

TOWN OF LADYSMITH

GOVERNMENT SERVICES COMMITTEE

Mandate – To advise Council on a broad spectrum of issues related to departmental matters

Monday, December 21, 2009 at 5:30 p.m.

Council Chambers, City Hall

AGENDA

Chairperson: Councillor D. Paterson

Pages

4:45 p.m. Tour of Ladysmith and District Archives

1. CALL TO ORDER

2. AGENDA APPROVAL

3. MINUTES

- November 16, 2009
- November 30, 2009

1 - 3
4 - 5

4. DELEGATION

- 4.1 Keltie Criag, HB Lanarc
RE: Bike Plan Update

4. CITY MANAGER'S REPORT (Verbal Report)

5. STAFF REPORTS

- 5.1 Ladysmith Bicycle Plan - Final Report

6 - 8

- 5.2 Water Quality Monitoring Program

9 - 10

- 5.3 Environmental Impact Study - Stage 1

11 - 12

- 5.4 Building Permit Fees

13 - 14

- 5.5 Tangible Capital Assets Policy

15 - 28

- 5.6 Town of Ladysmith Communications Policy

29 - 41

6. MEMBER SUBMISSIONS
None

7. CORRESPONDENCE

- 7.1 K. Fediuk, PAC Chair, Ecole Davis Road

Re: School Zone Adjacent to Davis Road School – Traffic Safety Concerns

42

Staff Recommendation:

Pages

That the correspondence be received and referred to Staff for consultation with the RCMP and that Staff be directed to provide a recommendation at a future Government Services Committee meeting to resolve the traffic safety issues identified by the letter writer.

- 7.2 Honourable Mary McNeil, Minister of State for the Olympics and ActNow BC
Re: GamesTown 2010 Entry – Town of Ladysmith Early Bird Draw Winner

43 - 44

Staff Recommendation:

That the correspondence be received.

- 7.3 G. Bezeau
Re: 1132 - 1146 Rocky Creek Road Proposed Neighbourhood Pub
Request for Letter of Support

45

Staff Recommendation:

That the correspondence be received and Council provide a letter expressing its support in principle for the proposed pub subject to the outcome of the public consultation process as required by the Liquor Control and Licensing Branch and confirmation of the details such as hours of operation etc. of the liquor primary license application.

8. NEW BUSINESS
9. UNFINISHED BUSINESS

ADJOURNMENT



Town of Ladysmith

GOVERNMENT SERVICES COMMITTEE

Minutes of a meeting of the Government Services Committee held in Council Chambers at City Hall
on Monday, November 16, 2009 at 5:30 p.m.

COUNCIL MEMBERS PRESENT:

Duck Paterson (Chair)	Steve Arnett
Scott Bastian	Jillian Dashwood
Lori Evans	Mayor Rob Hutchins
Bruce Whittington	

STAFF PRESENT:

Ruth Malli	Sandy Bowden
Rebecca Kalina	Felicity Adams
Joe Friesenhan	

Councillor Paterson called the meeting to order at 5:32 p.m.

AGENDA APPROVAL

The Chair requested the Committee's consideration of the following additions to the agenda:

- 6.1 - Sound System for Aggie Hall
- 6.2 - Special Government Services Meeting November 30, 2009

2009-118

It was moved, seconded and carried that the agenda for the Government Services Committee meeting of Monday, November 16, 2009 be approved as amended.

MINUTES

2009-119

It was moved, seconded and carried that the minutes of the Government Services Committee meeting of Monday, October 19, 2009 be approved as circulated.

REPORTS

DEVELOPMENT COST CHARGE (DCC) BYLAW REVIEW

R. Malli, City Manager, arrived at 5:38 p.m.

2009-120

It was moved, seconded and carried that the Government Services Committee recommends to Council that the staff report dated November 10, 2009 by the Manager of Development Services regarding the Development Cost Charge (DCC) bylaw review be referred to a Special Government Services Meeting scheduled for November 30, 2009 at 5:00 p.m. and that staff be requested to provide information at the meeting regarding specific projects covered by the DCC bylaw and that the waterfront projects be listed separately, and that staff be further requested to provide a brief overview of the DCC process.

SUBDIVISION CONTROL BYLAW

2009-121

It was moved, seconded and carried that the Government Services Committee recommends to Council that staff prepare an amendment to Subdivision Control Bylaw No. 1115 to allow for a 17.5 metre 'Right of Way' standard for Urban Collector Roads.

DRINKING WATER ASSESSMENT

2009-122

It was moved, seconded and carried that the Government Services Committee recommends to Council the Drinking Water Assessment report from Koers & Associates Engineering Ltd., dated September 21, 2009, and that staff be directed to submit the report to the Vancouver Island Health Authority as required under the Drinking Water Protection Act.

ORGANICS COLLECTION CONTAINERS

2009-123

It was moved, seconded and carried that the Government Services Committee recommends to Council that Council authorize staff to provide a 4 litre "kitchen catcher" container and a 45 litre organics container for each new residence when the occupancy permit is issued, and that the costs for the containers be included in the building permit for the residence.

SOUTH END CHLORINATION

2009-124

It was moved, seconded and carried that the Government Services Committee recommends to Council that Council authorize the expenditure of \$75,000 for the upgrades to the south end chlorinator with the funds to come from the water utility reserve.

SOUND SYSTEM - AGGIE HALL

2009-125

It was moved, seconded and carried that the Government Services Committee recommends to Council that Council support in principle, subject to the reallocation of funding up to \$2,500, the Town entering into a partnership with Ladysmith Family and Friends (LaFF) for the purchase of a sound system for Aggie Hall and that the Mayor and Deputy Mayor be authorized to seek funding from the community at large to assist with this project.

SPECIAL GOVERNMENT SERVICES MEETING - NOVEMBER 30, 2009

The Committee agreed to schedule a special Government Services Committee meeting for Monday, November 20, 2009 at 5:00 p.m. in Council Chambers to consider the Development Cost Charges Bylaw and other issue as deemed appropriate.

CORRESPONDENCE

WOODBURNING FIREPLACES/SMOKE

2009-126

It was moved, seconded and carried that the Government Services Committee recommends to Council that the correspondence from V. Devries expressing concern regarding smoke from wood burning fireplaces dated October 14, 2009 be referred to staff for review and recommendation.

INCREASE IN USER FEES - POLICE RECORDS MANAGEMENT ENVIRONMENT OF BC

2009-127

It was moved, seconded and carried that the Government Services Committee recommends to Council that the correspondence from Mayor Roline, City of Merritt and Mayor Lantz from the City of Fort St. John expressing concern to the Minister of Public Safety and Solicitor General regarding the increase in user fees for the Police Records Management Environment of BC be referred to staff to provide further information regarding costs to Ladysmith at the December 21, 2009 meeting.

CONCERNS REGARDING GARBAGE OUTSIDE OF POST OFFICE ON FIRST AVENUE

2009-128

It was moved, seconded and carried that the Government Services Committee recommends to Council that the correspondence from Mr. Milne expressing concern about the litter in front of the Post Office on First Avenue be received and a letter be sent to Canada Post requesting that they reinstate the recycling container in the lobby of the Post Office.

ADJOURNMENT

2009-129

It was moved, seconded and carried that the meeting be adjourned at 6:34 p.m.

CERTIFIED CORRECT:

Chair (Councillor D. Paterson)

Corporate Officer (S. Bowden)



Town of Ladysmith

GOVERNMENT SERVICES COMMITTEE

Minutes of a special meeting of the Government Services Committee held in Council Chambers at City Hall on Monday, November 30, 2009 at 5:00 p.m.

COUNCIL MEMBERS PRESENT:

Duck Paterson (Chair)
Lori Evans
Bruce Whittington

Jillian Dashwood
Mayor Rob Hutchins
Steve Arnett (via telephone)

COUNCIL MEMBERS ABSENT:

Scott Bastian

STAFF PRESENT:

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Felicity Adams
Lisa Brinkman
Patrick Durban

Sandy Bowden
Rebecca Kalina
Joe Friesenhan

Councillor Paterson called the meeting to order at 5:01 p.m.

AGENDA APPROVAL

2009-130

It was moved, seconded and carried that the agenda for the Government Services Committee meeting of Monday, November 30, 2009 be approved as circulated

REPORTS

OVERVIEW OF DEVELOPMENT COST CHARGES (DCC'S)

Sherry Hurst of Left side Partners/Neilson-Welch, was in attendance to discuss and answer questions regarding her report entitled "DCC's for Development with Low Environmental Impact" dated November 10, 2009.

