



Corporation of the Municipality of South Bruce

Report Title: South Bruce Nuclear Exploration Team Activity Report
Prepared By: Dave Rushton, Project Manager
Department: Administration
Date: April 27th, 2021
Report Number: Project Manager 02-04-2021
Attachments: South Bruce Nuclear Exploration Project Branding

Recommendation

That the Municipality of South Bruce Council receives the report number Project Manager 02-04-2021 related to the South Bruce Nuclear Exploration Project.

Report Origin

To provide council with information related to Project activities between March 20th and April 23rd, 2021.

Analysis

Several actions have occurred or been planned, communications issued, and learning/training activities undertaken over the last month in relation to the Project. The Team continues to make plans to communicate and engage with the community through the spring and into the summer.

1. Engagement Activities

- a. **Next Gen Network Event** – The first virtual meeting for young adults in South Bruce took place on April 21st, 2021 at 7:00 p.m. with 13 attendees. This inaugural event geared towards the next generation of community leaders in South Bruce (under 30 years of age) had a Trivia Night theme, and also provided a welcome and overview of what is to be a monthly youth engagement and capacity building event, which aligns with the 15th Guiding Principle.
- b. **Project Branding** – With support from Redbrick, the Municipality's Communications Consultant, new branding has been created for the Project. The South Bruce staff that are dedicated to working on the site selection process for the Nuclear Waste Management Organization (NWMO) Project wanted to create a clear identifier. As a result of discussion with Redbrick, this department will be known as the South Bruce Nuclear Exploration Project/Team. The tagline which underscores our unique work and mission is "Working towards an informed decision for our community." Finally, a simple graphic logo has been designed to identify all outputs, communications, etc. from the department (attached). The logo maintains municipal colours, and features an atomic symbol representing nuclear, as well as a sustainability loop, describing the desired impact this project would need to have on the economy and community with this Project if it were to come here.

- c. **Willingness Study** – The Team has met bi-weekly with consultants from GHD Limited as they prepare their work plan to engage the community as part of the willingness study. At the May CLC meeting GHD will be providing an overview of the engagement planned; going into details on the various methods that residents and ratepayers will be able to provide input on the measures of willingness when it comes to deciding whether or not to host the Project – which aligns with the 9th Guiding Principle. The larger engagements will be through virtual workshops, however GHD Limited consultants are also seeking opportunities to facilitate smaller workshops with South Bruce businesses, service groups, organizations, etc. Any interested business, service groups or organizations are encouraged to contact the South Bruce Nuclear Exploration Team to inquire about, or schedule, a workshop.

GHD Limited will also be able to answer questions from the community at the meeting, and on an ongoing basis as they formally begin their engagement shortly thereafter. Participation by all community members in these activities through the Spring and Summer will be encouraged.

- d. **Studies Update** – Work is beginning on several of the community studies/inputs including the previously mentioned willingness study. Notably, work has begun on an update to the Strategic Plan, as well as an update to the Economic Development Plan for the Municipality of South Bruce both of which are being led by MDB Insight. An update on the full study program is being presented in a separate report.

- e. **Upcoming Activity**

- i. **Next Gen Network Event** – The second monthly event is scheduled for Thursday May 20th, 2021 and will feature a speaker from VPI Solutions on career development and resume building. The meeting following that will be on Tuesday, June 15th, 2021 and plans are underway for that event.
 - ii. **Strategic Plan Session** – On April 29th MDB Insight will be facilitating a session focused on engaging Council, as they work to gather information in order to update the 2014-2019 Strategic Plan. In addition, several community members will be interviewed by MDB Insight as part of the update process.

2. CLC Update

- a. The last CLC Meeting took place on April 1st, 2021 with 54 participants who joined via Zoom. Questions for the Canadian Nuclear Safety Commission staff were forwarded for response, and will be published on the Community Questions & Answers page on the Municipal website upon receipt.

