

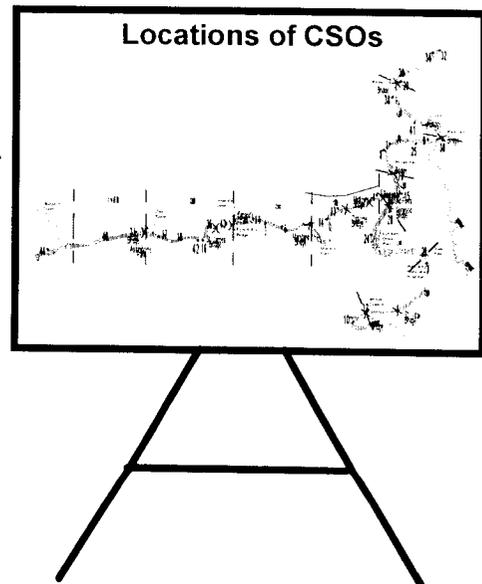


City of Winnipeg
Water and Waste Department

Combined Sewer Overflow Management Study

PHASE 2 Technical Memorandum No. 5

PUBLIC COMMUNICATIONS



Internal Document by:

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and

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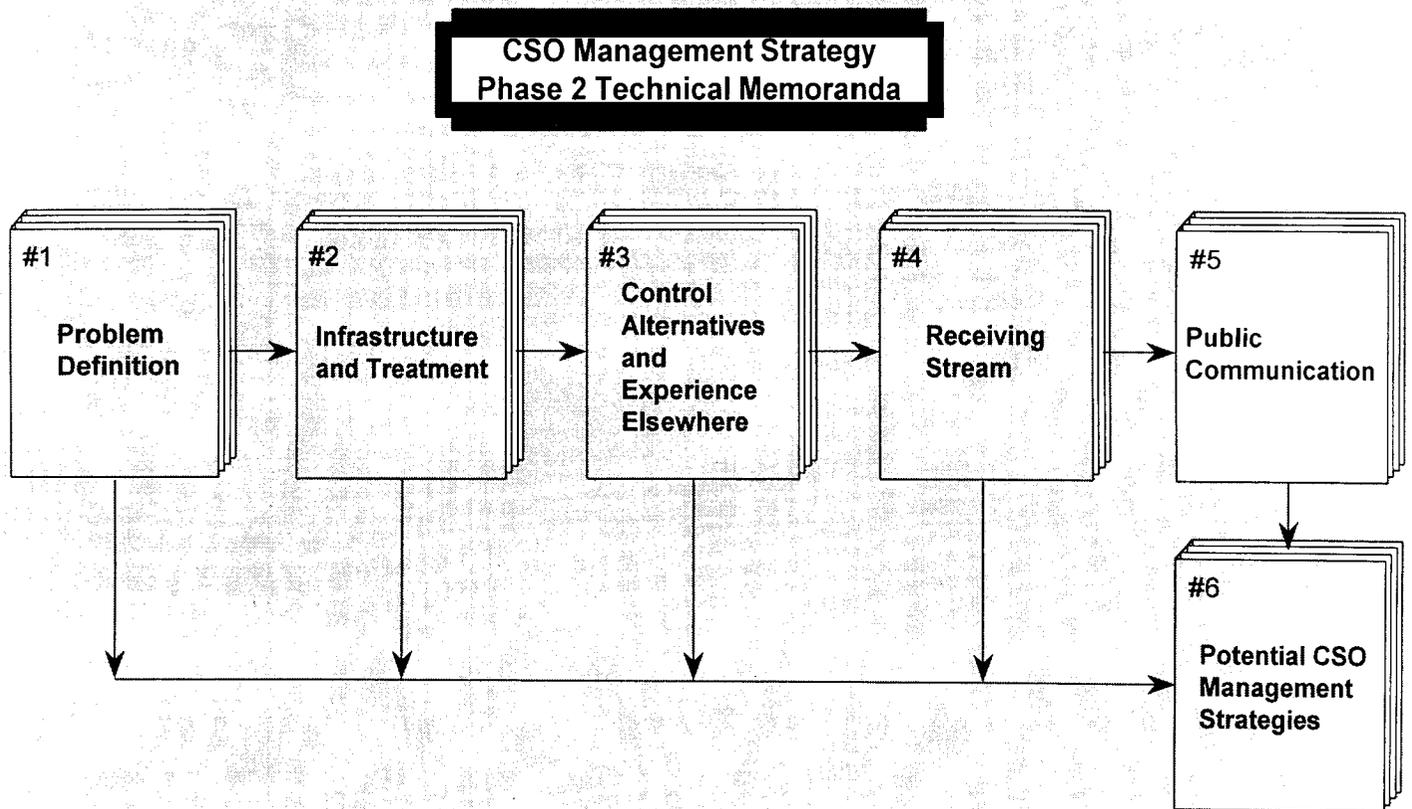
Gore & Storrie Limited and **EMA** Services Inc.

August 1995

PREAMBLE

This Technical Memorandum (TM) is one of a series of TM's intended for internal discussion. It is not intended as a report representing the policy or direction of the City of Winnipeg.

This particular TM is part of a group of Phase 2 reports as shown in the schematic.



Each of the Phase 2 TMs draws on information developed in the prior Phase 1 TMs. In addition, the Phase 2 TMs document information and study analyses sequentially. Ideally, therefore, the TMs should be read in the sequence shown.

ACKNOWLEDGEMENTS

The Study Team acknowledges, with sincere appreciation, the contribution of many individuals and agencies consulted in the course of Phase 2 of the CSO Management Study. The Study Team especially acknowledges the assistance of the City of Winnipeg Project Management Committee and the Advisory Committee.

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1.0 INTRODUCTION

As described in the Phase 1 Technical Memorandum (TM) No. 8, "Public Communication", participation by the public in the CSO management study is warranted from the standpoint of 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 also 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. As applied to this study, the general objective is to obtain public support for a CSO control policy and a strategy for action. Public involvement is intended to accomplish the following:

- develop public awareness of how CSOs occur and their impact on river water quality;
- enable the public to have a better understanding of the CSO control planning process;
- help determine and define the public's judgements on issues and priorities;

- create understanding among the stakeholders of the trade-offs involved in CSO control options, and
- demonstrate to the CEC that the City has made reasonable efforts to inform the various publics and to obtain meaningful feedback from these publics.

This memorandum provides an overview of the public communication activities conducted during Phase 2 of the Study and provides direction for continuation of the communication program into Phase 3.

2.0 BACKGROUND PERSPECTIVE

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. Aside from the issue of environmental policy, the water quality parameters of major concern are microbiological quality in the river, i.e., fecal coliform contamination, and floating matter which is aesthetically displeasing.

A public attitude survey done in 1990 (Prairie Research Associates, 1990) indicated that the public was interested in increased recreational use of the rivers and improved aesthetics in the rivers. Concern was expressed about pollution, although the majority of respondents noted that the dirty appearance of the rivers discouraged them from recreational use. Many people wanted more cycling and walking paths. The majority felt the City was not doing enough to protect the rivers and were willing to pay more to improve the situation. There was generally a poor understanding of the level of pollution control existing in Winnipeg.

The survey provides useful background to the CSO study and has influenced the approach to public consultation. The CSO study raises difficult water quality issues in that the improvements in water quality are not easily quantified and the range of costs involved in different control technologies is very large. Difficult choices will need to be made and public input to these "trade-offs" is essential. The key ingredient in the decision-making process is the definition of the water quality goals for the rivers, both for dry weather and wet weather

conditions. These goals clearly should relate to the beneficial uses of the rivers and should consider the costs to achieve these goals, i.e., consideration of costs and benefits (pro & con) is necessary in the process. **Figure 1** shows the CSO control issues in conceptual terms. Depending on the parameter against which performance is measured (i.e., compliance with regulations, upper limb, or volume of overflows, lower limb) the range of costs can be dramatically different. The details of these relationships are discussed in the earlier TMs in this series.