DEVELOPMENT COST CHARGE (DCC) BYLAW REVIEW

2009-131

It was moved, seconded and carried that the Government Services Committee recommends to Council that the staff report dated November 10, 2009 by the Manager of Development Services regarding the Development Cost Charge (DCC) bylaw review be referred to a Special Government Services Meeting at the call of the Chair in December and that staff be requested to provide information at the meeting regarding specific projects covered by the DCC bylaw and that the waterfront projects be listed separately.

EXECUTIVE SESSION

2009-132

It was moved, seconded and carried that this meeting retire into Executive Session (6:45 p.m.) pursuant to Section 90(1) of the Community Charter to consider the following items:

- the receipt of advice that is subject to solicitor-client privilege, including communications necessary for that purpose;
- labour relations or other employee relations;
- (Additional Item) the acquisition, disposition or expropriation of land or improvements, if the council considers that disclosure could reasonably be expected to harm the interests of the municipality;

RISE AND REPORT

2009-133

It was moved, seconded and carried that the Executive Session of the Government Services Committee rise without report.

ADJOURNMENT

2009-134

It was moved, seconded and carried that the meeting be adjourned at 9:00 p.m.

CERTIFIED CORRECT:

Chair (Councillor D. Paterson)

Corporate Officer (S. Bowden)



Town of Ladysmith
STAFF REPORT

To: Ruth Malli, City Manager
From: Felicity Adams, Director of Development Services
Date: December 15, 2009
File No:

Re: **LADYSMITH BICYCLE PLAN – FINAL REPORT**

RECOMMENDATION(S):

That the Government Services Committee recommends that Council:

- a. accepts the Ladysmith Bicycle Plan, in principle, and
- b. refers the implementation of the recommended Bicycle Network and Official Community Plan bicycle-supportive policies to the 2010 Strategic Planning process.

PURPOSE:

The purpose of this report is to present the final report and recommended Bicycle Network developed by HB Lanarc with Richard Drudl, P. Eng., under funding from the Built Environment & Active Transportation initiative.

The recommended Bicycle Network will be presented by the consultants at the Government Services Committee meeting.

INTRODUCTION/BACKGROUND:

The Town was awarded a grant to update to the Bike Plan (2000) under the Phase 2 Built Environment & Active Transportation (BEAT) program. The project commenced in September 2009. The project activities must be completed by December 31, 2009. The final report is due by January 31, 2010.

The approach taken for this plan has been to create a network of facilities that are safe and separated from traffic wherever possible. This type of bicycle facility will assist with achieving a greater modal shift from single occupancy vehicles, ultimately reducing greenhouse gas emissions and increasing resident health and community liveability.

SCOPE OF WORK:

The following outcomes and deliverables are expected from this project.

1. Updated Bicycle Network Plan: a comprehensive, integrated bicycle network plan that addresses the physical and topographic challenges of the community including improved route design to serve new neighbourhoods and community amenities.

2. Updated Engineering Standards & Specifications: new bike-path friendly cross-sections for road design & construction.
3. Cycling Infrastructure Design: new design standards for route signage & markings, and for bike rack design.
4. OCP Policies: new transportation policies, bicycle route map and design guidelines for inclusion in the OCP.

ALTERNATIVES:

That Council accept the Ladysmith Bicycle Plan report, but proceeds no further.

FINANCIAL IMPLICATIONS:

The implementation of the Bicycle Network will require capital funding. The Ladysmith Bicycle Plan provides updated cost estimates as well as potential funding opportunities. An up-to-date Bicycle Network adopted by Council is a funding requirement for some of the grant opportunities.

LEGAL IMPLICATIONS:

Changes to the Town's road standards or land use policies would require bylaw amendments. Changes to the Official Community Plan require a public hearing.

CITIZEN/PUBLIC RELATIONS IMPLICATIONS:

A public meeting, Grade 10 consultation and on-line opportunities were provided as part of the development of the Bike Plan. The final report contains a summary of the Public Consultation.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS:

All Departments were involved in the development of the Bike Plan. The Development Services Department and Parks, Recreation and Culture have been involved in the public consultation process and priority bike route selection. The Public Works Department has been involved in the development of the priority bike route and facility recommendations.

RESOURCE IMPLICATIONS:

The next steps in the implementation process would require staff time from Public Works, Development Services, and Parks, Recreation and Culture. Additional budget would also be required.

ALIGNMENT WITH STRATEGIC PRIORITIES:

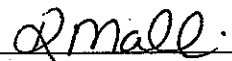
The Community Sustainability Visioning Report includes an update to the Town's Bike Plan (2000) as a short-term implementation action. Implementation of active transportation options is consistent with the Climate Action Charter and Ladysmith's efforts to reduce its GHG emissions.

The 2009 Strategic Plan includes the strategic direction "A Safe and Healthy Community", including the goal "improve active transportation options" with the action being updating the 2000 Bike Plan.

SUMMARY:

The Ladysmith Bicycle Plan is recommended to replace the 2000 Bicycle Plan. The revised plan focuses on priority routes for the creation of a useable bicycle network in a Town with topographic cycling challenges.

I concur with the recommendation.



Ruth Malli, City Manager

ATTACHMENTS:

Ladysmith Bicycle Plan – to be provided at the meeting.



Town of Ladysmith

STAFF REPORT

To: Ruth Malli, City Manager
From: Joe Friesenhan, Director of Public Works
Date:
File No: December 1, 2009

Re: WATER QUALITY MONITORING PROGRAM

RECOMMENDATION(S):

That the Committee recommend that Council receive the Water Quality Monitoring Report prepared by Koers & Associates Engineering Ltd. as information.

PURPOSE:

To move Ladysmith closer to Vancouver Island Health Authority (VIHA) 4-3-2-1 regulation.

INTRODUCTION/BACKGROUND:

As part of the Vancouver Island Health Authority 4-3-2-1 regulation, the Town of Ladysmith is responsible to develop and implement a Water Quality Monitoring Program. The program will also provide valuable data for designing future water system improvements. Koers & Associates Engineering Ltd. were engaged to develop the program as part of the 2009 budget process.

SCOPE OF WORK:

The report identifies the various types, number and location of water samples required to ensure that the water quality throughout the watershed and distribution system meets the requirements of the health authority.

ALTERNATIVES:

The program forms part of the requirement of the Vancouver Island Health Authority regulation 4-3-2-1 surface water regulation.

FINANCIAL IMPLICATIONS:

The estimated cost for the evaluation of the samples for the program is approximately \$15,000 annually. The staffing required to collect the samples is approximately an extra half day per week. The sampling cost has been included in the 2010 water utility budget and we are attempting to collect the samples with present employees.

LEGAL IMPLICATIONS:

CITIZEN/PUBLIC RELATIONS IMPLICATIONS:

Ensuring a safe water supply is very important to the public

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS:

RESOURCE IMPLICATIONS:

An attempt has been made to have the additional samples required for the program be taken by present utility staff members.

ALIGNMENT WITH STRATEGIC PRIORITIES:

Supplying a safe and adequate water supply to the residents of Ladysmith is very high on the strategic priorities.

SUMMARY:

In order to meet the requirements of the Vancouver Island Health Authority new 4-3-2-1 surface water treatment regulation, the Town of Ladysmith engaged Koers & Associates to develop a water quality monitoring program. A copy of the program may be viewed in the Corporate Services office.

I concur with the recommendation.



Ruth Mall, City Manager

ATTACHMENTS:

A copy of the report is available for review in the Corporate Services Office.



Town of Ladysmith
STAFF REPORT

To: Ruth Malli, City Manager
From: Joe Friesenhan, Director of Public Works
Date: November 26, 2009
File No:

Re: ENVIRONMENTAL IMPACT STUDY - STAGE I

RECOMMENDATION(S):

That the Committee receive the Environmental Impact Study - Stage I as information.

PURPOSE:

To meet the requirements of the Municipal Sewage Regulation (1999)

INTRODUCTION/BACKGROUND:

During the preliminary design process for the sewage treatment facility, the Ministry of Environment requested that the Town do an Environmental Impact Study (EIS) in order to demonstrate that the sewage treatment facility will not adversely impact the receiving environment. The Town positioned that the receiving environment would only be improved with the new facility and that the expense of an EIS should not be required at this time. The Ministry recommended that the Town do a staged study prior to construction of the new facility to show the improvement once the facility is completed.

At the July, 2009 Government Services meeting, Council authorized the expenditure of \$30,000 for Dayton & Knight to complete the study.

