

# Communication Plan

**Regional Municipality of  
Peel**

**Lornewood Creek Sanitary Sewer  
Environmental Assessment  
Communication Plan**

**December 2007**



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# COMMUNICATION PLAN

## 1 Introduction

The Regional Municipality of Peel (Region) has retained Associated Engineering (AE) to conduct a Schedule 'C' Municipal Class Environmental Assessment, for the Lornewood Creek Sanitary Sewer. The Class Environmental Assessment Process is designed in such a way to ensure stakeholders have input into projects that will impact them. As with any Environmental Assessment Process it is as much about public relations as it is about technical solutions. Allowing either approach to dominate may impede the process as the study proceeds. Our project team recognizes the fine balance between providing the best technical solution and providing the solution most acceptable to the public.

The success of the study rests with the ability of the project team to solicit, process and respond to public input. This document outlines the Communication Plan that will be implemented for the Lornewood Creek Sanitary Sewer Class Environmental Assessment (EA).

A number of items were considered in developing the Communication Plan, which include:

- Meetings;
- Public Consultation Program;
- Agency and Interested/Affected Party Contact;
- Regional Council/Senior Staff Briefings and Presentation; and
- Issue Management.

## 2 Meetings

A variety of meetings are proposed as part of this assignment to ensure the project team and others are regularly kept up to date and meaningful input is received at key Class EA decision-making points. These meetings will include:

- Project Team Meetings; and
- Co-ordination Meetings

### 2.1 Project Team Meetings

As part of starting this assignment, a Kick-off Meeting will be held early in the project schedule with the Region. The purpose of this initial meeting will be to:

1. Introduce key members of the consultant team to the Region;
2. Ensure there is agreement with how the project will be carried out (i.e., the schedule for all activities, the roles and responsibilities of Staff members, and communications protocols), and
3. Obtain background material from the Region as required.

Following the Kick-off Meeting, Project Team Meetings will be held during the remainder of the assignment on a regular basis. The purpose of these meetings will be to discuss and review project progress, review various project tasks, obtain Region's approval for tasks, discuss outstanding items, and review reports. In addition, the Region will be provided with a draft agenda for comment (or input to one if the Region is preparing) prior to each meeting (minimum of one week in advance if possible) and written minutes following each meeting to all attendees (within one week if possible).

Monthly status reports will also be provided to update the Region on project progress.

## **2.2 Coordination Meetings**

Municipal and utility co-ordination meetings will be held during the assignment to test ideas and assert positions and guide the project team in its decisions. The municipal co-ordination meetings will be held with Staff from the City of Mississauga (City) and the utility/agency co-ordination meetings will be held with representatives from telephone, gas, hydro, and cable utilities, as well as representatives from CVCA and other agencies as appropriate. The timing of these meetings and their specific purposes are described below.

The Region will arrange the Municipal Co-ordination Meetings while AE will arrange the Utility and Agency Co-ordination Meetings.

### **2.2.1 First Municipal Co-ordination Meeting**

The Co-ordination Meeting with the City will be held prior to evaluating the alternative solutions. The purpose of this meeting will be to finalize the purpose of the study (by reviewing the problem/opportunity statement developed through Phase 1 of the Class EA process), confirm the proposed alternative solutions, and gain input on the proposed alternative solutions.

### **2.2.2 Second Municipal Co-ordination Meeting**

This second Co-ordination Meeting with the City will be held prior to evaluating the alternative design concepts for implementing the preferred solution. The purpose of this meeting will be to review the selection of the preferred alternative in light of input received from PIC No. 1, confirm the proposed alternative design concepts including the need for any anticipated mitigation, and gain input on the alternative design concepts.

### **2.2.3 Utility/Agency Co-ordination Meetings**

Utility and Agency Co-ordination Meetings will be held on an as needed basis during the study. The purpose of these meetings will be to provide a project overview, review proposed alternative solutions, gain input on the preferred alternative, and identify potential anticipated impacts on area utilities or the local environment.

