

Staff Report

To: Mayor Bazinet and Members of Council
Report From: Sean Thomas, Director of Community Services, Infrastructure, and Operations
Meeting Date: February 24, 2025
Subject: Rebuilding Downtown Infrastructure Project Communications Liaison Position
Attachment(s): 1) Job Description – Rebuilding Downtown Infrastructure Project Communications Liaison

Recommendation:

That Goderich Town Council approves the hiring of a Rebuilding Downtown Infrastructure Project Communications Liaison, on a two-year contract, to support the communications and stakeholder engagement efforts during the Rebuilding Downtown Infrastructure Project.

Report Summary:

This report outlines the communication strategy for the Rebuilding Downtown Infrastructure Project and the benefits of establishing a dedicated Communications Liaison position. The position will facilitate timely and effective communication between the Town, businesses, residents, contractors, and other stakeholders to minimize disruptions and improve project transparency.

Background and Analysis:

The Rebuilding Downtown Infrastructure Project is a multi-year infrastructure renewal initiative that requires extensive coordination with businesses, residents, and service providers. A clear, structured communications plan is essential to ensuring the success of the project and maintaining public trust.

Key communication strategies include:

- **Weekly On-Site Meetings:** Regular updates on construction progress, milestones, and upcoming work.
- **Multi-Channel Communications:** Utilizing social media, website updates, newsletters, signage, and radio broadcasts.
- **Stakeholder Outreach:** Direct engagement with businesses and residents to address concerns and provide support.
- **Centralized Communication Hub:** A physical office within the construction zone where stakeholders can seek information and assistance in real-time.

Benefits of a Dedicated Project Communications Liaison

To effectively execute the Town's Communication Plan, throughout the 2-year project, a dedicated Project Communications Liaison is recommended. The benefits of this role will be:

- To act as the primary point of contact for businesses, residents, and the public.
- To monitor construction progress and communicate timely updates.
- To address concerns and escalate issues as needed.
- To ensure coordination between the Town, contractors, and stakeholders.
- To maintain detailed records of interactions and issue resolutions.
- To escalate important issues to ensure timely and effective resolution.

The Project Communications Liaison will work closely with the Director of Community Services, Infrastructure, and Operations, the project team, as well as other municipal staff to ensure that all stakeholders remain informed and engaged throughout the project.

Linkage:

- Corporate Strategic Plan Priority #1: Safe and Reliable Infrastructure
- Corporate Strategic Plan Priority #2: Welcoming and Caring Community
- Corporate Strategic Plan Priority #3: Strong Local Economy
- Corporate Strategic Plan Priority #4: Good Government

Financial Impacts and/or Source of Funding:

The estimated cost for the Project Communications Liaison position is \$160,000.00 over two years, which includes salary and associated costs. Funding will be allocated from the Rebuilding Downtown Infrastructure Project budget.

Consulted With:

Dale Bray and Dennis Elliot, BM Ross & Associates

Janice Hallahan, Chief Administrative Officer

Tracy Mero, Finance and Human Resources

Sarah Louise McGregor, Municipal Executive Coordinator

Approved By:

Janice Hallahan, Chief Administrative Officer

Andrea Fisher, Director of Legislative Services/Clerk