SCOPE OF WORK:

Work is completed and a copy of the report is located in the corporate services office

ALTERNATIVES:

FINANCIAL IMPLICATIONS:

The cost of the report came from the sewer utility reserve

LEGAL IMPLICATIONS:

CITIZEN/PUBLIC RELATIONS IMPLICATIONS:

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS:

RESOURCE IMPLICATIONS:

The work was completed by the private sector.

ALIGNMENT WITH STRATEGIC PRIORITIES:

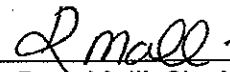
Sewage Treatment is very high with the Towns Strategic priorities

SUMMARY:

In accordance with Municipal Sewage Regulation, the Town commissioned Dayton & Knight to complete an Environmental Impact Study in 2 stages. The first Stage of the 2 stage study evaluates the potential impact of the proposed advanced secondary discharge from the wastewater treatment plant into Ladysmith Harbour.

A copy of the report is available for review at City Hall.

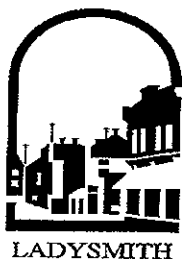
I concur with the recommendation.



Ruth Malli, City Manager

ATTACHMENTS:

"None".



Town of Ladysmith
STAFF REPORT

To: Ruth Malli, City Manager
From: Joe Friesenhan, Director of Public Works
Date: December 17, 2009
File No:

Re: **BUILDING PERMIT FEES**

RECOMMENDATION(S):

1. That the Committee recommend that Council amend Bylaw No. 1629 to establish new construction values of \$100 per square foot for the main floor and \$50 per square foot for any additional floor of a residential building.
2. That the Committee recommend that Council direct staff to review the fees for garages, sundecks and plumbing etc.

PURPOSE:

To ensure that building permit fees collected are sufficient to cover the costs of the building inspection function.

INTRODUCTION/BACKGROUND:

Building permit fees are calculated on the value of construction for the type of building or structure being constructed. The values of construction have not be adjusted since 1996. The building permit fees were reviewed and adjusted last in 2003.

Staff conducted a review of building permit fees charged by nearby municipalities. The review showed that Ladysmith currently charges the lowest residential building permit rates. For a 2000 sq. ft., two storey home, the values of the permit fees are as follows:

Ladysmith	\$ 690
North Cowichan	\$1,185
Parksville	\$1,232
CVRD	\$1,300
RDN	\$1,375
Nanaimo	\$1,685

Each municipality charges additional fees for garages, sundecks, plumbing, etc.

The Town's present rate is calculated using an estimated construction cost of \$62 per square foot for the main floor and \$35 per square foot for the second floor.

SCOPE OF WORK:

Amendments will be required to Schedule "2" of Bylaw No. 1629.

ALTERNATIVES:

The building permit rates could be left at the present value.

FINANCIAL IMPLICATIONS:

The proposed change would increase the building permit cost for a 2000 square foot house from \$690 to \$1060. Assuming the same number of building permits issued in 2010 as in 2009, this would ensure a balanced budget for the Building Inspection function.

LEGAL IMPLICATIONS:

None anticipated.

CITIZEN/PUBLIC RELATIONS IMPLICATIONS:

Increasing permit fees would essentially have a user-pay effect where the additional cost is borne by those seeking building permits, rather than through general taxation.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS:

Corporate Services will develop the bylaw amendment.

RESOURCE IMPLICATIONS:

Work to be handled by present employees.

ALIGNMENT WITH STRATEGIC PRIORITIES:

This aligns with Strategic Direction A 'Wise Financial Management.'

SUMMARY:

The proposed new rate would bring the Town building permit costs in line with nearby jurisdictions. The proposed rate also reflects more current construction costs.

I concur with the recommendation.



Ruth Malli, City Manager

ATTACHMENTS:

"None".



Town of Ladysmith
STAFF REPORT

To: Ruth Malli, City Manager
From: Sandy Bowden, Director of Corporate Services
Date: December 16, 2009
File No:

Re: TANGIBLE CAPITAL ASSETS POLICY

RECOMMENDATION(S):

That Council approve the Ladysmith Tangible Capital Asset Policy as submitted.

PURPOSE:

The purpose of this staff report is to seek Council's approval of the proposed Tangible Capital Asset Policy in accordance with Public Sector Accounting Board (PSAB) Regulation No. 3150. A Tangible Capital Asset Policy provides a framework for classification, valuation and amortization of capital assets for the purpose of financial statement reporting in compliance with the standards as established by PSAB of the Canadian Institute of Chartered Accountants (CICA) based primarily on PSAB Handbook Section 3150.

INTRODUCTION/BACKGROUND:

PSAB 3150 requires a change in the accounting and reporting of tangible capital assets for the year commencing January 1, 2009 and requires comparative figures for the fiscal year of 2008.

SCOPE OF WORK:

Using the policy as a guideline, staff will identify and record all items determined to be Tangible Capital Assets. The work will include determining the valuation, classification, amortization rates and life expectancy of the assets.

Please note that the PSAB requirements are the first step in the development of a more comprehensive long-term asset management policy to help ensure a sustainable community that reflects Council's vision, goals and objectives. Such a policy will be developed and presented to Council at a future date.

ALTERNATIVES:

Compliance with PSAB 3150 is compulsory. Non-compliance will be reported by the external auditors.

FINANCIAL IMPLICATIONS:

The majority of the work expended to meet the PSAB 3150 requirements has been completed by Town Of Ladysmith staff with limited assistance of outside consultants. It is anticipated that the audit fee will increase as a result of the new reporting requirements. The change in accounting requirements entails a significant investment of time by staff.

LEGAL IMPLICATIONS:

N/A

CITIZEN/PUBLIC RELATIONS IMPLICATIONS:

N/A

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS:

There has and will be considerable interaction between the various departments in order to meet the requirements both now and in the future.

RESOURCE IMPLICATIONS:

No other resource implications are anticipated at this time.

ALIGNMENT WITH STRATEGIC PRIORITIES:

This initiative is not one of the top 5 strategic priorities for the Corporate Services Department however it is included as one of the department's corporate objectives:

"Prepare for implementation of capital asset reporting and management model."

SUMMARY:

PSAB 3150 requires all local governments in BC to develop a framework for classification, valuation and amortization of capital assets for the purpose of financial statement reporting effective January 1, 2009. The proposed Tangible Capital Asset Policy will ensure the Town is in compliance with this regulation.

I concur with the recommendation.



Ruth Malli, City Manager

ATTACHMENTS:

Ladysmith Tangible Capital Asset Policy

TANGIBLE CAPITAL ASSETS POLICY

Purpose

1. To provide a framework for classifying, valuation and amortizing capital assets for the purpose of financial statement reporting in compliance with the standards as established by the Public Sector Accounting Board (PSAB) of the Canadian Institute of Chartered Accountants (CICA).

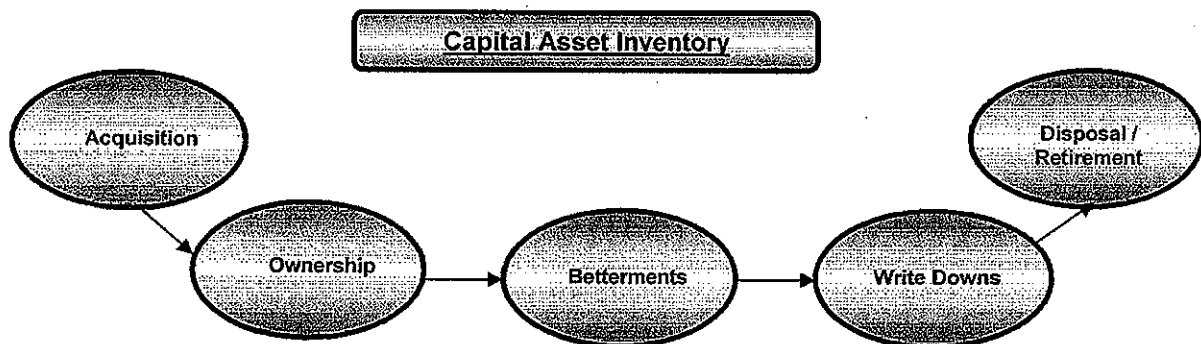
Introduction

2. (1) Town staff with responsibility for expenditure budgets will need to be familiar with the accounting rules for capital assets. These rules and the underlying concepts are explained in the following policy. Appendix A and B provides summary information relating to asset classes, useful lives, thresholds and types of expenses that are considered capital in nature.
- (2) All tangible property owned by the Town, by way of purchase, donation or bequest qualifies as a capital asset is addressed in this policy.

