



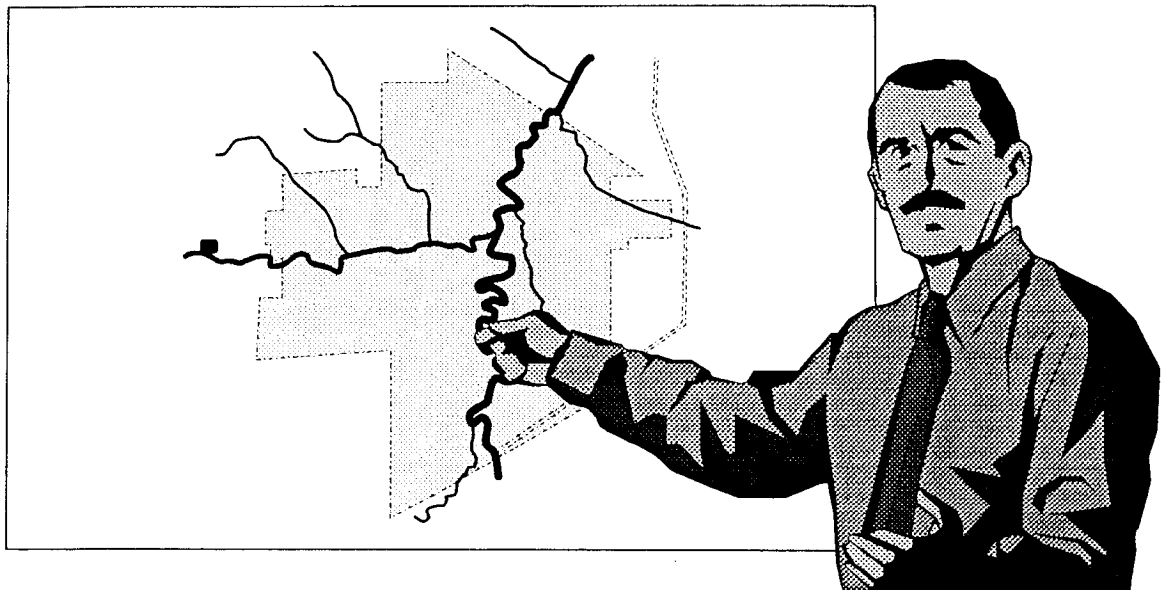
City of Winnipeg
Waterwork, Waste
and Disposal Department

Phase 1 Technical Memorandum for

Combined Sewer Overflow
Management Study

PUBLIC PRESENTATION

Technical Memorandum No. 8



Internal Document by:

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In Association With:

Gore & Storrie Limited and **EMA** Services Inc.

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DISCLAIMER

This Technical Memorandum is for information to the Phase 1 Workshop participants. It is a draft document intended for internal discussion and is not intended as a report representing the policy or direction of the City of Winnipeg.

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1.0 BACKGROUND

Participation by the public in the CSO management study is warranted from the standpoint from both City policy as well as through the direction of the Clean Environment Commission.

The City has established policy guidelines for citizen participation in public works projects. The policy outlines criteria for projects where public participation is warranted. These criteria include projects which have key strategic importance in the City's long-term plans, projects where the City is seeking public input, awareness and support for a project, a history of public involvement in the project, and projects where a requirement exists for *Environment Act* approvals. The potential CSO program meets these criteria in that the potential costs involved in CSO control are massive, and the City will seek public support for such a control program as it has in its river quality protection programs in the past. There has been a history of public involvement in river control projects and there will be requirements for endorsement of the CSO control program from Manitoba Environment.

The Clean Environment Commission (CEC) in delivering its report on the water quality objectives for the Red and Assiniboine rivers in June 1992, recommended that an advisory or steering committee should be established during implementation of the study and that members of the scientific community should be invited to collaborate in the study design. Thus, the CEC gave some specific direction in terms of consultation with certain publics.

The City policy guidelines provide direction in terms of the objectives of citizen participation. The general objective is to obtain public support for a CSO control policy and to develop a strategy for action. Public involvement is intended to accomplish the following:

- enable the public to have better understanding of the CSO control planning process;
- help determine and define the public's needs;
- provide a forum for interested groups and individuals;
- create understanding among stakeholders of the trade-offs involved in CSO control options.

2.0 ISSUES

The fundamental issue related to combined sewer overflows is the discharge of untreated sewage combined with storm runoff into the rivers. This is an environmental issue with respect to the public and river users, as well as to the environmental regulatory agencies as a matter of environmental policy. The river uses that are affected or potentially affected by discharges are shown in Table 1, along with the water quality aspect affected by CSO discharges. Aside from the issue of environmental policy, the water quality parameter of major concern is microbiological quality in the river, i.e., fecal coliform contamination, and floating matter which is aesthetically unpleasing.

As background to public attitudes to river water quality, a recent survey done using specialist consultants as part of the river quality studies is relevant. The survey which was done in 1990 questioned 815 randomly selected Winnipeggers above the age of 18 (theoretical error 3.5%, 19 times out of 20). A copy of the full survey is available. Issues addressed were river use, perceived barriers to use and desire for increased recreation, knowledge of pollution control and willingness to pay for increased pollution control.

