



"Water is Life - L'eau c'est la vie"

FINAL REPORT

"OPEN HOUSE '79"

April 20, 21 and 22, 1979

Dr. T.M. Dick, Chairman

Dr. J. Carey, National Water Research Institute

Mr. D. Coleman, Lands Directorate

Dr. J. Cooley, Great Lakes Biolimnological Laboratories

Mr. D. Cooper, Ocean & Aquatic Sciences and Ships

Mr. R. Gray, Security and Welcome

Mr. J. Hall, Consultant

Dr. G. Leppard, Publicity

Mr. R. Mills, Environmental Protection Service

Mr. P. Mineau, Canadian Wildlife Service

Mrs. A. Mueller, Secretary

Mr. M. Shiomi, Inland Waters Directorate (Ontario)

Mr. D. Stewart, Display and Coordination

8 May, 1979

CONTENTS

1. The Happening
2. The Audience
3. The Budget
4. The Internal Effects
5. Public Relations Expertise
6. Recommendations and Future Guidelines
7. Maintaining Communication

APPENDICES

1. Organization of the Committee
2. Financial Summary
3. Reports from Committee Members:
 - Publicity
 - Display & Coordination
 - Ships & OAS
 - NWRI
 - Security and Welcome
 - GLBL
 - EPS
 - IWD
 - Lands
 - CWS
 - V.I.P. Reception
4. Results of Visitor Survey
5. Some Letters Received
6. Press Clippings

1. The Happening

The visiting public found the Centre an interesting, fascinating and bemusing place. They left feeling entirely satisfied with their visit and asking for more. The efficiency and effectiveness in communicating with the public was extremely high.

On Friday more than 8,000 visitors - nearly all from local high schools - flooded the Centre. Saturday was relatively light with 3,500. Sunday drew about 9,000 visitors, mostly on family outings. Sunday also saw many return visits from those who were here in previous days and found they still had things to see.

Letters of appreciation are in Appendix 5 and press clippings in Appendix 6.

2. The Audience

Visitors originated mostly from within a 30-mile radius but some came from a considerable distance. About 40% were from Burlington, 20% from Hamilton and the remainder from the Niagara Peninsula and elsewhere. (See Figure 1). As shown in the Survey Report (Appendix 4) unprecedented positive responses of 98% and 85% respectively were obtained to the questions "Did you improve your knowledge of CCIW?" and "Did you improve your knowledge of the environment?". Virtually everyone found their visit very worthwhile.

3. The Budget

Details of the expenditures are given in Appendix 2. Direct costs of nearly \$40,000 averaged about \$2.00 per visitor. This is well within the normal range. For example, the McMaster University Open House the following weekend drew 18,000 people at a direct cost of \$45,000.

A review of the costs shows clearly that the preparation of display printing was a major item despite restraint and the savings incurred by using available in-house facilities.

In their review, the Open House Committee believes that in future, there should be somewhat fewer written displays. Moreover, some of the rented displays are to be acquired as capital items which will reduce average display costs. Another important aspect is that staff members started work on Open House with no material on hand. Everything was developed from scratch.

4. The Internal Effects

The participation of staff in the Open House '79 had a tremendously positive impact on staff attitudes and morale. Many people have commented on this.

