



C·V·R·D

**COWICHAN VALLEY REGIONAL DISTRICT**

**NOTICE OF SPECIAL BOARD MEETING**

**DAY: TUESDAY**

**DATE: OCTOBER 18, 2011**

**TIME: → 7:30 pm**

**PLACE: BOARD ROOM**  
**175 INGRAM STREET**

**AGENDA ITEM:**

South Cowichan Eco Depot  
Communications Plan

  
\_\_\_\_\_  
Joe Barry  
Corporate Secretary



## STAFF REPORT

CVRD BOARD MEETING  
OF OCTOBER 18, 2011

**DATE:** October 18, 2011 **FILE NO:** 5360-20-SCED  
**FROM:** Brian Dennison, P. Eng., General Manager, Engineering & Environment  
**SUBJECT:** South Cowichan Eco Depot Referendum Communications Budget

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**Recommendation/Action:** For information

**Relation to the Corporate Strategic Plan:**

**Financial Impact:** *(Reviewed by Finance Division: Not Required)*

**Background:**

At the CVRD Board meeting of September 14, 2011, it was resolved that the issue of the proposed location for the South Cowichan Eco Depot on Cameron-Taggart Road would be presented to the public in a non-binding referendum question at the upcoming local government elections November 19, 2011. In response, staff sought the expertise of Acumen Communications, who have worked for the CVRD on the Kinsol Trestle, Zero Waste campaign and earlier work on the Eco Depot, to prepare a communications strategy in support of the referendum process. One key element of the strategy was to counter extensive misinformation that has been promoted by opponents of the proposed location.

Due to the relatively short time frame to carry out action items prior to the referendum date, the strategy was prepared and presented at the Engineering and Environmental Services Committee meeting the following week, September 21, 2011. In response to a question, the estimated budget for all the work of \$50,000 was stated.

At the October 12, 2011 Board meeting it was resolved to hold a special Board meeting on October 18, 2011 regarding the budget for the for the communications strategy. Consequently, a detailed breakdown of the components of the strategy has been prepared and is attached. It should be noted that it has been almost four weeks since the strategy was reviewed at the Engineering and Environmental Services Committee meeting and approximately \$25,000 has already been spent with some additional expenditures, like the posting of printed mail-outs, being essentially committed to.

Submitted by,

Brian Dennison, P. Eng., General Manager  
Engineering & Environmental Services Department

**Reviewed by:**

Division Manager:

NOT REQUIRED

**Approved by:**

General Manager:

NOT REQUIRED

### Eco Depot Referendum Budget

<b>CREATIVE:</b>		
Communications Project Management	Writing, coordination, strategic direction, liaison w/ suppliers, coordinate open house/announcement, media relations, issues management, etc.	\$10,000
Creative Agency Fees	Planning, creative direction, graphic design, website updating, art production, image allowance etc.	\$16,500
		<b>\$26,500</b>
<b>HARD COSTS/MATERIALS:</b>		
Advertising	Newspaper ads (10 ads, 2 papers)	\$5,072.50
Brochures	Printing, mailing	\$4,035
Billboard	One month rental	\$900
Signage	Road signs (4) plus installation	\$1,360
Portable Display	Banner printing	\$350
Polling	300 people (A, B, C), 4-5 questions	\$6,500
Site Office/Info Booth	RV rental, signs, etc.	\$2,728
		<b>\$20,945.50</b>
	Sub-Total:	\$47,445.50
	HST (rebate applied):	\$830.11
	<b>Total:</b>	<b>\$48,275.61</b>