



# Wastewater Treatment Project

Treated for a cleaner future

CRD Wastewater Treatment Project

## Communications and Engagement Plan

---

Version 3.0

Updated: July 2019

## Table of Contents

|  |    |
|--|----|
| 1. Purpose .....   | 3  |
| 2. Situational Analysis .....  | 3  |
| 3. Strategy .....  | 5  |
| 4. Communications and Engagement Objectives.....                       | 5  |
| 5. Communications and Engagement Team and Roles .....                  | 5  |
| 6. Contractors’ Communication and Engagement Responsibilities .....    | 7  |
| 7. Audiences and Stakeholders.....                                     | 7  |
| 8. Media Relations .....   | 8  |
| 9. Issues Management.....  | 8  |
| 10. First Nations and Local Government Engagement.....                 | 8  |
| 10.1 First Nations .....   | 8  |
| 10.2 Local Government Elected Officials (CRD and Municipal) .....      | 9  |
| 10.3 Local Government Technical Engagement: Staff Working Groups ..... | 9  |
| 11. Public and Stakeholder Engagement.....                             | 10 |
| 11.1 Esquimalt Liaison Committee .....                                 | 11 |
| 11.2 City of Victoria Neighbourhood / Community Associations.....      | 11 |
| 11.3 Saanich / Electoral District A / Willis Point .....               | 11 |
| 12. Communications and Community Engagement Activities.....            | 11 |
| 12.1 Materials .....   | 12 |
| 12.2 Engagement Methods and Scheduling.....                            | 13 |
| Appendix A – Stakeholder List (listed in alphabetic order).....        | 14 |

## 1. Purpose

The purpose of the Communications and Engagement Plan is to:

- Define the Wastewater Treatment Project's (the Project) communications and engagement goals;
- Outline the anticipated communications and engagement activities during the construction period; and
- Describe the roles and responsibilities of the Wastewater Treatment Project's communications and engagement team, which includes Capital Regional District (CRD) staff, consultants and representatives from the contractors for each element of the Project.

The Communications and Engagement Plan has been developed to address the construction phase of the Project. It will be reviewed regularly to determine any updates required.

## 2. Situational Analysis

In response to provincial and federal requirements to implement secondary sewage treatment in the Capital Regional District Core Area by the end of 2020, the CRD Board of Directors established an independent Project Board with delegated authority to undertake all aspects of business case planning, site acquisition, project management and expenditures for the Wastewater Treatment Project.

On May 25, 2016 the Regional Board of the CRD:

- Adopted by resolution the Project Board Terms of Reference for the purposes of establishing principles governing the Core Area Wastewater Treatment Project (CAWTP);
- Established the Core Area Wastewater Treatment Project Board (Project Board) for the purposes of administering the Core Area Wastewater Treatment Project; and
- Delegated certain of its powers, duties and functions to the Project Board.

On September 14, 2016 the Regional Board of the CRD:

- Received the final report of the Project Board with respect to its recommendation for the CAWTP; and
- Approved the Business Case attached to the final report.

More generally, efforts to develop a new wastewater treatment program in the core area over the past 10 years have received significant public attention, with debate over the need for sewage treatment as well as possible alternatives. The Project Board reviewed the previous technical work and extensive public commentary and developed a methodology to review and evaluate all options.

The Project Board developed a plan to provide a cost-effective way forward that considered the views expressed by CRD residents.

The goals of the Wastewater Treatment Project, as defined by the CRD Board in the CAWTPB Terms of Reference, are to:

- Meet federal requirements for secondary treatment by 2020
- Minimize costs to residents and businesses
- Optimize opportunities for resource recovery
- Minimize greenhouse gas emissions
- Add value to communities and enhance livability of neighbourhoods

The Business Case established the CAWTP control budget of \$765 million. In May 2019 the CRD Board approved increasing the Project's budget by \$10M to \$775M.

In April 2019 the Project Board approved a refinement of the Project’s scope from that defined in the Business Case, with the removal of the following three planned components: upgrades to the Currie Pump Station, twinning the Currie Forcemain, and twinning the East Coast Interceptor. These three components (all planned additions to the conveyance system) were removed from the scope of the Project as, based on an updated model of the core area’s wastewater system, they would not provide a benefit to the CRD’s residents and businesses, and are not required to meet the Project’s goals.