OPEN HOUSE

Source of Visitors

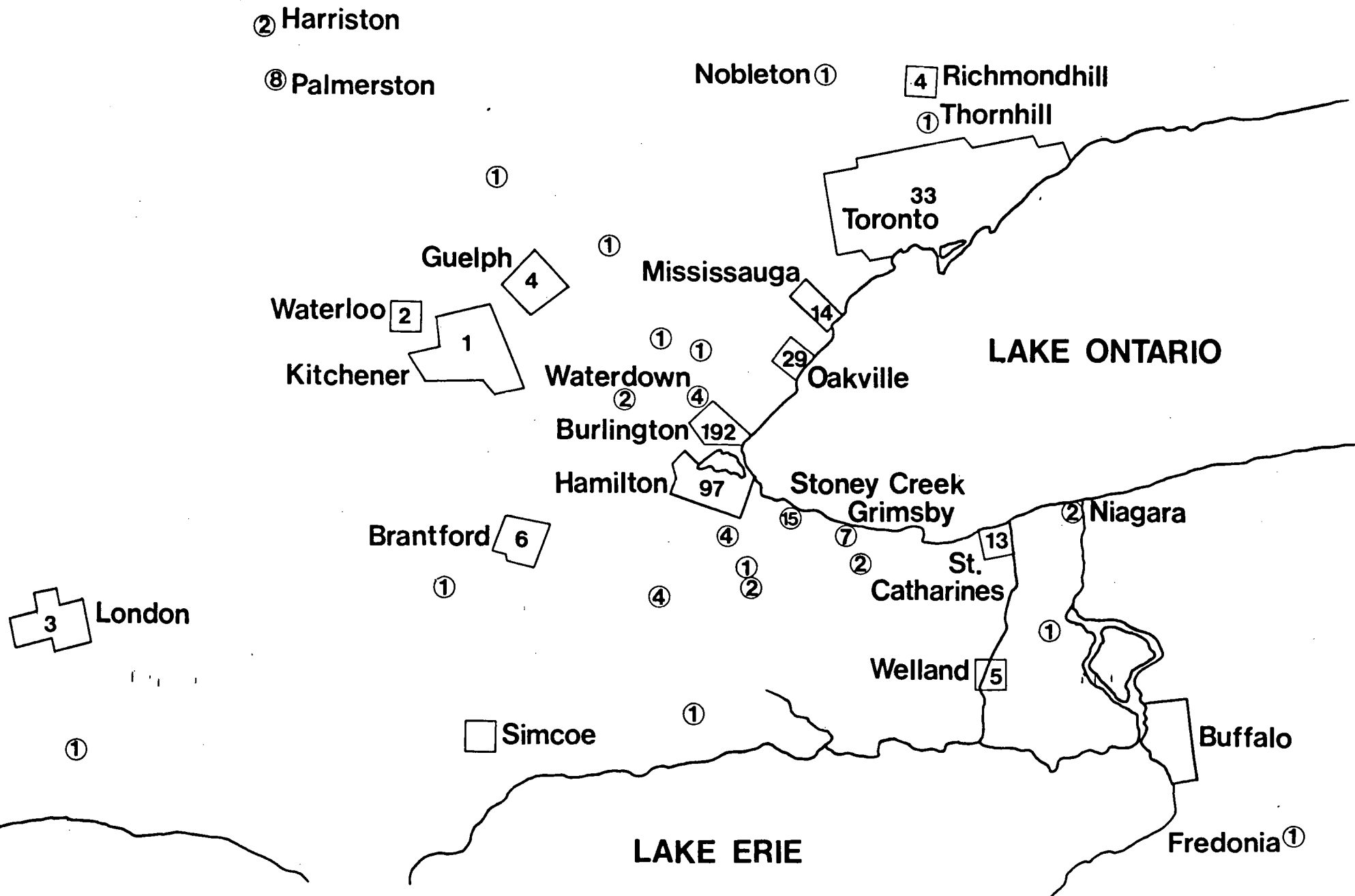


FIGURE 1.

5. Public Relations Expertise

The Open House Committee worked with a communications consultant who provided advice to the staff member charged with Open House publicity. This arrangement worked very well.

Supplementary support for information and public relations work from Departmental information and public relations officers was less effective and varied with Departments. Fisheries and Oceans groups were pleased with their support from Ottawa but EMS' useful assistance was vanishingly small.

6. Recommendations and Future Guidelines

- a) Six months is sufficient time to organize an Open House.
- b) Close access to expert public relations advice is essential.
- c) As the presentation and organization of an Open House requires everyone to be involved, it is not feasible to repeat the operation too frequently and still maintain productive research and related work. The Open House Committee believes an interval of 3 to 5 years should occur between events.
- d) Wherever possible written explanations should be reduced and substituted by live presentations by scientific staff. In noisy areas such as the Hydraulics Laboratory, this may not be practicable but in general, written material should be very much reduced in volume.
- e) More exhibits should deal with what the public can do to assist with environmental problems.
- f) The next theme should be "Whither the Great Lakes?"

7. Maintaining Communication

Continuing communication with the public could be provided by

- a) re-instituting carefully-planned, regular tours of selected areas on days scheduled well in advance so that conflict with scientific programs can be avoided and also to allow time for the preparation of mini-presentations;
- b) re-introducing popular lectures with demonstrations. These require careful preparation and careful selection of speakers.
- c) In addition to on-going work with the public, more direct vertical communication and contact with Senior Management about the research and related programs should have a beneficial impact on morale and productivity.

