

**LAC LA BICHE COUNTY**

**STRATEGIC SESSION**

**DATE:** January 14, 2013  
**TIME:** 9:30 a.m.  
**PLACE:** Council Chambers  
County Centre

**AGENDA**

1. CALL TO ORDER
2. ADOPTION OF AGENDA
3. NEW BUSINESS
  - 3.1 Beaver Hill Road Presentation
  - 3.2 Bold Center Matters
  - 3.3 Briefing re Coalition for a Safer 63 and 881 Sponsorship
  - 3.4 Economic Development Authority Monthly Update
  - 3.5 Strategic Session Schedule
  - 3.6 COLA/Year End Report/Budget Adjustment
4. INFORMATION
5. IN CAMERA SESSION
6. ADJOURNMENT

**LAC LA BICHE COUNTY  
STRATEGIC SESSION  
COUNTY CENTRE, LAC LA BICHE**

**January 14, 2013, 9:30 a.m.**

Minutes of the Lac La Biche County Strategic Session held on January 14, 2013 at 9:30 a.m.

**CALL TO ORDER** Mayor Langevin called the meeting to order at 9:30 a.m.

<b>PRESENT</b>	Aurel Langevin	Mayor
	Alvin Kumpula	Councillor
	Robert Richard	Councillor (entered at 9:31 a.m.)
	Guy Piquette	Councillor
	Eugene Uganecz	Councillor
	MJ Siebold	Councillor (entered at 9:34 a.m.)
	Tim Thompson	Councillor
	Gail Broadbent-Ludwig	Councillor / Deputy Mayor
<b>STAFF IN ATTENDANCE</b>	Roy Brideau	Chief Administrative Officer
	Dan Small	General Manager, Corporate Services (in part)
	Gordon Frank	General Manager, Planning, Community Development & Protective Services (in part)
	Jeff Lawrence	General Manager, Operations (in part)
	Al Hoggan	Manager, Transportation Services (in part)
	Karen Gingras	Economic Development Officer
	Bob Macor	Construction & Projects Coordinator (in part)
	Gary Siebold	Manager, Utilities (in part)
	Carroll Girard	Recording Secretary
<b>DELEGATION</b>	Janis Fong	GENIVAR
	Jim Blaney	GENIVAR
	Graeme Langford	Engineer
<b>REGRETS</b>	John Nowak	Councillor

## **ADOPTION OF AGENDA**

SS.13.001 Motion by Councillor Broadbent-Ludwig to approve the January 14, 2013 Strategic Session agenda as presented.

**CARRIED UNANIMOUSLY**

## **NEW BUSINESS**

3.1 Beaver Hill Road Presentation;

Councillor Richard entered Council Chambers at 9:31 a.m.

Mr. Blaney and Ms. Fong from GENIVAR presented a PowerPoint Presentation concerning the Beaver Hill Road as attached to and forming part of these minutes.

Councillor Siebold entered Council Chambers at 9:34 a.m.

Council was shown the design of the proposed Beaver Hill Road and the representatives from GENIVAR explained the different features. A discussion ensued regarding the details of this project.

Mayor Langevin thanked the representatives from GENIVAR for their presentation.

## **RECESS**

Mayor Langevin called a recess at 10:29 a.m.

## **RECONVENE**

Mayor Langevin reconvened the meeting at 10:40 a.m. with all those Members of Council previously listed in attendance, excluding Councillor Broadbent-Ludwig.

## **NEW BUSINESS**

3.2 Bold Center Matters;

Administration presented to Council a brief overview of the proposed Bold Center renovation project. Administration advised Council that they are waiting for funding from a community grant to know whether renovations will proceed.

A discussion ensued regarding the proposed stairwell to provide exterior access to the lounge.

A discussion ensued regarding a proposed kiosk for security on the main floor of Bold Center in order to make security a more visible presence.

A discussion ensued regarding the renovations required in order to connect the high school to the Bold Center.

A discussion ensued regarding the minimal storage space at Bold Center.

A discussion ensued regarding the land surrounding the Bold Center once the high school is attached.

A discussion ensued regarding the storm sewer management system in the Bold Center parking lot and how its current surface drainage system causes concerns.