The Wastewater Treatment Project has three main components:

**McLoughlin Point Wastewater Treatment Plant**

The McLoughlin Point Wastewater Treatment Plant will provide tertiary treatment to the core area’s wastewater, and includes a pipe from Ogden Point to McLoughlin Point and a new marine outfall for treated water into the Juan de Fuca Strait.

**Conveyance System**

The conveyance system refers to the “pumps and pipes” of the Wastewater Treatment Project. This system will carry wastewater from across the core area to the McLoughlin Point Wastewater Treatment Plant. It will also convey residual solids from the wastewater treatment plant to the Residuals Treatment Facility.

**Residuals Treatment Facility**

Residual solids from the McLoughlin Point Wastewater Treatment Plant will be piped to a Residuals Treatment Facility at Hartland Landfill, where they will be turned into what are known as Class A biosolids. These biosolids are a high quality by-product treated such that it is safe for further use.

The Wastewater Treatment Project will be constructed through nine separate elements, as outlined in the following table. Construction of these elements will be staged to the end of 2020. The first phase of construction included the McLoughlin Point Wastewater Treatment Plant: construction began at McLoughlin Point and Ogden Point in the spring of 2017. The second phase commenced in early 2018 with the start of construction on the pump stations, which are part of the conveyance system, and the Residuals Treatment Facility. Later in 2018, construction began on the Clover Forcemain. The third phase of construction commenced in early 2019 with the commencement of the construction of the remainder of the conveyance system.

| Start of Construction | Construction Element                        | Project Component                           |
|-----------------------|---|---|
| Spring 2017           | McLoughlin Point Wastewater Treatment Plant | McLoughlin Point Wastewater Treatment Plant |
| Spring 2018           | Residuals Treatment Facility                | Residuals Treatment Facility                |
| Spring 2018           | Clover Point Pump Station                   | Conveyance System                           |
| Spring 2018           | Macaulay Point Pump Station and Forcemain   |   |
| Fall 2018             | Clover Forcemain                            |   |
| Spring 2019           | Residual Solids Conveyance Line             |   |

|             |                               |  |
|-------------|-------------------------------|--|
| Spring 2019 | Arbutus Attenuation Tank      |  |
| Spring 2019 | Residual Solids Pump Stations |  |
| 2020        | Trent Forcemain               |  |

### 3. Strategy

The Wastewater Treatment Project made an important transition in 2017 from the planning phase, which had been underway for many years, to the construction phase. The key focus of the communications and engagement activities throughout the construction phase is to keep residents and stakeholders informed of Project plans, progress and construction information, and to receive and respond to questions and concerns raised by the community.

### 4. Communications and Engagement Objectives

1. Continue to build and maintain positive relationships with First Nations, local governments, communities and other stakeholders.
2. Communicate the Wastewater Treatment Project’s plans, progress, impacts and benefits to community members to ensure they are fully informed about the Project, and seek to understand their interests and concerns. Ensure information is easily accessible and distributed through a variety of methods.
3. Manage an inquiry response program. Manage and track e-mail and phone inquiries to continue to provide accurate and timely responses to questions from the public and stakeholders.
4. Ensure integrated communications regarding the three components of the Project and the CRD’s related planning and operations.
5. Update the media on construction information and key Project milestones.
6. Meet communications obligations within each of the four funding agreements, the Esquimalt agreements, the City of Victoria licences, Saanich operating agreement, and communications obligations in any other Project-related licences/agreements.

### 5. Communications and Engagement Team and Roles

The Wastewater Treatment Project communications and engagement team is part of the larger Project Team and is made up of CRD employees and consultants engaged for the Project. The communications and engagement team will work closely with the contractors building the various elements of the Project. The team will manage the following:

- **Communications Planning:** developing plans and strategies in support of the Project, including integrating the functions listed below.
- **Community Relations:** building relationships with the public and stakeholders and keeping them informed through ongoing, two-way communications regarding Project information and developments, including traffic and construction schedules and updates, attending public and stakeholder meetings and responding to enquiries from the public, developing public

communications materials, providing Project updates and problem solving on issues as they arise.