### 3 Public Consultation Program

Since this project is classified as a Schedule “C” activity, the Municipal Class EA (2000, as amended in 2007) requires the proponent to undertake two mandatory points of public contact and two mandatory notifications:

1. Notice of Study Commencement
2. Contact during Phase 2 of the Class EA process
3. Contact during Phase 3 of the Class EA process
4. Notice of Study completion

With this in mind, citizens at large including residents, business owners, property owners, etc. will have a variety of opportunities for learning, sharing, and responding during the Class EA process with the following points of public contact:

- Study Commencement (Phase 1)
- PIC No. 1 (Phase 2)
- PIC No. 2 (Phase 3)
- Study Completion (Phase 4)

In addition, AE will provide the Region with regular updates that can be posted on the Region’s project webpage, if requested. This will ensure that the members of the public have the most up to date information.

#### 3.1 Study Commencement

Notice of Study Commencement will occur subsequent to the Project Kick-off Meeting to ensure that the public and agencies are notified early in the Class EA process so that any concerns are identified upfront and taken into account in the remainder of the study. Once approved, the Region will publish the Notice of Study Commencement in the local newspaper(s).

#### 3.2 Public Information Centers

Two PICs are planned for the project at the following key EA decision-making points:

1. **PIC No. 1** – The preliminary results of Class EA Phases 1 and 2 will be presented for public comment. This will include the problem/opportunity statement; existing/proposed study area conditions, alternative solutions being considered, and next steps in the study. This meeting will seek input from the public to develop the preferred alternative.
2. **PIC No. 2** – The preliminary results of Class EA Phase 3 will be presented for public comment. This will include existing/proposed study area conditions, the

preferred solution, alternative design concepts, evaluation results, recommended design concept, proposed mitigation, and next steps in the study.

Both PICs will be located at a venue within the study area to be confirmed with the Region and will follow an “Open House” format with display boards presenting the project information. For both PICs, AE will:

- Prepare Notice of PIC for the Region to advertise in local newspapers;
- Prepare all coloured displays, information hand out packages, and sign-in and comment forms;
- Provide final displays and hand out package in PDF format to the Region a minimum of one week in advance of each PIC for posting on the project’s website;
- Provide professional staff and facilitate each consultation event;
- Prepare draft responses to written comments/concerns raised by attending public members for Region review;
- Issue approved response letters; and
- Update the project’s contact database to include additional public members who want to be directly notified of future project related events.

PIC No.1 will be documented in a Progress Report, which will become part of the Environmental Study Report (ESR), and PIC No. 2 will be documented directly into the ESR.

### 3.3 Study Completion

Once the ESR has been finalized, a Notice of Study Completion will be published in a local newspaper by the Region.

## 4 Agency / Interested Contact

In concert with the Public Consultation Program, appropriate agencies and interested and affected parties will be contacted during the EA process. This will be accomplished by establishing a contact mailing list, sending out a number of contact letters, and undertaking follow-up efforts where appropriate. Input received from the contacted agencies and interested and affected parties will be tracked through a consultation record database.

### 4.1 Contact Mailing List

A comprehensive list of relevant review agencies and interested and affected parties has been prepared for this project based on the RFP, AE’s knowledge of the study area, and information provided by the Region (see Appendix). The list includes provincial ministries and agencies, municipal departments and agencies, utilities, emergency services, special interest groups, affected

property owners, and individuals who have previously enquired about the study. This list was finalized based on the Region's comments.

During the Class EA process, the list will be revised, as appropriate, to reflect those agencies or parties who wish no further involvement in the study as well as those new agencies/parties who wish to be directly notified of future study related events. In this manner the project contact mailing list will constantly be updated to ensure that all possible effort is made to include all interested agencies/parties throughout the EA process.

#### **4.2 Contact Letters**

Those interested agencies/parties identified in the established mailing list will be contacted through letters during the EA process corresponding with the publication of the newspaper advertisements as follows:

- Study Commencement (Phase 1)
- PIC No. 1 (Phase 2)
- PIC No. 2 (Phase 3)
- Study Completion (Phase 4)

The Appendix includes a sample notification letter. Once finalized, AE will mail the Study Commencement letter and the Notice of Commencement to begin the consultation process. The Region will hand-deliver the Notices and Letters to the residents along Lornewood Creek. Following the initial mailing, AE will send out the contact letters for the remaining three contact points.