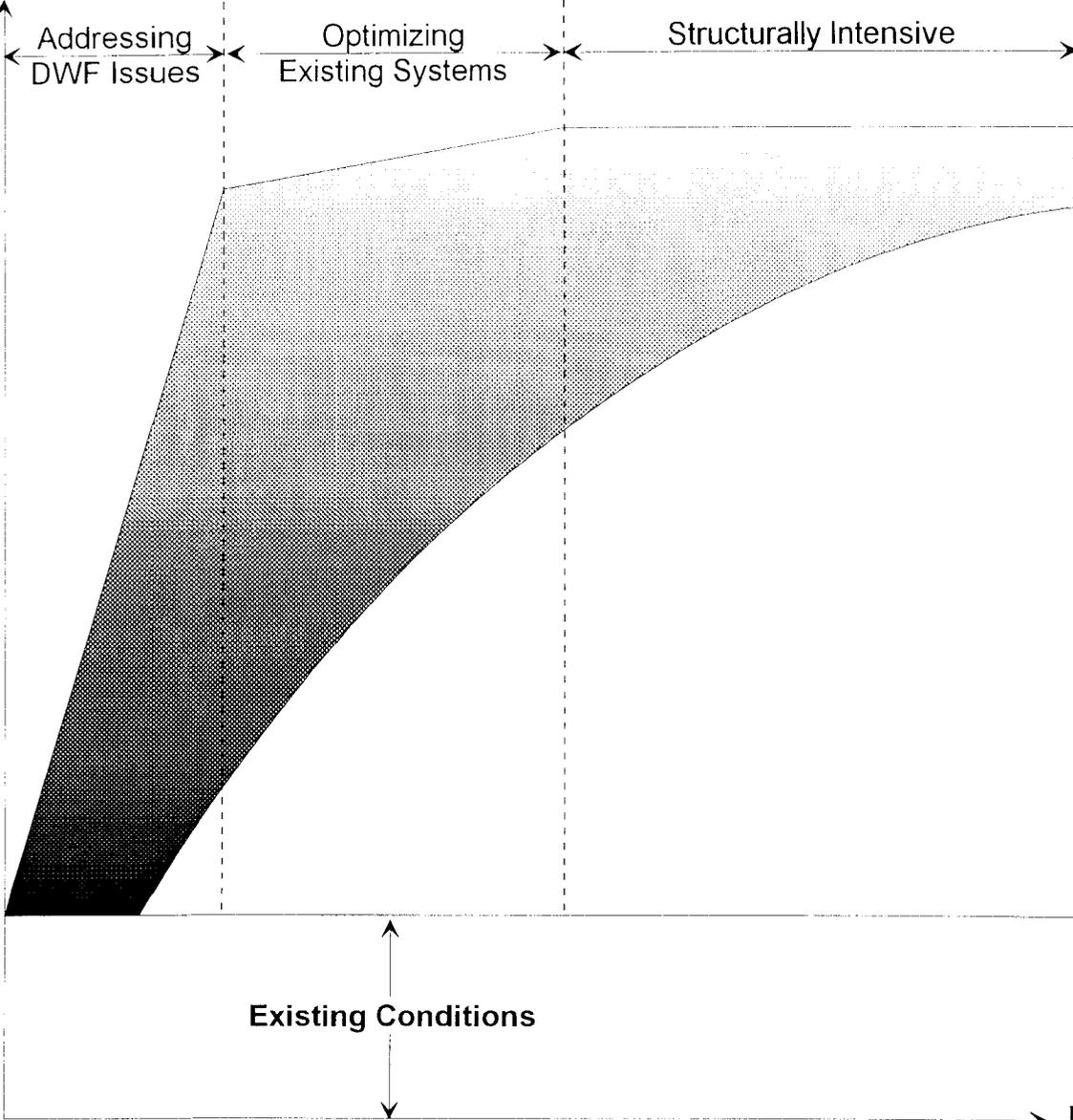
Description of the benefits achieved with CSO controls does not lend itself to classical benefit-cost analysis. It is not practical to assign dollar benefits to improved aesthetics, days of compliance with objectives, etc., and yet, a key question in deciding on control plans is whether the benefits justify the associated commitment of public funds. This information is important for the public and the elected policy-makers. In this study, benefits have been described in terms of compliance with objectives (as a surrogate measure of benefit for coliform control), number and volume of CSOs (as a surrogate measure of aesthetics improvement) and public health risk associated with recreational use of the rivers.

The Clean Environment Commission (CEC) has made recommendations regarding the beneficial uses of the rivers to be protected during dry weather conditions (which have been accepted by the Minister of Environment). These imply that the provincial numerical objectives, such as fecal coliform limits in the river, should apply, at least during dry weather. There is, however, still a great deal of uncertainty as to what constitutes compliance with coliform objectives, i.e., the degree of control required, especially to account for wet weather. Aesthetic improvements are not easily quantified. The long-term CSO control program will be different in cost and technology if the public will is to emphasize coliform compliance, as compared to a priority towards reducing the number of overflows or floatable matter discharged to the rivers.

The geographical priority of river use is also important. To illustrate, the public may value waterskiing in the south "leg" of the Red River more than the reaches downstream of the Forks or the public may place highest priority to aesthetic improvements in the Forks area, which has become a focus for secondary recreation.

Improving

Water Quality



Existing Conditions

Increasing

- Cost
- Community Disruption
- Environmental Issues

**Illustrative Benefit of
Control Alternatives
on River Water Quality**

Obtaining inputs from the public on such a complex study is difficult and will require an iterative, sustained process. It is not easy to gain public attention to a planning study and therefore difficult to provide information to the public to allow for meaningful feedback of opinions. The relationship between study progress and public awareness and response for this study is shown conceptually in **Figure 2**. The approach considers that, in order to provide useful opinions, the public must first be informed. Therefore, the public consultation begins with an emphasis on improving public awareness on the general CSO issues. As the study progresses and awareness increases, the emphasis changes to requests for feedback and opinions on choices. In parallel, the knowledge developed by the Study Team increases, thus allowing an improved shaping of the issues and consideration of "trade-offs". In Phases 1 and 2, the emphasis has been on public awareness of the existing conditions. For Phase 3, using the results of the analysis done in Phase 2, as described in the TMs, the public can be informed on possible alternative control strategies and their effect on different water quality goals.

3.0 PUBLIC COMMUNICATIONS PROGRAM

During Phase 1 of the Study, a communication program was developed by the CSO Study Team to organize the communication network so that the public communication program would be most effective. **Figure 3** provides the structure of the communication program developed. The program is described within the Phase 1 TM #8.

The preliminary outline of activities proposed for all 4 Phases of the project is shown in **Figure 4**.