- **Public Engagement:** gathering and receiving public input on the Project, including as defined in the City of Victoria’s licence agreements.
- **Construction Communications:** keeping the public and stakeholders advised on a timely basis about matters relating to construction impacts, for example traffic, parking, noise and odour.

The CRD’s Senior Manager, Corporate Communications will manage:

- **Media Relations:** providing the media with progress reports and updates on the Project and responding to issues raised by the media.

The following table outlines the roles and responsibilities of the communications and engagement team.

| Role  | Communications and Engagement Responsibility   |
|---|--|
| <p><b>Deputy Project Director</b></p>                               | <p>The Deputy Project Director oversees the communications and engagement needs of all aspects of the Project (excluding media relations) including:</p> <ul style="list-style-type: none"> <li>● Communications planning</li> <li>● Community relations</li> <li>● Public engagement support</li> <li>● Construction communications</li> </ul> <p>The Deputy Project Director is also the Project spokesperson.</p>   |
| <p><b>Director of Communications and Stakeholder Engagement</b></p> | <p>The Director of Communications and Stakeholder Engagement reports to the Deputy Project Director and provides communications and engagement expertise and planning in accordance with the overall Project goals. Working with the members of the communications and engagement team, the Director:</p> <ul style="list-style-type: none"> <li>● Consults and advises the Deputy Project Director and members of the Project Team on communications and engagement strategies;</li> <li>● Responsible for issues management;</li> <li>● Ensures the communications obligations within the funding agreements, Esquimalt agreements, the City of Victoria licences, the Saanich operating agreement, and other Project-related licences/agreements are met;</li> <li>● Oversees and integrates the contractors’ communications activities in accordance with the appropriate contract;</li> <li>● Is the Project spokesperson when the Deputy Project Director is not available; and</li> <li>● Works with the CRD’s Senior Manager, Corporate Communications on responding to media requests.</li> </ul> |

|   |  |
|---|--|
| <p><b>Communications Manager</b></p> <p><b>Communications Coordinator</b></p> | <p>The Communications Manager and Communications Coordinator are responsible for facilitating and managing ongoing communications and engagement activities with stakeholders. These roles report to the Director of Communications and Stakeholder Engagement. Specifically, these roles include:</p> <ul style="list-style-type: none"> <li>• Manage the public inquiry response program;</li> <li>• Develop communications and engagement materials including: communications and engagement plans, public notifications, public meeting materials, Q&amp;A documents, website, ad copy and project signs;</li> <li>• Oversee the development and distribution of construction and traffic notifications (to be undertaken by the relevant contractor);</li> <li>• Proactively meet with community members regarding specific issues;</li> <li>• Set up, develop materials and attend public and community meetings;</li> <li>• Liaise with the public at community/public meetings; and</li> <li>• Ensure the Project Team is mindful of community interests and concerns to inform construction plans.</li> </ul> |
| <p><b>CRD Senior Manager, Corporate Communications</b></p>                    | <p>Any media inquiry related to the Project will be directed to the CRD’s Senior Manager, Corporate Communications. The Senior Manager will manage the media response, supported by the communications and engagement team and if required, the relevant contractor.</p>   |

## 6. Contractors’ Communication and Engagement Responsibilities

Project contractors are required to support the communications and engagement team by attending regular meetings with the communications and engagement team during the construction period, and will be responsible for:

- Generating content about construction activities for public notifications and public meetings;
- Responding to inquiries related to their work;
- Attending community meetings and other stakeholder and engagement meetings as requested by the Project Team; and
- Going door-to-door, as and when warranted, to provide information to local residents and businesses to ensure comprehensive notification of construction activities.

The Wastewater Treatment Project’s communications and engagement team will oversee the construction communications program for all Project contractors, in order to ensure coordinated responses on behalf of the Project.