Y. Milne Dick.

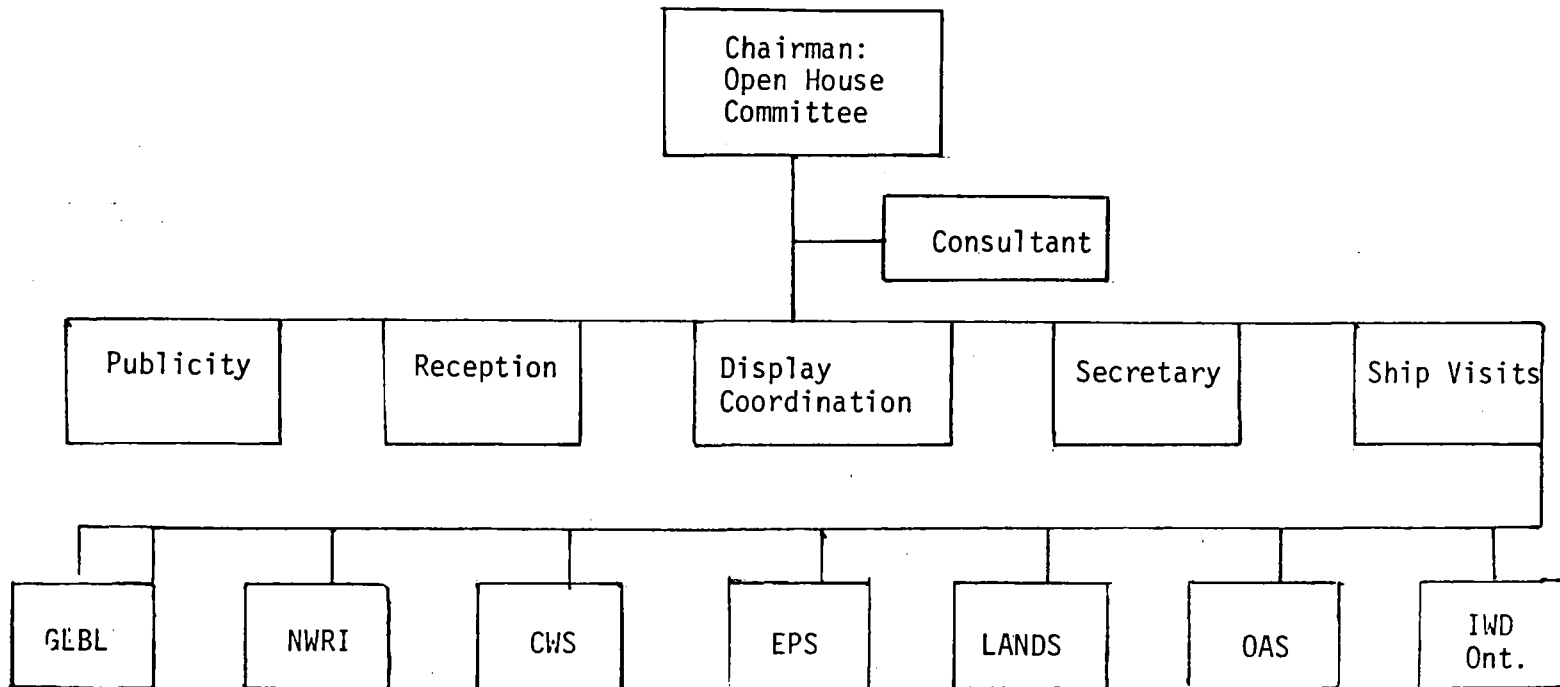
APPENDIX 1

Organization of the Committee

10 January, 1978

CCIW OPEN HOUSE COMMITTEE

Organization Chart



PLENARY

Chairman: T.M. Dick

To allocate space for central displays.

To approve displays.

To plan and coordinate total CCIW effort.

To monitor Chairmen's progress and plans.

CCIW OPEN HOUSE - 1979

Committee Organization Proposal

1. Publicity

Chairman:
G. Leppard

- a) Media.
- b) Schools.
- c) Posters.
- d) Programs, maps, etc.
- e) Bulletin - bi-monthly.
- f) Pamphlets.