PROCEDURE

Capitalization Test

3. In accordance with the Public Sector Accounting Board requirement PS3150, tangible capital assets (TCA) are non-financial assets having physical substance that have these four characteristics:
 - (a) are held for use in the production or supply of goods or services, for rental to others, for administrative purposes or for the development, construction, maintenance or repair of other tangible capital assets;
 - (b) have useful economic lives extending beyond an accounting period (1 year);
 - (c) are to be used on a continuing basis; and
 - (d) are not for sale in the ordinary course of operations.



Tangible Capital Assets – Acquisition

4. (1) **Tangible Capital Assets** are recorded at historical cost. TCA's are recognized as assets on the Town's Statement of Financial Position on the date of the transfer of ownership for capital goods or when the asset is put into use for capital projects.
- (2) **COST** as defined by PSAB PS3150, is the gross amount of consideration given up to acquire, construct, develop or better a TCA, and includes all costs directly attributable to

acquisition, construction, development or betterment of the TCA, including installing the asset at the location and in the condition necessary for its intended use. The cost of a contributed TCA, including a TCA in lieu of a developer charge, is considered to be equal to its fair value at the date of contribution. Capital grants would not be netted against the cost of the related TCA. See Appendix B for a detailed listing of the expenses that may be considered part of the cost of a TCA.

- (3) The cost of a leased TCA is determined in accordance with Public Sector Guidelines PSG-2, Leased Tangible Capital Assets. See Appendix C – Decision Tree for guidance in determining if the leased item is a TCA.
- (4) For assets owned by the Town but not purchased by the Town including contributions, gifts and donations, valuation may be assessed at fair value.
- (5) Fair value is the amount of the consideration that would be agreed upon in an arms length transaction between knowledgeable, willing parties who are under no compulsion to act.

Classification, Aggregation & Segmentation

5. (1) The level of detail required in the capital asset inventory is a balance between cost of data collection, tracking and analysis and the beneficial use of the information gathered. The Town has a wide range of assets which require varying levels of detail for maintaining inventory records, calculating amortization and reporting. Threshold dollar values will be identified to limit the number of low dollar value assets. Five methods of segregating and/or aggregating assets will be used:

- (a) **Specific assets (S)** – Examples: parcels of land, computer server, vehicle, major equipment. The threshold dollar limit applies to each asset. Amortization is calculated on each asset (except for land). Assets are retired or sold when they are no longer in use.
- (b) **Specific assets with components (SC)** – Example: A recreational facility that includes major components with different useful lives (building structure, roof, mechanical, electrical systems and swimming pool or parking lots and fencing. Threshold dollar limit applies to each component type. Amortization is calculated on each component type. Assets are retired or sold when they are no longer in use.
- (c) **Specific assets with pooling (SP)** – Examples: furniture or equipment for a new facility. Assets are pooled by type and by year of purchase. Threshold dollar limit applies to the asset type. Amortization is calculated on each asset type. Fully amortized assets will not be included in the financial reporting. They will be retired at the end of the estimated useful life.
- (d) **Infrastructure asset networks (IN)** – Examples: street lighting, hydrants. Assets are pooled by network type and by year of purchase. Threshold dollar limit applies to the asset network. Assets are retired only if total number of units within network decreases.
- (e) **Infrastructure assets with components (IC)** – Examples: roads, storm drains, water supply and distribution, sanitary sewer. These are linear type assets include major components with different useful lives. Components may include a further level of detail identified as segments. For example, roads are grouped by type: local, collector and lanes. Threshold dollar limit applies to each component. Assets are retired or sold when they are no longer in use.

- (2) The **Asset Category Table** outlines the major capital asset classifications with infrastructure further segmented by major component. Infrastructure includes water, sewer, storm and roads. See Appendix A for the items included in each category.
- (3) The full cost of preparing a TCA for its intended use is considered the aggregate cost of the capital asset. The aggregate cost is further segmented into elemental components based on useful life.

Thresholds

6. (1) Thresholds are the minimum dollar value that will be considered a TCA. Thresholds help to determine whether expenditures are to be capitalized as assets and depreciated or treated as a current year expense.
- (2) Where a tangible capital asset is purchased or constructed as part of readying a new facility for use then the threshold is \$5,000. Example: the purchase of furniture for a new recreational facility would be considered capital additions if they are part of readying a larger asset for use. These assets must be purchased prior to the facility opening to use the \$5,000 threshold. Purchase of low dollar value assets after the opening of the facility will use the higher threshold value for that category of assets.
- (3) Where a tangible capital asset is purchased or constructed and is part of a specified network (IN) (see Appendix A) and the asset increases the number of units in that network then the threshold is \$5,000. In certain instances, if it is deemed there is value in recording assets that fall under the threshold of \$5,000, then it would be appropriate to record the asset. This threshold approach applies to specific types of assets only (Appendix A) and supports reconciliation between accounting and engineering asset records. Example: the purchase of a fire hydrant is considered a capital addition if it increases the number of hydrants in the current network. All expenditures on existing network elements are considered operating unless the network has been renewed to a material extent. The threshold dollar limit will set the materiality level.
- (4) Where a tangible capital asset is purchased or constructed and is part of an infrastructure network with components (IC) (see Appendix A) and the asset increases the number of units in that network then the threshold is \$5,000. In certain instances, if it is deemed there is value in recording assets that fall under the threshold of \$5,000, then it would be appropriate to record the asset. Example: the purchase of a manhole is considered a capital addition if it increases the number of manholes in the current network.

Asset Category (see Appendix A for assets included in each category)	Threshold
Land	\$1
Land Improvements	\$20,000
Buildings - Structure (includes envelope)	\$150,000
Buildings – Roof	\$50,000
Buildings – Mechanical/Electrical/HVAC Systems	\$25,000
Vehicles	\$10,000
Machinery and Equipment - New Facility Only	\$5,000
Machinery and Equipment - All Other	\$10,000
IT Infrastructure – Software	\$10,000
IT Infrastructure – Hardware (Servers)	\$20,000
Infrastructure - Roads – Surface	\$50,000
Infrastructure - Roads – Bed	\$50,000
Infrastructure – Water	\$50,000
Infrastructure – Sewer	\$50,000
Infrastructure – Storm	\$50,000

- (5) Thresholds apply to capital goods purchased and capital projects constructed with the total cost of the good or project meeting the threshold criteria. Further refinement to threshold levels will occur as the Town develops an understanding of its asset and reporting needs. Improvements are capitalized when they extend the useful life of the asset.

TCA Inventory – Ownership

7. Ownership of assets requires safeguarding, maintenance, amortization for replacement and possibly write-downs. These requirements are addressed in this section. It is the responsibility of the director, area manager and staff member to ensure capital assets assigned to his or her custody are maintained and safeguarded.

Amortization

8. (1) Amortization is an annual charge to expenditures for the use of a capital asset. The Town sets amortization rates on a straight line basis based the on number of years in service less salvage value. For infrastructure assets, the salvage value is deemed immaterial. The asset categories are amortized as follows:

Asset Category	Amortization of Cost Less Salvage Value
Land	Not amortized
Land Improvements	Straight line over useful life of each asset unit
Buildings	Straight line over useful life of each asset unit
Building Improvements	Straight line over useful life of each asset unit
Construction in Progress	Not amortized
Machinery and Equipment	Straight line over useful life of each asset unit
Vehicles	Straight line over useful life of each asset unit
Infrastructure	Straight line over average useful life of each component

(2) Amortization is calculated by the Half Year Rule. It deems all acquisitions to have occurred on July 1 of the year of acquisition. Thus, amortization will be calculated at 50% of the normal rate for assets for their first and last year of service. Economic useful life is used for amortization rather than physical useful life. As an example, a manufacturer may state that a water valve will last 40 years, which is the physical life. Town of Ladysmith will replace this valve at 30 years, which is the economic life. Appendix A provides a general guide to asset category descriptions and useful life estimates. Each department will regularly review the useful life of the assets that they are responsible for and an adjustment to the useful life will be updated if required. (PSAB PS3150.29 - The amortization method and estimate of the useful life of the remaining unamortized portion of a tangible capital asset should be reviewed on a regular basis and revised when the appropriateness of a change can be clearly demonstrated.)

