



IMPROVEMENT DISTRICT NO. 9 Public Communications Plan

LAKE LOUISE FIRE HALL (LLFH) & LAKE LOUISE MULTI-UNIT RESIDENCE (LLMUR)



Overview

The Lake Louise Fire Hall (LLFH) and associated Multi-Unit Residential (LLMUR) projects represent a significant investment in the infrastructure and growth of the region. Scheduled for completion by 2028, these projects are expected to have wide-reaching impacts on local residents, stakeholders, and visitors within Improvement District No. 9.

Given the scale and importance of these developments, a comprehensive public communications plan is essential to ensure transparency, foster community engagement, and maintain positive relationships with all stakeholders. Effective communication will provide clarity on the purpose, progress, and timelines of the projects, ensuring the community remains informed and involved throughout.

Key reasons for implementing a public communications plan include:

- 1. Community Engagement and Trust Building:** Active communication with residents, stakeholders, owners, and local organizations will help build trust, mitigate concerns, and ensure that the community is informed throughout the process. Regular updates, such as public announcements and presentations at Council Meetings, will inform stakeholders of project developments, allowing for a smoother integration of these initiatives into the community.
- 2. Transparency:** Clear and transparent communication on timelines, construction schedules, and potential disruptions (such as road closures or construction noise) is vital. Transparency fosters a sense of inclusion and prevents misinformation from spreading, which can cause confusion and anxiety.
- 3. Stakeholder Alignment:** The projects impact multiple stakeholders, including government agencies, local businesses/non-profits, visitors, and residents. Coordinated communication ensures that all parties are aligned on the project's goals, timelines, and expected outcomes. By engaging stakeholders early and often, the project team can address concerns, gather valuable input, and ensure smoother coordination during all phases of the development.
- 4. Media Relations:** Proactive media engagement will help to inform the broader public about the developments and their significance to the region. Positive media coverage, alongside strategic press releases and updates, will help generate awareness and support for the projects, creating a positive narrative around the changes and benefits for the community.
- 5. Open Houses and Public Forums:** Hosting open houses in both the East and West areas of Improvement District No. 9 offers direct opportunities for the public to interact with the project

team, ask questions, and provide feedback. These sessions will be critical in building a sense of community ownership and ensuring that the project reflects the needs and desires of local residents.

6. **Managing Expectations:** The fire hall and residential projects are large-scale undertakings that will span several years. Communicating clearly about what to expect, both in terms of construction progress and final outcomes, will help manage stakeholder expectations and reduce frustration.
7. **Crisis Management:** In the event of unexpected challenges or delays, having a communication plan in place will ensure swift and effective responses to potential crises. An established communication framework allows for timely updates, helping to maintain public confidence and manage any issues that may arise during construction.



Objectives

Setting clear and actionable communication objectives is essential for ensuring that communication for a municipal infrastructure project is effective, efficient, and aligned with the project's broader goals. Objectives help maintain focus, guide messaging, manage expectations, engage stakeholders, and ensure that communication efforts contribute to the project's success. They also enable project teams to measure the impact of their communications and adjust strategies as needed to address any challenges or changing circumstances.

1. Increase Public Understanding and Support of the Project

Objective: Ensure that the community and stakeholders are fully informed about the scope, purpose, and benefits of the project.

Key Activities: Provide clear and consistent updates on the project's goals, timeline, and expected outcomes through channels like the ID9 website, Open Houses, Council Meetings, social media, and LLAB Meetings.

2. Minimize Disruption and Manage Expectations

Objective: Keep residents and businesses informed about potential disruptions such as road closures, construction noise, or traffic changes to manage expectations and reduce frustration.

Key Activities: Share detailed, timely updates regarding construction schedules, access changes, and noise impacts, and proactively address concerns through direct communication with those impacted.

3. Foster Community Engagement and Build Excitement for the Project

Objective: Encourage community engagement to promote building trust with stakeholders and fostering community champions.

Key Activities: Hold Open Houses to respond to questions. Promote opportunities for the community to ask for clarification.

4. Enhance Transparency and Build Trust

Objective: Establish and maintain transparency throughout the project to build public trust and confidence in the municipality's handling of the infrastructure development.

Key Activities: Provide regular, accessible updates on project progress, challenges, and solutions. Offer clear explanations of budget allocations and timelines to demonstrate accountability through public Council Meetings and public messages.