2. Reception

Chairman:
R.J. Gray

- a) Parking & traffic control.
- b) Tours to labs. Information booth & guides. Ship tours.
- c) Security.
- d) Safety - First Aid.
- e) Food & drink service to public.
- f) Staff refreshments.

3. Display
Coordination

Chairman:
D. Stewart

- a) Power supplies.
- b) Scheduling and quality control, and design of all signage for building.
- c) Films.
- d) Supervision of general clean-up.

4. Secretary

Chairman:
A. Mueller

- a) Minutes of Meetings.
- b) Records.
- c) Budget records.

5. Ship Visits

Chairman:
D. Cooper

- a) Security and Safety.
- b) Reception and guides in ships.
- c) First Aid.
- d) Signage (See 1.d and 3.d)

CCIW OPEN HOUSE - 1979: Committee Organization Proposal (Cont'd.)

6. Service & Directorate Representatives

Service & Directorate representatives will coordinate activities of Units and Divisions. Proposals for presentation to the Main Committee are their responsibility.

Implementation and clean-up of their displays are also their responsibility.

Where laboratory visits are planned, details are the responsibility of the Unit concerned.

NWRI Chairman: J. Carey

EPS Chairman: R. Mills

IWD Chairman: M. Shiomi

OAS Chairman: D. Cooper

GLBL Chairman: J. Cooley

Lands Chairman: D. Coleman

CWS Chairman: P. Mineau

APPENDIX 2

Financial Summary

3 May 1979

File: 1100-2-8

OPEN HOUSE BUDGET

Direct Costs

3 May 1979

<u>ACCOUNT</u>	<u>CODE</u>	<u>ALLOCATION</u>	<u>COMMITMENTS</u>	<u>EXPENDITURES</u>	<u>TOTAL*</u>	<u>BALANCE</u>
Publicity	013	\$10,000.00	\$7,809.10	\$ 201.00	8,010.10	\$1,989.90
Display & Coordination	113	5,000.00	13,247.98	594.16	13,842.14	-8,842.14
Ships & O.A.S.	213	2,000.00	2,284.32	47.38	2,331.70	-331.70
N.W.R.I.	313	7,000.00	6,164.46	1525.67	7,690.13	-690.13
Security & Welcome	413	1,000.00	400.64	846.95	1,247.59	-247.59
G.L.B.L.	513	500.00	540.89	87.46	628.35	-128.35
E.P.S.	613	3,200.00	3,499.63	131.03	3,630.66	-630.66
I.W.D.	713	500.00	868.38	-	868.38	-368.38
Lands	813	500.00	492.52	-	492.52	7.48
C.W.S.	913	<u>300.00</u>	<u>301.19</u>	<u>-</u>	<u>301.19</u>	<u>-1.19</u>
		\$30,000.00	\$35,609.11	\$3,433.65	\$39,042.76	-\$9,042.76

Total* -- Commitments and Expenditures

7 May 1979

File: 1100-2-8

Revised

Publicity

FINAL OPEN HOUSE BUDGET BREAKDOWN

Allocation	\$10,000.00
Commitments	7,809.10
Expenditures	201.00
<u>Total</u>	8,010.10
<u>BALANCE</u>	\$1,989.90

Breakdown of Publicity

Advertising	\$1,863.04
Contract Worker (Drafting)	425.25
Equipment Rental	58.00
Printing	5,313.81
"Stuff" Bags	350.00

3 May 1979

File: 1100-2-8

Display and Coordination

FINAL OPEN HOUSE BUDGET BREAKDOWN

Allocation	\$5,000.00
Commitment	13,247.98
Expenditure	594.16
<u>Total</u>	13,842.14
<u>BALANCE</u>	-\$8842.14

Breakdown of Expenses

Badges	\$ 107.05
Buttons	2436.80
Contract Worker (Drafting)	236.25
Display Material	237.75
Miscellaneous	26.00
Photography	1493.98
Rondar	1901.88
Signage	7402.43

3 May 1979

File: 1100-2-8

Oceans and Aquatic Sciences

FINAL OPEN HOUSE BUDGET BREAKDOWN

Allocation	\$2,000.00
Commitments	2,284.32
Expenditures	47.38
<u>Total</u>	2,331.70
<u>BALANCE</u>	-\$ 331.70

Breakdown of O. & A.S.

