provide relevant and timely information on the sewage treatment project as well as to provide information on other environmental initiatives. The existing site has been particularly effective for providing two-way information to the public. Feedback mechanisms will remain up-to-date and fully operational. The CRD website will continue to be a resource for posting both notices and follow-up reports on the public consultation at local levels.

PUBLIC CONSULTATION

Given the importance of the wastewater treatment program to the region and the need for public input, consultation is an essential part of the over all communications strategy. The objectives of the public consultation process are as follows:

- Provision of information regarding the process of site selection, potential sites and final choices
- Provision of information regarding aspects of the design and environmental impact/opportunities
- Provision of information on construction details including timeframes, working schedules, traffic management and the like
- A range of opportunities, at various stages, for the public to provide input to both site and design options and final details

The process of public consultation is intricate involving many stakeholder and community interests. Due to the complexity of the project, public consultation will be divided into stages which reflect different project milestones and key decision points. Stage One will concentrate on the initial site selection and design.

Supporting Communications Products

- Fact sheets/updates
- Brochures
- Project plan
- Interactive website
- Committee updates
- Advertising program

AUGUST – NOVEMBER 2007 PROMOTIONAL PROGRAM

Initiative

Determining Site Criteria

August

- Develop materials and website needed for public consultation initiatives
- Presentation on fall public consultation to TCAC meeting August 29

September

- Implementation of Phase Two Communications Strategy begins
- Update with community/neighborhood associations and municipalities
- Continue dialogue with First Nations groups
- Website updated and available for public use
- Advertising program begins – week of September 25
- Public feedback program begins September ends October 26

October

- CALWMC presentation on part one of the public consultation initiatives
- Promotional program continues
- In-depth communications task list developed for January – September 2008

November

- Part one of public consultation process complete
- Report back to CALWMC/TCAC on all findings and task list for 2008