



Town of Okotoks Downtown Deep Services Replacement Project

Corinne Finnie, MA
CEO/Transformation Strategist
29° Institute
www.29degreesinstitute.com



RIVER DISTRICT
BUSINESS ASSOCIATION



Objective



Create awareness
of current situation
with deep utilities



Provide details of
proposed project



Weigh impacts to
businesses – now vs
later



Discussion

Outcome

Provide recommendations regarding the deep utility replacement project to Town of Okotoks based on an informed, strategic discussion.

Deep Utility Replacement Project

Goal 1

Complete upgraded to infrastructure that was installed in the 1950's and lifecycle replacement is required.

What if we don't upgrade:

- It's inevitable that the infrastructure will be upgraded.
- There have been several water main leaks and breaks in recent years leading to unplanned outages and water losses.

Replacement of the deep utilities in the remainder of downtown occurred as part of previous vitalization phases as noted below and are complete.

Phase 1 (2001) – Elizabeth Street from Northridge Drive to Elk Street

Phase 2 (2002) – Elizabeth Street from Elk Street to Veterans Way

Phase 3 (2007) – McRae Street from Veterans Way to McRae Street

Goal 2

Accelerate the timeline to complete majority of work with the consideration that this time might have the least impact to the downtown business community.

Why now?

- Events are cancelled downtown.
- Many businesses are closed.
- Contractors have capacity to complete work in an accelerated fashion and at a lower cost to taxpayers.

Goal 3

Engage with businesses to best understand the sentiments of the businesses and help to decide on next steps.

Which businesses are directly impacted?

Healing Elements Acupuncture

Rumpled Quilt Skins

Homeground Coffee (not supportive)

Okotoks Dental (supportive)

Florence Fashions

An Honest Room (not supportive)

Backbones Chiropractic and Sports Therapy

AgriFarm Health Centre Inc.

Raymond James - Financial Planner

Nikki's Best Esthetics

Langdon Strings

French 50 Bakery (not supportive)

Netwisper (Vivid Computers)

Young Therapy

Marnie Stanton, Massage Therapist

Diesel Punk Vape

Centaur Massage

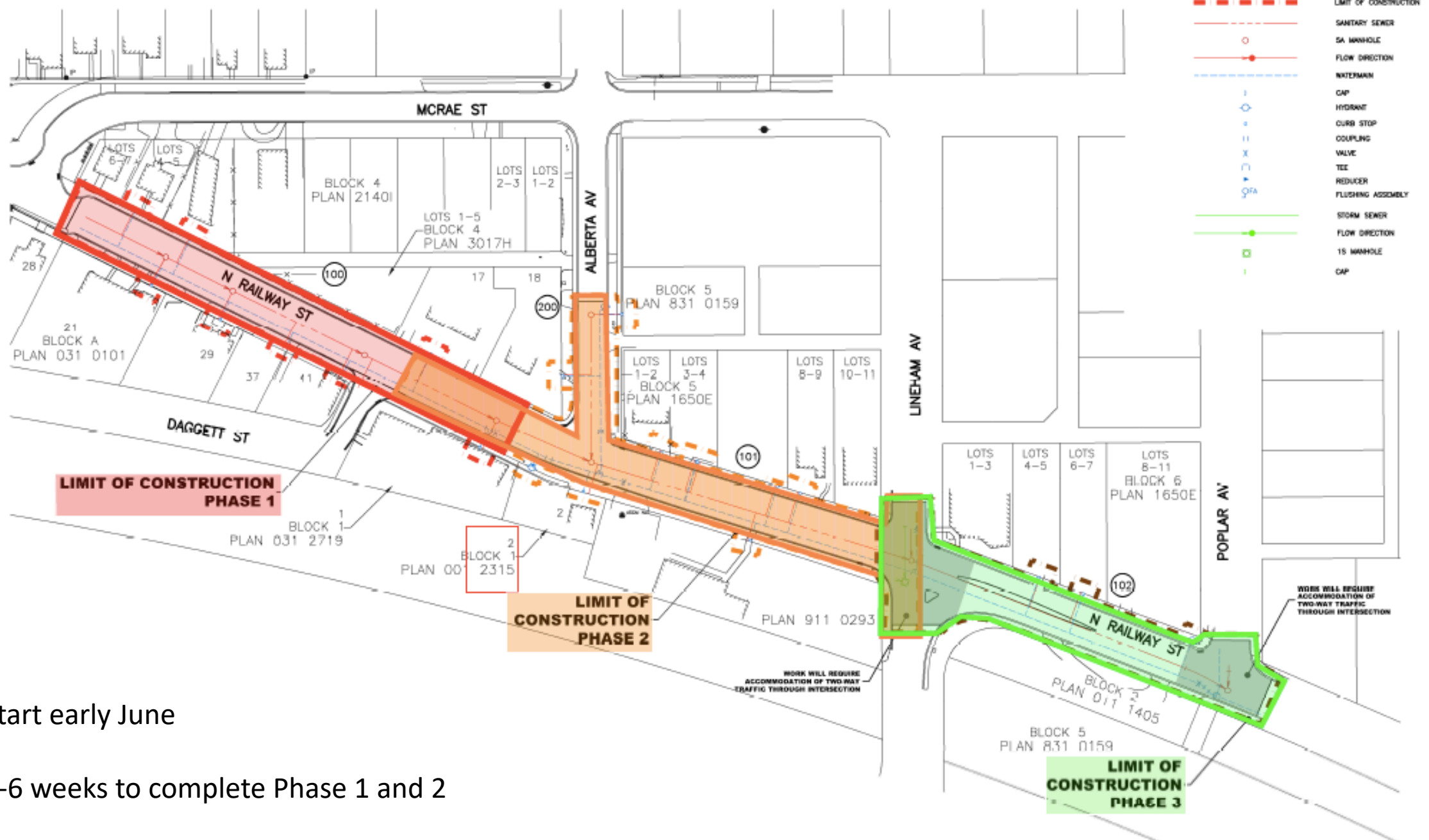
Bistro Provence (supportive)