#### **4.3 Follow-up Efforts**

Once the initial contact letter has been mailed, follow-up efforts will be undertaken (i.e., telephone calls, e-mails, etc.) with those agencies that failed to respond by the identified deadline. This proactive consultation technique helps ensure that key agencies are made aware of the project and their initial sensitivities are drawn out. This extra step also helps establish working relationships that allow the Project Team to resolve concerns before problems arise.

## **5 Regional Council/Senior Staff Briefings and Presentation**

Prior to holding both PIC's, Regional Councillors and Senior Regional Staff will be briefed of the project so that they are fully aware of the proposed information to be presented to the public. This will also provide an opportunity to incorporate any changes suggested by either Regional Council or Senior Staff prior to making the information publicly available at the PIC. These briefings may take place in either Council meetings or with specific Councillors/Senior Staff based on the requirements of the Region.

After finalizing the ESR, a presentation will be made to Regional Council/Senior Management for their acceptance of the Study's findings and recommendations prior to the ESR being made available for public review.

## 6 Issue Management

The Project Team will be flexible, open and responsive to issues as they arise including being available for attending additional meetings with an individual agency/party or collection of individuals in a focus group setting.

AE will also be available to assist the Region in preparing responses to public inquires during the study as a means of addressing issues/concerns/questions.

## 7 Summary

This Communication Plan developed for the Lornewood Creek Sanitary Sewer Municipal Class EA addresses the Region's RFP requirements for this assignment and is in accordance with the Municipal Class EA (2000, as amended in 2007) mandatory points of agency/public contact. The Plan includes project team meetings, municipal and utility co-ordination meetings, a comprehensive public consultation program including two PIC's, agency and interested/affected party contact, and Regional Council/Senior Staff briefings and a presentation.

These consultation efforts will remain flexible and responsive to the needs of the project so that they may be added to as appropriate. As a result, the project team, public members, agencies, interested/affected parties, and Regional Councillors and Senior Staff will be constructively engaged throughout the Class EA process including key EA decision making points.



# COMMUNICATION PLAN

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## APPENDIX

1. Agency Contact List
2. Notification Letter for Notice of Commencement

November 23, 2007  
File: 06-2545

Dear Lornewood Creek Resident

Re: Notice of Study Commencement - Class Environmental Assessment (Schedule C)  
Lornewood Creek Sanitary Sewer, Mississauga - Regional Municipality of Peel

The Regional Municipality of Peel is initiating a Class Environmental Assessment (Class EA) to identify the preferred solution to rectify the existing condition of the Lornewood Creek Sanitary Sewer (300mm and 375mm diameter) in the City of Mississauga. The Study Area is shown on the attached notice.

Recent inspections of this section of sanitary sewer revealed that the line is in poor condition. In addition it has been noticed that stream bank erosion has caused pipe exposure at several locations in the study area. It is necessary that the Lornewood Creek sanitary sewer be renewed to mitigate further deterioration. Alternative solutions include rehabilitation and/or replacement of this section of sanitary sewer.

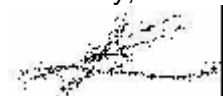
During the Study, there will be two Public Information Centre (PIC) meetings held, which will assist the Project Team in determining a preferred design concept. You will be notified of these meetings, in advance, along with information on the specific location for the PIC. If you wish to provide any comments on this study, prior to the first PIC, we request that your comments be directed to one of the following, by **December 14, 2007**. Alternatively, you may wish to attend the Information Centre meetings before providing any feedback.

Region of Peel  
11 Indell Lane  
Brampton, Ontario, L6T 3Y3  
Attn: Bob Lipka, C.E.T.  
Project Manager

Associated Engineering (Ont.) Ltd.  
304 The East Mall, Suite 800  
Toronto, Ontario, M9B 6E2  
Attn: Tony Barton, P.Eng.  
Project Manager

We thank you for your attention to this matter, and we look forward to your assistance in the identification of a preferred solution to the Lornewood Creek Sanitary Sewer.

Sincerely,



Bob Lipka, C.E.T.  
Project Manager, Capital Works, Collection and Communal Treatment  
Wastewater Division  
Environment, Transportation and Planning Services

encl.

c. Mr. Tony Barton, Associated Engineering (Ont.) Ltd.