5. Promote Long-Term Benefits to the Community

Objective: Communicate the long-term benefits of the infrastructure projects to enhance public support and enthusiasm.

Key Activities: Highlight how the infrastructure improvements will positively impact the community, such as increased safety, and economic growth.

6. Prepare for Crisis or Unforeseen Events

Objective: Have a plan in place to quickly address unexpected challenges or setbacks and maintain public confidence during any crises or delays.

Key Activities: Develop and implement a crisis communication strategy that includes pre-drafted messaging, immediate updates, and clear contact information for inquiries. Respond to any issues promptly and with transparency to reduce misinformation and community unrest.



Key Messages

Key messages are essential when planning communication for a municipal infrastructure project because they serve as the foundation for all communication efforts and ensure consistency, clarity, and alignment across various channels.

Modern and Safe Facility

"The new LLFH is designed to meet the latest safety standards and environmental regulations, providing a safe space for our dedicated first responders. It also allows for the safe and secure maintenance and storage of valuable life saving tools and supplies, in turn promoting better asset management of expensive equipment."

Responsible Fiscal Management & Support From Government

"The new fire hall and multi-unit residential property is a significant project that will come at an initial estimated cost of \$19m. These funds have been raised by allocating municipal tax surplus funds over the past two terms, support from the Federal Government, and grants from the Provincial Government. We are very grateful for the support and understand the impact this has on ratepayers."

Better Support for First Responders & Community Employees

"Staff accommodations will provide essential, comfortable living spaces for our firefighters and emergency personnel, ensuring they are ready to respond to emergencies at all times. It will also secure housing for key community staff including Doctors, medical support staff, and recreation staff."

Multi-Jurisdictional Collaboration

"The development of the new fire hall is a collaborative effort involving local leaders, emergency services, non-profit agencies, and Provincial/Federal agencies to ensure the project meets the needs of Lake Louise and beyond."

Ongoing Community Engagement

"We value the input of the community. Engagement opportunities will be available throughout the project's development, including public meetings and updates to ensure everyone's voice is heard."

Employee Retention and Economic Growth

"The project will encourage employee retention and provide long-term economic benefits by improving public safety available to residents and visitors."

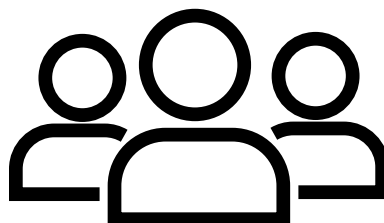
Timeline and Milestones

"The project is expected to be completed by 2028, with key milestones shared regularly with the community to keep everyone informed of the progress and any potential impacts."



Target Audience

RESIDENTS | STAKEHOLDERS | MEDIA | GOVERNMENT



Timeline & Milestones

	2025	2026	2027	2028
Design & Contract Documents				
Tender & Award Construction				
Construction				

Milestones & Strategies	Frequency	Timeline
<p>Public Announcements (Website & Stakeholder Email - share with media)</p> <ul style="list-style-type: none"> ● Commencement of project (demolition/clearcutting) ● Design Approval ● Construction Start ● Occupancy ● Project Completion 	<p>Ongoing ▾</p>	<p>2025-2028</p>
<p>Open Houses</p> <ul style="list-style-type: none"> ● Lake Louise & Banff <ul style="list-style-type: none"> ○ Activities: Project presentation (allow the public to see the drawings and site plans of the new fire hall and staff accommodation), Q&A opportunity. ○ Target Audience: Residents, Businesses & Government <ul style="list-style-type: none"> ■ 4:00-6:00pm ■ 1 session in each community ■ 1 session at current Fire Hall and 1 session in Banff for government, response partners, law enforcement, and first responders ■ Feedback opportunity ■ Room Naming Contest <ul style="list-style-type: none"> ● Dorms & Meeting Room 	<p>Pre Construction ▾</p>	<p>2025</p>
<p>Focused Engagement & Notices</p> <ul style="list-style-type: none"> ● Nearby Businesses & Residents ● Impacted Stakeholders 	<p>Ongoing ▾</p>	<p>2025-2028</p>
<p>Ribbon Cutting(s)</p> <ul style="list-style-type: none"> ● Upon occupancy of the 2 properties 	<p>Completion ▾</p>	<p>2028</p>



Contact Information

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