Two-thirds of the respondents wanted to increase their recreational use, especially among the younger age groups. The most important issue noted was pollution. Along with aesthetics, this made up 50% of the total response. A very high response was received for the unaided question regarding additional uses or facilities desired, indicating that this is an issue of high priority for people. Most people wanted more cycling and walking paths, while 28% wanted special areas for canoeing. Over 75% agreed with the statement that the dirty appearance of the river discourages them from recreational use. A high level of concern and response was consistently noted about perceptions of river quality. There appeared to be some understanding about the natural turbidity and muddiness of the river, but approximately 85% indicated that they felt the City was not doing enough to protect the rivers. While all the respondents apparently wanted more done, there were differences in opinion about who was responsible (i.e., City or industry).

There is a poor understanding about the level of pollution control present in Winnipeg. For example, almost 1/3 did not know how wastewater treatment in Winnipeg compared to that in other cities. Very few people felt that pollution control was good or very good. Over half

TABLE 1

RIVER WATER QUALITY AND CSOs IN WINNIPEG

RIVER USE

- Aesthetics
 - "clean-up rivers
- Environmental Policy
- Primary Recreation
 - swimming/immersion
- Secondary Recreation
 - boating/fishing
- Irrigation
 - greenhouse, vegetable
- Domestic Water Supply
 - raw water supply
- Fish

CSO ISSUE

- Floating matter
- Overflow of sewage
- Microbiological (public health)
- Microbiological (public health)
- Microbiological (public health)
- Microbiological (public health)
- Sediment?
- D.O.?
- Microbiological?
- Chemicals?

of the respondents indicated that raw sewage was discharged into the rivers, although there appeared to be some understanding about the intermittent nature of combined sewer overflows. About 2/3 stated that pollution from the City caused an impact downstream. On average respondents indicated that they would be willing to pay an additional amount on their water and sewer bill for pollution control.

3.0 COMMUNICATION STRUCTURE

The structure for facilitating the advisory and consultation processes involved in the CSO management study has been proposed to Manitoba Environment. The proposed structure is compatible with the City policy guidelines for public involvement and is intended to meet the intended CEC recommendations. **Figure 1** illustrates the proposed organization. Each of the main elements of the public communication structure is discussed below.

3.1 ADVISORY COMMITTEE

The City proposes that an Advisory Committee be established to provide advice to the City and the consulting team as to study purposes, scope, objectives, methods, and public involvement. The Advisory Committee is expressly intended to be distinct from the City Project Management Committee, thereby providing advice from an external perspective.

The purpose of the Advisory Committee is to improve the quality, comprehensiveness, and credibility of the study.

3.1.1 Mandate

The committee's mandate would be to provide advice to the City. The consultant would transfer project-related information to the committee through meeting presentations (and documentation as available).