The activities outlined for the Phase 2 portion of the study include:

- organize and regular consultation with an Advisory Committee;
- initiate meetings with scientific/academic community;
- initiate meetings with interested environmental groups;
- contact the public through public meetings (Open Houses, etc.);
- encourage news item/television coverage of the study;

PUBLIC

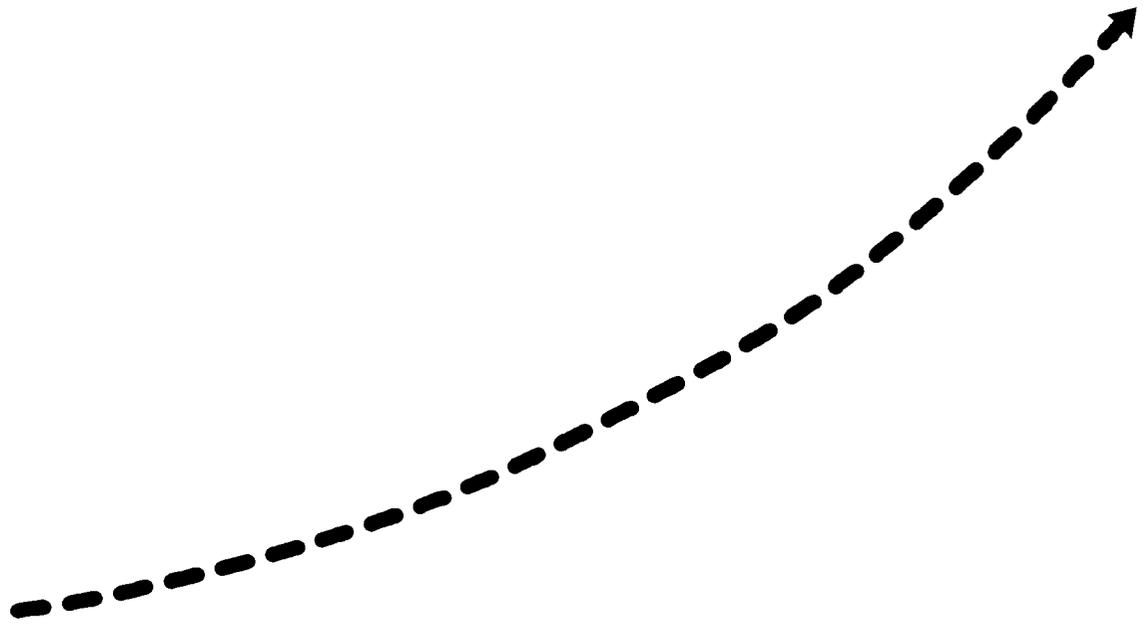
GENERAL INFORMATION → ALTERNATIVES → PLAN

