



ROSE VALLEY WATER TREATMENT PLANT Legislative and Non-Legislative Communication and Engagement

Council Initiative - Subject to Petition Against Process

(Reporting Period From January through October 2, 2020)



LEGISLATIVE PROCESS

Date	Action/Decision
July 14, 2020 - Council Initiative-Subject to Petition Against Process Initiated	Council read the bylaw three times and authorized staff to determine the level of RVWTP user support for the recommended long-term borrowing solution.
August 26, 27 & September 2 – Advertising	Three Statutory Public Notice advertising inserts in local papers.
August 31 – Petition Packages Mailed to 8,267 Parcels	Letter outlining process, Public Notice of Intent, Petition Form, map of local area service and supplemental “What’s in Your Package” information sheet.
By 4 p.m. on October 2 nd , 229 Petition Against Forms Received by the City	Out of the 8,267 parcels, owners of 229 parcels within the LAS returned signed petition forms. This represent 2.77% of the parcels and 2.49% value of land and improvements.



5
RVWTP
Information
Videos

11
News
Releases,
each sent
to 3,499
subscribers



11,000+
Video views on
YouTube,
Facebook &
Instagram

39,000+
People reached
with 60+ social
media posts on
three platforms
(3,100 Social Media
Engagements)



7
Ads/Public
Notices
placed in local
newspapers

2
Information
mailers each
sent to 8,267
parcel owners



JAN - OCT. 2, 2020

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NON-LEGISLATIVE COMMUNICATION AND ENGAGEMENT

Outreach	Issued
Reports at Regular Council Meetings (5)	<ul style="list-style-type: none">• March 2020• May 2020• June 2020• July 2020• October 13, 2020 (today's report)
Print Advertising – Statutory (3)	<ul style="list-style-type: none">• August 26 – Westside Weekly• August 27 – WestK News• September 2 – Westside Week
Print Advertising - Non-Statutory Ads (4)	<ul style="list-style-type: none">• May 27 – Westside Weekly• June 3 – Westside Weekly• July 22 – Westside Weekly• September 16 - WestK News



NON-LEGISLATIVE COMMUNICATION AND ENGAGEMENT

Outreach	Issued
News Releases (6)	<ul style="list-style-type: none">• January 29 – Council 2020 Priorities• July 13 - Council moves forward to recommend establishing Local Area Service and long-term borrowing• July 14 - Subject to Petition Against process proceeds for Rose Valley Water Local Area Service• August 26 - Important information to be mailed to Rose Valley Water Treatment Plant Local Area Service property owners• September 16 - Subject to Petition Against for Rose Valley Water Treatment Plant reaches mid-way point• October 2 - Unofficial results indicate long-term borrowing is preferred for Rose Valley Water Treatment Plant



NON-LEGISLATIVE COMMUNICATION AND ENGAGEMENT

Outreach	Issued
Council Highlights Issued (5): <ul style="list-style-type: none"> • Media outlets • E-updates news and alerts subscribers • Neighbourhood Associations 	<ul style="list-style-type: none"> • May 12 • July 14 • September 8 • September 29 • October 6
Direct Mail - 8,267 parcels (2)	<ul style="list-style-type: none"> • July 29 – Important Update About Your Water • August 31 – What’s In Your Package
Direct Notification (face-to-face and phone calls)	<ul style="list-style-type: none"> • Neighbourhood Associations • Key stakeholders and public



NON-LEGISLATIVE COMMUNICATION AND ENGAGEMENT

Outreach	Issued
Social Media (60+ posts)	<ul style="list-style-type: none"> • 60+ social media posts on the City's three platforms (Facebook, Instagram and Twitter) • 3,100 social media engagements/interactions
Videos (5) 11,000+ Views	<ul style="list-style-type: none"> • July 15, 2020: Mayor Milsom updates residents on the RVWTP • July 22, 2020: Director of Engineering & Public Works updates residents on the design and construction of the RVWTP • July 28, 2020: Video from the CAO - Mailers to 8,267 properties • September 2, 2020: The Council Initiative - Subject to Petition Against mailer for future RVWTP users explained • September 3, 2020: Director Engineering updates residents on RVWTP
E-updates (17)	<ul style="list-style-type: none"> • Reached 3,499 subscribers



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