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City of Kelowna

MEMORANDUM

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DATE: February 14, 2007  
FILE: 113-01  
  
TO: City Manager  
  
FROM: Boundary Extension Review Team  
  
RE: Westside Governance - City Communications Plan

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**RECOMMENDATION:**

THAT Council approve the communications plan, included as Appendix 'A' and as presented by the Boundary Extension Review Team.

AND THAT the 2007 Financial Plan be amended to include expenditures of up to \$70,000 to cover costs associated with the financial review, public communication and consultation process and statistically valid survey with funding of \$40,000 from a Provincial restructuring assistance grant and the remaining \$30,000 from the P3 Opportunity Reserve.

**BACKGROUND AND COMMENTS:**

On January 22, 2007, Council approved a series of recommendations necessary in providing information to facilitate a City of Kelowna response to the potential of a boundary extension to take in the Westside Governance Study Area. These included:

- Advise the Minister of Community Services that the City is prepared to support an agreement with the Province on a boundary extension, to include areas as identified in the Westside Governance Study, subject to:
  - Confirmation that the boundary extension will not result in a material financial burden on existing City of Kelowna taxpayers
  - Results of a consultation process with the citizens of the City of Kelowna

*This has been forwarded to the Ministry through Lois-Leah Goodwin, Director of Intergovernmental Relations and Planning.*

- The City apply to the Province for a restructuring assistance grant to cover costs incurred in the City's review, up to a maximum of \$40,000.

*The City has received confirmation of the grant and application papers have been forwarded for signature.*

- The Terms of Reference for a detailed financial review of all aspects of a boundary extension and the acceptability of the terms of the Provincial Offer of Restructure Assistance as well as to prepare for a public consultation process.

*The review team has engaged the services of a financial consultant who is working rapidly to meet our deadline date of March 2, 2007. This information will then be used in the public consultation phase of the project. The review team has also engaged a communications consultant to assist in this part of the process. Further, discussions are underway with companies that have the expertise in completing a statistically valid survey.*

- Council deferred a decision on whether to proceed with a public referendum until more definitive information on the impacts of a boundary extension is presented in a staff report to be received by April 16, 2007.

*A request was made at the January 25, 2007 meeting of the Westside Governance Committee for the City to advise of their decision to support a boundary extension, not support a boundary extension or seek further public input through a referendum in advance of the final meeting of the committee, now scheduled for April 11<sup>th</sup>. Council has agreed to a Special Meeting on Tuesday, April 10<sup>th</sup> at 7 p.m. in Council Chambers to determine their response.*

While the review team has been very conscious of the grant funding available for the project, it was felt that completing a meaningful due diligence process far outweighs the additional \$30,000 requested. This is a very intense project time-wise and we are fortunate to have secured consultants committed to meeting our deadlines. The Ministry has been requested to consider additional funding to reduce or eliminate the City's direct costs, however we have not yet received a response.

### **Communications Plan**

The communications plan includes two key components: education and consultation.

The boundary extension issue is complex and residents must have easy access to the information available. Consultation must be accessible, inclusive and thorough to ensure Kelowna residents have ample opportunity to express their views, and to ensure City Council is provided with sufficient information that allows an accurate assessment of those views.

### **Public Education Component**

#### **1. Website**

A number of pages on the City's website that will include the impact analysis study by consultant Robert Prosser, an explanation of the various advantages and disadvantages of a boundary extension and a question and answer section where the public will be invited to submit their own questions. The website now carries a summary of information available to date and will be updated continuously.

2. Newspaper ads

In both the Daily Courier and the Capital News (full page and City Information column)

3. A kiosk in Orchard Park Mall

Staffed by both staff and Council where hand-outs will be available

4. Radio and internet ads

**Public Consultation Component**

1. Telephone Survey

A scientifically valid telephone survey will be conducted in the latter half of March with at least 400 completed responses

2. Internet Survey

The same survey questions will be available on the City's website and via a link from a local internet company. While not statistically valid, it is important that all residents have the opportunity to participate and Council will be informed of these results.

3. Mall Survey

People who visit the mall display will be able to answer the survey questions. Again, this survey will not be statistically valid but more people will have the opportunity to participate and Council will be apprised of the results.

4. Website Questions and Answers

Appendix 'A' provides a Calendar of Events through mid-April including events related to the City of Kelowna process as well as the Westside Governance Committee process.

