

REPORT NO.15 of the
FAMILY AQUATIC STEERING COMMITTEE

of its meeting held
January 30, 2012

Present:
Councillor Drew Dilkens, Chair
Councillor Ed Sleiman
Councillor Ron Jones
Councillor Hilary Payne
Councillor Fulvio Valentinis

Your Committee submits the following recommendation:

Moved by Councillor Sleiman, seconded by Councillor Jones,
That the Construction Communications Plan for the Family Aquatic Complex and the costs associated
with the implementation of the Plan **BE RECEIVED.**
Carried.

Clerk's Note: The report of the Marketing and Communications Officer dated January 27, 2012
entitled "Construction Communications Plan for Family Aquatic Complex" is **attached.**

CHAIRPERSON

NOTIFICATION		
Members of the Family Aquatics Complex Steering Committee (including resource personnel)		

.... The CORPORATION OF Windsor

Office of the City Treasurer: ...

MISSION STATEMENT:::

"The City of Windsor, with the involvement of its citizens, will deliver effective and responsive municipal services, and will mobilize innovative community partnerships!"

Table with 2 columns: Field Name and Value. Fields include LiveLink REPORT#, Report Date, Author's Name, Date to Steering Committee, Author's Phone, Classification #, and Author's E-mail.

To: Members of the Family Aquatic Complex Steering Committee

Subject: Construction Communication Plan for Family Aquatic Complex

1. RECOMMENDATION: - City Wide: _ Ward(s): _

That the Family Aquatic Complex Steering Committee approve-- the Construction Communication Plan for Family Aquatic Complex (see Appendix) and the costs associated with implementation of the plan.

EXECUTIVE SUMMARY:

N/A

2. BACKGROUND:

In June 2011, City-Council directed Administration to proceed with steps required to construct a Downtown Aquatic Family Centre and Library Complex. In November of 2011, Council removed the library from the pool complex. In December of 2011, Council awarded the construction contract to EllisDon Construction/DeAngelis Construction Inc.

3. DISCUSSION:

City of Windsor Corporate Communications developed a proactive communication plan for the construction of the family aquatic complex in order to communicate with residents, media, employees of the City of Windsor and user groups on construction details, and as well to communicate internally with the Steering Committee and Executive Committee as required.

4. RISK ANALYSIS:

N/A

FINANCIAL MATTERS

HUCI let for the implementation of the attached communication plan is as follows: Awareness Campaign only. Costs do not include sponsorship package.

- grand opening
- Public meetings displays: poster \$2,000
- Room Rental for public meetings: \$3,000
- Marketing materials including photograph, digital media: \$3,000
- Ads in Windsor Star and/or radio for significant benchmarks of the build: per event: \$2,000, public meetings (\$1,000 each meeting if 2 ads placed)
- Groundbreaking event: \$5,000
- Graphics and design: \$4,000 (costs do not include sponsorship package or grand opening)
- Ads in the Activity Guide: (2 years): \$4,000 for five pages

Anticipated total cost: \$25,000

6. CONSULTATIONS:

N/A

7. CONCLUSION:

It is recommended that the Steering Committee approve the attached communication plan in order to ensure public awareness during the construction phase of the family aquatic complex.

rs
nd Communcations Officer

Chief Financial Officer/City Treasurer and
Corporate Leader Finance and Technology