R. Brent Driscoll, Accountant

Brightpath Early Learning & Childcare

The Hair Studio

Robinsion Bioproducts



Start early June

4-6 weeks to complete Phase 1 and 2

Project Impacts and Mitigations

1. Streets for vehicular traffic will be closed. **Detours and temporary traffic controls** will be in place to minimize the impact to traffic.
2. Daggett Street and McRae will **remain open** to local traffic.
3. **Parking** to access businesses will be identified and communicated to the community.
4. **Access to each business** will be protected. Sidewalks will remain open to all users for the entire duration of construction.
5. Prior to the start of each phase, **temporary water service** will be connected to each property by the contractor. Sanitary will remain unaffected by construction.

Communication Strategy

Businesses - Project updates

1. www.Okotoks.ca/dtutilityupgrade
2. River District Business Association Facebook page
3. Email and snail mail
4. All downtown businesses



Jason: drb@thriveokotoks.com

Mandy: mandy@cactusclubsalonspa.com

Communication Strategy

Community – Open for Business

1. Town of Okotoks website and social media
2. Signage on fencing
3. Social media communicators
- 4. Other suggestions?**
5. Flyers delivered to doors of residence

Now vs Later?

Why Now

- Window of construction is dependent on the frost in the road
- Can not predict or control leaks/breaks
- Reactive – repairing of infrastructure (impact on businesses and costs associated)
- Saving to ratepayers - overall
- Contractors are available now – can dictate timing better. Encourage aggressive timelines
- Consumer behaviors may have changed and there is hesitation due to social distancing concerns.
- There is an anticipated slow entry into economic activity.
- Events cancelled creating an opportunity

Why Later

- Business owner's desire to get going with opening
- Already an increase in business due to warm weather
- September – better time to consider
- Concern about customers' perception of inconvenience
- Need to get some \$ in for the summer and think next June would be better than now
- Even those businesses not directly impacted – there is a decrease in traffic in general to the downtown.
- Every customer counts right now.

Notes

Bylaws changed to allow for patio in back of Homeground during construction?

Parking is an issue however with communication to residents perhaps there would be concessions made.

Timing:

Delay end of August – beginning of September

Look at changing order – for less impact (if there is a delay)

Businesses to contact for further discussion or recommendations:

riverdistrictbusiness@gmail.com

Thank you!

Corinne Finnie, MA

CEO/Transformation Strategist

29° Institute

corinnef@29degreesinstitute.com