Inform / Awareness

Inform / Educate / Feedback

Opinions / Choices

↑
Public
Knowledge/
Awareness



STUDY
ACTIVITIES

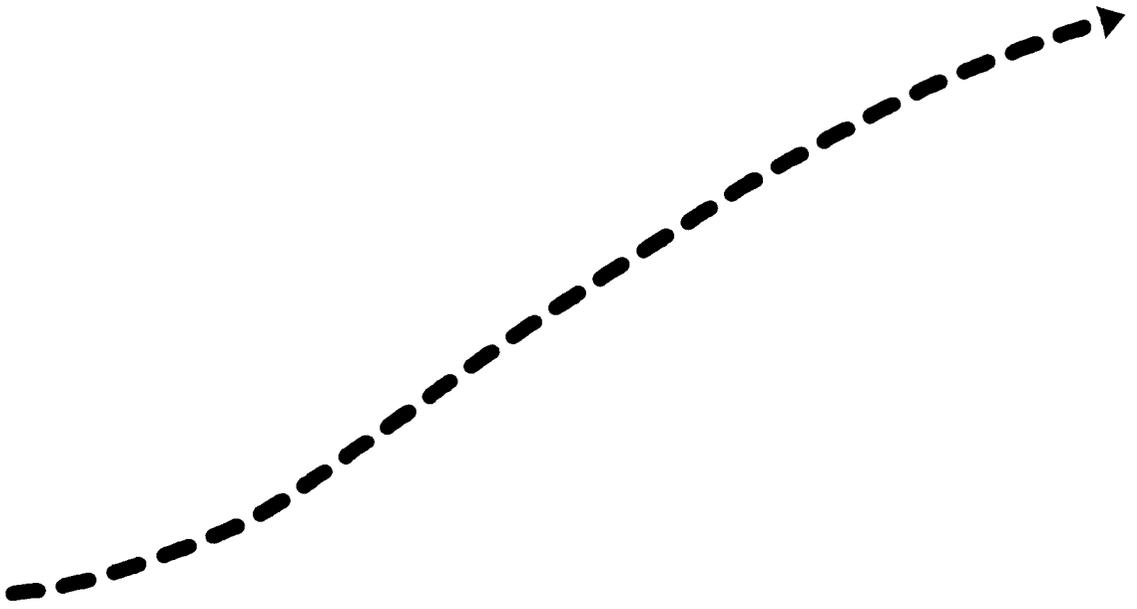
Assemble
Information

Develop Models;
Understand Existing
System

Develop Alternative
Controls / Plans

Identify
Program

↑
Proponent
Knowledge,
CSO Issues
& Possible
Controls



Phase 1

Phase 2

Phase 3

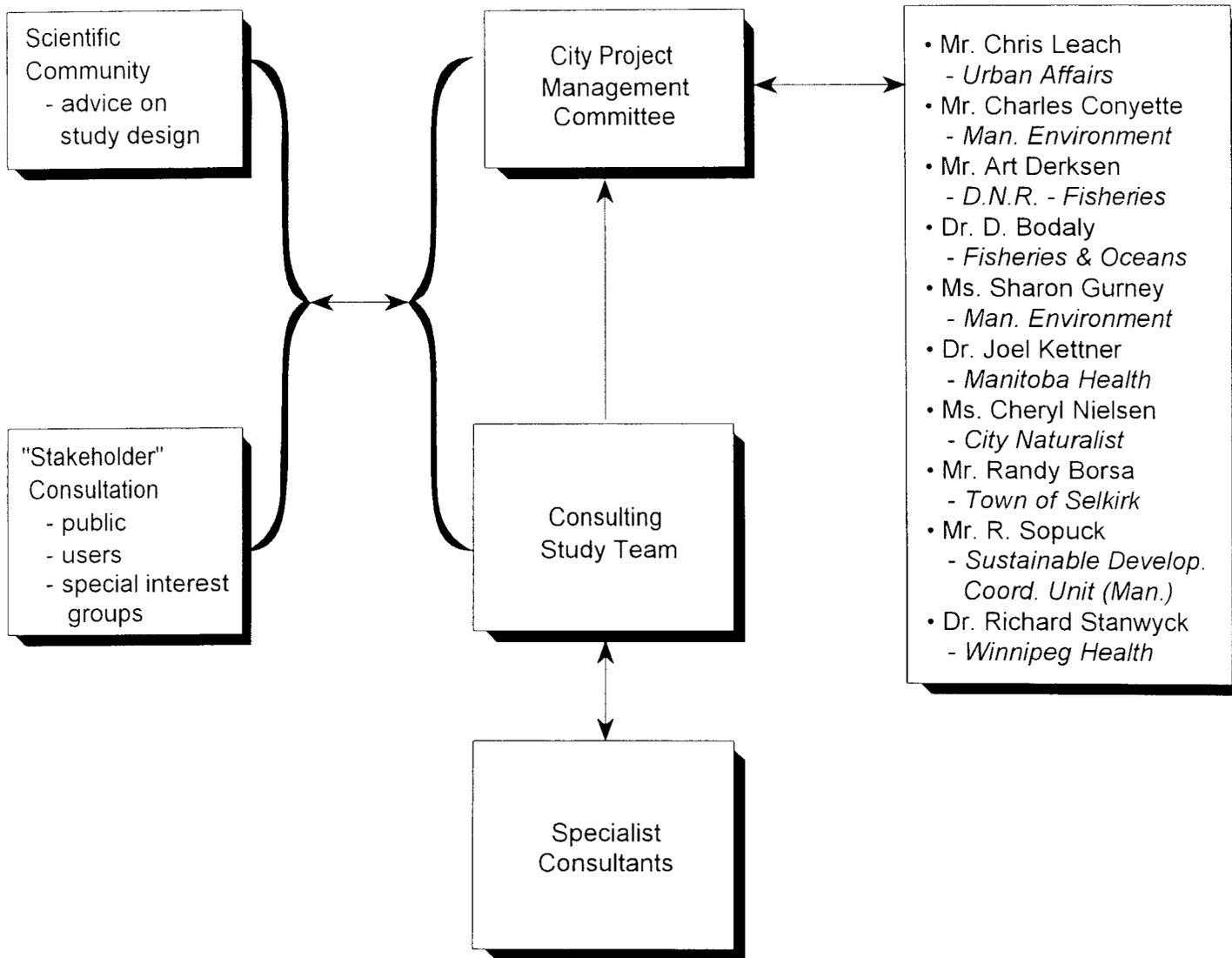
Phase 4

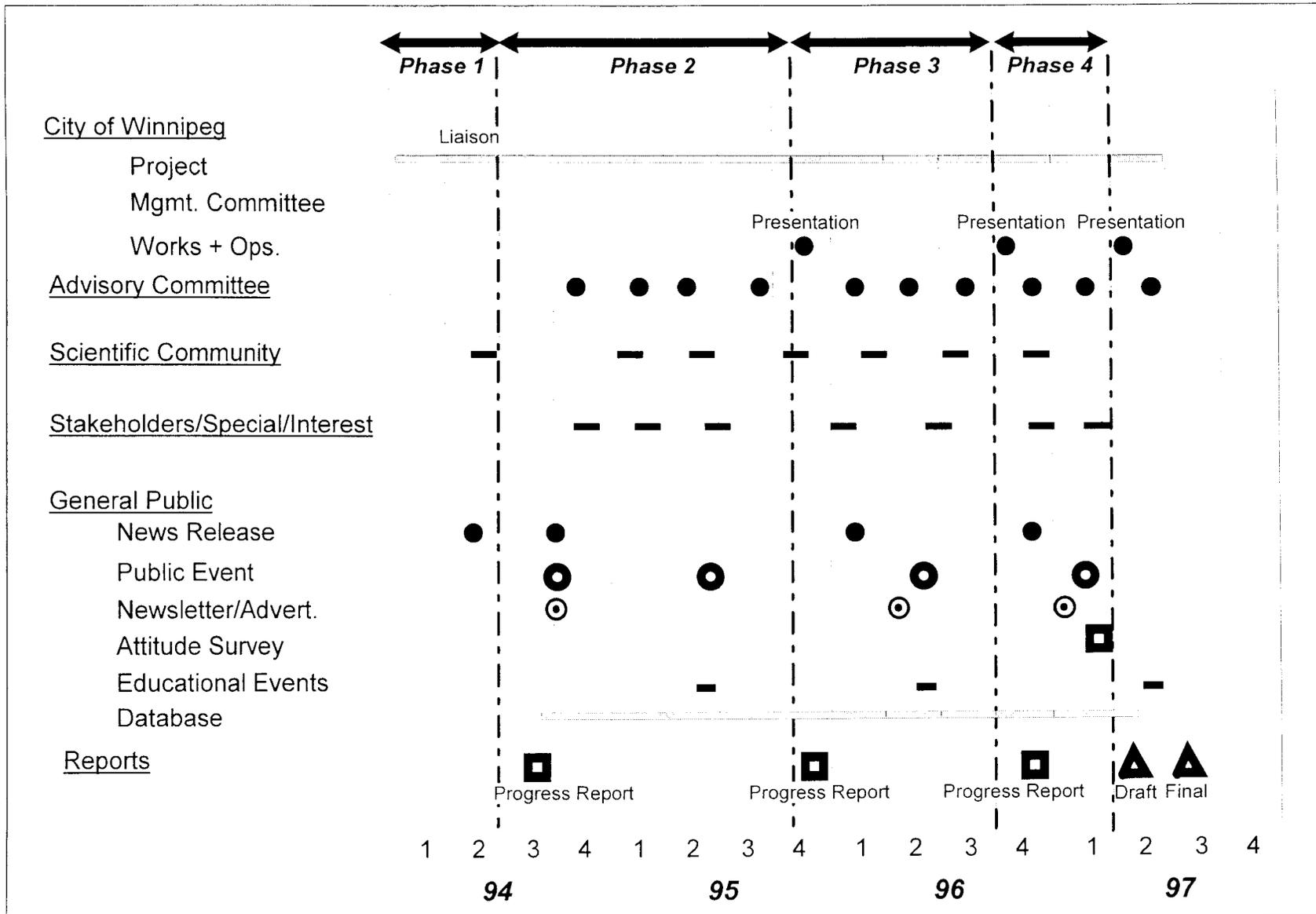
CSO Study Team Organization

Consultation

Study Team

Advisory Committee





CSO Management Study
 Public Communication Program
 Figure 4

- announce the study by newsletter/advertisements;
- provide progress reports to the Works and Operations Committee; and
- develop a database to record all communication activities, responses, etc.

In Phase 2, these activities were done and/or modified to fit the study needs. Discussions regarding the effectiveness of the activities chosen, the modifications made to the communication strategy to enhance public participation and the outcome of the tasks completed within Phase 2 of the Study are provided in Section 4. Section 5 discusses database development. The memorandum concludes by providing insight into the activities planned in Phase 3 of the Study (Section 6).

4.0 PHASE 2 ACTIVITIES

4.1 PHASE 1 REPORT

Upon completion of the Phase 1 portion of the Study in June 1994, the activities associated with the Phase were summarized in a CSO Management Strategy Phase 1 Report, September 1994. The report outlined the circumstances leading up to the CSO Study and provided the then current perspective on CSOs and the impacts on river water quality. The report also outlined the proposed Phase 2 study activities. The report was specifically prepared for the public audience to facilitate understanding and discussion of CSO issues.

The report has been distributed to all members of the committees and groups contacted during Phase 2, (i.e., the Advisory Committee, the scientific community group and the interested environmental groups) and all individuals requesting further information during Phase 2 public events. To date, the report has been distributed to approximately 30 committee and group members and 40 city residents. The report is also available through the City of Winnipeg and has been placed in the public libraries.

This Phase 1 report is the first of four reports to be prepared by the Study Team. The three additional reports will be prepared upon completion of each Phase of work. All of these

reports are intended to summarize the results of the individual Phases in non-technical terms for public disclosure and discussion.

4.2 ADVISORY COMMITTEE

An external Advisory Committee was formed early in Phase 2, i.e., Fall of 1994. The Committee's responsibilities include providing advice (from an external perspective) to the CSO Study Team, as the Study progresses, and reporting to the CEC upon completion of the Study. Its members were selected to obtain a cross-section of the major stakeholders from which the City would receive ongoing feedback. The Committee meets regularly, on approximately a quarterly basis. The members selected and their affiliations are provided below:

- Mr. Chris Leach, Urban Affairs (Chair)
- Mr. Charles Conyette, Manitoba Environment (Municipal Approvals)
- Mr. Art Derksen, DNR (Fisheries)
- Dr. D. Bodaly, DFO (Freshwater Institute)
- Ms. Sharon Gurney, Manitoba Environment (Water Quality)
- Dr. Joel Kettner, Medical Officer of Health, Winnipeg Region
- Ms. Cheryl Nielsen, City Naturalist
- Mr. Randy Borsa, Town of Selkirk
- Mr. R. Sopuck, Manitoba Sustainable Development Coordination Unit
- Dr. R. Stanwyck, City of Winnipeg, Medical Officer of Health

The first meeting (initiated by the City of Winnipeg) was held on December 16, 1994 to help in organizing the CSO Study Advisory Committee. At this time, Mr. Chris Leach was elected as the Chair for the Committee. Subsequently, additional meetings were held at the call of the Chair on January 30, 1995, April 25, 1995, and August 25, 1995. Some of the key activities at each of the meetings are described below.