Proposed Organization: CSO Study

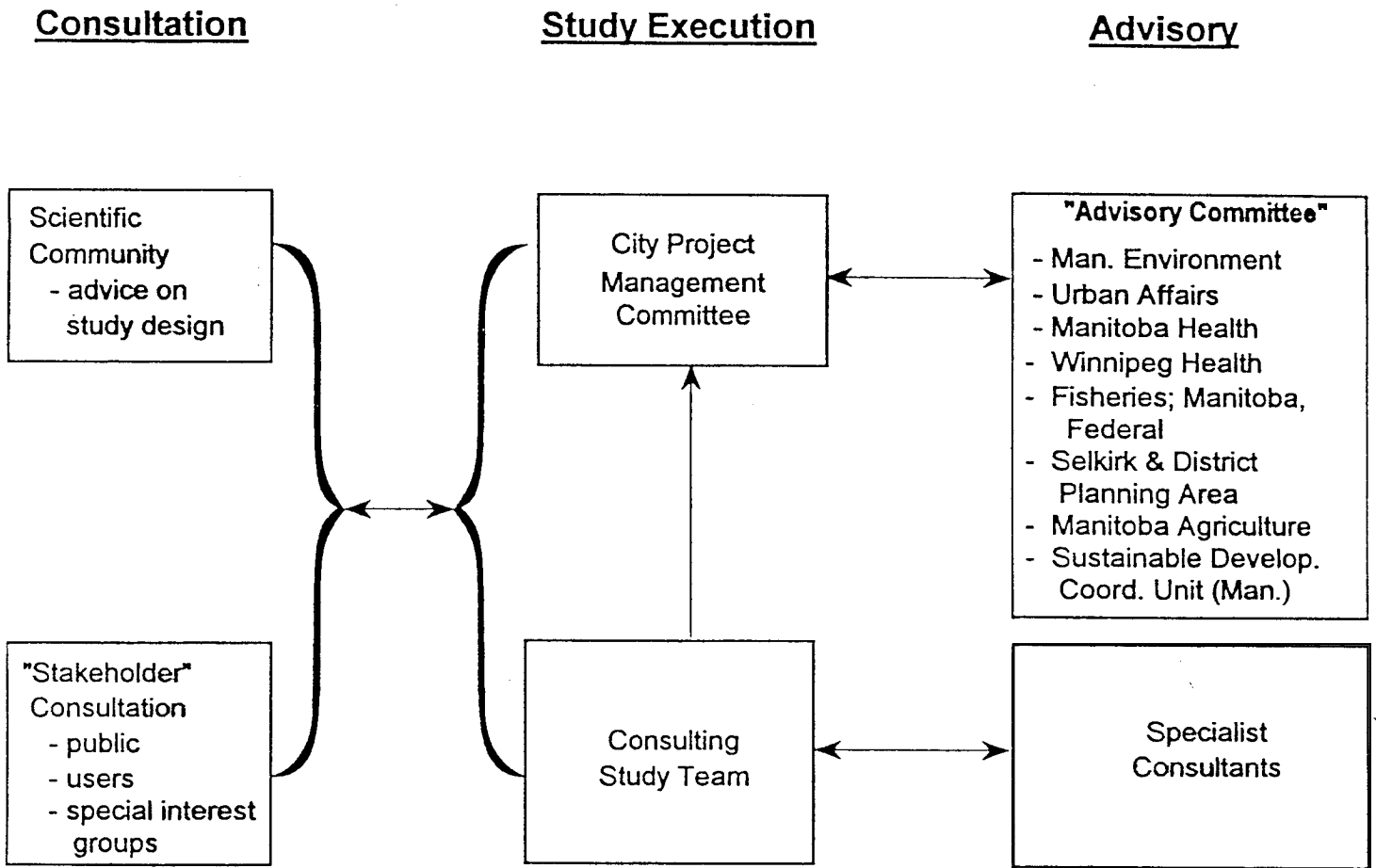


FIGURE 1

The Advisory Committee is to operate by consensus. The committee's recommendations will clearly be identified as advice to the City, with the City having no obligation to accept the advice.

3.1.2 Responsibilities

Participation on the Advisory Committee would be completely voluntary with no stipend or remuneration. Meetings should not be more frequent than quarterly.

At least one person from each of the City and consultant would attend the Advisory Committee meetings (non-voting status) as a resource to the Committee, for meeting documentation and to facilitate correspondence between the City's Project Management Committee and the Advisory Committee.

Advisory Committee responsibilities include review of information provided prior to meetings, and the preparation of advice suitable to the agenda proposed for each meeting.

The committee is expected to report to the CEC upon completion of the study, although individual members would not be bound by the committee's opinions and could report or make representations individually to the CEC.

3.1.3 Membership

The Advisory Committee membership will be open to stakeholders who are significant users of the rivers, regardless of whether or not they have a financial stake in the study. The scientific community at large and special interest groups are not to be included, because these groups will have opportunities for input in the consultation process (Section 4.0).

Representatives of the following departments/agencies are proposed for membership:

- Manitoba Environment
- Urban Affairs

- Manitoba Health
- Winnipeg Health
- Fisheries (Provincial and possibly Federal)
- Selkirk and District Planning Council
- Manitoba Agriculture
- Manitoba Sustainable Coordination Development Unit

The City's Project Management Committee recommends Ms. Heather MacKnight of Urban Affairs as chairperson, or alternatively, the Chair could be selected by the Advisory Committee itself.

3.2 CONSULTATION

The City and their consultants intend to consult with the public, key stakeholders, and the scientific community throughout the study. The City anticipates two somewhat distinct consultation processes, as discussed below.

3.2.1 Scientific Consultation

The study will benefit by participation of scientists and academics who are stakeholders in water quality management decisions to be made by CEC/Manitoba Environment in respect of issuance of guidelines, standards or licenses related to river water quality.

Participation of academics/scientists will help to ensure that the local scientific perspective is considered, that state-of-the-art information is relied upon during the study, that appropriate scientific methods are utilized to support assessments, and to assist in setting the study direction. In this way, the credibility of the study design will be enhanced and the foundation of its decisions strengthened.

Participation is expected to be on the basis of meetings with individuals or groups of selected scientists or academics in the fields of fisheries, aquatic biology, water quality, public health, and environmental engineering. Individuals would be selected on the basis of directly relevant

experience, in resolving questions or uncertainties which have arisen in the study process, as well as their being representative of a broader cross-section of relevant scientific disciplines. The City is interested in maintaining involvement of those scientists/academics who have been consulted or who have contributed to studies to date (e.g., Dr. Ken Stewart of the Zoology Department, University of Manitoba), as well as those scientists who appeared at the CEC hearings and expressed concerns about river water quality. A representative list of potential contacts is shown in [Table 2](#). The Advisory Committee will be asked to review this list and provide their advice on participants.

Participation by these scientists is expected to be voluntary and without stipends, unless by exception for specific research. Meetings would be arranged by the consulting team at the convenience of the participants. These individuals would not act as a Committee. Topics for discussion will relate to the scientific interest of the individual or group. The consultants will provide information to the participants and seek advice from the participants. Consultation is expected to take place near the end of Phase I to allow comment on proposal study design and scientific approaches involved in the study. Subsequent meetings would take place in each Phase, i.e., one or two times per year. The individuals would not be expected to provide reports, unless they so choose. Documentation of the meetings would be done by the consultants.

3.2.2 Public Consultation

The public consultation and communication program will be designed in Phase I. It is expected that a variety of communication techniques will be employed, such as news releases, open houses, information meetings, public attitude surveys, mailers, etc. Consultation with the general public is expected to begin in June and continue on a regular basis throughout the study. Important "stakeholder" publics will be identified for particular dialogue. The list of these special interest groups will be reviewed with the Advisory Committee. An illustrative list of possible contacts is shown in [Table 3](#).

TABLE 2

ILLUSTRATIVE LIST FOR CONSULTATION WITH SCIENTIFIC COMMUNITY

- DR. KEN STEWART - FISHERIES
- DR. EVA PIPP - WATER QUALITY
- NATURAL RESOURCE INSTITUTE
- MANITOBA ENVIRONMENT COUNCIL
- MANITOBA ECO-NETWORKS
- DR. SPARLING - ENVIRONMENTAL ENGINEER
- PROF. OLESZKIEWICZ (U. of M.)
- J. WARRENER - ENVIRONMENTAL ENGINEER
- TIM BALL
- PROF. ROBINSON (U. of M.)

