Asset Management...What?

- What is it?
- Why now?
- What’s the big deal?
- Why me?
- How much?
The Challenge

- Extensive growth 1950-1970
- Infrastructure aging
- Insufficient reserves
- Scope of problem now on radar
- With understanding comes action
Pulling Puzzle Together

- Capital asset inventory
- Effective internal teams
- Cooperative lobby for funding
- Convincing audiences...

.... A communication challenge with a simple formula
Simple Formula

\[ v_s(t) = \cos(t + 60^\circ) \cdot u(t), \quad V_s(s) = \frac{\cos(60^\circ) \cdot s - \sin(60^\circ)}{s^2 + 1} \quad (3.26) \]

\[ V_c(s) = \frac{3s - 3\sqrt{3}}{(s^2 + 1)[s^2 + 5s + 6]} = \frac{0.82s - 0.22}{s^2 + 1} - \frac{2.239}{s + 2} + \frac{1.42}{s + 3} \quad (3.27) \]

\[ \therefore v_c(t) = \left[0.82 \cdot \cos(t) - 0.22 \cdot \sin(t) - 2.239 \cdot e^{-2t} + 1.42 \cdot e^{-3t}\right]u(t) \quad (3.28) \]

\[ \frac{3\sqrt{2}}{5} \times \cos(15^\circ) = 0.82, \quad \frac{3\sqrt{2}}{5} \times \sin(15^\circ) = 0.22 \quad (3.29) \]
Simple Formula

Need + Benefits = Key Messages
Needs – What it means to me!
Needs – What if service failed?
Needs – What it means to me!
Don’t drown ‘em in stats
Needs – Who is telling story?
Needs – Funding Gap

- Awareness
- Responsibility
- Not my problem
- Maintenance
- Future Projects
Needs Messages - Summary

- Maintain existing service levels
- Ensure safety of infrastructure
- Start now to manage costs and support maintenance
- Use examples in your community
- Tell a story – make it meaningful
Benefits – Services for Future

- Reliability
- Confidence
- Assurance

What it means to audience:
  - Government – responsibility
  - Community – services

When you flush – it will go away!
Benefits – Health & Safety

- Safe drinking water
- Sewage management
- Road quality
- Bridge Safety
- Public buildings safe and accessible
Benefits – Start Now, Save More

The Value of Starting Early

$5,000 invested each year for 10 years, with no additional contributions. Graph assumes an 11% annual return.

Savings

25 30 35 40 45 50 55 60 65
Age

$0 $200,000 $400,000 $600,000 $800,000

Investor A $787,176
Investor B $364,615
Investor C $168,887
Investor D $83,227

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Benefits - $ for Maintenance
Benefits – Sustainable Tactics

Extend Life of Infrastructure:
- Scheduled maintenance
- Timely upgrades & replacement
- New funding structure – plan for replacement at construction
Benefits Messages – Summary

- Maintain reliable, quality services
- Protect health and safety
- Extend lifespan of existing
- Create sustainable replacement
- Start now, save more
- Responsible management
Communications Strategy

Brochure ≠ Success
Strategy – Audience Assessment

- **Community:**
  - Property owners (aka taxpayers)
  - Interest groups (e.g. facility users, trucking)
  - 3rd parties – speak for you

- **Government:**
  - Lobby targets
  - Related agencies (e.g. Health)
Strategy – Make it a Campaign

- Give it a campaign name & brand
- Include a call to action
- Make it province-wide
Strategy - Get People Engaged

- Creative hook – Everyone wants the swag
- Find ambassadors
- Get your story told
Strategy - Tactics

- Presentations - Council & Community
- Storytelling
- Videos & Photos Powerful
- Media Relations
- Link to budget consultation
- Link to capital project communication
- Website & Social Media
Strategy Success

- Don’t let it drop off!
- Work together
- Measure success:
  - Community acceptance
  - Council approval of tax for reserves
  - Grants and funding
  - New lifecycle approach