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Paul Macklem  
Director of Financial Services  
On behalf of the Boundary Extension Review Team

Cc: Director of Corporate Development    Director of Works & Utilities  
Communications Manager



**Calendar of Events**  
**BOUNDARY EXTENSION**  
**COMMUNICATIONS AND CONSULTATION**  
**CITY**  
**WGC**

Monday	Tuesday	Wednesday	Thursday	Friday	Sat/Sun
<b>February 12</b> <b>Website info available</b> <ul style="list-style-type: none"> <li>• Press Conference (10am)</li> <li>• New Website Activated</li> <li>• Voicemail Activated</li> </ul>	<b>13</b> <ul style="list-style-type: none"> <li>• Awareness Pieces Begin TV, Radio — run 8 weeks</li> </ul>	<b>14</b> <ul style="list-style-type: none"> <li>• Full-page ad (WW &amp; CN)</li> <li>• Hand-out Delivered to Each Westside Address</li> </ul>	<b>15</b> <b>Phone Survey Award</b> <ul style="list-style-type: none"> <li>• Hand-out Delivered to Each Westside Address</li> </ul>	<b>16</b> <b>Q &amp; A development for web</b> <ul style="list-style-type: none"> <li>• Hand-out Delivered to each Westside address</li> </ul>	<b>17/18</b> <ul style="list-style-type: none"> <li>• Committee Meets WW Editors</li> </ul>
<b>February 19</b> <b>Report to Council</b> <b>Consultant hiring and communication plan, budget</b> <b>News Release re communication &amp; consultation plan</b> <ul style="list-style-type: none"> <li>• Committee Meets CN Editors</li> </ul>	<b>20</b> <b>Finalize phone survey questions</b>	<b>21</b> <b>Begin ad work</b> <b>Post preliminary Q&amp;A to web</b> <ul style="list-style-type: none"> <li>• Issue Piece #1 (WW &amp; CN)</li> <li>• Talk Radio ?</li> </ul>	<b>22</b> <ul style="list-style-type: none"> <li>• Talk Radio ?</li> </ul>	<b>23</b>	<b>24/25</b>
<b>February 26</b> <ul style="list-style-type: none"> <li>• Presentation to RDCO Board</li> </ul>	<b>27</b> <ul style="list-style-type: none"> <li>• Online forum (7pm-10pm)</li> </ul>	<b>28</b> <ul style="list-style-type: none"> <li>• Issue Piece #2 (WW &amp; CN)</li> <li>• Notice of Open Houses (Paper)</li> </ul>	<b>March 1</b> <ul style="list-style-type: none"> <li>• Committee Meeting</li> </ul>	<b>2</b>	<b>3/4</b> <ul style="list-style-type: none"> <li>• Notice of Open Houses (Paper)</li> </ul>

## Appendix 'A'

Monday	Tuesday	Wednesday	Thursday	Friday	Sat/Sun
<b>March 5</b> • Presentation to Kelowna Council	<b>6</b> <b>All day meeting with consultant re impact analysis report</b>	<b>7</b> <b>Write Council report summarizing Prosser report</b> <b>Finalize ads</b> • Open House (Lions Community Centre)	<b>8</b> <b>Ad Copy to papers</b> • Open House (Mt. Boucherie Community Centre)	<b>9</b> <b>Prosser report in Council agenda package</b> • Press Release on Open Houses	<b>10/11</b>
<b>March 12</b> <i>School Spring Break Begins</i> <b>Report to Council</b> <b>Review Prosser Report, pros &amp; cons of boundary ext.</b> <b>News Release re Prosser Report</b>	<b>13</b>	<b>14</b> <b>First full page newspaper ad</b>	<b>15</b> • Committee Meeting	<b>16</b> <b>Info Column Ad re web survey and phone survey</b> <b>News Release re same</b>	<b>17/18</b>
<b>March 19</b> <b>Web Survey Launch (2 wks)</b> <b>Phone Survey Launch</b>	<b>20</b>	<b>21</b> <b>Second full page newspaper ad</b> • Issue Piece #3 (WW & CN)	<b>22</b>	<b>23</b> <i>School Spring Break Ends</i> <b>Info Column Ad re web survey, phone survey and Mall kiosk</b>	<b>24/25</b>
<b>March 26</b> <b>Radio Ads Begin 1 week</b>	<b>27</b> • Talk Radio ?	<b>28</b> <b>Third full page newspaper ad</b> • Online forum (7pm-10pm) • Issue Piece #4 (WW & CN) • Notice of Open Houses (Paper)	<b>29</b> <b>Mall display 10 a.m. – 9 p.m.</b> • Talk Radio ?	<b>30</b> <b>Mall display 10 a.m. – 9 p.m.</b> <b>Info column ad re Mall display</b>	<b>March 31/April 1</b> <b>Mall display 9 a.m. – 6 p.m. Sat. 10 a.m. – 6 p.m. Sun.</b> • Notice of Open Houses (Paper)
<b>April 2</b>	<b>3</b> <b>Survey Results: tabulation</b> • Open House (Mt. Boucherie Community Centre)	<b>4</b> <b>Write Council report</b> • Open House (Lions Community Centre)	<b>5</b> • Press Release on Open Houses	<b>6</b> <i>Good Friday</i>	<b>7/8</b>

Appendix 'A'

Monday	Tuesday	Wednesday	Thursday	Friday	Sat/Sun
<b>April 9</b> <i>Easter Monday</i>	<b>10</b> <b>Special Meeting of Council</b>  <b>Recommendati on re boundary ext. based on Prosser Report and results of consultation</b>  <b>News Release re Council decision</b>	<b>11</b>   • Committee Meeting	<b>12</b>	<b>13</b> • Press Release on Committee Rec to Province	<b>14/15</b>