TABLE 3

ILLUSTRATIVE LIST FOR CONSULTATION WITH SPECIAL INTEREST GROUPS

- CONCERNED CITIZENS OF MANITOBA
- CONSERVATION CANADA
- INTERNATIONAL COALITION
- DUCKS UNLIMITED
- COMMERCIAL FISHERMEN
- MANITOBA MEDICAL ASSOCIATION
- ST. BONIFACE RESIDENT'S ASSOCIATION
- FISH FUTURES
- CANOE/ROWING CLUBS
- CHOICES
- HIGH SCHOOLS
- JET-SKI USERS
- YACHT CLUB
- CHAMBERS OF COMMERCE (WINNIPEG AND SELKIRK)

4.0 POTENTIAL CONSULTATION PROGRAM

This section describes the proposed consultation program. It is intended for review and discussion with the technical specialists and the City.

4.1 STUDY PHASES

The study has been designed to be conducted in four phases. Each phase will achieve specific objectives which are intended to be integrated with the ongoing communication process with the various parties outlined earlier. The phases are also organized to facilitate liaison within the City itself, the public and other government agencies. As shown in Figure 2, the study phases make explicit allowance for public consultation at the end of each phase. There will be ongoing communication activities throughout each phase but it will culminate in "milestone" communication effort at the end of each phase.

4.2 METHODS

The proposal outlined a number of communication methods to be used for this study. These potential methods include the following:

- *News Release/News Conference:*
 - The study team has found these techniques work well in terms of getting a focussed message out to the media. Specialist consultants are usually useful in terms of ensuring the news release gains attention and that the news conference is properly organized and effective. We have used this method successfully with regard to related studies. Early in Phase 1 a news release was provided on the initiation of the CSO management study. A copy is attached.

- *Advisory Committee:*
 - As discussed in Section 3.1.

General Approach

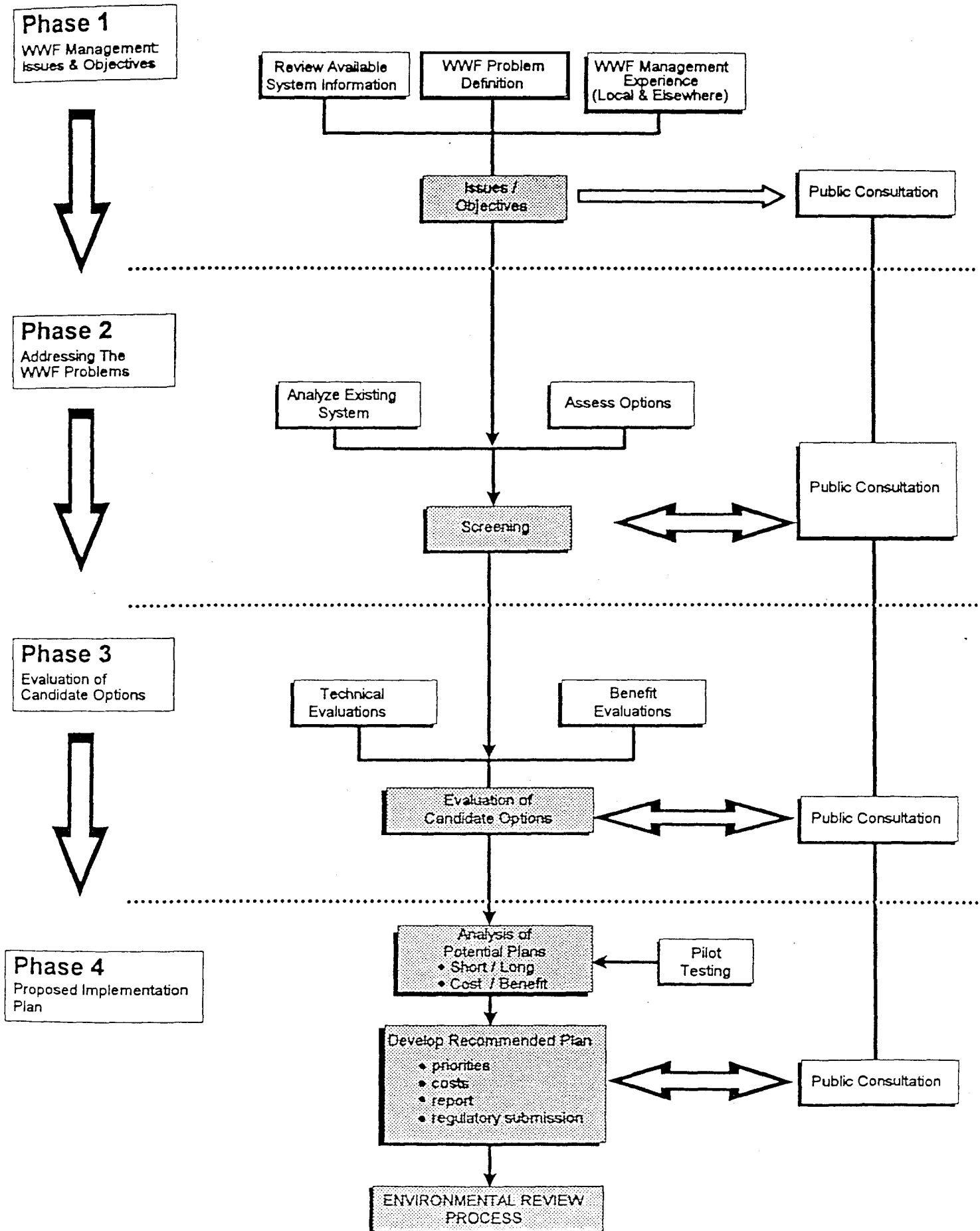


Figure 2

- *Scientific Community Dialogue:*
 - As discussed in Section 3.2.

