

Diacu, Raz MNGD:EX

From: Facey, Nick MTIC:EX
Sent: Friday, February 24, 2017 9:34 AM
To: Diacu, Raz MNGD:EX; Myers, Tobie A MNGD:EX
Cc: Merrifield, Katy PREM:EX; La Forge, Jessica MTIC:EX
Subject: FYI
Attachments: EP_Volunteer_Day_for_Victoria_Playground_23 Feb 17_V4.docx; ATT00001.htm

We're working at this event with MAV at the courthouse playground in vic on March 17th (a Friday).

Let me know if you have any concerns.

Strategic Considerations

Ministry: MTICS

Event: Volunteer Day at Victoria Courthouse Playground Installation

Announcement	<p>Equipment at the new playground at the Victoria courthouse, former site of tent city, will be assembled by volunteers in a single day. Under guidance of the playground equipment supplier, 30 adults – most of who were involved with managing the former encampment – will volunteer their day to assemble play equipment.</p> <p>Students in nearby schools (Christ Church Cathedral School and Sir James Douglas Elementary School) shared their ideas for the playground and helped to select some of the equipment.</p>
Timing	<p>Friday, March 17 Volunteer Day will run from 7:30 a.m. to 5:00 p.m. Work is expected to get underway at approximately 9 a.m.</p> <p>Playground equipment is being delivered to the site on March 16 by the supplier.</p>
Headline	<p>Volunteers pitch in to assemble Victoria’s newest playground</p>
Top Messages	<p>Victoria’s newest playground will be assembled in a single day thanks to the efforts of a team of volunteers, including members from the Province of B.C., City of Victoria, VicPD, Office of the Fire Commissioner, Our Place, and former tent city community.</p> <p>The new playground will include play equipment that children at nearby schools have helped to select including swings, slides, climbing nets and a spinning globe. The playground will also include features geared towards adults such as chess tables, seating benches and a Tai Chi station.</p> <p>A playground emerged as the most popular choice for the block wide site during discussions with neighbours.</p>
Approach	<p>Media event with news release near the start of the day. Minister Virk to speak and to put the first piece of play equipment together.</p>
Validators	<p>Rich Coleman, Minister responsible for BC Housing; Lisa Helps, Mayor of the City of Victoria; Del Manak, Chief Constable, VicPD; Bob Cooper, Inspector, Victoria fire Commissioner; Stuart Hall, head of Christ Church Cathedral school, Don Evans, Executive Director, Our Place; and up to five former tent city residents who have successfully been provided shelter.</p>
Location / Visuals	<p>Minister Virk surrounded by a group of adult volunteers with tools in hand, with equipment ready to be assembled onsite.</p>
Audience	<p>Victoria residents, neighbours of the area, parents and caregivers of younger kids, local media.</p>

Strategic Considerations

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Primary channels	Event for regional media, with a news release issued to Victoria media and legislative gallery, supported by social media and stakeholder tweets.
Media Plan	<p>Regional TV, print, radio reaching out to all local media who have been following the site to ensure they know of the event/roll-out for the day.</p> <p>Ensure that validators at the event are prepared to endorse the new playground and speak of the positive elements that have come out of the former tent city (i.e., housing supports, community and outreach supports, creation of a vibrant new public space and downtown playground, etc.)</p>
Social media	Facebook, Twitter, Flickr supported by stakeholder tweets
Products	Media advisory, news release, questions and answers, key messages, speaking notes, emcee notes, Facebook, Twitter, Flickr.
Auxiliary	<p>Official opening of the playground could be another photo/media opportunity. possibly as early as March 31. Once the playground equipment is in place, a rubberized play surface will be laid as well as grass laid and landscaping.</p> <p>There are plans underway with a local non-profit society called the Greater Victoria Afghanistan Memorial Project Society to establish a memorial to Afghan war veterans onsite. The ministry is currently building the memorial plaza site adjacent to the playground, which will be visible on March 17. An unveiling event could be a future opportunity.</p>
Critical view	<p>Cost of playground and clean-up continue to be of interest to media. Clean-up is completed and costs are coming in on budget.</p> <p>It will be important to reinforce the fact that the supplier of the playground equipment will conduct a safety inspection once the equipment has been assembled and issue a warranty.</p> <p>The playground is being funded in part through a generous donor who wishes to be anonymous.</p> <p>It will also be important to reinforce that the previously contaminated soil has been removed and the site is now safe for redevelopment and public use.</p> <p>There is a good chance that the group Mad as Hell will have negative reaction to the playground by complaining that had the government responded quicker and shut the camp down, we would've have had to pay so much money to remediate the camp and build a playground.</p>
Other Info?	Volunteer day for assembling the playground equipment will be a part work day, part media event and part celebration. The day will involve 30 adults (15 from

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within government and 15 from other involved agencies), who will be under the guidance of the equipment supplier who will put the various components together, requiring hammers, and other tools. All volunteers need eye protection, ear protection, closed toe shoes and work gloves. There will be a lunch BBQ. Once the equipment is assembled, there will be a safety check and then concrete will be poured to ground the base of the equipment. The site needs to be secured for at least 12 hours after the build while the concrete dries.

Volunteers will mostly be stakeholders involved in the site over the past year. Volunteers will be confirmed ahead of time and will sign waivers the day of.

Media will be invited early in the day so they can get visuals as equipment is being unpacked and assembled. There will be a media availability and photo opportunity following short speaking remarks with Minister Virk and validators.

There will be a lunch BBQ onsite for volunteers and other stakeholders on site, possibly including school kids involved in the playground design consultations. Food and refreshments may be donated by local grocery store Market on Yates.

The afternoon will include safety inspection and checks, followed by the pouring of concrete. The security gate will remain around the site and the site will remain closed to the public until March 31 at the earliest – once the final play surface and landscaping is completed.

DRAFT ITINERARY:

7:30 a.m. Volunteers gather onsite – waivers signed, followed by orientation for the day, outlining safety requirements, instructions for equipment assembling and tools required.

8:00 a.m. Work day begins

8:45 a.m. Media pre-brief for Minister and other participants

9 – 9:45 a.m. Media event and photo opportunity

10:30 – 10:45 a.m. Morning coffee and snack break

By 12 p.m. Assembly work is completed

12 – 12:45/1 p.m. Lunch BBQ

1 – 2:00 p.m. Safety inspection, concrete poured

2:00 – 4:30 p.m. Site is cleaned up and secured for the weekend

Diacu, Raz MNGD:EX

From: Facey, Nick MTIC:EX
Sent: Friday, March 3, 2017 10:38 AM
To: Myers, Tobie A MNGD:EX; Diacu, Raz MNGD:EX
Cc: La Forge, Jessica MTIC:EX; Hirji, Keivan MNGD:EX
Subject: Courthouse lawn playground
Attachments: EP_Volunteer_Day_for_Victoria_Playground_23 Feb 17_V4.docx; ATT00001.htm

Follow Up Flag: Follow up
Flag Status: Flagged

Flagging for your consideration - event starts around 9:30am

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