Administration mentioned that new parking stalls will be created to accommodate the high school. The high school's proposed football field and baseball diamonds were briefly discussed.

Administration advised Council that renovations will tentatively commence in the summer of 2013 and be complete in June 2014. The renovations are contingent on the community grant and Administration will come to Council if the grant is not acquired.

### 3.3 Briefing Re: Coalition for a Safer 63 and 881 Sponsorship;

Councillor Broadbent-Ludwig returned to Council Chambers at 11:15 a.m.

Mayor Langevin clarified that this briefing is not confidential, contrary to what is stated in the Briefing as attached to and forming part of these minutes.

Administration provided a briefing on "The Coalition for a Safer 63 and 881" sponsorship which many key industry players are members. Administration expressed their interest in sponsoring \$50,000.00 to become a Gold level sponsor which will make the County eligible to join the Board of Directors.

A general discussion ensued regarding the advantages and disadvantages to joining this coalition. Comments were made about the provincial government's involvement, what results can be expected from joining the coalition, the benefits to partnering up with key industry players, and on whether Council feels that they should invest \$50,000.00 to become a Gold member.

Council requested that Administration invite Tracy Thompson and a representative of the coalition to provide Council with a presentation with more detailed information.

### 3.4 Economic Development Authority Monthly Update;

Ms. Gingras provided a monthly update on the Economic Development Authority (EDA). Ms. Gingras note that the EDA is in the final stages of completing the strategic plan and will forward to Council this week for their review.

A general discussion ensued regarding work camps, bitumen barrels, enhancing the County website, and how the County will take on a facilitator role with industries.

The future for natural gas was discussed and Council would like the EDA to take an interest. Council would like research conducted on other surrounding areas, approximately two hour catchment to the North of Lac La Biche and approximately one hour catchment to the South. A discussion ensued on whether to perform this research through in house staff or to hire an outside consultant.

Mr. Brideau explained how the EDA is currently developing the strategic plan which will drive how the EDA moves forward. This will all be brought to Council when complete.

#### **RECESS**

Mayor Langevin called a recess at 12:15 p.m.

#### **RECONVENE**

Mayor Langevin reconvened the meeting at 12:58 p.m. with all those Members of Council previously listed in attendance.

#### **NEW BUSINESS**

### 3.5 Strategic Session Schedule;

A Strategic Session List, as attached to and forming part of these minutes, was introduced by Mr. Brideau.

A general discussion ensued regarding Frontage and Improvement Levies and the need to develop criteria for this item. Council requested a separate strategic session with a consultant to address this issue.

Council requested to get an update on the current gravel issue from Administration. Mr. Brideau advised that he will contact the landowner in order to advise that the County will be a few days late in responding to his request.

A general discussion ensued regarding the history of the land located south of McArthur Place where the ball diamonds are located. It was expressed that it would be beneficial to get information on its history.

Councillor Thompson left Council Chambers at 1:14 p.m.

A brief discussion ensued regarding the Three Year Operating Budget and on the importance of projecting how each major project will affect the County in order to better plan for the future.

Councillor Thompson returned to Council Chambers at 1:15 p.m.

Administration briefly discussed each item on the Strategic List.

A general discussion ensued regarding the addition of road maintenance, regional governance strategy, seniors housing, and all school future projects to be added to the Strategic List.

Councillor Richard left Council Chambers at 1:26 p.m. and did not return to the meeting.

A discussion ensued regarding the Policing Committee and whether the Peace Officers should be focused on the Encroachments of Environmental Reserves and Municipal Reserves.

A discussion ensued regarding the Recreation Master Plan and the Recreation Board. Council requested that Recreation Board be added to the Strategic List for future discussion. Council requested to know the status of the Recreation Board and to know what has been communicated to its appointees.

Mr. Brideau announced that Mayor Langevin will be regularly scheduled to speak on the Big Dog radio station in order to update the public on Council meetings and decisions. This is expected to start in the next couple of weeks.

Councillor Siebold left Council Chambers at 1:37 p.m.

Councillor Siebold returned to Council Chambers at 1:41 p.m.

Council expressed their desire to meet with the Portage Board to discuss partnerships.

Mr. Brideau advised Council of the new communication plan that will be on the County website where staff will be responsible to provide weekly updates of their projects. The public will be able to access these updates on the website.