- *Special Interest and General Public Discussion:*
 - As discussed in Section 3.3.

- *Public Attitude Surveys:*
 - Telephone surveys can elicit response from the public on water quality issues and CSO control plans and can establish the nature and degree of their concerns.

Public attitude surveys can provide useful information which can be incorporated in subsequent reports and in communicating to the public in terms of feedback.

- *Open Houses*
 - The study team has undertaken numerous Open Houses on various projects with varying degrees of success. The Open Houses that have been held with regard to site specific projects have generally been well-attended by the locally affected publics. Open Houses, which have dealt with regional issues or studies, such as the river quality or water supply studies, have been attended by up to 200 people, however, there was not an indication that a broad cross-section of the public attended the Open House, in spite of substantial advertising. Of these 200 attendees, about 100 might be considered the general public. While these 100 citizens seemed to be very interested in the subject, it is debatable whether the high cost of the Open Houses brought commensurate returns in terms of communicating the nature of the study and the issues involved.

- *Public Information Meetings:*
 - These Town Hall meetings can provide a more formal format for presenting information or seeking feedback. Again, the difficulty is obtaining sufficient interest in a regional topic so as to reach a broad sector of the public.

- *Progress Reports:*
 - We have prepared "reader friendly" pamphlets providing a summary of the major findings of the reports, most recently for the Red and Assiniboine River Quality

and the water supply studies. These have been primarily for use or distribution to the Councillors of the City of Winnipeg and to the public on request. On these studies and similar studies for similar clients, these progress reports have provided very useful information to the interested publics and special interest groups. These reports are however costly to prepare. In the previous studies noted, a specialist communications consultant was used to assist in assuring that the communication was in layman terms.

- *Newsletters:*

- These newsletters can be in the form of a progress report, but are usually less costly to prepare and not as expensive to produce as the above report format. the city-wide distribution of these documents can be costly, e.g., \$0.10/document. For every householder distribution, this represents about \$25,000.

- *Mailers/Bill Stuffers:*

- These documents, which can be prepared for postal distribution to all households in the City of Winnipeg, have been used recently to summarize the Phase 2 Water Supply study. A very good response was obtained, i.e., about 5,000 people responded to the mail-back questionnaire and a substantial number asked for additional information. Again, a specialist consultant was used to assist in the preparation of the mailer. It was also costly to prepare and to distribute, via the postal system, to each of the householders. The cost of distribution alone was about \$25,000.

Bill stuffers can be used to provide a message directly to the utility customers, however these bill stuffers have to be concise and also suffer from the disadvantage that the billing system is based on a quarterly interval, which means that $\frac{1}{3}$ of the customers receive their bill in month one, $\frac{1}{3}$ in month two, and the remaining third in month three. As well, bill stuffers require that the message has to be distilled to a very concise document. A further difficulty is that many apartments and condominiums do not receive a water/sewer bill (perhaps $\frac{1}{3}$ of the customers) and would not receive the message.

- *Newspaper Information Advertisements:*
 - Prominent space in the local papers can provide important exposure to a public message. A recent local example was the $\frac{2}{3}$ -page information article on the Assiniboine River diversion, which was noticed by a large segment of the Winnipeg population. These advertisements cost about \$10,000 (2 papers, weekend) and professional fees for a public relations firm. A "tear-off" questionnaire resulted in several hundred returns with comments. This technique could be used to provide public progress reports or in place of a newsletter.

- *Education Events:*
 - Information displays can be effective in providing public education, especially if related to a theme, e.g., Environment Week, Earth Day, etc. Media Billboards (T.V., Radio) can assist in drawing attention to the event.

- *Database:*
 - A computerized database is an effective method to track public contacts, specific information, trends, etc. throughout the study.

A combination of the above methods has been used in the proposed program defined below.

