





City of Kamloops
MAKING KAMLOOPS SHINE



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42,000 trips every day

by a population of 86,000

The Project

Bridge deck resurfacing, reconstruction of the sidewalk and repaving of on ramp approaches.

\$10.3M

6 months



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Communication & Engagement Plan

\$112,500 budget

- \$60,000 for communications
- Remainder for staff time
- Funded through capital projects budget

1 FTE plus internal resources



Stakeholders

- North Shore residents & businesses
- Emergency & essential services
- Community groups
- Organizations/associations
- Government
- Kamloops community members



Key Messages

- Expect delays
- Plan ahead
- Use alternate routes/modes of transportation

* Straight talk, worst-case scenario, no sugar coating, use humour where appropriate



Tactics

- Construction meetings
- Stakeholder meetings
- Visitations
- Media relations
- Traditional advertising
- Social media
- Email updates
- Road signage
- Webcams



Humour

"Zen and the Art of Kammuting"



Kammute

Website Pageviews = 65,685
40,393 Unique

vs.

Capital Project Website Pageviews = 9,143
6,195 Unique



#kammute

Facebook

56 posts
261,690 impressions
151,897 unique users
11,477 engagements

Twitter

203 tweets
147,092 impressions
4217 engagements



Zipper Merge

Simply un-Canadian.



Zipper Merge

If you cannot work the zipper, stay off the bridge

By: [Kamloops This Week](#) in [Letters](#), [Opinion](#) August 19, 2015 [3 Comments](#) 1474 Views

Dave Ouellette
Kamloops



Zipper Merge

"All hail to the zipper merge - it works."
- August 29



Thank you Kamloops



The Good News

On time & under budget.

EDITORIAL: Kudos to city's capital-project budget management

By: [Kamloops This Week](#) in [Editorial](#), [Opinion](#) November 3, 2015 [2 Comments](#) 994 Views

"Included in those savings is \$300,000 in the bridge resurfacing."



Stakeholder Satisfaction

77% were satisfied with our efforts

Top 5 most effective methods:

- Webcams 51%
- City website 48%
- Social media 40%
- Advertising 39%
- Email 3%



What did we learn?

- Keep it simple
- Keep it real
- Be creative
- Be proactive
- Be responsive
- Cherish your stakeholders



Public Engagement

2015 Year in Review



2015 Metrics

Participation		
	2015	2014*
Number of public engagement activities	307	186
Participants in engagement activities	54,511**	4,699
Completed surveys	2173	854
Number of materials distributed	5,641	2,552
Social Media		
Facebook impressions	641,757	n/a
Facebook engagement	23,403	453
Tweets	619	n/a
Twitter impressions	427,988	n/a
Twitter engagement	11,357	n/a



2015 Metrics

Labour Value and Hard Costs of 2015 Public Engagement Activities		
	2015	2014
Staff hours attending public engagement activities	1,168	758
Labour value for preparation and attendance	\$165,301	\$30,310
Hard costs (e.g., advertising, print materials, rentals, food and beverages, etc.)	\$441,756*	\$121,240 (estimated)



2015 Metrics

City of Kamloops Website Statistics		
January 1-December 8, 2015	2015	2014
Unique page views	1,236,098 (up 11%)	1,111,568
Average time on page	1:45	1:55

Key dates in 2015 when website page views spiked:

- January 5, 2015 - 8,818 (major snow storm);
- April 20, 2015 - 13,206 (launch of the Overlanders Bridge Rehabilitation Project);
- July 1, 2015 - 11,624 (Canada Day);
- October 19, 2015 - 8,775 (federal election); and
- November 7, 2015 - 14,443 (parkade and performing arts centre referendum).



Public Engagement Handbook & Policy



Public Engagement Handbook

IAP2 Spectrum of Public Participation



Public Engagement Handbook

workbook 7

1. Getting Started

- Define the project/issue/opportunity and identify the decision to be made
- Outline the constraints that govern the decision-making process
- Identify the internal and external stakeholders
- Determine the level of public input
- Confirm timelines and available resources, including staff and budget

DEFINE the project/issue/opportunity and required decision



Public Engagement Handbook



The goal of effective public engagement is not 100% consensus or agreement. Successful public engagement is having people come away from the process either in support of the project/issue, or if not in support, coming away saying, "I don't agree or support this, but I understand it."



Public Engagement Video



To find out more:
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