

From: [REDACTED]
Subject: 02182025: Communication Update | Asset Management Education Campaign
Date: Tuesday, February 18, 2025 10:25:02 AM
Attachments: [REDACTED]
Importance: High



From: Luciani, Alix
Sent: Tuesday, February 18, 2025 10:23 AM
ToSubject: Communication Update | Asset Management Education Campaign
Importance: High

Dear Mayor Horwath and Members of Council,

Corporate Asset Management is pleased to announce the launch of a Public Education Campaign aimed at achieving the following objectives:

- **Raising Awareness:** To educate stakeholders about the purpose and advantages of Asset Management Planning.
- **Fostering Transparency:** To provide clear and accessible information regarding the progress and decisions associated with Asset Management Infrastructure Planning.

This campaign will feature a Q&A section on the Corporate Asset Management webpage, available at [Corporate Asset Management | City of Hamilton](#), along with a social media initiative that will include an interactive four-day reel launching on Instagram on **February 18, 2025**. Additionally, relevant posts will be shared across other social media platforms.

This represents the first phase of the campaign, which is designed to underscore the purpose and benefits of the City of Hamilton's Asset Management Plan. Further phases are scheduled to be introduced in 2025.

To increase awareness and answer any questions from your constituency, we have prepared the following key messages, along with sample social media posts and promotional graphics, for your use.

Key messages of the Asset Management Education Campaign:

What is an Asset Management Plan?

The Asset Management (AM) Plan is a strategic approach that a municipality uses to

manage its physical assets such as roads, bridges, water and wastewater systems, parks, and public buildings over their lifecycle.

The AM Plan outlines the current condition of these assets, forecasts their future needs, and sets out a plan for maintenance, repairs, upgrades, and replacement. The primary goal of the AM Plan is to ensure that municipal infrastructure is maintained in a sustainable, cost-effective manner, providing reliable services to the community now and in the future.

Why is it Important?

The AM Plan is critical for several reasons:

- **Maintaining Infrastructure:** Municipal assets are essential for daily life—clean water, safe roads, effective waste management, and public amenities. The AM Plan ensures these assets are properly maintained, reducing the risk of sudden failures or service interruptions.
- **Cost Savings:** Proactive management of assets through an AM Plan helps to minimize long-term costs. By planning maintenance and repairs in advance, the municipality can avoid the higher expenses associated with emergency repairs and unplanned replacements.
- **Long-Term Sustainability:** The AM Plan promotes sustainable management of resources by considering environmental impacts, optimizing asset use, and ensuring that infrastructure meets the needs of the community for generations to come.
- **Financial Planning:** The AM Plan helps the municipality to plan its budget more effectively by forecasting future needs and allocating resources appropriately. This leads to more predictable financial planning and better use of public funds.

How does it impact the community?

The AM Plan has significant impacts on residents, businesses, and the overall community:

- **Quality of Life:** Well-maintained infrastructure directly contributes to the quality of life in the community. Reliable water systems, safe roads, and well-kept public spaces enhance daily living for residents and businesses alike.
- **Economic Development:** Businesses rely on stable infrastructure to operate effectively. A sound AM Plan ensures that businesses can continue to function without disruptions, fostering economic growth and attracting new investments.
- **Public Safety:** Properly managed infrastructure reduces the risk of hazards such as water main breaks, road collapses, or building failures, thereby protecting public safety.
- **Property Values:** Well-maintained public infrastructure can positively influence property values in the community, making it an attractive place to live and work.
- **Community Trust:** Transparent and effective management of municipal assets builds trust between the community and the local government, ensuring that residents feel confident in the municipality's ability to provide essential services.

Social media post examples:

- Roads, Sidewalks, Signs, Play Structures, HSR buses, Stormwater Ponds, and Arenas are all examples of assets that are included in our Asset Management Plans. AM plans outline the number of assets, current condition of physical assets, age and replacement value. Learn more here: <https://www.hamilton.ca/city-council/plans-strategies/strategies/corporate-asset-management>
- Did you know that the City of Hamilton has 24 Asset Management Plans that manage assets such as roads, bridges, water and wastewater systems, parks, and public buildings over their lifecycle? Learn more about our Asset Management here: <https://www.hamilton.ca/city-council/plans-strategies/strategies/corporate-asset-management>
- Asset Management Plans at the City of Hamilton ensure our municipal assets are properly maintained, minimizes long-term costs, and helps us budget more effectively by forecasting future needs and allocating resources appropriately. Learn more here: <https://www.hamilton.ca/city-council/plans-strategies/strategies/corporate-asset-management>

Should you have any questions, please contact Acting Director, Corporate Asset Management, Andrea Vargas (andrea.vargas@hamilton.ca)

Thank you,

Andrea Vargas P. Eng MBA

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