

TWWTP Outfall Construction Staging at Lora Bay Park Communications Plan



Project Outline

The Town of The Blue Mountains is upgrading the treatment plant outfall as part of the Thornbury Wastewater Treatment Plant Expansion. This outfall will run 1.5 km off the shore of Georgian Bay. The pipes will be assembled in 200m lengths on the shore, and then floated until final assembly can be completed.

In 2024, Town Staff, with the Town's Consultant, Arcadis, did a wide-ranging search of potential staging sites for the outfall pipe. The sites were evaluated based on accessibility, space for storage, assembling and construction equipment/facilities, water depth, protected waters and site security. Through the evaluation process, Lora Bay Park was deemed the only suitable site. Although the public use of the park would be interrupted for the summer, using Town lands to construct the offshore pipe would eliminate the costs associated with a lease agreement of a private landowner, therefore reducing the overall cost of construction.

The shoreline of Georgian Bay has a restricted activity window for the protection of spawning fish that extends between September 30 and July 15. This window provides 2.5 months to conduct any work in Georgian Bay. Pre-construction preparation will be conducted before the July 15 window to ensure that work on the shoreline can be completed on time. Public access to Lora Bay Park will be prohibited during the pre-construction and construction window. At the completion of the construction of the outfall, restoration work for the park could potentially add benefits for the community, based on Council's direction. The restoration work could potentially include the rebuilding of the dilapidated boat ramp, the rebuilding of the aging dock, the construction of boat storage, or any additional amenities at the site.

Project Goal

Communicate to the public how the Lora Bay Park site was chosen for Outfall Construction, and the potential impacts of construction for Summer 2025.

Communications Objectives

- Provide a clear timeline regarding the decision of Lora Bay Park as the construction site
- Explain the evaluation process and how the Lora Bay Park site was chosen
- Raise awareness of the impacts on Lora Bay Park for Summer 2025
- Determine how Lora Bay Park can be rehabilitated following the construction
- Convey the need for the outfall and how it impacts Town wastewater capacity



Lora Bay Park Communications Plan

Timeline

Due to the anticipated project timeline, the Communications plan has been divided into four phases.

- Phase 1: Project Announcement
- Phase 2: Pre-construction
- Phase 3: Construction
- Phase 4: Project Completion

Phase 1: Project Announcement

Action	Details	Status
Notice of Staff Report	A notice will be issued after the agenda is posted advising residents that a staff report regarding the use of Lora Bay Park for Outfall Construction will be presented at the March 18 Committee of the Whole.	
Town Website	The notice will be posted on the Thornbury Wastewater Treatment Plant (TWWTP) webpage and to the Town newsroom.	
Email to Subscribers	The notice will be emailed to subscribers of the TWWTP webpage.	



Lora Bay Park Communications Plan

Phase 2: Pre-construction

Action	Details	Status
Press Release	A press release will be issued regarding the Outfall Staging at Lora Bay Park, including details of the project, a timeline of the project and expected impacts.	
Mailed Notice	A notice will be mailed to residents within a 1km range of Lora Bay Park and all residents on Lake Drive.	
Town Website	The press release will be posted to the TWWTP page, and a new page for the Lora Bay Park Construction will be created.	
Site Signage	Signs will be installed at Lora Bay Park with information regarding the project and expected impacts/closure length.	
Email to Subscribers	The notice will be emailed to subscribers of the TWWTP webpage and the Town's press release list. The email will also encourage the public to subscribe to the new project webpage for the Lora Bay Park construction.	
Public Open House	A public Open House will be held at Lora Bay Park (weather dependent) or at Town Hall, with information to be shared about the construction project and what to expect at the Lora Bay Park site.	
Social Media	The press release will be posted to the Town's social media accounts.	
FAQs	An FAQ will be added to the Lora Bay Park Construction page that will be a living document and can be updated based on questions received from the public.	