December 16, 1994

During this meeting the mandate of the Committee was clearly identified and the following issues discussed:

- At least one person from each of the City and consultant would attend the Advisory Committee meetings as a resource to the Committee, to facilitate correspondence between the City's Project Management Committee and the Advisory Committee.
- All data, as useful to the Committee, would be made available to the Advisory Committee.
- The City has no obligation to accept the advice received from the Committee;
 - any decision made by the Study Team to not accept the advice would be explained to the Committee.
- The Committee is considered to be an independent body.

At this meeting, an overview of the project and its status was provided by the City and Consultants, referencing the information package (containing the Phase 1 TM) provided to the Committee members before the meeting.

The possibility of the Committee touring facilities/venues was discussed. Possibilities included the Water Pollution Control Centres and a combined sewer overflow structure.

January 30, 1995

The main purpose of the meeting was to discuss the progress of the CSO Study to date and background information on the City's sewage collection and treatment system and its impact on river water quality. The technical approach was discussed, including the proposed modelling of the various system components. In addition, potential CSO control options were discussed.

April 25, 1995

At this meeting, updates on the status of the Study, including information regarding run-off modelling control, diversion structures and the status of public communications were discussed. Also a tour of the Polson Station (a combined sewer interception station and flood pump station) was conducted. This was followed by a tour of the NEWPCC.

August 25, 1995

A boat tour of the Red and Assiniboine Rivers was arranged from 12:00 noon to 3:30 p.m. on the Splash II. The focus of the tour was to provide the Committee with an opportunity to:

- meet with members of the City of Winnipeg Project Management Committee (and others associated with the CSO Study including Clean Environment Commission members, consulting engineers, special guests etc.); and
- gain a perspective of the rivers within Winnipeg with respect to the CSO locations.

The route taken covered approximately 80% of the CSO districts and included an observation of the North End Water Pollution Control Centre (NEWPCC) discharge location on the Red River.

Communication on the boat was enhanced by a P/A system. Along the course, members of the City Management Committee pointed out a number of key river features as they relate to CSOs including:

- river quality (e.g. fecal coliform levels, floating debris, dissolved oxygen and ammonia);
- an understanding of the complexity of selecting CSO control options given many of the CSO outfalls are located in:
 - areas with poor bank stability
 - affluent neighbourhoods
 - highly populated areas;
- river flow and water level data; and
- locations of CSOs, and pumping stations.

Diagrams showing the locations of CSOs and the locations of CSO districts were provided to tour members to enhance the information discussed and handouts (the same as those distributed at other public events) were made available during the tour including:

- "You Can Help Keep Floating Debris Out of Our Rivers"
- Combined Sewers and River Quality
- Fish Handling and Food Safety
- "Keeping Your Basement Dry"
- Phase 1 Report

Although no formal response was requested from the attenders, the tour seemed to go well. A number of questions were asked during the tour and there was particular interest with regard to the operation of pumping stations. Members of the City and Consulting team were able to explain these stations with the aid of schematics brought on board specifically for these types of discussions.

In September 1995, a meeting is planned to present the results of the Phase 2 technical analyses.

4.3 PUBLIC COMMUNICATIONS

The Phase 2 public communications consisted of:

- an Open House (October 1994);
- poster contest;
- mall displays (May and June 1995);
- display and information centre at the Fishing Derby (June 1995);
- contacts with the public individuals;
- discussion with members of the scientific community; and
- various environmental groups.

4.3.1 Open House

Early in Phase 2, a public event was developed to raise public awareness of the initiation of the CSO Study and provide an understanding of the existing system and CSO issues. Originally, it was proposed to have activities intended to draw people to the event, including a fishing derby, a water bus excursion, school poster contest, etc. It was thought that these activities would complement an information centre on the CSO Study at The Forks Pavilion and would help to cast a positive light on the rivers. The tentative event activities were discussed within the Study Team. The potential to attract a larger audience than a "conventional" Open House was evaluated against potential drawbacks, which included the added costs during a time of fiscal restraint. As a result of the discussions, it was decided that the initial public event would consist of a Poster Contest and an Open House held at The Forks Pavilion.

The Open House was held on October 1 and 2, 1994 (Saturday and Sunday from 10:00 a.m. to 4:00 p.m.) at The Forks Pavilion. The Open House focussed on providing information on both the river quality issues and the CSO Management Study. City and Consulting Team staff were on hand at all times during the events, to answer questions.

4.3.1.1 Advertising

A specialist consultant was engaged to design a suitable advertisement, including a theme, for the Open House. A copy of the advertisement is appended (Appendix A).

Advertising for the Open House consisted of:

- Two 1/4 page newspaper advertisements developed by FosterMarks placed in the Winnipeg Free Press on Saturday, September 24 and Thursday, September 29, 1994;
- Three 2 ft by 3 ft poster (developed by FosterMarks) displayed on The Forks grounds from September 28 to October 2, 1994; and
- The Forks telephone hotline from September 23 to October 2, 1994.

4.3.1.2 Content

The information presented at the Open House consisted of a "storybook" presentation. The information was categorized into 6 topics and separated into 6 displays as follows:

- Combined Sewers and Related Issues;
- Basement Flooding;
- CSOs and River Quality;
- Water Quality Issues and Costs;
- Control of Combined Sewer Overflows; and
- Long-term CSO Management Study.

The storyboard presentation consisted of written, graphic and picture material enlarged and placed on panels. These panels were posted on bulletin boards and displayed in a sequential manner. Persons attending the Open House read through the presentation at their own pace. The City and their consultants were on hand to answer any questions or elaborate on any of the information presented.

Submissions to a poster contest, discussed in [Section 4.3.2](#), were also displayed.

People attending the Open House were asked to fill out a questionnaire so that comments regarding the Study could be determined.

4.3.1.3 Attendance

A total of 100 people attended and read the displays. The majority of the people who attended on October 1, were previously aware of the Open House as a result of the advertising and specifically came to The Forks for the Open House. The majority of the people who attended on October 2 indicated that they were not informed of the Open House.

4.3.1.4 Results

Twenty-eight of the attendees either partially or completely filled out the questionnaire. The responses received indicated that people who took the time to read through the displays understood the issues.

The questionnaire contained a number of general questions designed to:

- evaluate the attendees understanding of the information presented at the Open House;
- provide the Study Team with feedback (and criticism) regarding the Open House to help improve future consultation programs;
- obtain the public's opinions regarding river quality issues; and
- provide opportunities for the attendees to comment on any aspect of the study.

The majority of the attendees stated that they understood the information presented at the Open House and considered the quality of the information on a scale of 1 to 4 as 3 and 4 (good to excellent). Comments were made regarding the need to use more "reader-friendly" text, and removing any use of "jargon" from the presentation. It was recommended that a more readable condensed brochure be produced and utilized during a broader public awareness campaign.

The majority of the responders felt that river quality (Red and Assiniboine Rivers) should generally be improved. The public also highly recommended that river uses for fishing, walking/cycling, nature appreciation, canoeing/rowing be protected.

A number of responses regarding flooding and sewer back-up were made as general comments, as were comments encouraging the Study Team to continue assessing the CSO issues.

4.3.1.5 Assessment

The Study Team assessed the Open House, including advertising used, location, display information, attendance, and overall usefulness of the event. The conclusions were:

Location

- The Forks Pavilion was considered an appropriate location;
 - venue was bright, appropriate size and displays showed well
- The Pavilion is somewhat off the "beaten path" at the Forks;
 - some type of "draw" is required to attract people to the Pavilion.

It was suggested that if another event was held at The Forks, the following should be considered:

- Create a more colourful entrance and place directional signs to the venue;
- Extend the number of days for the event and the number of hours per day;
- Hold the event in the spring rather than fall when there is more traffic at The Forks, and
- Hold the event in conjunction with an appropriate outdoor activity such as a fishing derby or free Water Bus rides.