## 7. Audiences and Stakeholders

The Wastewater Treatment Project will maintain an ongoing communications and engagement program with the following audiences and stakeholders through the methods outlined in Section 12:

1. The Songhees and Esquimalt Nations (who are participants in the core area wastewater system), and the four First Nations with communities near the core area, but outside the core area wastewater system: STÁUTW (Tsawout), WSIKEM (Tseycum), WJOLELP (Tsartlip), and BOKEĆEN (Pauquachin).
2. CRD municipal governments: elected officials and staff
  - Primary: Victoria, Esquimalt, Saanich
  - Secondary: Oak Bay, View Royal, Colwood, Langford

3. Federal and provincial elected officials and staff
  - Local MLAs and MPs
4. Capital Regional District residents, community groups and neighbourhood associations generally, but particularly those affected by construction
5. Local and regional businesses and transportation associations

A more detailed list of stakeholders can be found in Appendix A.

## 8. Media Relations

Media relations will address local, regional and provincial media to update the media on Project plans, progress and construction information. The communications and engagement team will work with the CRD's Senior Manager, Corporate Communications to brief journalists to ensure the media and public are informed about key Project milestones, and to provide information for timely media responses.

## 9. Issues Management

As the Project develops, local issues will arise. These will require management through actions such as producing information sheets on specific topics, meeting with residents and stakeholders, updating the website, posting updates on social media or correcting information in media coverage.

## 10. First Nations and Local Government Engagement

### 10.1 First Nations

The core area lies within or near the traditional territories of 16 First Nations.

The First Nations most closely associated with the Project are the Esquimalt and Songhees, historically known as the "*Lekwungen*". Their communities are located in the core area within several kilometres of the McLoughlin Point WWTP and other important components of the Project. The Esquimalt and Songhees support the goals of the Project and are participants in the core area wastewater system through service agreements. The Chiefs from each Nation are members of the Core Area Liquid Waste Management Committee. The Esquimalt and Songhees have leased land in the Victoria Harbour to the Project for use during construction. In recognition of their assistance in the planning and development of the wastewater system, and in recognition of their right to be consulted about the potential impacts of the Project on their Douglas Treaty rights, the CRD has entered into support agreements with each of them. These agreements provide, amongst other things, for an Esquimalt Nation liaison position and a Songhees Nation liaison position for the four year term of the Project. The liaison representatives have been assisting the CRD in its communications with the Esquimalt and Songhees communities, in the administration of protocols involving potential impacts on ancestral remains and their traditional lands, and in the discussion and management of other important issues.

There are four First Nations with communities near the core area, but outside the core area wastewater system. They are *STÁUTW* (Tsawout), *ŪSIKEM* (Tseycum), *ŪJOLELP* (Tsartlip), and *BOKÉĆEN* (Pauquachin). These Nations are known as the *ŪSÁNEĆ* Nations. The CRD is engaged in discussions with the *ŪSÁNEĆ* Nations about parts of the Conveyance System



and the Residuals Treatment Facility, which are located on municipal roads or CRD lands within their traditional territories. The CRD is working with the W̱SÁNEĆ Nations in the management of heritage issues in their territories that may arise as a result of the construction of the Project.

There are ten other First Nations with Treaty rights in the general vicinity of the core area, but primarily fishing rights in the Strait of Juan de Fuca. These Nations are the Scia'new (Beecher Bay), Stz'uminus, Halalt, Penelakut Tribe, T'Sou-ke, Lyackson, MÁLEXEŁ (Malahat), Lake Cowichan, Cowichan Tribes, and Nanoose First Nation (which is included because it is represented by a tribal association, the Te'mexw Treaty Association, which was formed by some of these Nations). The CRD will be constructing outfall pipes and other infrastructure within or near the Victoria Harbour. The CRD has concluded that the construction and operation of the Project will not conflict with any of the Douglas Treaty rights of these Nations but it intends to keep them informed of Project activities, especially as they relate to beneficial outcomes in the marine environment.

## **10.2 Local Government Elected Officials (CRD and Municipal)**

The Wastewater Treatment Project provides monthly and quarterly reports to the elected officials who sit on the Core Area Liquid Waste Management Committee and the CRD Board.

The Deputy Project Director will consider whether events that occur between the monthly progress reports are of significance that a summary to the CRD's Chief Administrative Officer (CAO) is warranted. If such an event occurs, the Deputy Project Director will send a summary to the CAO, with a copy to the Project Board. The CAO can then determine whether to distribute the summary to the CRD Board and/or staff.