TCA Inventory – Betterments

9. Costs of betterments are considered to be part of the cost of a tangible capital asset and would be added to the recorded cost of the related asset. Betterment is a cost incurred to enhance the service potential of a tangible capital asset. In general, service potential may be enhanced when there is an increase in the previously assessed physical output or service capacity, where associated operating costs are lowered or where the useful life of the asset is extended. For complex networks, such as road and water systems, an example of betterment is adding to the number of lanes to expand the capacity of the road system. Expenditures incurred to maintain the originally anticipated service potential of a road, or its estimated useful life, are more in the nature of maintenance.

TCA Inventory - Write Downs

10. A write down of assets occurs when reduction in future economic benefit is expected to be permanent and the value of future economic benefit is less than the TCA's net book value. A write down cannot be reversed.

TCA Inventory – Disposals/Retirements

11. All disposals or retirements of TCA's are recorded in the Town's financial statements in accordance with PSAB PS3150. Infrastructure assets that are part of a network (traffic signals, street lights, hydrants) will only have a disposal if the replacement of the elements of the network exceeds the established threshold of. In most cases, the annual replacement of a small percentage of the network will be an operating expense and there will not be any asset disposal.

Accounting

12. Accounting procedures and presentation and disclosure of financial information for tangible capital assets will be in accordance with the expectations of the Public Sector

Accounting Board Handbook as outlined in PSAB PS3150 and in accordance with CICA Public Sector Guideline 7 (PSG-7).

Definitions

13. (1) Land

Land owned by the Town includes parkland, land for Town owned facilities and land under roads and sidewalks. Town parkland and the land for Town facilities and leased facilities that is specifically identified on the BC Assessment Roll will be valued as by assessed value on a per parcel basis. Existing Town land under the roads and sidewalks will be valued on a pooled basis for a nominal value.

A right of way, where the Town has the right to enter or occupy private property, is not a TCA and will be an operating expense.

(2) Land Improvement

Land improvement includes parking lots, water parks, playground equipment, fencing and artificial fields. Each asset when capitalized is separately recorded with an attached useful life.

(3) Buildings

Buildings owned by the Town including third party leased properties. Buildings include all structures that provide shelter from the elements which function independent of an infrastructure network. Buildings can be segmented by structure, roof and equipment and other significant component parts based on useful life. This treatment provides for capital replacement of each component over the years of ownership.

(4) Vehicles, Machinery and Equipment

Vehicles, machinery and equipment will be segmented at unit level for threshold purposes.

(5) IT Infrastructure

Servers and major software applications which meet the threshold values, will be classified as specific assets.

(6) Infrastructure

Infrastructure is generally constructed or arranged in a continuous and connected network. Infrastructure assets include:

- (a) Surface systems such as roads, sidewalks, bridges, drainage ditches, streetlights.
- (b) Underground systems such as water distribution pipe systems, wastewater collection pipe systems, manholes, catch basins and storm drainage collection systems and tunnels.

(7) Water

The water system has two major categories, supply and distribution, which are segmented by major component – dams, reservoirs, mains, valves, pump/lift/transfer stations, hydrants and services. Aggregation for threshold purposes is by capital project. Capital projects when complete are recorded as assets by allocating costs to each component part.

(8) Sewer

The sewer system components include and are segmented by major component - sewer mains, pump stations, manholes and services. Aggregation for threshold purposes is by capital project. Capital projects when complete are recorded as assets by allocating costs to each component part.

(9) Storm Sewer

The storm sewer components include and are segmented by major component - catch basins, manholes, service connections, culverts, and mains. Aggregation for threshold purposes is by capital project. Capital projects when complete are recorded as assets by allocating costs to each component part.

(10) Transportation

Transportation assets include and are classified into roads, lanes, sidewalks, traffic intersections, street lights, and structures. Structures include bridges, tunnels and retaining walls. Segmentation for roads, lanes and sidewalks is from intersection mid point to intersection mid point. Traffic intersection assets and street lights are pooled by year of acquisition. Aggregation for threshold purposes is by capital project. Capital projects when complete are recorded as assets by allocating costs to each component part. Street signage and stops signs are an operating expense unless it is part of a road construction project.

MEASUREMENT AND VALUATIONS

Procedures

14. (1) An inventory list will be compiled and maintained using physical count when possible. Engineering records and assumptions will be used to determine those assets that are not visible.
- (2) Engineering standards for measurement base will be used where appropriate. Example: in determining linear assets, components of measurement for roads, etc.
- (3) In determining the historical cost of assets, the cost-benefit of acquiring the information must be assessed. The following methods are appropriate, and where a method other than that of actual recorded historical cost is used, then the alternative method must be documented and reasoning of the methodology must be given.
 - (a) Historical Cost
 - (b) Replacement Cost (current value) – discounted back to year of acquisition
 - (c) BC Assessment values at day of acquisition

Living Document

15. This policy is established to set guidelines for determining the valuation, classification, amortization rates and life expectancy of assets. It is recognized that not all assets will fall within the guidelines established, and from time to time there may be value in capitalizing assets that fall below the established thresholds, or to change the amortization method and expected useful economic life, or to account for an asset outside of an established pool or network. When determining the method for recording an asset, the Town will consider the usefulness of the resulting information and the cost versus the benefit of collecting and maintaining it.

Appendix A

Guidelines for Amortization and Thresholds

Asset Classification	Type of Class	Estimated Useful Life - Years		Threshold if New Facility	Threshold if Network Capacity Expanded
Land					
General	S	Indefinite	\$1		
Parks	S	Indefinite	\$1		
Undeveloped ROW	S	Indefinite	\$1		
ROW/Road Allowance	S	Indefinite	\$1		
Land Improvements					
Parking Lot - Gravel	S	15	\$10,000	\$5,000	
Parking Lot - Asphalt	S	40	\$10,000	\$5,000	
Playground structures	S	15	\$10,000	\$5,000	
Swimming pools – Indoor	S	50	\$50,000	\$5,000	
Fences	S	20	\$10,000	\$5,000	
Sprinkler systems	S	20	\$10,000	\$5,000	
Tennis courts	S	20	\$10,000		
Water Parks	S	25	\$10,000		
Retaining walls	S	20	\$10,000	\$5,000	
Running tracks	S	20	\$10,000		
Outdoor lighting	S	20	\$10,000		
Soccer pitch	S	20	\$10,000		
Trailways - Gravel	S	15	\$10,000		
Buildings - Permanent					
Structure	SC	40	\$50,000		
Roof	SC	25	\$10,000		
Electrical system	SC	25	\$10,000		
Mechanical system	SC	25	\$10,000		
HVAC	SC	25	\$10,000		
Buildings - Washrooms, concessions, picnic shelters	S	40	\$10,000		
Buildings - Portable	S	25	\$10,000		
Vehicles					
Light duty	S	10	\$10,000		
Medium duty	S	10	\$10,000		
Heavy duty	S	10	\$10,000		
Fire trucks	S	30	\$10,000		
Machinery and Equipment					
Heavy Equipment	S	Variable	\$10,000		
Fire	S	12	\$10,000	\$5,000	

Asset Classification	Type of Class	Estimated Useful Life - Years	Threshold	Threshold if New Facility	Threshold if Network Capacity Expanded
Fitness equipment	S	10	\$5,000	\$5,000	
Fuelling stations	S	15	\$10,000		
Tools, Shop, garage equipment	S	15	\$10,000		
Office Furniture/Equipment					
Furniture	SP	10	\$10,000	\$5,000	
Equipment - Photocopiers	S	5	\$5,000	\$5,000	
IT Infrastructure					
Software	S	5	\$10,000		
Hardware (Servers)	S	5	\$20,000		
Roads (includes curb/gutter/					
Local - surface only	IC	30	\$10,000		\$5,000
Local - road bed only	IC	60	\$20,000		\$5,000
Collector - surface only	IC	20	\$10,000		\$5,000
Collector - road bed only	IC	60	\$20,000		\$5,000
Lanes	IC	60	\$20,000		\$5,000
Bridges	IC	Variable	\$20,000		
Traffic signals	IN	30	\$10,000		\$5,000
Lighting	SP	30	\$5,000		\$5,000
Sidewalks					
Concrete	IC	50	\$10,000		\$5,000
Asphalt	IC	40	\$10,000		\$5,000
Water System - Supply System					
Mains	IC	60	\$20,000		\$5,000
Dams	S	80	\$20,000		
Reservoirs	S	65	\$20,000		
PRV Stations	S	25	\$20,000		
Water Processing Centre	S	50	\$20,000		
Water System - Distribution					
Mains	IC	60	\$20,000		\$5,000
Pump, lift and transfer stations	IC	25	\$20,000		

