



TOWNSHIP OF  
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## Council Report

STAFF: Brett Pollock, Chief Building Official

DATE: May 10, 2023

SUBJECT: Sewage System Maintenance and Inspection Program – Program Launch

### Recommendation

That Council supports the launching of the Sewage System Maintenance and Inspection Program as proposed in this report.

### Background

Council approved the development of a sewage system maintenance and inspection program which include:

1. Development of a public engagement strategy
2. Establishing the logistics of operating the program
3. Development of the software to operate the program

### Comment

As development of the software continues, staff have determined the next step is to launch the Sewage System Maintenance Program to the Public. This will include:

- Developing a program name. Staff are proposing the program be named “Community Onsite Septic Inspection Program”.
- Developing a logo. Staff have a rough draft of a logo completed and will bring to Council once the final version is prepared.
- Developing a slogan. Staff are proposing the slogan “Protect your investment, protect your community”.
- Defining the purpose of the project, focusing in on one reason or theme as to why the program is beneficial. Although there many, it is proposed by staff that the program be developed with a focus on the protection of water.
- Developing a corporate identity for the program.
- Developing a website specific to the inspection program. Staff have started the conversation with our current website developer.
- Plan for promotion of the program on social media.

- Begin planning for two or three scheduled community gatherings which will be called "septic socials" in a couple of different locations to discuss the program with residents, provide a bit of education and show people what an inspection would look like and involve.
- Preparing landowner resources.

The costs involved in launching the program are anticipated to be \$10,000. This includes \$8,000 for the website development and \$ 2,000 for miscellaneous costs including finishing the logo and hosting the septic socials. This is included in the \$130,000 approved in the 2023 Budget.

It is staff's intention to officially launch the Sewage System Maintenance and Inspection Program by the end of June.

### Others Consulted

Kaitlin Bos, Deputy-Clerk / Communications Co-ordinator

Joy Lindsay, Building Inspector

Respectfully submitted,



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Brett Pollock  
Chief Building Official

Approved by:



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Mark Becker  
Chief Administrative Officer