## **10.3 Local Government Technical Engagement: Staff Working Groups**

Complementing the ongoing engagement with elected officials, local government technical engagement has been established with the three primary core area municipalities most directly affected by construction: Victoria, Esquimalt, and Saanich. The Technical Engagement Program with each primary municipality ensures there is regular contact with the Wastewater Treatment Project Team and key municipal staff. It provides a forum to ensure accurate technical information is available to municipal staff as Project planning and construction proceeds, and to ensure technical issues are raised, discussed and addressed and, where possible, to coordinate municipal works with Project construction.

The technical engagement process is managed by the Project Team. The Wastewater Treatment Project provides information to local government staff, and receives input and feedback from staff. In some cases, the Project Team will seek specific input about technical issues to further Project design and development, or to inform construction.

Terms of Reference have been developed for each committee, and include:

- Local government staff participants – these include a senior engineer, senior planner, and other staff recommended by each municipality;
- The Project Team has appointed a representative for each municipality and contractor representatives will also attend meetings where appropriate; and
- Meeting frequency varies but will generally be a minimum of quarterly during construction, with the option for either party to request additional meetings.

## 11. Public and Stakeholder Engagement

The Project's communications and engagement program will facilitate ongoing two-way community and stakeholder communications to ensure the public and stakeholders are well-informed; respond to inquiries; and ensure that project managers are mindful of community interests and concerns. The communications and engagement team will communicate with stakeholders, community groups, businesses and the public regarding Project schedules, progress, developments and construction information.

Community engagement will support the key milestones or construction phases of the Project. The communications and engagement team, in consultation with the project management team, will set a reasonable schedule of meetings and open houses to appropriately advise the community while managing Project resources. To that end, it is anticipated that there will be groupings of meetings to support key Project milestones. Ongoing and upcoming engagement is outlined in the following table.

| Status                                    | Construction Element                        | Community                             | Communication Tools   |
|---|---|---------------------------------------|---|
| Construction Underway                     | McLoughlin Point Wastewater Treatment Plant | Esquimalt                             | <ul style="list-style-type: none"> <li>• Construction notices</li> <li>• Responding to public inquiries</li> <li>• Website updates</li> <li>• Community association meetings</li> </ul> |
|   | Macaulay Point Pump Station                 | Esquimalt                             |   |
|   | Clover Point Pump Station                   | Fairfield Gonzales                    |   |
|   | Residuals Treatment Facility                | Saanich<br>Willis Point               |   |
|   | Clover Forcemain                            | James Bay<br>Fairfield Gonzales       |   |
|   | Residual Solids Conveyance Line             | Esquimalt<br>Victoria West<br>Saanich |   |
|   | Arbutus Attenuation Tank                    | Saanich                               |   |
| Construction anticipated to start in 2020 | Trent Forcemain                             | Victoria                              |   |

At the start of the construction phase of the Project, community information open houses were a valuable communication tool to provide information about the different components of the Project to the public. To date, 20 open houses have been held for this purpose. Once construction begins on a Project element, other communication methods are used to inform residents about construction progress including construction notices, website updates, email notifications, social media, project updates, and meetings with neighbourhood and/or community associations.

The following outlines the communications and engagement approach in each community. Please refer to Section 12 of this plan for a detailed description of communications and engagement activities.

### **11.1 Esquimalt Liaison Committee**

In accordance with the Esquimalt Amenity Agreement, and because of the location of the McLoughlin Point Wastewater Treatment Plant, a liaison committee has been set up for Esquimalt to provide a forum for the discussion of issues related to the construction and operation of the Wastewater Treatment Plant and the Macaulay Point Pump Station and Forcemain, including traffic management plans. The committee includes representatives from the Township of Esquimalt, West Bay Residents Association, Lyall Street Action Committee, Macaulay Elementary School Parent Advisory Committee, Department of National Defence, CRD, the McLoughlin Point Wastewater Treatment Plant contractor Harbour Resource Partners, the Macaulay Point Pump Station and Forcemain contractor Kenaidan Contracting Ltd. and the Residual Solids Conveyance Line contractor Don Mann Excavating.

### **11.2 City of Victoria Neighbourhood / Community Associations**

There are three neighbourhoods that are in close proximity to Project construction in Victoria. The Project Team communicates and meets with the James Bay Neighbourhood Association, the Fairfield Gonzales Community Association and Victoria West Community Association as needed. Engagement with these neighbourhood and community associations is focused on construction progress and mitigation measures.

