



Making a difference...together

Wastewater Treatment Public Consultation Plan

September – November, 2007

Wastewater Treatment Public Consultation Plan

Key Messages

- We are committed to providing innovative, environmentally sound treatment solutions which provide value to the taxpayer
- Our project will be a good neighbor
- We are committed to openness and transparency as part of an inclusive process
- Considerable work and planning have already been done
- Minimize our carbon footprint
- The CRD has a 35 year history of excellence in wastewater treatment



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Project Principles

- **Commitment** to triple bottom line analysis in everything we do
- **Commitment** to minimize generation of GHG and to optimizing beneficial re use and resource recovery opportunities
- **Commitment** to being a good neighbor
- **Commitment** to innovative, but proven technologies
- **Commitment** to an approach that will accommodate new technologies and approaches to sewage treatment in the future



Public Consultation Information Objectives

Part One – September-November, 2007

To provide comprehensive information to the public and stakeholders regarding:

- Site criteria
- Next steps to wastewater treatment
- Resource recovery and beneficial reuse
- Greenhouse gas reduction
- History of innovation in treatment



Public Consultation Information Objectives

Part Two – March-October, 2008

To provide comprehensive public and stakeholder information regarding:

- Design aspects
- Site selection
- Construction details (e.g. traffic, expected timeframes etc.)
- Opportunities for host communities
- Resource recovery and beneficial reuse



Communications Implementation for Part One

September/October, 2007

- Research both quantitative (phone survey) and qualitative (focus groups)
- Meeting with community/neighborhood associations
- Meeting with municipalities
- Stakeholder presentations to key business groups
- Continued dialogue with First Nations
- Stand alone interactive website developed
- Advertising program to advise public of next steps and how they can participate – begins September 22/2007



Communications Implementation for Part One (cont'd)

November 2007

- Part One of public consultation process complete
- Report back to CALWMC and TCAC groups with findings and detailed public consultation plan for 2008



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Supporting Communication Tools – Part One

- Fact sheets
- Informational brochures
- PowerPoint presentations
- Community updates/newsletters
- Advertising program
- Earned media (interviews etc.)