Asset Classification	Type of Class	Estimated Useful Life - Years	Threshold	Threshold if New Facility	Threshold if Network Capacity Expanded
Meters - water	IN	20	\$5,000	\$5,000	
Hydrants	IN	40	\$5,000		\$5,000
	\$	25	\$20,000		
Sewer System					
Mains	IC	60	\$20,000		\$5,000
Pump, lift and transfer stations	\$	25	\$100,000		
Storm System					
Mains	IC	75	\$20,000	\$5,000	\$5,000
Pump, lift and transfer stations	IC	25	\$20,000		
Catch basins	IN	40	\$5,000	\$5,000	\$5,000
Waste Water Treatment Plant					
Spirogestor	IC	50	\$50,000	\$5,000	
Chlorine & dechlorination chamber	IC	50	\$50,000	\$5,000	
Outfall Lines	IC	50	\$50,000	\$5,000	
ATAD	IC	25	\$25,000	\$5,000	

Renewal of existing network elements

2009 threshold

Traffic signals	IN	30	\$30,000
Lighting	IN	30	\$30,000
Meters - water	IN	20	\$30,000
Hydrants	IN	40	\$30,000
Catch basins	IN	40	\$50,000

Appendix B – Capital Assets

Expenses that could be included in the cost of an asset:

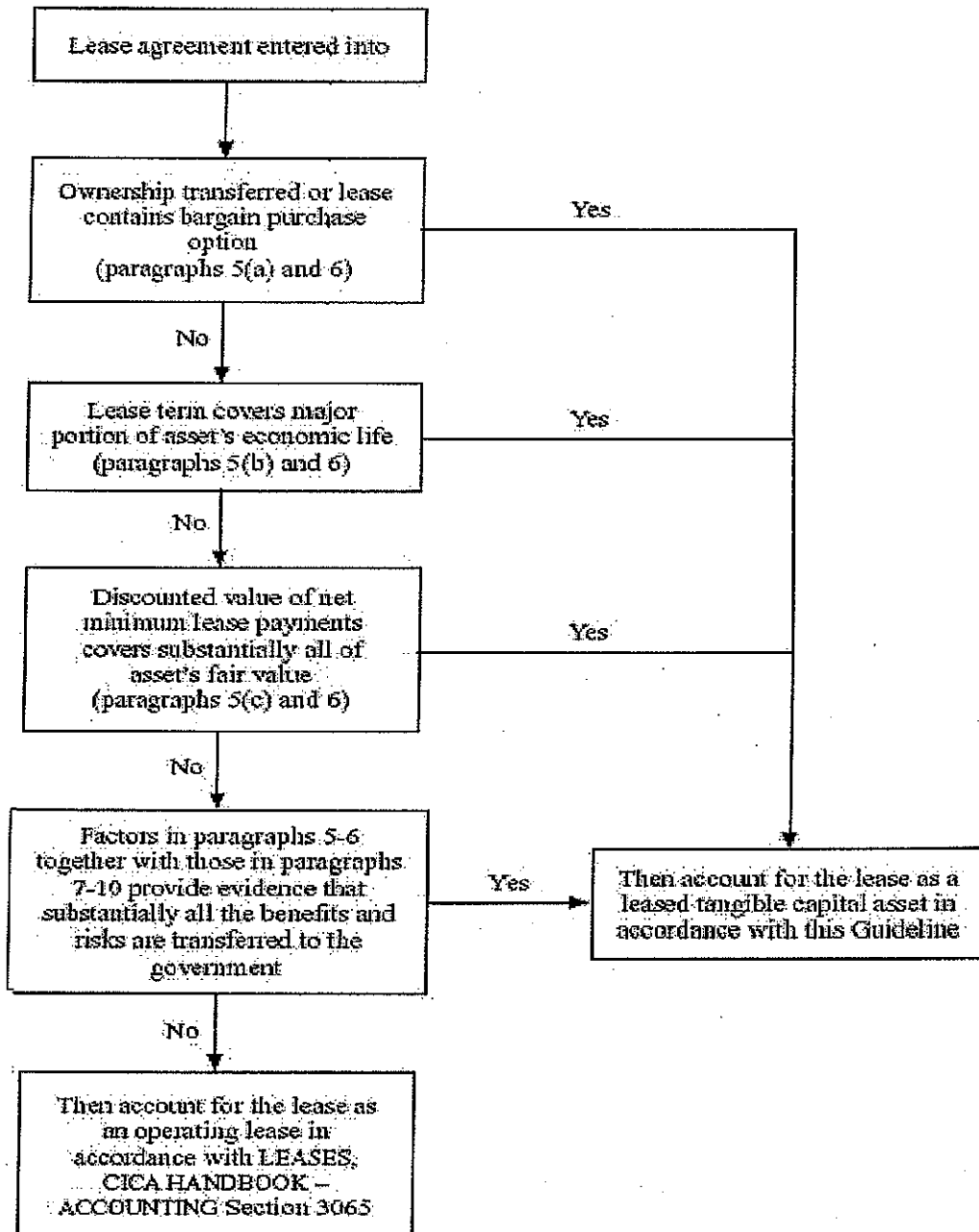
Amount paid to vendor (net of discounts or rebates)
Direct construction costs (wages, vehicle charges, and goods issued from Stores)
Transportation and freight charges
Customs and brokers fees related to imports
Handling and storage charges
Engineering, architectural and other outside services for designs, plans, specifications and surveys
Purchase price of land and buildings
Legal fees related to the purchase
Appraisal costs
Advertising related to the construction or purchase
Application fees
Management fees
Utility costs during construction
Site preparation costs including the removal of existing buildings
Transportation insurance costs
Construction insurance costs
Non refundable purchase taxes (ex. PST)

Expenses that should never be included in the cost of an asset:

Feasibility studies – including site visits to see demonstrations
Post implementation reviews – ex safety inspections after the asset has been put into use
Training and training materials
Advertising not related to the construction or purchase (open house)
Hospitality (food, supplies related to open house or training/info sessions)
Travel expenses for Town staff
Indirect charges for admin or overhead (Town charges)

Appendix C - Decision Tree - Leased Tangible Capital Assets

To be used in conjunction with Public Sector Guidelines PSG-2, Leased Tangible Capital Assets.



Adopted: 15 October 2009



Town of Ladysmith
STAFF REPORT

To: Ruth Malli, City Manager
From: Sandy Bowden, Director of Corporate Services
Date: December 16, 2009
File No:

Re: TOWN OF LADYSMITH COMMUNICATIONS POLICY

RECOMMENDATION:

That the Committee recommend to Council the adoption of the Communications Policy to guide all communications from and within the Town of Ladysmith.

PURPOSE:

The purpose of this Staff report is to seek Council's approval of the proposed Communications Policy. This policy was developed to provide parameters for the Town's corporate communications and to support the implementation of communications activities by the Town.

INTRODUCTION/BACKGROUND:

A Communications Policy provides the framework and guidelines for all communications activities. Specific communications activities and timelines are determined by emerging issues and opportunities, by budget and by strategic priorities. Staff develop communication plans for individual issues and initiatives as they arise; these communications plans will follow the requirements set out in the policy.

SCOPE OF WORK:

The communications policy will guide all current and future communications activities.

ALTERNATIVES:

Council could choose not to adopt the policy, or choose to amend the presented document.

FINANCIAL IMPLICATIONS:

All anticipated communications activities undertaken by the Town are included in the financial plan.

LEGAL IMPLICATIONS:

n/a

CITIZEN/PUBLIC RELATIONS IMPLICATIONS:

A communications policy provides the framework for carrying out successful, two-way communications activities with citizens, the media, the public, other governments and partners. It is anticipated that the policy will help enhance communications from the Town and to improve public awareness of Town activities and processes.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS:

The policy provides a framework for consistency in communications by all departments. All departments will comply with the policy.

RESOURCE IMPLICATIONS:

n/a

ALIGNMENT WITH STRATEGIC PRIORITIES:

The Communications Plan is one of the Top 5 Strategic Priorities for the Corporate Services Department in 2009.

SUMMARY:

In order to enhance communications with the public, it is recommended that Council adopt the proposed Communications Policy.

I concur with the staff recommendation.



Ruth Malli, City Manager

ATTACHMENTS:

Proposed Town of Ladysmith Communications Policy



TOWN OF LADYSMITH
POLICIES AND PROCEDURES MANUAL

00 - 0000 - A

TOPIC:	COMMUNICATIONS POLICY
APPROVED BY:	DATE:
RESOLUTION #:	
<i>(Amended from)</i>	

PURPOSE

The purpose of the Town of Ladysmith Communications Policy is to ensure that, as part of its ongoing commitment to provide high quality service, the Town is proactive in its communications with employees, members of the public and the media in order to increase public trust, demonstrate value to taxpayers, and enhance civic pride.