Councillor Piquette left Council Chambers at 1:49 p.m.

Administration advised that a Communication Strategy will be in place for the Beaver Hill Road.

Councillor Piquette returned to Council Chambers at 1:51 p.m.

A discussion ensued regarding frontage charges and establishing a strategy on how to do it fairly and equitably.

A general discussion ensued regarding a Cat Bylaw and if it would be beneficial to the County to implement one. It was decided that this topic will be discussed further in a future strategic session.

A general discussion ensued regarding Solid Waste. It was noted that there is an existing committee; however no meetings have yet taken place. Council requested to have a strategic session on Solid Waste when the committee is prepared to make a presentation to Council with their research. A discussion ensued regarding establishing a philosophy on recycling and energy.

A general discussion ensued regarding Council's Orientation Package. Council requested to see the package that the Legislative Services department is developing in order for Council to provide their input and recommendations.

Council requested that Administration bring the Trail Study to Council. Administration informed Council that they will continue forward with the Beaver Hill Road project but will add the trail system as a deletable item in which Council can provide further direction.

Mr. Brideau advised Council that the Strategic List as included as part of these minutes is not exhaustive and Council is encouraged to add items to the list.

A discussion ensued regarding the need to prioritize the Strategic List. Council prioritized the top three items as follows:

1. Council to meet with the Board of Directors of Portage College;
2. Utilities Funding – Corvus Report – long term servicing strategy;
3. Frontage/Improvements Levies.

Administration to present Council with the Trail Master Plan.

Council requested that Administration provide them with a breakdown of expenses and responsibilities for payment regarding the High School attaching to the Bold Center.

## **RECESS**

Mayor Langevin called a recess at 2:22 p.m.

## **RECONVENE**

Mayor Langevin reconvened the meeting at 2:31 p.m. with all those Members of Council previously listed in attendance.

### 3.6 COLA/Year End Report/Budget Adjustment.

Mr. Brideau requested that the COLA item be moved to In Camera discussions later in this meeting.

Mr. Brideau advised Council that two Year End Reports are expected to be made available to the public. A year-end review is expected to go out in February which will provide a summary of the 2012 programs and projects that were complete. Afterwards, Administration will prepare a 2012 financial report that will be made available to the public in March or April. Council approved Administration to move forward producing the two Year End Reports. Administration mentioned that the 2013 Budget Report will be ready for the public in January.

A general discussion ensued regarding budget adjustments. Mr. Brideau advised that the Egg Lake Road project of \$1.4 million did not get carried over in the 2013 budget. Administration will present Council with a solution in March 2013.

A discussion ensued regarding the Lakeland Interpretive Society's request. This was not carried over in the budget. Administration will set up a meeting with certain members of Council and the Lakeland Interpretive Society to discuss their request.

## **INFORMATION**

A general discussion ensued regarding Medevac and on the actions that Council will take.

It was noted that in the January 15, 2013 Lac La Biche Post, Medevac information will be included with a link to the Edmonton MLA's contact information.

A general discussion ensued regarding establishing a communication strategy for the Medevac situation. The strategy is to include Administration preparing a memo to send to the Edmonton MLAs from Council to keep the Edmonton City Centre Airport open. This memo will also be sent to AUMA and AAMDC to show the Lac La Biche County's actions. Administration is to send out letters to residences of the County, encouraging them to get involved and to explain how they can make the greatest impact. A letter is to get sent to other municipalities and towns, encouraging them to contact the Edmonton MLAs. Lastly, Administration is to put a message on Facebook and other social media outlets with a link to the Edmonton MLAs that encourages residences to get in touch. All of the letters are to include a link to the Edmonton MLA's contact information. Major Langevin is also to discuss this on the Big Dog radio station.



Council shared that they support both getting diagnostics in Lac La Biche and emergency services.

**IN CAMERA SESSION**

SS.13.002 Motion by Councillor Uganecz to go in camera at 3:08 p.m.

**CARRIED UNANIMOUSLY**

3.6 COLA/Year End Report/Budget Adjustment (section 17 FOIP).

**RETURN TO REGULAR MEETING**

SS.13.003 Motion by Councillor Uganecz to proceed with the meeting out of camera at 3:40 p.m.