Display Material	\$1,107.42
Equipment Rental	583.00
Miscellaneous	47.38
Printing	272.90
Rondar	251.00
Sound Equipment	70.00

3 May 1979

File: 1100-2-8

National Water Research Institute

FINAL OPEN HOUSE BUDGET BREAKDOWN

Allocation	\$7,000.00
Commitments	6,164.46
Expenditures	1,525.67
<u>Total</u>	7,690.13
<u>BALANCE</u>	-\$690.13

Breakdown of N.W.R.I.

Display Material	\$5,353.66
Equipment Rental	362.50
Miscellaneous	125.83
Photography	1,148.24
Rondar Services	535.66
Signage	162.90

7 May 1979

File: 1100-2-8

Revised

Security and Welcome

FINAL OPEN HOUSE BUDGET BREAKDOWN

Allocation	\$1,000.00
Commitments	400.64
Expenditures	846.95
<u>Total</u>	1,247.59
<u>BALANCE</u>	-\$247.59

Breakdown of Security and Welcome

Commissionaires	\$809.60
Parking Lot Equipment	33.79
People Counters	13.44
Printing	387.20

3 May 1979

File: 1100-2-8

Great Lakes Biolimnology Laboratory

FINAL OPEN HOUSE BUDGET BREAKDOWN

Allocation	\$500.00
Commitment	540.89
Expenditures	87.46
<u>Total</u>	628.35
<u>BALANCE</u>	-\$128.35

Breakdown of G.L.B.L.

Display Materials	\$164.53
Photography	79.10
Rondar	103.12
Signage	281.60

3 May 1979

File: 1100-2-8

Environmental Protection Service

FINAL OPEN HOUSE BUDGET BREAKDOWN

Allocation	\$3,200.00
Commitments	3,499.63
Expenditures	131.03
<u>Total</u>	3,630.66
<u>BALANCE</u>	-\$630.66

Breakdown of E.P.S.

Display Equipment	\$ 15.00
Photography	1165.86
Rondar	1561.00
Signage	838.79
Miscellaneous	50.00

3 May 1979

File: 1100-2-8

Inland Waters Directorate

FINAL OPEN HOUSE BUDGET BREAKDOWN

Allocation	\$500.00
Commitments	868.38
Expenditures	-
<u>Total</u>	868.38
<u>BALANCE</u>	-\$368.38

Breakdown of I.W.D.

Display Materials	\$511.92
Photography	94.50
Rondar	261.96

3 May 1979

File: 1100-2-8

Lands Directorate

FINAL OPEN HOUSE BUDGET BREAKDOWN

Allocation	\$500.00
Commitments	492.52
Expenditures	-
<u>Total</u>	492.52
<u>BALANCE</u>	\$7.48

Breakdown of Lands Directorate

Display Material	\$250.00
Photography	85.22
Rondar	157.30

3 May 1979

File: 1100-2-8

Canadian Wildlife Service

FINAL OPEN HOUSE BUDGET BREAKDOWN

Allocation	\$300.00
Commitments	301.19
Expenditures	-
<u>Total</u>	301.19
<u>BALANCE</u>	-\$ 1.19

Breakdown of C.W.S.

Photography	\$231.19
Rondar Services	70.00

APPENDIX 3

Reports from Committee Members



TO
A

Chairman
Open House Committee

FROM
DE

Publicity Chairman
Open House Committee

SUBJECT
OBJET

OPEN HOUSE WRAP-UP REPORT

SECURITY - CLASSIFICATION - DE SÉCURITÉ
OUR FILE - N/RÉFÉRENCE 1100-2-4
YOUR FILE - V/RÉFÉRENCE
DATE 1 May 1979

General Comments:

- a) What went well -- almost everything
- b) What went wrong -- very little, but see specific notes below
- c) Overall impression -- an outstanding success
- d) Disappointments:
 1. lack of participation by Ottawa
 2. lack of interest by Universities
 3. abrupt stoppage of development of the EAP public speaking facilities in mid-winter; fortunately we were able to compensate for this
 4. weak response from Hamilton
 5. early removal of mall displays
- e) Major recommendations to Senior Management:
 1. Open House will precipitate a new set of communication requirements upon us -- most of these are already obvious and we will be duty bound to fulfill many of them starting immediately. Consequently a resource commitment and policy guideline will be required. I recommend that Senior Management set the limits before circumstances impose responses upon us.
 2. Open House and the Environmental Awareness Program are intimately connected and, thus, Senior Management might wish to consider using the EAP to fulfill obligations created by Open House. If so, the status, resources and planned future development of the EAP must be established now.
 3. I recommend that CCIW be overtly "sold", via the mass media, to the public as a public resource with an emphasis on relating CCIW research results to that most basic question posed by all the various clients within our public, namely, "How do you affect me?"
 4. I recommend that we make an educational movie specifically designed to clarify the major thrusts of CCIW with the conceptual background and rationale behind these thrusts.

Notes:

) Specific successes:

1. 99% affirmative response
2. We doubled our anticipated maximum attendance
3. We nearly tripled our initial estimate of school involvement

MAY 4 1979

Chairman
Open House Committee
1 May 1979
File: 1100-2

Subject: OPEN HOUSE WRAP-UP REPORT

4. Publicity cost-effectiveness was approximately 40 cents per head
 5. Internal volunteer efforts and enthusiasm were obviously outstanding in most quarters
- b) French language component -- the francophone audience was vanishingly small as were specific francophone needs
- c) Positive results from public survey -- the water research laboratories achieved a popularity far beyond expectations for lab tours and I believe their success was due to an excellent combination of scientific commitment and human warmth
- d) Negative results from public survey:
1. Many expressed disappointment that they did not receive instruction on how to help the environment; I suggest that this has already become a non-problem as our guests will now have discovered the 6 brochures on water and the PLUARG poster which was already present in the bags they received on arrival
 2. Numerous phone complaints were received about the late delivery of the tour guides to the schools -- this should not be a problem for the next Open House as the present excellent tour guide can serve as a model for the next one whereas no model existed for the creation of the 1979 version.
- e) List of Committee members and responsibilities -- there is one major change from the original plan for Publicity -- Dr. G. Leppard took over the schools development and follow-up program assisted by Mrs. I. Powell.
- f) Staff involvement -- there was a strong positive effect on the Environmental Awareness Program.
- g) Manpower -- this is as described in the original plan plus large additional contributions from Miss K. Kennedy, Mrs. A. White, the staff of Central Registry, numerous EAP volunteers and extra efforts from the Open House Committee members.
- h) Expenditures -- under budget; final figure to be established shortly
- i) Final Publicity events:
1. There should be a final summary All Staff bulletin
 2. I recommend that the Burlington Gazette Editorial entitled "CCIW Open House Good For Public" be reproduced in large numbers and sent to every influential office in both DOE and the new Department of Fisheries and Oceans across the country. ✓



Gary Leppard



TO
A
Dr. T.M. Dick
Chairman
CCIW Open House '79 Committee

FROM
DE
D.F. Stewart
Display Coordination

SUBJECT
OBJET
Display and Coordination Critique

SECURITY - CLASSIFICATION - DE SÉCURITÉ
OUR FILE - N/RÉFÉRENCE 1100-2-6
YOUR FILE - V/RÉFÉRENCE
DATE 4 May, 1979

1. Display Space Allocation - Once the areas to be opened to the public were decided upon it was surprisingly simple to allocate space for the various functions. Very few complications arose in this area and those that did were quickly resolved - excellent cooperation by all.

Recommendations for Future Open House - Displays to be set on one side of the mall only, preferably the west side. This would allow for greater traffic flow and deeper exhibits.

2. Display Typography - The type face chosen was "UNIVERSAL" - Bold for headings - Medium for copy. Production of the majority of display copy was by OAS Chart Production Camera unit. All film and printing material was purchased by Display Coordination for approximately \$1,500.00. The cost to have the same quality/quantity done outside would be prohibitive.

In the early stages of display copy production things worked smoothly. As planned, the copy submitted was well laid out, proof-read, etc. During the last three weeks panic set in with the procrastinators with the resulting poor lay-outs, errors, etc. However, only a few deadlines were never met by the camera production unit, with last minute requirements completed by John Carey and his computer printing back-up.

Recommendations - Copy too wordy. Simplicity should be the key-word. Detailed, hand done, full colour illustrations took up too much of the Drafting Office time which would be better spent on paste-up, etc. For copy type setting it was learned that IBM compositing was the best system. Although the reproductions were not as sharp as OAS's set type, they were ideal for our requirements. Only lettering from 1 1/2" should be type set. Colour copy should be considered next time around.