As the local governing body, the Town of Ladysmith reflects and upholds the values of the community and its citizens, and plays a key leadership role to achieve the citizens' desire for a sustainable and vibrant community offering opportunity and quality of life.

POLICY

The Town of Ladysmith is committed to open and effective two-way communications with citizens, employees, the media, other governments and the public at large. There are both statutory and internal requirements that govern all communications.

External Communications

The Town of Ladysmith will engage in effective and meaningful dialogue with citizens, businesses, opinion influencers and partners in order to:

- enhance accountability, approachability and mutual understanding,
- increase awareness of the performance, business, programs and services of the Town, and
- increase citizen engagement in the Town's activities, elections and governance

Internal Communications

The Town of Ladysmith will undertake proactive two-way communications with staff in order to encourage a culture of continuous improvement and teamwork.

Communications Guidelines

In all its communications, the Town of Ladysmith will:

- Provide accurate, relevant and timely information
- Deliver consistent visual identity and messaging throughout the Town, through each department
- Promote and deliver two-way communications
- Use plain language
- Offer easily obtained information in a variety of formats
- Be proactive in providing information
- Provide honest and sincere communication through any medium
- Encourage, welcome and act on relevant feedback and input

COMMUNICATIONS ACTIVITIES

1. Advertising

The Town of Ladysmith meets all statutory requirements for notification and involvement of the public on development proposals, borrowing bylaws and all other initiatives that require public involvement. The Town of Ladysmith purchases advertising to inform the public of specific Council decisions, upcoming public meetings and events, programs, issues and services.

Approved templates must be used for all advertising. Each advertisement is approved by the responsible Director prior to publication.

2. Annual Report

The Town of Ladysmith publishes an Annual Report each year, which includes an Auditor's Report, an update on the Town's Strategic Plan, a message from the Mayor and City Manager, and a summary of Town activities for the year. The City Manager coordinates the report.

3. Citizen Surveys

Council may initiate surveys to gain citizen input on projects and services and to gauge areas where improvements can be made. The surveys are an important planning tool to be used in setting priorities for future projects. Outside consultants may be engaged to assist in conducting citizen surveys.

4. Correspondence

The Town of Ladysmith acknowledges, as appropriate, letters, e-mails, faxes or other means of communication to the Town, within established timelines. It is the Town's practice that the names of complainants will be kept confidential. The names of other

correspondents will be kept confidential if requested.

All external letters will follow the approved Correspondence Template (attached as Appendix A). Facsimiles are sent with a cover sheet based on the approved facsimile template (see Appendix B).

5. E-mail

Response timelines regarding e-mails follow those established for all correspondence. External e-mails contain a signature block identifying the sender, his/her position with the Town, and contact information, and the line 'Please do not print this e-mail unless you really need to.'

6. Identification Cards

Bylaw Enforcement, Building Inspection, Public Works and Fire Department staff performing outside work are issued ID cards featuring their names and the Town Logo to identify themselves to members of the public.

7. Inserts, Brochures and Mass Mailings

The Town will, as appropriate, include inserts with utility bills and tax notices. These inserts contain timely and topical information about Town programs and activities. The Town may produce brochures and notices to provide information to the public about Town programs and services. The Town may send out mass mailings via letter or electronic mail from time to time. Any insert, brochure and mass mailing is to be reviewed by the City Manager or designate to ensure that the material is concise, appropriate, meets design guidelines, and is consistent with other municipal communications.

8. IntraNet

The Town maintains an internal website for Staff and Council – the IntraNet. The intranet site contains news, media releases, work events, job appointments, job opportunities, professional development opportunities, and Town-related announcements and reports. It is also the official source for document templates to be used by staff. Employees are encouraged to make recommendations to their Director and when appropriate to the City Manager regarding additional information that would support them in their work.

9. Logo

The official municipal logo is to appear on all Town communications including correspondence, publications, forms, facsimiles, advertisements, news releases, displays, signage, fleet vehicles and other plant, electronic communications and any other relevant communication medium. Specific graphic standards, including exact

Pantone colours, fonts and proportions, apply to the logo. The Town will not allow the use and/or reproduction of the Town of Ladysmith corporate logo for commercial purposes. Non-commercial use will be permitted only for events where the Town is a major participant, or where Council prior written approval has been granted.

10. Media Relations

The Mayor is the official Council media spokesperson. The Mayor may designate an alternate spokesperson on a case-by-case basis. The City Manager is the official spokesperson for matters of an operational nature. All media interview requests and requests for public statements from staff are to be directed to the City Manager. Directors or Managers may be authorized by the City Manager to respond to media questions on areas or programs for which they are responsible, in accordance with administrative procedures.

It is the responsibility of all staff to bring any media coverage to the attention of the City Manager. When a story has been published or aired that contains a factual error which can affect public perception of the issue, it is the responsibility of the City Manager to contact the media for a correction. In the case of editorial error or misrepresentation, the City Manager will determine if an official response from the Town is warranted.

11. Newsletter

The Town will publish a regular newsletter. It will be mailed to each household in the Town of Ladysmith, and will be posted on the Town's website. The newsletter will be produced by the Corporate Services Department, and signed off by the Mayor and City Manager. The newsletter will contain topical information of interest to citizens, and may be used as a vehicle to obtain feedback from them.

12. News Releases

News releases provide an opportunity for the Town to communicate proactively. News releases are issued on a timely basis to announce important Council decisions, new programs and services, changes to programs and services, reports and milestones. All news releases are prepared by the Corporate Services Department based on information provided by the relevant department. News releases are sent to the relevant media outlets from the Corporate Services department on the Town's news release template (Appendix C). News releases are also posted on the Town's website. Contact names and phone numbers for obtaining further information are provided at the bottom of the release. News releases must be approved by the Mayor and City Manager prior to distribution.

13. Public Meetings

The Town offers opportunities to meet with citizens on emerging issues and Town initiatives. Public meetings are advertised in the local newspapers and advertised on the Town's bulletin boards and website.

14.Voice Mail

Calls directed to the main reception numbers at City Hall, Development Services, Public Works and Frank Jameson Community Centre are answered by a staff member during regular hours of operation. When a staff member expects to be absent from the office for a day or more, a new voice message explaining the length of the absence and offering an alternate contact person should be recorded.

15.Website

The Town maintains an up-to-date, accessible and user-friendly website to assist citizens in their business with the Town. The site should be informative and inter-active and encourages two-way communication in addition to providing relevant information. Council meetings, commission meetings, public hearings, public meetings and Town events will be listed on the website. Council meeting minutes are posted on the website as soon as they are prepared. The calendar of activities will not list general community meetings and activities unless there is direct Town involvement. Reports, plans, publications and Town initiatives will be posted on the website as soon as they are available. External employment postings, tenders and requests for proposals are also posted on the website.

The Town will consider incorporating direct links to other websites if they are deemed useful to our citizens (i.e. other government agencies) and do not promote a particular business or philosophy.

Items are to be posted to the website by designated staff only.

The Town has developed a Communications Planning Template to be used in developing all external communications. It identifies the issue, intended audiences, key messages and desired outcomes. It is attached as Appendix D.

AUDIENCES

PRIMARY AUDIENCES

- Ladysmith citizens and businesses
- Town of Ladysmith Council and staff
- Stz'uminus First Nation

- Potential residents, businesses, employees and investors
- Local media

SECONDARY AUDIENCES

- Potential funders
- Partners
- Other local Municipal and First Nation governments
- Other government organizations (provincial and federal government departments, School District, Health Authority, education institution, etc.)
- Visitors
- Regional and provincial media

APPENDIX A – CORRESPONDENCE TEMPLATE

PRINT ON LETTERHEAD

Date

Our File: XXXX-XX

John Doe
123 Street SW
Anywhere, BC
V9G 1Z6

Dear Mr. Doe:

RE: SUBDIVISION PROPOSAL - 124 STREET NE, LADYSMITH
LEGAL: LOTS 3 and 4, BLK 8, DL 53, PLAN 45678

All text should be in "Franklin Gothic Book", generally we would use a 12 font (size of type) but if it barely fits one page or just runs into a second page then change to a font 10 if this will make it a one page letter.

Use the justify so your text, in a paragraph, is spread evenly across page from right to left margin.
Use BLOCK style for text. That means:

- no indenting of paragraphs
- no indenting for the closing
- all text (except bullets) are flush to left margin.