4.3 PROPOSED COMMUNICATION PROGRAM

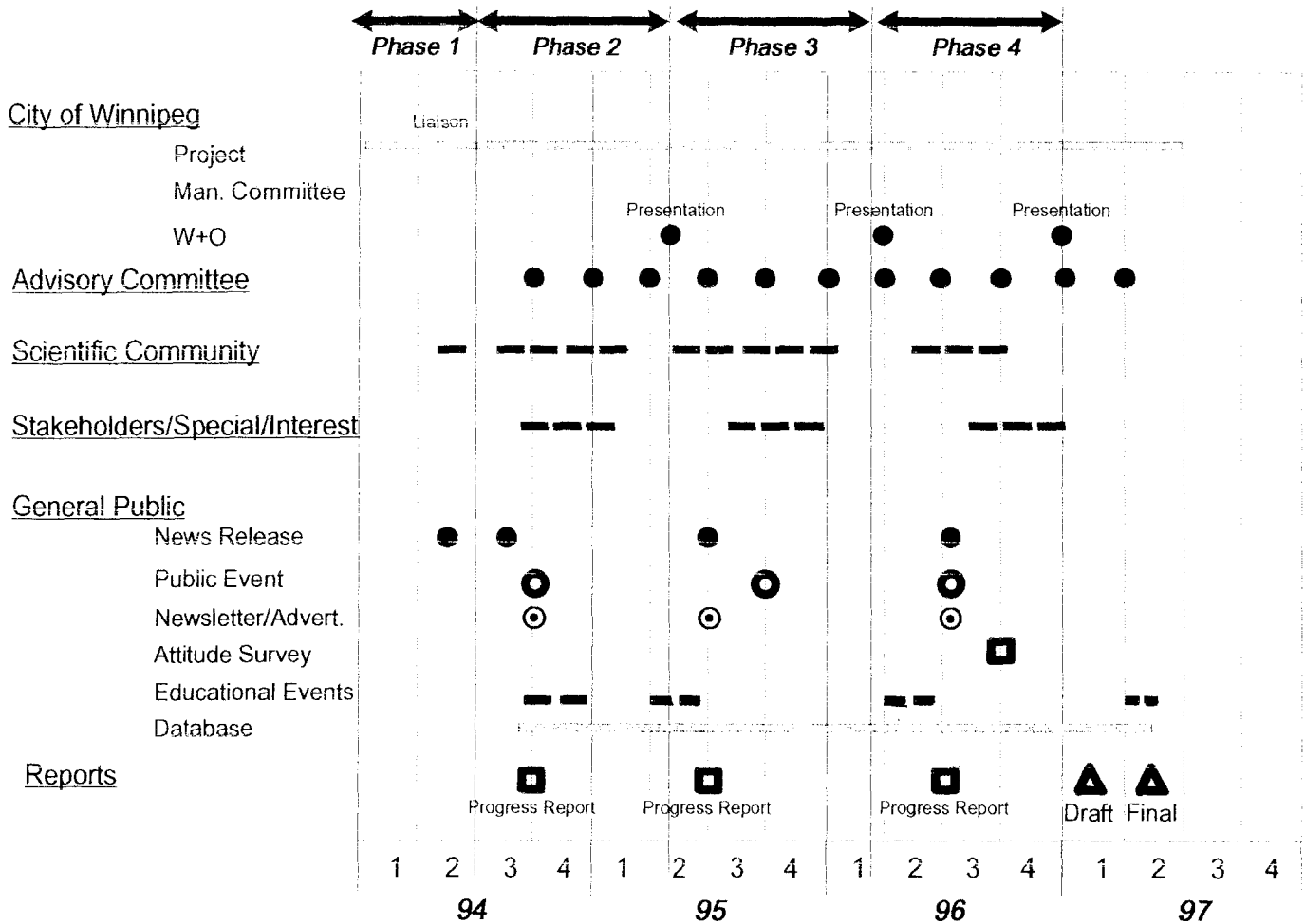
The proposed communication program is discussed in accordance with the four phases of the study and is shown in **Figure 3**.

4.3.1 Phase 1

Phase 1 is intended to develop the potential communication framework and its priorities. The main activities of Phase 1 comprise the following:

CSO MANAGEMENT STUDY

PUBLIC COMMUNICATION PROGRAM



June 8, 1994
Figure 3

- *New Release:*
 - This news release was combined with the opening of the WEWPCC on May 19, 1994. A copy of the news release is attached. This resulted in a news article in the local papers which is attached. The news release indicates that there will be an additional news release in Phase 2. The latter release is intended to provide guidance on the details of the public communication strategy.

- *Establish structure for Advisory Committee, scientific collaboration, stakeholder/public consultation:*
 - A structure has been developed and presented to Manitoba Environment for discussion.

- *Discussion with selected scientific interests:*
 - This dialogue will occur in Phase 1 and is intended particularly to canvass the extent of interest in aquatic health issues such as dissolved oxygen, sediments, toxic chemicals, etc., and thus provide direction as to the extent of water quality modelling or other technical assessments that might be required.

- *Review program with technical specialists at Phase 1 workshop:*
 - The communication program discussed in this technical memorandum is intended to be reviewed with the technical specialists at the Phase 1 workshop.

4.3.2 Phase 2

The following activities are proposed for Phase 2:

- *News Release:*
 - This news release should provide information on the methods that are planned for allowing the public and users groups to participate in this study.

- *Database:*
 - A database will be developed to record all communication activities, responses, etc. This will be maintained throughout the study.

Draft #3: May 17, 1994

May 19, 1994

News Release

For Immediate Release

Post-It™ brand fax transmittal memo 7671		# of pages > 2
To	George Kompeel	From
Co.	TetraES	Co.
Dept.		Phone #
Fax #		Fax #

City launches study to identify most cost-effective way to control combined sewer overflows.

WINNIPEG - The City of Winnipeg has begun a three-year study to measure effects of and identify possible solutions for overflows to our rivers from combined sewers in older parts of Winnipeg, that carry a diluted mixture of runoff and sewage during heavy rain and snowmelt.

"The City of Winnipeg recognizes our rivers as tremendous assets which contribute greatly to the quality of life of our residents," says Councillor Terry Duguid, chairman of the city's committee on works and operations. "As such, we see a responsibility to investigate whatever can be reasonably and cost-effectively done to ensure we can provide the highest quality rivers for Winnipeggers to use and enjoy."

Combined sewers serve about 100-square-kilometres of central Winnipeg and make up about 40 per cent of the city's entire wastewater collection system. They connect to about 70 overflow outlets along Winnipeg's rivers and streams. Overflows occur from 20 to 30 times per year during rain and spring runoff when large water volumes exceed sewer pipe and wastewater treatment plant capacity. Excess volume flows directly into the rivers.

"This is a mammoth challenge facing most older cities. Unfortunately, a solution to combined sewer overflows will take time and be expensive - perhaps in the hundreds-of-millions-of-dollars, even up to a billion dollars. It's a challenge that needs to be studied thoroughly to ensure we pursue the most cost-effective course of action," says Duguid.