Advertising

- The logo used in the advertisement "you can't flush the river can you?" was confusing;
- The colour chosen for the advertisement (brown), although chosen to depict the colour of the river, made the advertisement difficult to read;
- Only two advertisements were placed in the Free Press, perhaps more were needed;
- The description of the event as a Public Open House to discuss CSOs and river water quality contained too much technical jargon and did not invite public participation.

It was suggested, that if another Open House was held, a more aggressive media campaign should be initiated to increase attendance, including the following:

- A press release to encourage media coverage;
- Radio advertising;
- Increased number of newspaper advertisements;
- Use television community access announcements.

Display information

The information displayed, although considered rather technical, was well received by the public. Separating the displays into 6 themes allowed persons to focus on the topics they were interested in.

The following suggestions were made to enhance the readability and comprehension of future information displayed:

- Increase the size of the lettering on the text story boards;
- Develop a handout (brochure) on combined sewers and river quality;
- Shorten the questionnaire and reduce the number of long answer questions, and
- Construct a physical model of the combined sewer system to aid in public understanding and to act as an attraction.

Future Events

Overall, the Open House was considered to be a useful activity, however, it demonstrated the difficulty of drawing public attention to a planning study. Events other than an Open House were suggested as a way of increasing the number of people in attendance including:

- The display information could be re-utilized as a mall exhibit;
 - an appropriate time for exhibiting would be spring.
- Hold an event at The Forks in combination with other activities (e.g. a fishing derby).

Both of these activities were done later in Phase 2.

4.3.2 Poster Contest

In the fall of 1994, the CSO Study Team developed a poster contest using one issue within the CSO Study as the theme, namely, "Steps You Can Take to Keep Floating Debris Out of Our Rivers". The subject matter was considered appropriate for students at the Grade 4, 5 and 6 level. Again, the objective was to raise public awareness of CSO issues. Engaging children in this process is a good long-term option but also promotes parent involvement. Permission to send contest information to the teachers of these grades was requested by formally writing to the Superintendents (or Assistant Superintendents) of all 10 School Divisions in the Winnipeg area. A total of six School Divisions responded and gave approval for the contest. Three Divisions declined the invitation because there was not enough time to participate, and one Division (Division No. 1) did not approve of "art competitions".

Following the approval received, letters explaining the contest rules and providing a copy of a City brochure on the subject were sent out to the appropriate teachers. A total of 860 brochures were distributed to grades 4, 5 and 6 teachers in the City. A total of 17 schools participated in the contest.

The posters received were displayed at the Forks during the Open House held October 1 and 2, 1994. The posters were judged by Study Team members based on the students understanding of the theme, not artistic talent. Prizes consisting of a fishing rod and tackle box were provided to two contestants from each grade level.

4.3.2.1 Assessment

Feedback from several of the teachers provided the following information:

- the information within the brochure was added into the science curriculum within the teaching unit on water;
- not enough time was given to do the contest (the school year had just started and teachers were still getting organized), and
- other contests were going on at the same time.

From the Study Team perspective, the posters reflected a good understanding of the City brochure and indicated support for the notion that individuals can help improve water quality in the rivers.

4.3.3 Mall Displays

As a result of the assessment of the Open House in October 1994, (Section 4.3.1.5) it was decided that several public information displays would be held at shopping malls situated in the central area in Winnipeg. On May 26 and 27, 1995, a CSO display was located at the Grant Park shopping mall and, on June 2 and 3, 1995, at the Polo Park shopping mall. No advertising of these displays was done.

Content

A display specifically adapted to the malls was developed comprising a working physical model and a storyboard presentation displaying much of the material presented at the October 1994 Open House, however, using a much more "reader friendly" approach. The working model of a CSO was constructed in-house by the City Water and Waste Department to demonstrate:

- how wastewater gets to the water pollution control centres;
- how rainfall causes overflows; and
- how sewage backs-up into basements.

The storyboard presentation provided additional information including:

- sources of river pollution;
- pollutants in our rivers and why they are of concern;
- an overview of the CSO Study; and
- how you can get involved.

Similar to the storyboard presentation used at the October Open House (see Section 4.3.1.2) the presentation consisted of written, graphic and picture material enlarged and placed on panels. These panels were posted on bulletin boards and displayed in a sequential manner.

A mascot consisting of a "cartoon" catfish (developed and sketched by Mr. Terry Josephson, Water and Waste Department) was displayed on the storyboards to provide the audience with a friendlier approach to learning about CSO issues.

The mall displays were manned jointly by City of Winnipeg personnel and the consultant at all times to answer questions and encourage participation in the project.

Handouts

A handout addressing CSOs and River Quality, was developed and distributed to the public during the events. The handout was developed largely of the same text and graphic material as used in the story board presentation. Included in the handout was a short questionnaire consisting of four questions on a mail-back card providing an opportunity for those wanting to comment on the project and/or wanting more information. Persons interested were asked to either fill out the questionnaire at the event or later at their convenience by sending the mail-back card to the Water and Waste Department. Additional brochures focussing on basement flooding, floating debris and fish handling, preparation and cooking procedures were also made available at the event.

Attendance

Over 200 handouts were distributed to interested individuals at the Grant Park Mall. At Polo Park, an estimated 300 handouts were distributed.

Results

Thirty-two mail-back responses were received 16 of which requested further information. All responders requesting further information were provided with a copy of the Phase 1 Report by mail.

Two questions were asked:

"1. Which river issue is most important to you? Please circle your choice.

- a. Use of the river for swimming/waterskiing
- b. The river's appearance
- c. Protecting aquatic life
- d. All of the above

2. Currently the average Winnipeg homeowner's sewer bill is \$180 per year. How much more are you willing to pay on your annual sewer bill to control combined sewer overflows? Please circle your choice.

\$0	\$1-25
\$26-50	\$51-100
\$101-200	more than \$200"

The results were:

Question 1. Over half (18/32) indicated all three were important (d). No one selected swimming/waterskiing (a). Of the other two, protecting aquatic life (10/32) outweighed the rivers appearance (8/32) in order of priority.

Question 2. 29 out of 32 responded. 27 out of 29 indicated a willingness to pay more on their sewer bill to control CSOs, as follows:

4/27	\$1 to 25
9/27	\$26 to 50
7/27	\$51 to 100
5/27	> \$100

Assessment

The mall displays were considered quite successful. The displays were well-attended suggesting the locations and the time of year chosen for the displays were appropriate.

The main attraction at the display was the physical model. It served as a good vehicle to generate a genuine level of interest in the CSO Study and provided the Study Team members

with an approach to initiate discussions regarding the project with interested citizens. This activity is considered to be useful as an ongoing method for communicating with the public.

4.3.4 Special Event

In April 1995, the City was invited, along with Manitoba Environment, to participate in the First Family Fish Festival sponsored by the Mid-Canada Marine Dealers Association to be held at The Forks. The event was subsequently postponed, because of high spring water levels which kept the walkway along the Red and Assiniboine Rivers under water. It was eventually held on June 24, 1995. The City and Manitoba Environment were asked to provide a joint information display regarding CSOs and river quality.

Content

It was agreed between the CSO Study Team and Manitoba Environment that the display information would be created by the CSO Study Team and subsequently reviewed by Manitoba Environment. The story board panels used for the mall displays were deemed appropriate for this event.

The display was situated in a central area of The Forks "under the canopy", along with the other exhibition materials (Coast Guard display, Department of Natural Resources fish filleting display and a raffle for a truck and boat).

The display was manned jointly by City of Winnipeg personnel and the consultant at all times.