- b. **Upcoming CLC Meetings**

- i. The next CLC Meeting will be hosted virtually via Zoom on May 6th, 2021 at 7:00pm. At this meeting, consultants from GHD will outline their workplan for the engagement with the community on the measures of willingness which will begin shortly thereafter.
 - ii. Plans are also underway for the June CLC Meeting, which will be hosted on June 3rd, 2021 at 7:00pm. The committee will welcome staff from CCI Research to give a report on the results of the 2021 Community Survey that took place earlier in the year in South Bruce.

3. Communications

- a. **The Plan for Used Nuclear Fuel** – With the launch of the new municipal website, all content related to the Project has now been published in a section of the website specifically focused on all Project information, titled The Plan for Used Nuclear Fuel. There is no longer a separate website for the CLC. The public is invited to visit this section of the website for up-to-date information, including questions and answers, CLC meeting information, videos and images, and more.
- b. One (1) media release and one (1) article were issued and covered by local/regional media, regarding the launch of the new municipal website, and the Canadian Nuclear Safety Commission's presentation to the CLC, respectively.
- c. **Upcoming Communications**
 - i. **Community Householder on Willingness** – Staff are preparing a 4-page communications piece similar to what was issued in late December. This householder will be mailed to all ratepayers in South Bruce following GHD Insight's presentation at the May CLC Meeting, and will reiterate clear information on the process that GHD is undertaking, as well as details on the opportunities for participation.

4. Team Changes

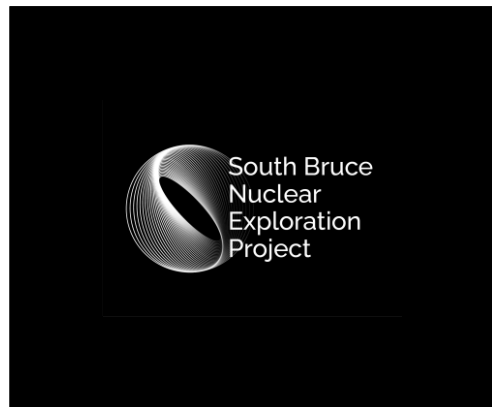
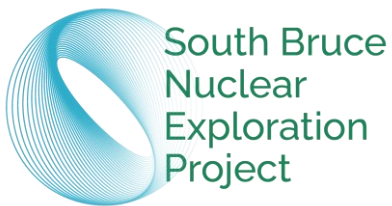
- a. Vivian Kennedy has been promoted to Deputy Clerk creating a vacancy for the position of SBCLC Coordinator. This position is currently being advertised with a closing date of May 3, 2021 for applications.
- b. Annie Leppington has begun her summer position with the Team as a Development Student.

Submitted by:
Dave Rushton, Project Manager

South Bruce Nuclear Exploration Project

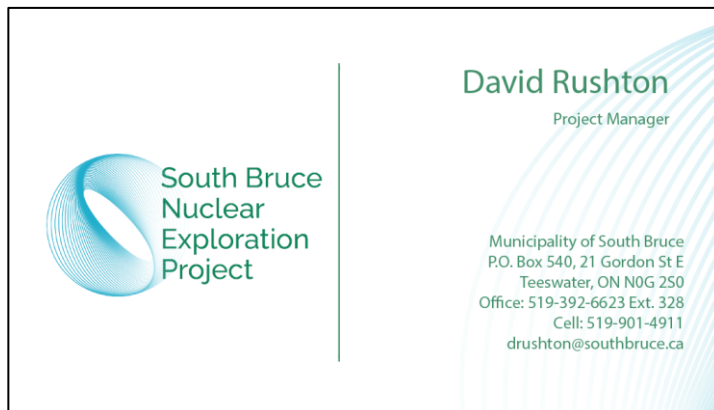
Tagline: *Working towards an informed decision for our community.*

Logo Design:



Logo Font: *Raleway Medium*

Business card



PowerPoint Template