"We've just completed a major 15 year, \$200-million expansion and upgrade program to our entire wastewater treatment system that provides primary and secondary treatment to all sewage generated during dry weather, including that from combined sewer areas. This new initiative is the next logical step - determining the best way to handle that portion of wastewater that we currently can't capture during wet weather."

The new study fulfills an objective of the city's official plan, *Plan Winnipeg - Towards 2010*, to prepare a combined sewer overflow management plan to alleviate the effects of overflows on the rivers. The project is seen to further *Plan Winnipeg's* vision of creating a vibrant and healthy city.

more...

BWPCC Opening

Draft #3: May 17, 1994

Page 2

"This study provides tangible evidence of the City's long-term commitment to cleaner rivers and environmental stewardship."

Recent provincial Clean Environment Commission hearings into river water quality have endorsed the City's approach and requested final recommendations to be available before July 1997.

The four-phase study, to be conducted by a team of engineering and environmental consultants hired by the city, will be wide-ranging in scope. It will investigate several factors: rainfall distribution patterns; the complex maze of combined sewers - some of which date to the last century and are not well documented; the frequency of overloads and their loads of pollutants; and the effects of overflows on river water quality. *flows*

The project will provide several opportunities for public involvement and input.

"Details of the study are just being organized by the consultants, and the first opportunities for public consultation will be announced shortly, perhaps within the next two months," Duguid said.

Combined sewers were installed in newly-developed areas prior to 1960 before wastewater treatment was a concern. When wastewater treatment was introduced, combined sewers were intercepted and directed to the city's wastewater treatment plants. However, to prevent the plants from overloading or flooding during heavy rainstorms or spring thaw, overflows were installed to carry excess water directly to the rivers. On average, less than five per cent of Winnipeg's wastewater enters the rivers untreated with runoff.

"Our current program of wastewater treatment is very effective," says Duguid. "Our rivers currently support healthy fish and other aquatic wildlife populations, which are key indicators of river health."

Beginning in 1960, separate sewer lines were installed in newly-developed parts of Winnipeg. One line carries all sanitary sewage to treatment plants. The other line collects land drainage runoff, which carries minimal contaminants not requiring treatment, to our rivers, streams and retention basins found in many suburban neighbourhoods.

FOR MORE INFORMATION PLEASE CALL ED SHARP AT 986-4476.

City casts eye on sewage

Plan to clean up Winnipeg rivers needed by 1997

By Dan Lett
City Hall Reporter

THE CITY IS undertaking a three-year study to find the most cost-effective way of stopping raw sewage from flowing into Winnipeg's rivers during intense rain storms.

The study was announced yesterday at the city's unveiling of a new \$45-million wastewater treatment plant for Charleswood and St. James.

Ed Sharp, project co-ordinator for the city's sewage treatment facilities, said the city must come up with viable options for controlling sewage overflow by 1997, when the provincial Clean Environment Commis-

sion will require the city to set and adhere to standards for the release of effluent into the river system.

The city has just completed a 15-year, \$200-million wastewater treatment program that has seen the construction of three state-of-the-art treatment plants.

But 40 per cent of the city is now served by an aging combined sewer system, where sewage and storm water flow together to one of the wastewater treatment plants.

When intense storms dump rain water into the combined sewers, a mixture of rain and sewage is often released into the rivers through overflow pipes.

Of the roughly 342 million litres of

sewage produced each day in the city, an average of 6.8 million litres are released into the river.

The best solution is replacement of the combined sewers with a separated system that has twice the capacity, Sharp said.

But it would cost more than \$1 billion, he said.

He said consultants will examine a number of cheaper, though still expensive, options.

The city could investigate smaller treatment devices for each overflow pipe, or a system of underground storage facilities to hold the excess storm water until the treatment plants could handle the volume, Sharp said.

- *Discussion with advisory committee:*
 - This discussion should take place early in Phase 2 and report on the results of the Phase 1 activities and the Phase 2 Workplan.

- *Discussion with scientists/special interest groups:*
 - This dialogue is expected to take place, as discussed in Section 3.2, in a series of meetings with individuals or groups of individuals with either a scientific interest or a special interest either environmental or user-specific.

- *Public attitude survey:*
 - The proposal indicated that a public attitude survey should be done in Phase 2 to establish baseline data on public interest, opinions, etc. It is now considered that the public attitude survey done in 1990, regarding the river quality study, is sufficiently current that a repeat survey need not be done at this time.

- *Public education/Public meetings:*
 - It is considered that a routine Open House information meeting will not likely attract large numbers of the public. Therefore, it is proposed that a public forum be held at the Forks area (i.e., the focus of the Red and Assiniboine rivers and a strong public attraction, which would invite more public interaction). Ideally, this would provide the opportunity for the use of a river quality theme. An information display would be manned by informed members of the study team and City staff to answer questions and provide public education to the visitors. Questionnaires would be provided to elicit feedback on issues, concerns, attitudes, etc. It is also hoped that such a forum would heighten interest from the media and hence elevate the profile of the study. The timing of such an event at the Forks is anticipated to be late summer or early fall. Such an event would take the place of a more conventional Open House. If successful, this could be repeated throughout the study. Even if inside space is rented at the Forks, this will likely be less costly than a conventional Open House.

The pavilion can be rented (holds about 150 people) for about \$100/day. It is booked until the end of August, however, there is still strong public traffic in the Forks in September. Open space can be rented at the canopy area (at \$220/day)

but there is little shelter from rain. It receives virtually all foot traffic at the Forks. A larger tent area is available but out of the normal traffic pattern.

The above indicates there are feasible options to host a public education event at the Forks, which promises to be more effective than an Open House.