M/R

NOTIFICATION :				
Name	Address	Email Address	Telephone	FAX

	June 27, 2011; revised July 22, 2011; Aug. 29, 2011; Sept 1, 2011; Nov. 25, 2011; Jan. 20, 2012
Author	Patricia Dolan Lewis, Marketing and Communications Officer 519-253-2300 Cell: 519-259-5595
Date of Plan	June 2011-December 2013
Client/Organization Name	Executive Committee City of Windsor Family Aquatic Complex
Name of Overall Program or Initiative	Family Aquatic Complex
Project Lead	Onorio Colucci, Chief Financial Officer, Treasurer, Project Sponsor Mario Sonogo, City Engineer, Project Co-Sponsor
Committees	<p><u>Steering Committee:</u></p> <p>Councilor Drew Dilkens, Chair Councilor Ron Jones Councilor Hilary Payne Councilor Ed Sleiman Councilor Fulvio Valentinis Mayor Eddie Francis, ex-officio <u>Arbitrator:</u> Helga Reidel, CAO</p> <p><u>The Executive Committee</u> is composed of: Onorio Colucci, Project Sponsor/Chair- CFO/City Treasurer Mario Sonogo, Project Sponsor/Deputy Chair... City Engineer Valerie Critchley, City Clerk Jan Wilson, Executive Director of Recreation & Culture Mike Palanacki, Executive Director of Operations Harry Turnbull, Executive Director of Information Technology John Moeli, Executive Director of Parks and Facilities Shelby Askin Hager, Manager of Purchasing & Risk Management</p> <p><u>Working Team:</u> Don Sadler, Project Manager Patricia Dolan Lewis, Marketing and Communication Officer Project Communication Rosanna Pellerito, Financial Planning Administrator, Project Accountant France Isabelle-Tunks, Senior Manager Development and Geomatics, Project Coordinator (or designate) Project Legal Resources, Shelby Askin Hager, Manager of Purchasing & Risk Management</p>

Project Purchasing/Risk Resource, Shelby Askin Hager, Manager of Purchasing & Risk - Management (or designate)
Tenant Liaison- Recreation, Carollanne Smith, Manager of Community Programming (or designate)
Information Technology Resource; Matt Caplin, Manager of End user Support
Facilities, John Miceli, Executive Director of Parks and Facilities

Other Resources

Rob Slater, Executive Initiatives Coordinator to the City Engineer
Janay Brown, Executive Administrative Assistant to the CFO
Consultants or other corporate resources as required

Approvals

Preliminary review by designated content experts on committee for accuracy of facts. Following approval by Executive Committee forward as follows:
Onorio Colucci, Project Sponsor, forwards to Helga Reidel, CAO) Final approval as determined appropriate for content from Chair of the Steering Committee and Mayor. Jason Moore, Senior Manager of Communications is copied for preliminary and final review

Communications Team

Patricia Dolan Lewis, Marketing and Communications
Mary Rodgers, Marketing and Communications

Partners and Key Stakeholders

Mayor and Council
Corporation of the City of Windsor
Media
User group consultations handled by separate committee
School Board
Businesses and residents within specified area of the construction
- Tourism Windsor Essex Pelee Island
Regular clients of Parks and Recreation
Construction and trades industry
Art Gallery of Windsor, Windsor's Community Museum, DWBIA, University of Windsor and St. Clair College
Other special interest groups may include: accessibility, environmental groups, seniors

town Aquatic Family Centre and Library Complex

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or Public Library Board considered report June 21, 2011 passed motion
rting the complex.

From in-camera meeting on November 17, 2011:
ADOPTED by Council at its meeting held November 21, 2011 [M335-2011] removed
the library from the pool complex.

Dec. 15, 2011 CR302 Council Decision to award Ellis Oon Corporation/DeAngelis
Construction Inc. Joint Venture (the Selected Proponent), including all amendments
agreed to in the post bid opening negotiations at a fixed cost price of \$60,512,300.

Goal(s)

Pro-active external communication plan for the construction of the family aquatic
complex following best practice guidelines.

Pro-active communication with residents, immediate community, employees of the City
of Windsor, and user groups on construction details

Internal communication with Steering Committee and Executive Committee as required

Will assist as requested on the following:

Communication with user groups

Communication support for the official opening of the complex

Communication support for the naming rights and sponsorship of the new facility.

Communication for the transition and repurposing of recreational facilities

Communication for marketing the new facility

Areas to be managed by appropriate department with communication support as
requested:

International Children's Games



Local and national media
Publications related to
Publications related to recreation

Issues Identification

Size, cost, and complexity of the construction.
Requirement to stay on schedule and on budget.
Multiple partners and committees may result in overlapping of communication responsibilities.
Building design: accessibility and environmental impact-what is possible within the budget?
Impact on the neighbourhood: noise, dust, road closures, parking
Benefits to the city, region and neighbourhood
Benefits of the design build process to efficiency and effectiveness
Benefits of integrated multi-use facility

Key Messages

The City of Windsor will coordinate an innovative construction management structure that will result in a quality facility constructed on time, on budget to provide quality recreation services to the community and region.
The City of Windsor will coordinate with other partners and stakeholders in designing and building this facility
The City of Windsor has a pro-active communications plan in conjunction with partners to communicate internally and externally on the project.
Patricia Dolan Lewis, Marketing and Communications; Mary Rodgers, Marketing and Communications.