All outgoing correspondence, no matter who creates and/or types the letter must go through clerical staff for proofing letter format (font, layout, file coding) before signing and distributing. You can send it electronically to the clerical person in your department, they can format and send final version back to you via email for your files if need be.

.../2

Sincerely,

Elizabeth Smith,
Typing Enforcement Officer

Enclosure

c.c. Joe Friesenhan, Director of Public Works
Ruth Malli, City Manager

APPENDIX B

On Town of Ladysmith Letterhead

FAX COVER SHEET

TO:

FAX #:

ATTENTION:

DATE:

FROM:

RE:

We are transmitting ____ pages, including this page.

If you do not receive all pages, please call us at:

(250) 245-6400 (office)

(250) 245-6411 (fax)

COMMENTS:

APPENDIX C – NEWS RELEASE TEMPLATE



NEWS RELEASE For Immediate Release

HEADLINE

LADYSMITH, Month xx, 20xx – The first paragraph answers who, what, when, where and why in one or two sentences. It grabs the reader's attention with the most pertinent information.

Subsequent paragraphs contain further or expanded details, in diminishing order of importance (editors cut copy from the bottom when they need to make room.) Spacing should be 1.5 lines. News releases should be one page or less whenever possible.

"Quotes are in stand-alone paragraphs."

- 30 -

For further information:

Rob Hutchins
Mayor
250-245-6403

Ruth Malli
City Manager
250.245.6401

APPENDIX D – COMMUNICATIONS PLANNING TEMPLATE



COMMUNICATIONS PLANNING TEMPLATE

TYPE OF DOCUMENT:

- | | | |
|---|---------------------------------------|--|
| <input type="checkbox"/> Staff Report | <input type="checkbox"/> Letter | <input type="checkbox"/> Briefing Note |
| <input type="checkbox"/> Speech | <input type="checkbox"/> Presentation | <input type="checkbox"/> Print Advertisement |
| <input type="checkbox"/> News Release | <input type="checkbox"/> Backgrounder | <input type="checkbox"/> Memo to Staff |
| <input type="checkbox"/> Internal Town Announcement | | |
| <input type="checkbox"/> Other (specify) _____ | | |

INTENDED AUDIENCE (check all that apply):

- | | | |
|---|---|--|
| <input type="checkbox"/> Council | <input type="checkbox"/> General Public | <input type="checkbox"/> Management |
| <input type="checkbox"/> Staff | <input type="checkbox"/> Media | <input type="checkbox"/> Other local gov't |
| <input type="checkbox"/> First Nations | <input type="checkbox"/> Senior gov't (federal or provincial) | |
| <input type="checkbox"/> Special Interest Group (specify) _____ | | |
| <input type="checkbox"/> Other (specify) _____ | | |
-

KEY MESSAGE(S)

What do you want your audience to hear / learn? What headline do you want people to read in the papers about this issue?

-
-
-
-

FACTS AND FIGURES

The critical pieces of information, background, facts that need to be included. Attach supporting materials if necessary.)

-
-
-
-
-
-

SOME GUIDELINES:

5 'Ws'

Know the message (what/why?)

Know the audience (s) (who?)

- And remember that your audience is made up of real people

Know your purpose (why?)

Know your topic (what?)

Present a rounded picture (what)

Challenge assumptions about what the audience knows and/or understands

People remember:

- 10% of what they read
- 20% of what they hear
- 30% of what they see

November 27, 2009

Town Council of Ladysmith
City Hall, 410 Esplanade,
Ladysmith, BC

CC: RCMP and Community Policing, Ladysmith

Re: School Zone Adjacent To Davis Road School-Traffic Safety Concerns

Dear Mayor and Council,

This Fall I have phoned the RCMP to request assistance with enforcing the School Speed Zone on Davis Road. I was informed that Community Policing would be made aware of this concern and it was suggested that I forward to the RCMP any licence plate numbers of people I suspect of speeding. I perceive that the suggestion to write down license plate numbers trivializes the issue and is an ineffective and illogical action. I cannot accurately measure the 'speed' of vehicles and I question the usefulness of any 'hearsay' letter, if it was truly delivered. Since raising my concern, I have witnessed one early morning set up of Speed Monitoring Equipment at the very south end of the School Zone on Davis Road.

Davis Road is a major connector between the North and South End of Ladysmith. With the increased growth of Ladysmith and local development, it is increasingly used as a common route of travel for heavy trucks, couriers, delivery trucks and commuter traffic. At the same time, as Ecole Davis Road grows (we have grown from 63 to 212 students over the last 5 years), there is a much higher use of Davis Road by parents as a drop-off/pick-up location for students.

Today I talked to a parent holding a bright SLOW DOWN sign out his window as he waited for his children. He told me that he had the sign made because he's very concerned about the speed of drivers and has witnessed some near misses. I kindly ask that Town Council and the RCMP find and implement an effective solution to reduce the 'perceived' excessive traffic speed along Davis Road, be it through regular monitoring or the addition of traffic calming devices. More immediately, we would appreciate regular monitoring and/or enforcement of the speed limit between 8:15 am and 3:30 pm.

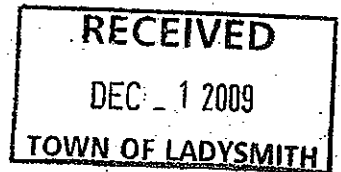
Additionally, I'd like to request that the Town direct snow plough operators this winter to remove snow from the curbs adjacent to Ecole Davis Road on Parkhill Terrace and Davis Road. Unlike all the other schools in Ladysmith, no drop-off or parking areas exist, except along the curb.

Your attention to these matters is appreciated.

Sincerely

Karen Fediuk

Concerned Parent and PAC Chair, Ecole Davis Road



Dear Mayor Rob Hutchins,

Congratulations on your community winning a pair of 2010 Winter Paralympic Games tickets in the GamesTown 2010 July Early Bird Draw!

By competing for the title of GamesTown 2010 and the \$100,000 grand prize, Ladysmith and communities around B.C. are building a legacy of active and healthy living and working to achieve B.C.'s goal of being the healthiest jurisdiction ever to host an Olympic and Paralympic Games. From the stories, photos and videos your residents have posted to the GamesTown 2010 website, it's obvious that the people of Ladysmith have already embraced the spirit of healthy living that this contest and the 2010 Winter Games represent.

I am confident this prize will help you engage residents and give them a taste of what the 2010 Games will be like at a local level. I hope it will also help you encourage people to continue going online, submitting their stories and helping Ladysmith to the front of the race for the title of GamesTown 2010.

Remember, the gold medal prize of \$100,000 to put towards a sport and healthy living facility will be awarded to the B.C. community that best represents sport, healthy living, sustainable development and, of course, the spirit of the 2010 Winter Games. Ladysmith is off to a great start and I want to encourage your residents to continue to submit their personal stories, pictures and videos online at www.GamesTown2010.ca.

I look forward to hearing more about all the great healthy living initiatives in Ladysmith as the year progresses, and I wish you all the best in your continued celebrations of the 2010 Winter Olympic and Paralympic Games.

Sincerely,

Honourable Mary McNeil

Minister of State for the Olympics and ActNow BC

cc: Doug Routley, MLA

GamesTown 2010

Prize Certificate

Congratulations!

Ladysmith

has won an early bird prize in
B.C.'s GamesTown 2010 competition!

Thanks for participating and good luck as
you go for the gold in GamesTown 2010.

Date: Nov 30, 2009

Signature: Mary Mena



PO Box 970
Ladysmith, BC V9G 1A7

Town of Ladysmith
Attn: Mayor Hutchins & Town Council
410 Esplanade Avenue
PO Box 220
Ladysmith, BC V9G 1A3

NOV 17 2009

November 14, 2009

Dear Mayor Hutchins and Town Council,

RE: Lots 1-5, District Lot 38, Oyster District, Plan VIP84189 (1146-1132 Rocky Creek Road) Proposed Neighbourhood Pub

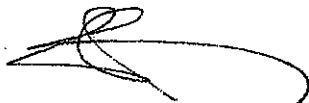
As the above mentioned properties have been rezoned to the Comprehensive Development -1 zoning, I am moving forward and applying to the Liquor Control and Licensing Branch for a Liquor Primary Licensee for the much needed, proposed neighbourhood pub.

It would be a true asset if the Town of Ladysmith could provide a letter of support to be submitted with the application documents I will be sending.

Your earliest attention in this matter would be greatly appreciated.

Thank you for you time in this matter.

Sincerely,



Guy Bezeau