- *News item/television:*

- Coverage of the study will be encouraged from the media by providing information on request and by encouraging Councillors to provide information to interested reporters. Announcements of special events, such as the Forks displays, will be recognized on media billboards (T.V., radio).

- *Newsletter/Advertisement:*

- A prominent advertisement announcing the study and its general purpose is proposed in Phase 2, perhaps just prior to the Forks public education event.

- *Progress Report to Works and Operations Committee:*

- It is considered that a Progress Report at the end of Phase 2 should be provided to Works and Operations Committee. This will not only provide important feedback to the committee but will also invite media attention as these meetings are typically covered by the press and television.

While this report was not allowed for in a proposal, this same report could be used to provide information to the Advisory Committee and thus be provided nominal additional cost.

The Progress Report would provide a summary of the study process, the findings, the key issues, the documentation of the consultation process, and provide direction for the ongoing study. Specifically, the Phase 2 Progress Report would be expected to indicate the range of available options for CSO control and a broad indication of the cost and benefits associated with the range of options. All of this will be part of a screening process to identify the options that are most likely applicable to the City of Winnipeg.

4.3.3 Phase 3

The activities which are proposed for Phase 3 include the following:

- *News Release:*
 - If appropriate, a news release which would essentially include the Phase 2 Progress Report results would be used to launch the Phase 3 activities. This news release would be intended to draw attention from the media on the results and the ongoing direction of the study.

- *Newsletter/Advertisement:*
 - A summary of the Phase 2 results in a "reader-friendly" newsletter is proposed for advertisement in the local papers early in Phase 3. This newsletter would also have a tear-off questionnaire to allow people to provide opinions and to request additional information.

- *Advisory Committee meetings:*
 - These would continue on a quarterly basis as described in Section 3.1.2.

- *Scientific/Special Interest Group meetings:*
 - These would be conducted at the start of Phase 3 and would provide the results of Phase 2 and elicit direction for the ongoing activities in Phase 3.

- *Public Education/Information meetings:*
 - It would be intended that the CSO study would provide information displays (e.g., booths, etc.) at public events such as Earth Day. As appropriate, it would be useful for these events to focus on the river locations such as the Forks to maximize exposure of the public to the CSO study, as discussed in Phase 2.

- *Invited Tours:*
 - In the event that a pilot treatment works were put in place, members of the public or media could be invited to tour these facilities with the intent of obtaining media

coverage of these facilities and the relating CSO study. News release information would be provided to the media to facilitate coverage.

- *Progress Report to Works and Operations:*

- It is intended that a Progress Report be provided to Works and Operations at the completion of Phase 3. This report would have the dual purpose of providing important information to the decision-makers within the City, thus providing an opportunity to discuss the direction of the study. The intent is also to obtain media coverage. The same information would be provided to the Advisory Committee. This Progress Report would be expected to have the results of the evaluation of candidate options and provide an indication of the short- and long-term CSO control plan within a limited range of options, i.e., a short list of potential plans.

4.3.4 Phase 4

Phase 4 will include the following activities:

- *New Release/News Conference:*

- This event would begin Phase 4 and would indicate the results of the prior phase and would provide the broad framework of potential CSO control plans in terms of costs and potential benefits. This is expected to be noteworthy and would raise the public awareness of the high expenditures involved in CSO control and the potential impacts on their user-pay utility charges.

- *Advisory Committee meetings:*

- These would continue on a quarterly basis throughout Phase 4. The initial meeting would consist of a presentation of the Progress Report given to Works and Operations at the end of Phase 3.

- *Scientific/Special Interest Group meetings:*

- These meetings with individuals and groups would continue on selected technical issues and user interests as defined by the publics.

- *Public Event/Information meetings:*
 - Depending on the success of the public event displays held at the Forks or other suitable venues, another public education event would be held in Phase 4. At the moment, this is more likely to consist of a public forum at the Forks area as opposed to a conventional Open House. Information would be provided with results of the studies to date with the intent of encouraging public response with questionnaires, etc.

- *Public Attitude Survey:*
 - It may be useful in Phase 4 to conduct a public opinion survey to provide an indication of public attitude towards CSO plan alternatives, the costs, the trade-offs, etc. With the public having received information through Phases 1 to 3, Phase 4 would provide an opportunity to update public attitudes given that new information had been made available to the public.

- *Newsletter/Advertisements:*
 - Depending on the success of the newspaper advertisements, a newsletter would be done at the start of Phase 4, giving the results of Phase 3. If appropriate, a householder distribution of a summary brochure could be used instead.

- *Presentation of draft report to Works and Operation:*
 - It will be appropriate to provide a presentation at the end of Phase 4 to the Works and Operations Committee. This will provide important information to the policy makers and will also gain public attention through the media on these important CSO issues and the recommended control plan. This same summary presentation would also be provided to the Advisory Committee.

- *Program for continuing public consultation and information:*
 - After completion of the report on the CSO management study, the report will be provided to Manitoba Environment and ultimately to the CEC for their own preparation of public hearings within six months of completion of the report. It will be important for the City to have an ongoing public consultation program after the report is released so that the public will be informed, equipped and encouraged

to attend the CEC hearings and express their opinions on the proposed CSO control program.

4.4 SUMMARY

A summary of the configuration of the public communication tasks and products throughout the various phases of the study is shown in **Figure 3**. The activities are iterative and intended to provide progressive disclosure to interested parties and the public. Public consultation is costly and time-consuming and these factors must also be considered once the overall strategy is defined. Representative costs will be presented at the workshop.

This program is preliminary and intended for discussion.