### **11.3 Saanich / Electoral District A / Willis Point**

The Project Team has met with the Saanich Community Association Network (SCAN) and will continue to engage with SCAN and other community or neighbourhood associations in close proximity to Project construction in Saanich.

The Project Team has established a relationship with the Willis Point Community Association and the Director of Communications and Stakeholder Engagement provides regular updates on construction of the Residuals Treatment Facility at Hartland Landfill and the Residual Solids Conveyance Line.

The Project Team has discussed establishing a Saanich community liaison committee but Saanich community representatives have stated they prefer to receive Project updates through email for distribution to their members. The Project Team remains open to establishing a Saanich community liaison committee if there is interest from Saanich community representatives.

## **12. Communications and Community Engagement Activities**

To ensure there are multiple opportunities to provide information and facilitate two-way communications with the public and stakeholders, there are a variety of materials and methods to support the Project's communications and engagement. These are summarized below.

## 12.1 Materials

| Materials                         | Description   | Distribution   |
|-----------------------------------|---|--|
| <b>Website</b>                    | <ul style="list-style-type: none"> <li>• The Wastewater Treatment Project website (wastewaterproject.ca) provides a central point for information regarding the Project.                             <ul style="list-style-type: none"> <li>○ <i>Current Construction Activities</i> provides an overview of current construction activity.</li> <li>○ <i>News and Information</i> contains all construction notifications, Project information, an FAQ feature that is updated regularly, public meeting notices and information, procurement status, and an archive of past documents.</li> <li>○ <i>Plans, Reports and Agreements</i> contains key Project documents, reports and agreements. In some cases, information that is commercially sensitive will be redacted.</li> <li>○ <i>Governance</i> contains the Project Board’s formal meeting materials and minutes.</li> <li>○ <i>Contact Us</i> contains an email contact form to reach the Project Team and to sign up for Project updates.</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• Online</li> </ul>   |
| <b>Inquiry Response Program</b>   | <ul style="list-style-type: none"> <li>• An inquiry response program has been established to track, record and address questions or concerns from the public.</li> <li>• It comprises an email address (wastewater@crd.bc.ca) checked regularly and a 24/7 Project information telephone line (1.844.815.6132).</li> <li>• Phone inquiries have a target response time of one business day and email inquiries have a target response time of 5 business days, but depending on the type of query, responses can take longer as they are reviewed to ensure that they are consistent, accurate and include the appropriate level of technical information.</li> </ul>   | <ul style="list-style-type: none"> <li>• Phone</li> <li>• Email</li> </ul>   |
| <b>Project Updates</b>            | <ul style="list-style-type: none"> <li>• Provide overall updates on new or revised information regarding the Project.</li> <li>• Produced on a regular basis, and at key Project milestones, to provide information about the Project.</li> <li>• Include pictures, maps and other visuals.</li> </ul>  | <ul style="list-style-type: none"> <li>• Online</li> <li>• Emailed to stakeholders</li> <li>• Hard copy distribution as appropriate</li> </ul> |
| <b>Construction Notifications</b> | <ul style="list-style-type: none"> <li>• Each contractor, as required, provides construction notices to describe construction, schedules and impacts (traffic, noise, etc.).</li> </ul>   | <ul style="list-style-type: none"> <li>• Online</li> <li>• Emailed to stakeholders</li> <li>• Hard copy distribution as appropriate</li> </ul> |