**CARRIED UNANIMOUSLY**

**BUSINESS ARISING OUT OF “IN CAMERA SESSION”**

No action required.

**ADJOURNMENT**

SS.13.004 Motion by Councillor Piquette to adjourn the Strategic Session of January 14, 2013 at 3:40 p.m.

**CARRIED UNANIMOUSLY**

---

**Aurel Langevin, Mayor**

---

**J. Roy Brideau, CLGM, CMM  
Chief Administrative Officer**



# Beaver Hill Road & 91 Avenue Program

Lac La Biche County

Presentation to Council  
January 14, 2013



# Presentation Format

---

- Introduction
- Project Scope
- Guiding Objectives
- Design Roll Plan
- Questions

# Project Scope

- Beaver Hill Road (101 Avenue to north of Highway 881)
  - Upgrade to 2-lane urban cross-section with intersection improvements
    - CN Rail Crossing
    - Storm drainage and subgrade at north end of project
    - Street lighting, pavement marking and signage
    - Signalization warrants at 101 Avenue
    - Sidewalk and trail connections
    - Access management
    - Functional for both vehicles and pedestrians
    - Staged improvement plan
    - Cost estimates
  - Design, Tender and Construction
    - Design in 2012/2013
    - Tender and Construction in 2013

# Project Scope

- 91 Avenue (Beaver Hill Road to Highway 881)
  - Upgrade to paved 2-lane standard with full intersection improvement at Highway 881
    - Intersection treatment at Highway 881
    - Improve access to Bold Center
    - Extend trail network
    - Street lighting, pavement marking and signage
    - Functional for both vehicles and pedestrians
    - Staged improvement plan
    - Cost estimates

# Guiding Objectives

- To understand the existing constraints, street patterns, uses and challenges
- To achieve safety for pedestrians and vehicles while maintaining acceptable levels of traffic flow
- To promote active transportation in an aesthetically pleasing environment that provides universal accessibility
- To enhance the trail system by improving connections between the downtown area, residential subdivisions and the Bold Center

# Guiding Objectives (Cont'd)

- To create a corridor that can be operated year round
- To implement cost effective sustainable initiatives within the design
- To create a design that incorporates Crime Prevention Through Environmental Design (CPTED) principles
- To minimize disruption to businesses during construction

# Design Roll Plan

---





## Briefing – to Members of Council

Council Meeting Date: (January 14, 2013)

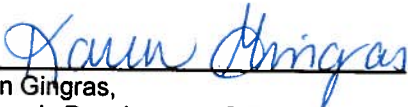
<b>Topic</b>	<b>“Coalition for a Safer 63 and 881” sponsorship</b>
<b>Confidential</b>	yes
<b>Attachment(s)</b>	yes
<b>Issue</b>	<p>“The Coalition for a Safer 63 and 881” sponsorship is available. Only, Gold level sponsors (\$50,000 per year) are eligible to join the Board of Directors which includes Alberta Construction Safety Association, CEDA International, Cenovus Energy, ConocoPhillips Canada, Devon Energy, Regional Municipality of Wood Buffalo, Syncrude, Tervita, Suncor, Alberta Motor Association.</p>
<b>Background</b>	<ul style="list-style-type: none"><li>▪ Established in early 2010, the mandate of this industry driven organization is to improve safety on Highways 63 and 881 through public awareness campaigns and education.</li><li>▪ The Coalition's website <a href="http://www.safer63and881.com">http://www.safer63and881.com</a> maps accidents and provides news and other information about Highways 63 and 881. In 2013, they plan to increase targeted radio ads, partner with AMA to customize a safe driving training session, design and deliver site based campaigns for Coalition member companies, and build brand awareness.</li><li>▪ The need for a media strategy focused on Highway 881 has been raised by the Lac La Biche Economic Development Authority.</li><li>▪ The need to designate Highway 881 as a primary highway and Highway 36 as a wide load corridor has been raised by the Lac La Biche Economic Development Authority.</li><li>▪ Recruitment of oil industry service companies is crucial to the economic development of Lac La Biche County. Assurances that we are undertaking all possible measures to address safety on Highway 881 is an important component of the business case for locating in the County and driving to the SAGD sites. The gold sponsorship confirms the level of commitment to improving safety on Highway 881.</li><li>▪ While the Coalition is focused on traffic safety, the relationships and networks built as a member of the Board of Directors of the Coalition will be invaluable in advancing the designation of Highway 881 as a primary highway and Highway 36 as a wide load corridor.</li></ul>

