



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	Aug 18 – 19 (proposed)	4 th Reading

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

Tactic	Target ¹	Preparation	Completion
YEAR 1 – August 2019 to August 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 – August 2020 to August 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 – August 2021 to August 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.