During the event, one-sheet flyers containing information on CSOs in Winnipeg were handed out to interested persons. Brochures regarding basement flooding, floating debris and fish handling, preparation and cooking procedures were also distributed.

Approximately 200 brochures regarding the CSO project containing a mail-back response form were distributed to citizens that day. No responses were received.

Assessment

Although the turnout for the derby was somewhat hampered by rainy weather, a steady flow of people frequented the booth. As with the Mall displays, the working model was the main attraction. A CSO presence at the event was considered a good method of providing information to an audience that had an interest in the rivers.

4.3.5 Scientific Community

In Phase 2, several meetings were held with members of the scientific community to canvass the extent of interest in CSO-related issues. At these meetings, CSO Study Team members introduced the concept of the CSO study, reviewed the relevant CEC recommendations, and the desire by the Study Team to have access to a pool of advisors to discuss purely scientific issues in an unbiased fashion. Discussions have also included informal contact with individuals and several group meetings.

A meeting was held on October 19, 1994 at the Department of Natural Resources with Joe O'Connor and Mr. Gary Swanson of the Fisheries Branch and a CSO Study Team Member, Mike McKernan (TetrES Consultants). Discussions regarding the project focussed largely on public communications. The need for better access to CSO locations (which are typically used for fishing along the urban reaches of the Red and Assiniboine Rivers) was discussed as well as the need for participation in river clean-up programs. It was also noted that opportunities to focus on public education should be dove-tailed.

A meeting was held on April 10, 1995 with representatives of the University of Manitoba, Engineering Department. These included faculty members of the Civil Engineering Department, who are involved in environmental and water resource issues, (D. Burn, S. Simonovic, T. Elefsiniotis, D. McCartney, B. Lence, A. Sparling, J. Doering and J. Oleszkjewicz). The purpose of the meeting was to discuss the ongoing CSO project with members of the CSO Study Team (E. Sharp, D. Wardrop and D. Morgan). The CSO Study Team provided an overview of the study and information on CSO issues, control alternatives and CSO modelling. The Phase 1 Report was sent to each attendee prior to the meeting. The

potential areas of mutual interest in the project were discussed. The professors in general wanted to continue involvement in this process. They are looking for some way to be involved in CSO-related issues by having students (undergraduates, Masters, Ph.D) work on CSO-type projects. They suggested they may be able to offer a low-cost, made-in-Manitoba solution. The professors indicated that they could give a presentation on their interests and experience to the CSO Study Team. The professors were to initiate these meetings at a future date. To date, no proposals have been received.

4.3.6 Special Interest Groups

The Study Team initiated contact with many of the environmental groups which have shown an interest in river quality including Save Our Seine, the Sierra Club, The International Coalition etc. It was thought that, since these environmental groups understood the basics about evaluating river quality, they would appreciate being informed regarding the Study at the early stages. Discussions with these groups were determined to be most appropriate when Phase 2 had been completed and there was more information to report to these groups.

Ms. Westlund (Volunteer Effectiveness Program Coordinator) at Manitoba Eco-Networks (an umbrella group for over 40 environmental organizations) was contacted and provided the Study Team with the names of groups in Winnipeg interested in water quality issues. Representatives from these groups were then contacted by telephone and asked to attend a meeting regarding the City's project.

The representatives contacted and their affiliations are provided below:

Winnipeg Water Group, Nick Carter

Sierra Club and Manitoba Environment Council, Christine Common Singh

The International Coalition, Andrew Hay

Institute of Urban Studies, Dr. Tom Carter

Manitoba Naturalist Society, Herta Gradowska

Friends of Bruce Park, Cindy Cohlmeier

Friends of the LaSalle/ LaBarriere Greenspace Group, Len Van Roon

Omand's Creek Wolseley Residents Assoc., Roger Geeves
Save our Seine, Jean Dunmire
Coalition for a Canoeable Seine, J.P. Brunet
Sturgeon Creek Assoc., Don MacDonald/ Tom Harden
North Tache River Group, Daniel Vandal
Assiniboine River Management Advisory Board, Dr. Tim Ball and Mr. Ian Dickson
Pitblado and Hoskins, Mr. Douglas Forbes
Manitoba Urban Sport Fishing Committee, Jerry Anderson

On May 10, 1995, a meeting was held at the Centre Cultural Franco-Manitoba. The main focus of the meeting was to establish dialogue between the Study Team and the Environmental Groups in Winnipeg. Members of the CSO Study Team (E. Sharp and G. Rempel) provided the groups with a short presentation on the CSO Management Study and its status to date and handed out copies of the Phase 1 report to participants who had not yet received one by mail.

Representation from all groups except the Coalition for a Canoeable Seine, Friends of the La Salle, North Tache River Group, Omands Creek Wolseley Residents, Pitblado and Hoskins and Urban Studies attended the meeting. The attending groups seemed pleased with the openness and amount of information the City volunteered at this meeting and learn that a similar type of meeting was planned for late Fall once the Phase 2 portion of the study was complete and the Study Team had more to report.

After the meeting, a letter reiterating the Study Teams commitment for another meeting in the Fall was sent to all attendees. In addition, a letter was sent to the representatives who were unable to attend the initial meeting which discussed the meeting held on May 10, 1995, the upcoming meeting in the Fall (at which time they would be contacted by the Study Team to arrange the meeting), and how to obtain a copy of the Phase 1 report.

4.4 SUPPORT TO OTHER GROUPS

4.4.1 Urban Waterway Clean-up program

In the spring of 1995, a proposal to initiate general clean-up and litter control along the Red and Assiniboine Rivers was developed by the Manitoba Urban Sport Fishing Committee. The initial intent of the committee was to enlist volunteers/organizations for a spring clean-up of the rivers and the surrounding banks and, if monies could be secured, a full-time summer program could be initiated using university students for the manpower needed. The Committee applied for moneys under the "Green Team" initiative to the Manitoba Sustainable Development Coordination Unit to support the full time summer program.

Mr. Jerry Anderson, a member of the Manitoba Urban Sport Fishing Committee (and President of the Elmwood Legion Wildlife Association), contacted the City of Winnipeg (M. Shkolny, Water and Waste Department) to determine if the City could support the proposal.

The City (Water and Waste Department) offered modest financial support and technical information for the capture and quantification of floatables during/after CSO events. Discussions regarding the use of the Clean-up program to enhance the CSO Study were initiated on May 4, 1994. Installation of a boom near The Forks area on the Assiniboine River for the collection and quantification of floatable material during a CSO event on the river was discussed. In addition the special precautions and equipment requirements needed to conduct such work was evaluated. In order to initiate the work, the CSO Study Team felt that they would need to provide the Clean-up Team with a short course in hygiene and collection procedures and possibly provide the necessary clothing and equipment to safely collect the debris for later characterization. Because of the complexity of the tasks, the CSO Study Team felt it would be more appropriate to train the students to make useful observations on the aesthetic condition of the rivers, especially as these relate to discharges, and the recreational use of the rivers.

The CSO Study Team has provided the Clean-up Team with maps separating the rivers into different reaches, and work logs, for systematic recording, by the students, of observations while performing their cleanup activities.

To date, the Manitoba Urban Sports Fishing Committee has not received sufficient funding to implement the proposed summer program. Should the program get underway the CSO Study Team will continue to offer their assistance.

4.4.2 Urban Rivers and Creeks Stewardship Workshop

In June, 1995 The International Coalition (TIC) coordinated a summer workshop, as part of an Urban Rivers and Creeks Stewardship Project (developed through funding from the Urban Green Team) to promote stewardship on Winnipeg Rivers and Creeks. The workshop consisted of various presentations, technical discussions and displays. The attendees of the workshop were largely members of local Winnipeg river groups such as Save our Seine, Sturgeon Creek Association etc. The City of Winnipeg, Water and Waste Department was asked to participate in the workshop by providing a presentation on the CSO Management Study and other river quality issues. Mr. Paul Lagassé, (Water and Waste Department) presented information on river quality and the CSO Management Study. Other presenters at this workshop included, Manitoba Environment, Water Resources Branch, City of Winnipeg Parks and Recreation, the Fort Whyte Centre, etc.