- A meeting with the Chair of the Sponsorship Committee and Tracey Thompson, Community & Municipal Affairs Lead for Devon Energy is scheduled so that we can obtain additional information about the benefits of sponsorship.
- Coalition for a Safer 63 and 881 information package

**Communication**

**Follow-up**

- We are requesting a conditional approval of the Gold Sponsorship level, subject to confirmation that Lac La Biche County would be a member of the Board of Directors of the "Coalition for a Safer 63 and 881" and that membership in the Board of Directors does not present any undue risks. Funds would be available through Council's budget.

Prepared by:   
 Karen Girgras,  
 Economic Development Officer,  
 Planning, Development & Protective Services

Jan. 8, 2013  
 Date

Endorsed by:   
 Gordon Frank,  
 General Manager,  
 Planning, Development & Protective Services

Jan 8/2013  
 Date

Endorsed by:   
 J. Roy Brideau, CLCM, CMM  
 Chief Administrative Officer

Jan 10, 2013  
 Date

# Coalition for a Safer 63 and 881

---

## Who We Are

The Coalition for a Safer 63 and 881 is incorporated as a not-for-profit. It is governed by a board of directors made up of elected representatives from each of the Coalition's gold-level sponsors. The board of directors meets quarterly, and they are advised by three steering/working committees including:

- **Communications committee.** The communications committee guides the campaign's creative development. This group discusses and approves various communications tactics, such as radio ads, billboards, updates to the website, print advertising and television ads. This committee is staffed by communications professionals from each sponsor company.
- **Technical committee.** The technical committee looks for opportunities to bring the safety messages to worksites, including employees and contractors, as well as the local community. It provides recommendations to the communications committee about timely themes, support they need for on-site safety meetings and any other technical considerations. Company Health, Safety and Environmental (HSE) professionals staff this committee.
- **Sponsorship committee.** The sponsorship committee was struck to assist with attracting new sponsors to the Coalition. Company Community Investment or Stakeholder Engagement professionals staff this committee.

## Current Coalition Sponsors

- **Gold (\$50,000 per year)**
  - Alberta Construction Safety Association
  - CEDA International
  - Cenovus Energy
  - ConocoPhillips Canada
  - Devon Energy
  - Regional Municipality of Wood Buffalo
  - Syncrude
  - Tervita
  - Suncor
  - Alberta Motor Association
- **Silver (\$25,000 per year)**
  - BP
  - Nexen
- **Bronze (\$10,000 per year)**
  - PTI Group Inc.
  - SNC Lavalin O&M
  - Statoil
  - Building Trades of Alberta
  - Willbros

- Enbridge Pipelines
- Total E&P
- Husky
- Connacher
- Shell Albian
- CH2M Hill
  
- **Other**
  - Japan Canada Oil Sands
  
- **In-Kind**
  - Shaw Communications
  - Rogers Communications
  - Alberta Motor Association
  - June Warren Publishing

## **What We Are Trying To Do**

Quite simply, we are trying to change driving behaviours on Alberta's two deadliest highways. The Coalition for a Safer 63 & 881 was created to engage drivers, help them identify potentially dangerous driving habits and foster long-term change.

Fort McMurray is famous for two things – the oil sands and notoriously dangerous highways. Highway 63 has been featured in many news stories for its collisions and fatalities and is nicknamed "Suicide 63". Highway 881 is marked with crosses commemorating coworkers and community members who have died along that stretch of road. Local police attribute highway fatalities to poor driving behavior, largely by oil sands workers. These behaviors include aggression, inattention, poor attitude, intoxication and excessive speeding.

Both highways are important roadways for the oil sands industry because they are the main transportation corridors and travel through local Aboriginal communities. For oil sands employees and contractors, the highways are a major safety exposure. Traffic safety is the top local concern and, given the growth plans in this area, we need to demonstrate leadership on this important community issue.

