

ITEM 32

MANAGER'S REPORT NO. 51

COUNCIL MEETING Aug. 5/75

RE: PROMOTIONAL PUBLICITY FOR THE ROADS MONEY BY-LAW

Following is a report from the Director of Planning on a proposal to engage a consultant for the purpose of publicizing the Roads Money By-Law.

RECOMMENDATIONS:

1. THAT Council authorize the Planning Department to retain the services of Torresan/Rose Marketing Communications Ltd. at a cost not to exceed \$25,000; and
2. THAT Council approve the use of funds from the Contingency Fund to meet the above expense.

* * * * *

PLANNING DEPARTMENT

JULY 31, 1975

FILE: #08.616

TO: MUNICIPAL MANAGER

FROM: DIRECTOR OF PLANNING

RE: PROMOTIONAL PUBLICITY FOR ROADS MONEY BYLAW

The Municipality has an obligation to the taxpayers of Burnaby to keep them fully informed of the needs for a roads bylaw, and the benefits which will accrue from the passage of such a bylaw. The responsibility to enter into such an undertaking which will increase taxes cannot be undertaken lightly. For these reasons, the Planning Department are of the view that professional assistance should be sought in the area of marketing communications to present the details of the roads bylaw to the electorate.

It is of direct interest that Vancouver City Council have retained public relations consultants to present their significant money bylaws, and that the Burnaby Parks and Recreation Commission retained a consultant to assist them with their last money bylaw, and again have retained a firm of consultants for their proposed bylaw.

The firm selected from submissions made to the Parks and Recreation Commission was Torresan/Rose Marketing Communications Ltd., who are a competent firm of consultants capable of carrying such a bylaw presentation to a successful conclusion.

ITEM 32 MANAGER'S REPORT NO. 51 COUNCIL MEETING Aug. 5/75

- 2 -

Torresan/Rose have been retained in seven successful referendum/plebiscite programs in British Columbia spanning a period of seven years.

Preliminary discussions with Mr. Ray Torresan, President of Torresan/Rose, indicate that his company could handle both the Parks Bylaw and the Roads Bylaw without conflict of interest and also achieve economies because of benefits in research, advertising (radio frequency discounts), printing, postal delivery, etc. The lack of conflict would be achieved by separate partners of this company working on each bylaw, but maintaining a coordinating link. The work necessary to present the roads bylaw must of necessity differ from that for Parks and would require the commitment of three members of the company, with direction directly by Mr. Ray Torresan.

The Planning Department maintain that there is a very real advantage in retaining one competent marketing company to present both bylaws, and that if two separate marketing companies were retained, then competitiveness could result between the two companies with detrimental overall results.

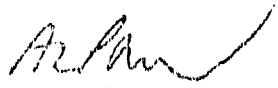
The order of cost established in preliminary discussions with this company is less than \$25,000 and already it appears that some joint economies will serve to reduce this amount. This approximate costing is comprised of a fixed consulting fee (based on approximately 12 weeks of direct involvement by the company) with the greater proportion being actual expenses incurred for promotion in the various media, mailing, printing, art work, photography.

As funds for the retention of this consultant are not available within the Planning Department's budget, and as the promotion of the bylaw is more related to a total Council function, it is recommended that Council make funds available from the Contingency Fund.

RECOMMENDATION

It is recommended THAT

- (a) Council authorize the Planning Department to retain the services of Torresan/Rose Marketing Communications Ltd. at a cost not to exceed \$25,000.
- (b) Council approve the use of funds from the Contingency Fund to meet the above expense.


 A. L. PARR
 DIRECTOR OF PLANNING

GDH:ea

cc: Municipal Treasurer
 Municipal Engineer
 Parks and Recreation Administrator