Mr. Lagassé noted that there was a large interest in the CSO project. The Save Our Seine (SOS) group indicated that they would be doing intensive monitoring on the tributaries to the Red and Assiniboine Rivers during the summer of 1995. The results will be available to the CSO Study Team.

5.0 DATABASE DEVELOPMENT

A database has been created in "ACT!" version 2.0 for Windows, a contact management program. The database features an activity planner and scheduler, a tracking system to

record meetings and phone calls, a report generator and a word processor. The database has been used to schedule and record communications between CSO team members and:

- Advisory Committee members;
- Scientific community contacts;
- Interested residents contact; and
- Special interest groups contacts.

To date, over 70 contacts have been placed in the database. An example of a contact sheet is provided in [Appendix B](#).

The main function of the database thus far has been to record all correspondence and document comments made regarding the CSO project. It has also been used to ensure all interested persons are notified of upcoming CSO public events and receive additional information regarding their concerns.

The database could be a more effective tool if it was used to record all communications with the public. It should be the responsibility of all members of the Study Team to inform D. Dagg of such contacts. A contact sheet will be developed.

6.0 PHASE 3 ACTIVITIES

The activities proposed for Phase 3 are provided below. The proposed timing is shown on [Figure 4](#).

- *Phase 2 Report:*
 - A report summarizing Phase 2 results, and designed to communicate with the public, will be prepared. It will be similar to Phase 1. This report will be made available to the Advisory Committee, special interest groups, and interested public.

- *Progress Report to Works and Operations:*
 - It is intended that the Phase 2 Report will be presented to Works and Operations at the start of Phase 3. The report/presentation will have the dual purpose of providing important information to the decision-makers within the City and will provide an opportunity to discuss the direction of the study. The intent is also to obtain media coverage. This Progress report will have the results of the Phase 2 evaluation of candidate options and will provide an indication of the alternative short- and long-term CSO control strategies within a limited range of options, i.e., a short list of potential plans.

- *Newsletter/Advertisement:*
 - A summary of the Phase 2 results in a "reader friendly" newsletter will be considered as an info-mercial in the local papers or for household distribution early in Phase 3.
 - Prior to undertaking this, the use of a specialist consultant and focus groups will be considered to assist in designing an effective communications document.

- *Advisory Committee meetings:*
 - These will continue on a quarterly basis.

- *Scientific/Special Interest meetings:*
 - These will be conducted at the start of Phase 3 and will provide the results of Phase 2 and will be designed to elicit response to the ongoing activities in Phase 3.
 - A second meeting will be held in late fall with representatives of the Environmental groups contacted during Phase 2.
 - Consultation with additional special interest groups such as Conservation Canada, Ducks Unlimited, Manitoba Medical Association, Fish Futures, Concerned Citizens of Manitoba, Canoe/rowing clubs, Choices, High Schools, Jet-ski users, Yacht Club and the Chamber of Commerce (Winnipeg and Selkirk) is anticipated.
 - Meetings with the Scientific community will be held at the start of Phase 3. It is expected that greater interest will be encountered now that more analyses is available.

- *Public education/Information meetings:*
 - It is intended that the CSO Study will provide information displays (e.g., booths, etc) at selected public events, as appropriate. Events selected will be those which focus on the river locations, such as The Forks, in order to maximize exposure of the public to the CSO Study.
 - The CSO Study Team intends to continue to find appropriate avenues to display information to the public regarding the CSO Management Study. This includes potentially displaying information at the next family Fishing Derby (spring, 1996) and initiating discussions with the Director of Communications in the Department of Fisheries and Oceans to explore opportunities to dove-tail any mutual focus on public education.
 - The CSO Study Team will also continue to correspond with the contacts made and documented within the database.

- *Mall Displays:*
 - Mall displays will continue to be the main focus for direct contact with the public in Phase 3. These will be similar to Phase 2, however, the storyboards will be appropriately revised so as to reflect the findings of Phase 2. A more specific questionnaire inviting opinions on control options will be developed.

- *Media coverage:*
 - Efforts will be made to attract media coverage of the water quality issues and CSO control alternatives.

APPENDIX A

APPENDIX B

Contact Report

E. J. Sharp, P.Eng
City of Winnipeg
1500 Plessis Rd
Winnipeg, Manitoba R2C 5G6

Page: 13
Date: 8/18/95
Time: 9:24
Number of Contacts: 20

Company: Eco-Networks - International Coalition Address: 101-120 Fort St.
Contact: Mr. Andrew Hay
Phone: 204-982-7252 Ext: CC: 1
Title: City: Winnipeg
Assistant: Province: Manitoba
Dear: Mr. Hay Postal Code: R3C 1C7

Call: RE:
Meeting: 10/1/95 None RE: second eco-network meeting to discuss...
To-do: RE:

Last Results:
ID/Status: Referred by:

river use?: issue?:
river protect: current quality:
sewer bill increase: CSO interest:

preferred option:
User 8: The International Coalition
User 9:

Contact: Mr. Andrew Hay City:
Home Phone: Ext: State:
Address 1: Zip:

Alt Contact1: Alt Contact2:
Title: Title:
Alt Phone1: Ext: Alt Phone2:
Last Reach: Last Reach: Ext:

User 10: User 13:
User 11: User 14:
User 12: User 15:

History:
5/18/95 16:21 Letter Sent ECONE2.TPL
5/10/95 None Meeting Held RE: to discuss phase 1 of the CSO project
4/21/95 None Left Message RE: meeting with other EcoNetworks on May 2, 5, 9 or
10.

Notes:

Contact Report

E. J. Sharp, P.Eng
City of Winnipeg
1500 Plessis Rd
Winnipeg, Manitoba R2C 5G6

Page: 14
Date: 8/18/95
Time: 9:24
Number of Contacts: 20

5/24/95: (Mr. R.J. G) Sent a letter thanking him for coming to the meeting on May 10 at the Cultural Centre in St. Boniface and reminding him that we will contact him in late fall for another meeting (after the Phase 2 portion of the study was complete and the study team had more to report).

5/10/95: (Mr. R.J. G) Attended the information meeting held at the Franco-Manitobain Cultural Centre. Both Ed Sharp and George Rempel provided information at this meeting regarding the CSO project (Phase 1). It was decided that another meeting would be held in the fall after the work involved in Phase 2 was complete and the CSO study team had more to report.

5/2/95: (Mr. R.J. G) Phoned to confirm that the meeting will be held on May 10, 1995. Mr. Hay is expected to attend. He is interested in the Green Team proposal and meeting with George. He has seen George at the Assiniboine River Management Board deliberations.

4/21/95: Donna left a message with Mr. Hay Re: meeting with other Eco-Networks groups on either May 2, 5, 9 or 10. Mr. Hay phoned back minutes later and said that he was very interested in attending. He prefers either the 9 or 10 of May but could attend on the 2 or 5 if he had to. He prefers a lunch meeting. He asked which other groups were being invited and suggested we contact Don Sullivan and invite him to the meeting as well.

4/20/95: George spoke with Ms. Janice Westlund at Manitoba Eco-Networks to obtain this contact. George's notes regarding this contact are as follows: The International Coalition or TIC made a submission to the last River quality hearings. (I believe Tom Oberg was the Executive Director at the time. They also showed interest in the Assiniboine River Management Board deliberations and would likely have some interest in the CSO Study.

Activities:
Meeting 10/1/95 None second eco-network meeting to discuss phase 2