3. Displays - imaginative, good layout, well-manned.

- Recommendation - more animation.

4. Badges, Buttons, Sound System - Badges were functional, buttons and outside sound system by Dr. Vallentyne highlights of the show.

MAY 4 19792/

Dr. T.M. Dick
4 May, 1979
File: 1100-2-6

Display and Coordination Critique - Open House '79 (Cont'd.)

5. Signage - Added colour to the scene. Actual tour sign successful.
6. Film Presentation - "Second Frontier" well received and similar film should be repeated next time.
7. Security, Elevators and Parking - Due to its importance, recommend a separate meeting for full discussion.



D.F. Stewart.



MEMORANDUM

NOTE DE SERVICE

TO
A

Dr. T. M. Dick, Chairman,
Open House Committee,
C.C.I.W.

FROM
DE

Chairman,
O&AS and Ships Sub-Committee.

SUBJECT
OBJET

O&AS Report on Open House

SECURITY - CLASSIFICATION - DE SÉCURITÉ

OUR FILE - N/RÉFÉRENCE

1100-2-9 (d)

YOUR FILE - V/RÉFÉRENCE

DATE

7 May, 1979

The following Divisions and Sections participated in Open House activities, together with their role in this endeavour:-

- (1) Ships and Launches. LIMNOS, BAYFIELD and ADVENT were open to the public. People lined-up for over an hour on some occasions and on Sunday, April 22nd, visitors were still touring the vessels until 1800 hrs. Two gangways were used on each vessel and tours routes well organized and marked. Cadets of RCSCC IRON DUKE assisted in gangway duties and on a small safety craft which plied the harbour continuously during visiting hours. Launches on shore and in the Boatshop were open for inspection.
- (2) Hydrography. In the Mall, demonstrations of surveying and cartographic techniques were displayed and the use of automated charting shown both on board ship and in the Hydrographic development area. The Marine Information Centre remained open and \$350.00 was received in the sale of charts and maps.
- (3) Oceanography (R&D). Again in the mall, an attractive display of our field operations in the High Arctic, Mid-Arctic, James Bay and the St. Lawrence River was shown with illustrated and personal illustrations of the 'raison d'être' of this work.
- (4) Helicopter. This was available for media and VIP's on Friday, 20th April and available for viewing with the pilot and mechanic on stand-by the rest of the weekend.

In all these displays and tours no difficulties were encountered and there were no apparent problems except the inability to clear the site within the stated visiting hours. This was expected and it would be impossible to correct on future occasions because of the fear of offending the public - particularly on a nice day!

As far as the Open House Committee as a whole is concerned there are only two comments I have to make. First was the lack of clear cut definition of responsibilities and the uneven spread of these. Second were the many gray areas that were unsaid and unforeseen because perhaps of the new nature of the game.

.... /2

The contribution of the OAS sub-committee was excellent, little need to be said about their excellent showing. The example shown by Boyd Thorson and particularly Dan MacKenzie in producing the printing over and above their normal work is to be commended.

The manpower used is most difficult to assess as the interface between regular duties such as fitting out ships and launches for the regular field season and the extra work required for open house is very vague.

An approximate figure would be 200 man days.

Expenditures over and above the open house committee dollar figures are \$10,000.

A handwritten signature in dark ink, appearing to read 'D.J. Cooper', with a horizontal line extending from the end of the signature.

D.J. Cooper



TO
A

Chairman
Open House Committee

FROM
DE

NWRI Representative
Open House Committee

SUBJECT
OBJET

OPEN HOUSE '79 WRAP-UP REPORT - NWRI

SECURITY - CLASSIFICATION - DE SÉCURITÉ
OUR FILE - N/RÉFÉRENCE 1100-2-9 (a)
YOUR FILE - V/RÉFÉRENCE
DATE 7 May 1979

NWRI participated in six major areas of interest, all of which can be considered successful.

(1) Hydraulics Laboratory

This area proved very popular with the public and nearly half of the people surveyed picked it as one of the three most interesting areas. Many people failed to read signs connected with several of the exhibits and thus failed to understand what was being demonstrated. Manned demonstrations such as those done by Drs. Donelan, Coakley and Rukavina drew much interest.

