



Sanitary Sewer Use Bylaw - Communication Plan Summary

Phase 1 and 2

Objectives

Phase 1 Prior to Bylaw Adoption: General Awareness and Council Preparation

1. To build awareness and understanding of key issues affecting the City's sanitary sewer system.
2. To build support for the proposed Sanitary Sewer Use Bylaw, while remaining open to changes in the draft to reflect the needs of the community.
3. To gain approval from City Council for the proposed bylaw as demonstrated by adoption of a bylaw that reflects the original objectives of:
 - safeguarding City sanitary sewer system, sewer workers, the public and the environment;
 - creating a regulatory structure for controlling discharges that is clear, consistent and fair; and
 - establishing effective enforcement.

Phase 2 Post Bylaw Adoption: Residential and Industrial, Commercial & Institutional (ICI) Sewer Users

1. To educate residential and ICI users on how they can keep harmful substances out of the sanitary sewer in compliance with the Sanitary Sewer Use Bylaw.
2. To be responsive to the needs of residents and ICI, ensuring that their feedback is considered in the implementation of the Bylaw.
3. To foster public trust and support for the Sanitary Sewer Use Bylaw.

Key Messages

1. Harmful substances contained in wastewater can have serious consequences on health and safety, municipal sanitary sewer infrastructure, wastewater treatment and the environment.
2. Controlling harmful substances at the source is the most effective means of protecting public & worker safety, controlling infrastructure repair and maintenance costs, reducing the burden on the wastewater treatment facility and maintaining a healthy environment.
3. The annual cost of Utilities Division sanitary sewer operations and maintenance is \$4.5 million. An updated bylaw, to more effectively manage the sanitary sewer system, is a proactive and fiscally responsible initiative.

Potential Partners

1. Northern Health Authority – Environmental Health Office
2. Prince George Chamber of Commerce

Priority Tactics and Timing

Phase 1 Prior to Bylaw Adoption: General Awareness and Council Preparation

| Tactic | Preparation | Completion |
|---|-----------------|-------------------------|
| Website: redesign/update Source Control Program & Sanitary Sewer Use Bylaw content | Mar 27 – May 31 | Ongoing |
| Mayor & Council Info Session: provide presentation on the Sanitary Sewer Use Bylaw, followed by Q&A | May 16 - 25 | May 27 |
| Tours of WWTP & Lagoons: Opportunities for Mayor, Council & Senior Leadership to view key elements of wastewater treatment | Jun 3 - 7 | Jun 3 - 7 |
| Sanitary Sewer Use Bylaw Available to Public: post on City website when report goes to Council | Jun 3 - 5 | June 5 |
| Media Release & Social Media Campaign: at bylaw adoption | Early Fall | 4 th Reading |

Phase 2 Post Bylaw Adoption: Residential and Industrial, Commercial & Institutional (ICI) Sewer Users

| Tactic | Target ¹ | Preparation | Completion |
|--|---------------------|--------------------|--------------------------|
| YEAR 1 – Fall 2019 to Fall 2020 | | | |
| Internal | | | |
| Info Sessions/Lunch & Learns/Meetings: with City staff | CPG | TBD | TBD |
| External | | | |
| Website: Post key forms, info sheets, BMPs & maintenance log sheets. Create Code compliance graphic & showcase successes. | A | Ongoing | Ongoing |
| Videos: produce short feature films highlighting priority sanitary sewer issues and key education take-aways | A | May - Aug | Aug 30 |
| Business Licensing Invoice: message/insert regarding new Bylaw & Codes of Practice registration | ICI | Aug - Sep | Fall |
| Mail out: Letter to Food Service, Mechanical Repair & Vehicle Wash Operations, Sani-Dump Operators & Haulers | ICI | Following Adoption | Following Adoption |
| Stakeholder Group Info Sessions: Food Service, Mechanical Repair & Vehicle Wash Operations, Sani-Dump Operators & Haulers | ICI | Following Adoption | Following Adoption |
| Community Active Living Guide: ½ info page | R | Nov | Spring 2020 |
| Utilities Division Vacuum Truck Wrap: messaging on 2 trucks | A | Aug - Sep | Sep |
| YEAR 2 – Fall 2020 to Fall 2021 | | | |
| Internal | | | |
| Info Sessions/Lunch & Learns/Meetings: updates to City staff | CPG | TBD | TBD |
| External: | | | |
| Website: keep website content current | A | Ongoing | Ongoing |
| Follow Up Mail out: Status letter to Food Service, Mechanical Repair & Vehicle Wash Operations | ICI | Early Sep | Mid-Sep |
| Community Active Living Guide: ½ info page | R | May Nov | Fall 2020 Spring 2021 |
| Utilities Division Vacuum Truck Wrap: messaging on 2 trucks | A | Sep | Oct |
| YEAR 3 – Fall 2021 to Fall 2022 | | | |
| Internal | | | |
| Info Sessions/Lunch & Learns/Meetings: updates to City staff | CPG | TBD | TBD |
| External | | | |
| Website: keep website content current | A | Ongoing | Ongoing |
| Business Licensing Invoice: message with date for compliance with Codes of Practice | ICI | Aug - Sep | Fall |
| Follow Up Mail out: Status letter to Food Service, Mechanical Repair & Vehicle Wash Operations | ICI | Early Sep | Mid-Sep |
| Community Active Living Guide: ½ info page | R | May Nov | Fall 2021 Spring 2022 |

Note 1: Target: City of Prince George (CPG), Residential (R), Institutional/Commercial/Industrial (ICI), All (A)

Budget

| Tactic | Year 1 | Year 2 | Year 3 | Potential Impact |
|--|-----------------|-----------------|----------------|------------------|
| Vacuum Truck Wrap | \$5000 | \$5000 | | High |
| Education Materials | \$30,000 | \$3000 | \$3000 | High |
| Mail outs | \$500 | \$500 | \$500 | High |
| Videos | \$10,000 | | | Medium |
| Advertising: traditional & social media | \$750 | \$500 | \$500 | Medium |
| Active Living Guide: ½ info page | \$700 | \$700 | \$700 | Medium |
| Travelling Source Control Display Board(s) | \$350 | \$350 | \$350 | Medium |
| Event Education Materials/Messaged Items | \$750 | \$750 | \$750 | Medium |
| Subtotal | \$47,800 | \$10,800 | \$5,800 | |
| 15% Contingency | \$7,170 | \$1620 | \$870 | |
| Total | \$54,970 | \$12,420 | \$6,670 | |

The communication plan will be evaluated regularly and modified as necessary. Other education and communication actions will be considered based on opportunities, need and resources.