Lora Bay Park Communications Plan

Phase 3: Ongoing Communication - During Construction

Action	Details	Status
Construction Updates	The Town's Communications department will provide project updates through the Town's monthly e-newsletter, social media and the project webpage.	
Site Signage	The site signage will be updated based on construction timeline, if necessary.	
Rehabilitation or Park Upgrades	<p>Based on Council direction, Town staff could engage the public to gather feedback regarding upgrades to Lora Bay Park. This action item will not be necessary if the park will only be restored to original status without any increased amenities.</p> <p>If Council directs Staff to explore increased amenities at the park, the Communications department will prepare a fulsome engagement strategy to reach the public which could include surveys and public open houses.</p>	

Phase 4: Project Completion

Action	Details	Status
Reopening Ceremony	A reopening Ceremony will be held at Lora Bay Park to showcase the new dock, boat ramp and any additional rehabilitation, as directed by Council, following the completion of construction. Town Council, Wastewater staff, Community Services staff and project contractors will be in attendance as well as a general invitation extended to the public.	
Town Website	Communications will post project completion updates to the Town website on the Lora Bay Park Construction webpage and the Thornbury Wastewater Treatment Plant Expansion webpage.	
Email to Subscribers	The project completion notice will be emailed to subscribers of the Thornbury Wastewater Treatment Plan Expansion webpage and the Lora Bay Park Construction webpage.	
Social Media	Project completion will be recognized on the Town's social media accounts, as well as promotion of the grand reopening ceremony.	



Frequently Asked Questions

When was the need for an outfall construction site identified?

On May 3, 2022, Staff Report CSOPS.22.025 was brought to Council identifying that the existing outfall pipe for the Thornbury Wastewater Treatment Plant would not have sufficient capacity to meet the needs of the current plant expansion works. Council approved budget for the engineering of a new outfall pipe which would allow the plant to meet its full capacity.

Why is the outfall being replaced?

The outfall is part of the greater Thornbury Wastewater Treatment Plant Expansion. The expansion is replacing end-of-life equipment and ensuring that the plant is capable of providing reliable service in line with the forecasted growth of the community.

The current outfall has a maximum diameter of 406mm, which does not meet the capacity requirements for the Thornbury Wastewater Treatment Plant following its expansion. A minimum piping size of 500mm will be required. The new outfall also provides an opportunity to remove the current outfall from the Beaver River, a cold-water fishery, to a more suitable location further offshore, and in deeper water.

Will the outfall be installed at Lora Bay Park?

No, there will be no permanent installation at Lora Bay Park. The new effluent outfall will extend from the Thornbury Wastewater Treatment Plant north on Grey Street, to the shoreline located on the unopened section of Grey Street, then proceed an additional 1.5 km offshore into Georgian Bay. Lora Bay Park will only be used as a temporary staging site for the construction of the pipe required for the outfall.

What sites were considered before the Town selected Lora Bay Park?

Town Staff, along with the Town's engineering consultant, completed a wide-ranging search of potential waterfront staging sites for construction of the outfall pipe throughout the South Georgian Bay region. This included all Town-owned waterfront land and unopened road allowances.

What factors were considered when evaluating the sites?

Potential sites were evaluated based on accessibility, site security, water depth, protection from severe weather, and space for storage, assembly and construction equipment/facilities. Lora Bay Park fulfills all of the needs, while also allowing for costs to be reduced by minimizing the distance to the outfall installation site and not requiring a separate lease for use of the land.



Frequently Asked Questions

Why does the entire park need to be closed?

Construction of the outfall will require the full park for material storage, construction equipment, and assembly facilities. Opening a portion of the park to the public during construction would not be possible due to public and worker safety concerns.

When will construction take place?

Any work in Georgian Bay must be completed between July 15 and September 30. The shoreline has a restricted activity window for the protection of spawning fish. Pre-construction preparation will be conducted before July 15 to ensure that work on the shoreline can be completed on time. Additional work may be conducted upon completion of the outfall for park revitalization. Town staff plan to present a report to Council asking for a noise by-law exemption to allow for construction to take place seven days a week.

Will there be excessive noise during construction?

Increased noise levels are expected during construction. There will be heavy equipment, vehicles, generators and welding on-site. Noise will be measured and maintained during construction at a consistent level below 50 dBA, with intermittent peaks above the 50 dBA level.

What will happen to the park following construction?

Following the completion of the construction of the outfall, restoration work for the park could potentially include additional amenities, based on Council's direction. The park will reopen to the public following the completion of all work and restoration to original condition.