Media/Community Relations Team

Spokespersons/media and community relations team

Vision: Mayor Francis
Overall Spokespersons: Councillor Drew Dilkens, Steering Committee Chair and Onorio Colucci, Executive Committee Chair/ Project Sponsor with ability to designate spokespersons as required:
The following represents only some of the possible spokespeople with specialized knowledge on specific topics:
Corporate Vision: Helga Reidel, CAO.
Construction Overview: Mario Sonego (or designate), Project Manager Don Sadler
Finances: Onorio Colucci
Recreation programming: Jan Wilson
Tenant Liaison: Jan Wilson
Construction design/build details and schedule: Don Sadler
Charette: background and goals: Drew Dilkens and Onorio Colucci

Public Contact Information

311
Web
Public information displays

Internal Communications Approach

Frequently Asked Questions
Information to 311
City Circuit
Emails
Meetings with staff
Dashboard

External Communication

Pro-active media relations including photos, videos, events to inform and

engag the community.
 Steering Committee Minutes
 Community meetings
 Releases
 Newsletters - perhaps e-newsletter with sign up on the web.
 Articles in the Activity Guide
 Flyers in centres
 Social media
 Displays of the design and amenities in community centres and libraries; may be a travelling exhibit and used for public meetings.
 Website

Budget.

Public Awareness construction campaign only: **Costs do not include sponsorship package or grand opening**

Public meetings displays: posters \$2,000

Room Rental for public meetings: \$3,000

Marketing materials including photograph, digital media: \$3,000

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Groundbreaking event \$5,000

Graphics and design: \$4,000 (costs do not include sponsorship package or grand opening)

Ads in the Activity Guide: (2 years): \$4,000 for five pages

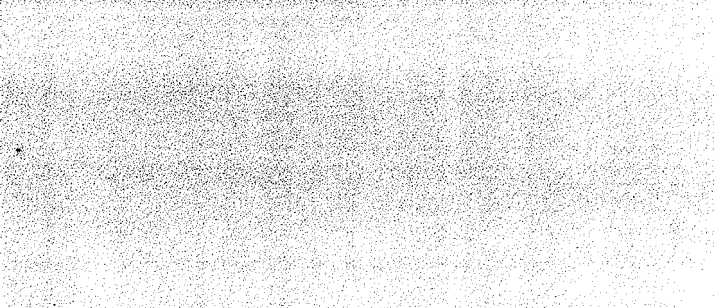
Estimated total: \$25,000

Communication Path

- June 13, 2011 web page on City web-: www.citywindsor.ca/aquaticfamilycentre
- June 27, 2011 advisory on RFP
- Sept 6- 20, 2011 Design Process
- Sept 13-14, 2011 Design Charette
- Sept 20, 2011 Open House at St. Clair College of Arts
- Nov. 17, 2011; library and AGW announce cooperation on space. Library out of aquatic centre (Windsor Star)
- November 1, 2011: Letter to the Editor from Councillor Drew Dilkens related to public comment on process, Windsor Star
- December 15, 2011 City Council names Ellis Don/DeAngelis as contractor
- December 17, 2011 Design Build proposal drawings on display at Windsor Public Library
- January-April, 2012 displays continue in public places
- March 2012 Sign for project
- March 2012 Hoarding in place
- Spring 2012; Community Groundbreaking
- Other significant construction benchmarks as identified
- June 2013 construction on competitive pool completed.
- August 2013 complex opens for International Children's Games only.
- December 2013 fam1 . aquatic com nent o ns

Evaluation

Coordination of the project sched1, lle with key media messages
 Input from staff on project communication
 Public response
 Media covera e



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