|                                  |   |  |
|----------------------------------|---|--|
| <b>Information Sheets</b>        | <ul style="list-style-type: none"> <li>Provide information on specific aspects of the Project or topics related to the Wastewater Treatment Project (e.g. noise or odour).</li> </ul>   | <ul style="list-style-type: none"> <li>Online</li> <li>Emailed to stakeholders</li> <li>Hard copy distribution as appropriate</li> </ul> |
| <b>Display Boards</b>            | <ul style="list-style-type: none"> <li>Provides detailed and up-to-date information on the Project as needed.</li> <li>Include pictures, maps and other visuals.</li> </ul>   | <ul style="list-style-type: none"> <li>Open houses</li> <li>Community meetings</li> <li>Online</li> </ul>                                |
| <b>Notification/ Advertising</b> | <ul style="list-style-type: none"> <li>Information about the Project and construction updates.</li> </ul>   | <ul style="list-style-type: none"> <li>Local newspapers</li> <li>Online</li> </ul>   |
| <b>Videos/ Photos</b>            | <ul style="list-style-type: none"> <li>Post photos/renderings of construction progress and key milestones on the website.</li> <li>Video to be produced to provide a Project overview or explain aspects of the Project.</li> </ul> | <ul style="list-style-type: none"> <li>Online</li> <li>Community meetings</li> <li>Flickr</li> </ul>                                     |
| <b>Social Media</b>              | <ul style="list-style-type: none"> <li>Information about Project and construction updates.</li> </ul>   | <ul style="list-style-type: none"> <li>Twitter / Facebook</li> <li>Managed by CRD communications</li> </ul>                              |
| <b>Project Signage</b>           | <ul style="list-style-type: none"> <li>Project information signs that include funding partner recognition.</li> </ul>   | <ul style="list-style-type: none"> <li>Project construction sites</li> </ul>   |

## 12.2 Engagement Methods and Scheduling

The following methods will be used to engage with key audiences. Meeting scheduling will be informed by Project construction activities.

| Methods   | Description   |
|---|---|
| <b>Public Information Meetings</b>                    | <ul style="list-style-type: none"> <li>Held by the Wastewater Treatment Project Team, public meetings with residents and stakeholders will provide Project information at key milestones; for example, community information meetings about construction in each area.</li> </ul>                       |
| <b>Stakeholder Meetings</b>                           | <ul style="list-style-type: none"> <li>Attending meetings with individual stakeholder groups to provide information regarding the Project and to answer questions and hear feedback or concerns; for example, a school Parent Advisory Committee, or the Greater Victoria Harbour Authority.</li> </ul> |
| <b>Community / Neighbourhood Information Meetings</b> | <ul style="list-style-type: none"> <li>Attending meetings with community or neighbourhood associations, in particular those associations in close proximity to construction, to provide information regarding the Project and to answer questions and hear feedback or concerns.</li> </ul>             |
| <b>Door-to-door Visits</b>                            | <ul style="list-style-type: none"> <li>Visits to local residents and businesses to provide and receive information about upcoming construction.</li> </ul>  |
| <b>Project Events</b>                                 | <ul style="list-style-type: none"> <li>Held in conjunction with funding partners, these events will highlight key Project milestones.</li> </ul>  |
| <b>Emails</b>   | <ul style="list-style-type: none"> <li>Distribute information materials to relevant stakeholders and residents via email.</li> </ul>  |
| <b>Social Media</b>                                   | <ul style="list-style-type: none"> <li>Distribute information about Project and construction updates through the CRD's Twitter account.</li> </ul>  |

## Appendix A – Stakeholder List (listed in alphabetic order)

An overview of key stakeholders is below. A complete list will be kept and regularly updated at the Project office.

- Anglers Associations
- BC Transit
- Chambers of Commerce / Business Associations
- Core Area Service Participants:
  - Esquimalt Nation
  - Songhees Nation
  - City of Colwood
  - City of Langford
  - City of Victoria
  - District of Oak Bay
  - District of Saanich
  - Town of View Royal
  - Township of Esquimalt
- Community, Resident and Neighbourhood Associations
- Department of National Defence (DND)
- Environmental Associations
- Federal Government
  - Department of Fisheries and Oceans
  - Infrastructure Canada
  - Members of Parliament (MPs)
  - Transport Canada
- First Nations
- Greater Victoria Harbour Authority
- Harbour Master
- Island Health
- Members of the public and residents in the CRD
- Provincial Government
  - Members of Legislative Assembly (MLAs)
  - Ministry of Environment and Climate Change Strategy
  - Ministry of Forests, Lands, Natural Resource Operations and Rural Development
  - Ministry of Municipal Affairs and Housing
  - Ministry of Transportation and Infrastructure
- Recreation Associations
- School Districts: 61 (Greater Victoria); 62 (Sooke); 63 (Saanich)
- School Parent Advisory Committees
- Sporting Associations
- Tourism Victoria