With all partners of the Coalition pooling their resources and working toward a single goal, we hope to encourage changes in driver behaviour and a decrease in collisions, injuries and fatalities on these highways.

## Previous Activities

The following list summarizes the Coalition's successes throughout 2011-2012.

- Governance
  - Establishment of a Board of Directors and three Steering Committees: Communications, Onsite and Sponsorship.
- Television
  - The Coalition produced a 30-second commercial entitled "Home" and a 15-second commercial entitled "Off Shift," which aired on Shaw TV in Edmonton, Calgary and Fort McMurray. Shaw donated additional airtime on their non-primary Edmonton and Calgary stations, including Spike, TLC and A & E. Global Edmonton donated \$30,000 worth of airtime to run both commercials until December 31, 2011.
- Radio
  - Seven Coalition radio spots aired on two stations in Fort McMurray: Country 93.3 and Rock 97.9. The spots commenced in May 2011 and ran until September 2011.
- Billboards
  - The Coalition placed "Tunnel Vision" billboards in Boyle and Mariana Lake. The Mariana Lake billboard was posted in July 2010 and removed in December 2011. The Boyle billboard was posted in September 2010 and was removed in May 2011. A sponsor-recognition digital billboard ran on Airport Road in Fort McMurray from May 2011 until September 2011.
- Summer Safety Jam
  - The Coalition's first community event was held on Sunday, September 11 in Fort McMurray. The day was a huge success, and attendance surpassed 1500 people. Aside from paid media, media coverage was obtained on Shaw, Country 93.3 as well as in the Fort McMurray Today and Fort McMurray Connect. Due to event promotion, web traffic increased by 100 per cent prior to the event.
- Banner Ads
  - The Coalition's has been circulating online ads on Rogers' radio station websites and mymcmurray.ca since December 2011 and will continue rotation into 2012.
- Oil Sands Tradeshow
  - The Coalition was very fortunate to have donated booth space at the Oil Sands Trade Show in Fort McMurray. The event provided recruitment opportunities and allowed us to communicate with several interested parties. The sponsorship board is currently in the process of signing on several of these new sponsors as a result of the Tradeshow.

## Proposed Communications Tactics for 2013

### 1. Create self-assessment and behavior change around key driving behaviors amongst our primary target audience – oil sands workers, males 20 – 40 years:

- Design and deliver two site-based campaigns for all Coalition member companies. Messaging will focus on seasonal driving challenges, incorporating prompts, norms and commitments as per proven community social marketing approaches. Behaviors to be targeted will be determined working with the Coalition Technical Committee and may include:
- Spring/Summer: speed, unsafe passing, risky behavior
- Fall: speed, wildlife, construction
- (alternatively Winter could replace Fall campaign – Oct./Nov.)

Tactical elements will vary by campaign and may include displays, mailers, premiums, apps, technology, on-site closed circuit TV, and/or other vehicles appropriate to the season and issue.

- Extend campaign messaging into targeted paid media in the greater Fort McMurray area as affordable. Media under consideration will include:
  - resto/bar network
  - convenience store/gas stations
  - online ads on male targeted websites
  - local papers/radio with reach into Lac la Biche, Anzac, Grasslands
- Use media inventory from partnerships to further extend messaging to primary audience:
  - Radio – Rogers – country and rock stations
  - Shaw – Global targeted programming
- Expand the Coalition website to incorporate self-assessment tools, safe driving tips, and links to resources. Incorporate a mobile version of the site to facilitate use on smart phones.

### 2. Build journey management expertise amongst members

- Coalition Technical Committee will deliver a best practices workshop at two key industry events in Fort McMurray:
  - Oil sands Conference – Fort McMurray, Sept. '13
  - Oilsands Safety Conference – Fort McMurray, May, '13
- Create a journey management repository on the Coalition's main site, to facilitate sharing of information/best practices across the membership; access will be password protected.
- Partner with AMA to customize a safe driving training session – train the trainer model – for all Coalition members use - Q2 2013
- Additional speaking opportunities (TBD – client discussion)

### 3. Engage broader community to promote a stronger safe driving culture and denormalize risky driving behaviors

- Use media inventory from partnerships to also deliver messaging in this area:
  - Radio – Rogers – country and rock stations
  - Shaw – Global targeted programming
- Utilize the Coalition website to deliver messages to support this goal.
  - (A mobile version of the site will facilitate use on smart phones.)

