

## Ausable Bayfield Maitland Valley Source Protection Region Communications Strategy – 2008-2009

### Key Project Activities:

- 1 Commencement of Assessment Report work (upon receipt of technical documents)
  - 1.1 Receipt of Technical Documents – Vulnerable Areas and Threats
  - 1.2 Completion of Tier 2 Water Budget – Water quantity issues and climate change
- 2 Preparation of Reports on Potential Risks
- 3 Exploration of SP Policies from around the world, country, province and around the corner
- 4 Ongoing release of new regulations and director's rules

Ausable Bayfield Maitland Valley Source Protection Region  
**Communications Strategy – 2008-2009**

<b>Key Audience</b>	<b>Key Messages</b>	<b>Best Methods</b>	<b>Timeframe</b>
General Public (Public, property owners, industry, commerce, agriculture, residential, First Nations, health, environmental, students, etc.)	All members of public can help protect drinking water sources at home, work	Directly address industrial, commercial, residential, agricultural audiences through public events	Quarterly (at least)
	Avenues exist for public questions, concerns	Use multiple media (not just print), editorial, advertising, existing and new publications (e.g., flyers, fact sheets)	Ongoing
	Regulations may or may not directly affect them	Adapt delivery based on results (e.g., successes, road bumps, public surveys, evaluations, meeting feedback)	Ongoing
	Multi-barrier effort reduces risk through preventive approach	Create more meet-and-greet opportunities; fewer night meetings; host 'Backyard Briefs' topics of interest	Annual
	Source Protection doesn't reinvent wheel but introduces best practices in place elsewhere	Incorporate community-based social marketing; pursue third-party assessment of outreach strategies	By end of 2009
Vulnerable Area Landowners (e.g., WHPA & IPZ)	Vulnerable area residents have key role to play protecting municipal drinking water	Use direct mail and contact re: stewardship early actions opportunities	Ongoing
	Funding is available for early actions	Reach diverse audience through multiple media	Annual
	Regulations may or may not affect them	Deliver information materials directly to landowners as possible, especially in two-year time-of-travel areas	By end of '09
	Avenues exist for questions, concerns	Neighbourhood meetings (e.g., Open Well)	Annual
	Assessment Report, SP Plans explained	Online (DWSP planning site, SPS stewardship site)	Ongoing
Working Groups	WG member ideas to help SPC with plan ideas	Pursue certificate or credit for learning program	By end of '09
	Building of knowledge assists their work	Adapt program based on WG, SPC evaluation	Ongoing
	WG ideas are being collected, listened to	Hold field trips or events of interest	Annual
	WG members can be information ambassadors	Provide recognition for volunteer efforts of WGs	Annual
	WG member work will be valuable in future	Deliver practical, hands-on Assessment Report and planning scenarios through new workbook	Quarterly
SPC, SPAs, Municipalities, Governments	Focus of SP Planning is four vulnerable areas	Direct training (curriculum modules, media training)	Bi-monthly
	Funding available for BMPs in areas considered most vulnerable	Report on project updates (e.g., stewardship program)	Ongoing
	Source Protection is a best practice worldwide	Public meetings, meet-and-greets	As required
	Plans may affect multiple sectors	Interactive online architecture	Ongoing
	Area water drinkers will have more protection	Municipal update meetings	Annual