- Work with Coalition members to have safe driving messaging represented at their major employee events – e.g.. family days, etc.
4. **Continue to build the Coalition brand awareness and credibility amongst community leaders, traffic safety stakeholders, area employers:**
    - Revamp the Coalition logo to boost impact and visibility
    - Build relations with local media to position the Coalition as a credible, positive resource
    - Attend major industry/community events:
      - Speakers/displays/material distribution through members/simulator demonstration
      - Top 10 events to be identified
    - Use paid SEO to maximize website reach/impact
    - Establish and maintain Twitter account (client to maintain)
    - Update individual sponsor on-site signage (would require additional funding by members)
    - Utilize the Coalition-branded simulator at key events
  5. **Support Coalition Sponsorship Committee sponsor attraction efforts.**
    - Refresh support materials and presentations
    - Use local media relations to encourage potential sponsors (client driven)
    - Deliver sponsor attraction messages at key industry/community events (client driven)
  6. **Increase donations from media sponsors**
    - Negotiate additional 20% from media partners/new sponsors
    - Rework donated properties to maximize reach/frequency while minimizing production costs – eg. pre-roll television, Rock radio programming, etc.
  7. **Partner with traffic safety stakeholders to extend message impact**
    - Partner with Alberta Transportation on high-impact safety message delivery; explore tie in to construction
    - Partner with RCMP to ensure Coalition-branded simulator is well utilized at key community/industry events (client driven)
    - Partner with AMA to customize a safe driving training session – train the trainer model – for all Coalition members use - Q2 2013
    - Build brand through Oil Sands Developers Group communication
    - Maintain communications through Willow Lake Working Group

## **Our Objectives**

### **Build Brand**

- Continue to build and communicate the brand for the Coalition for a Safer 63/881 that supports its values and helps attract new sponsors
- Continue to build and communicate the brand for the Coalition that supports the brand for the Coalition's reputation as well as the reputation of its sponsors

### **Raise Awareness**

- Raise awareness of the Coalition's key messages and directives, ultimately resulting in a behavioural shift in highway users

#### Enhance Relationships

- Build and sustain positive relationships with communities, businesses, influencers and sponsor peers which will have an impact on the success of the Coalition

#### Communicate Internally

- Support internal committees and the Coalition Board

#### Measure Success

- Establish meaningful measurements, tools and resources for all communications

### **Who We're Trying to Reach**

- People who live and work in Lac La Biche County, Edmonton, Redwater, Regional Municipality of Wood Buffalo, Boyle, Athabasca, Wandering River, etc
  - Basically, anybody who ever travels on these two highways - Highway 63 (between Edmonton and Fort McMurray) , and Highway 881 (South of Fort McMurray to Lac La Biche)
- Internal Coalition company sponsor's employees and contractors
- People who just work in the area
- People who just live in the area
- Potential sponsors
- Potential partners
- Provincial and Municipal Government



## **STRATEGIC SESSION LIST:**

### **1. Monthly EDA update on four pillars Strategic Plans**

a.

### **2. 10 year capital budget**

- a. Civic Centre and facility review including Fire Departments
- b. Transportation Master Plan
- c. Resource Recovery Transitional Plan
- d. Recreation Master Plan
- e. Utilities Funding – Corvus Report – long term servicing strategy; Frontage/Improvement Levies
- f. Gravel Options
- g. Operations Capital Assets Master Plan
- h. Big Dock and Access to Lakes
- i.

### **3. 3 year Operating budget**

### **4. Municipal Operations**

- a. Community grants, process and long term strategy
- b. HR Policy & procedures including succession planning
- c. Community Policing Strategy
- d. Land Use Bylaw (Later in the year – December?)
- e. Financial reporting
- f. Communications Strategy
- g. Recruitment & Retention Strategy
- h. County and hamlet beautification plans including signage
- i.

### **5. Other**

- a. Bold Centre School Expansion
- b. Portage College
- c. Regional service options
- d. Switching yards Committee
- e. Cat Bylaw