(2) Laboratories

The laboratory tours proved very popular to those people who managed to find their way up. Although only 20% of those attending took the lab tour, 40% of those surveyed thought of it as one of the most interesting areas. Open House visitors appreciated the opportunity to make personal contact with scientists so much that once in the labs, many spent considerable amounts of time there. Some problems were experienced on the Saturday due to inadequate arrangements made to get people to the lab floors. In view of the high level of interest and the difficulties encountered using the freight elevators, we recommend that in the future the passenger elevators be manned and used for visitors and the freight elevator be used for staff.

(3) Mall Display

These areas were popular with many people despite the congestion. In general, there was too much written material and not enough room or time to read it. The public responded to personal contact with the staff manning these exhibits and the enthusiasm shown by various staff members left a favourable impression. Exhibits showing equipment such as computer terminals, analytical instruments and sampling equipment were popular.

Chairman
Open House Committee
7 May 1979
File: 1100-2-9 (a)

Subject: OPEN HOUSE '79 WRAP-UP REPORT - NWRI

(4) Internal Wave Display

This was a show given by Farrel Boyce three times on each day to an audience of not more than 75 people each time. Thus, it reached not more than 675 people or less than 5%. Despite this, 140 (28%) people surveyed selected this area as one of the most interesting.

(5) TROV

The tape show of underwater exploration using a Teathered Remotely Operated Vehicle (TROV) was viewed by many people and enjoyed. There may have been some loss of interest due to the tapes not being professional quality but the effort expended by those who put the tape show together, in particular R. Sandilands, was well justified. More than 10% of those surveyed selected this as a most interesting area.

(6) Movie Programs

Many people enjoyed the movie shown by ARD - Geology. Most of these people went in to sit down during the lab tour and found the movie interesting enough to stay and watch.

Manpower for Saturday and Sunday

ARD	81 person days
HRD	90 person days
PRD	65 person days
SSD	30 person days
Tech Ops.	65 person days
Nurse,	7 person days
Personnel,	2 person days
WHO	<u>3 person days</u>
<u>NWRI TOTAL</u>	343 person days

Chairman
Open House Committee
7 May 1979
File: 1100-2-9 (a)

Subject: OPEN HOUSE '79 WRAP-UP REPORT - NWRI

Budget

The NWRI allocation was \$7,000. Total commitments and expenditures amount to \$7,690.13. The major costs involve rental of display panels (approximately \$3,000) and photography (approximately \$1,000). Steps are being taken to ensure that photographs are not lost or destroyed and are available for future exhibitions. Some of the display panels which were rented will likely now be purchased and most of the rental cost will be credited against the purchase price. This material will also be available for the future. It may be expected, therefore, that a future Open House will be less expensive for a similar level of effort.

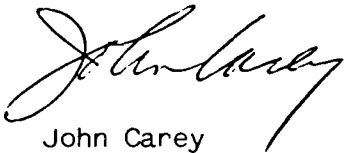
Recommendations For Future

- (1) Exhibits in the future should concentrate more on person-to-person contact and less on written material. It should be remembered that in general, one has two or three seconds to capture interest in a mall display when people are walking by. Thus, displays should be designed to portray the subject matter in a manner which will command attention and get people to stop and talk. The scientist can then show his more technical material. It would, however, be a mistake to over-emphasize simplicity to the extent that the public is unaware of the technical and detailed nature of the bulk of the scientific work.
- (2) More use should be made of the brochure which should be written in such a way as to indicate immediately, on the cover or first page, the major points of interest and how to get there. The brochure produced for this Open House required too much study to find this essential information. Detailed information can still be presented in the body of the brochure as was done in the present case.
- (3) It should be recognized that many people wish to talk about technical matters such as the "weeds in the lake at my cottage" or "why we can't eat the fish". This is best accomplished with person-to-person contact, especially in a laboratory situation. No unpleasant incidents were encountered with the general public on Saturday and Sunday and it appears that the security on the lab floors was more than adequate. No vandalism occurred and no objects have been reported missing from the offices. The route to the

Chairman
Open House Committee
7 May 1979
File: 1100-2-9 (a)

Subject: OPEN HOUSE '79 WRAP-UP REPORT - NWRI

laboratory floors should be made less confusing in the future. It should be emphasized that the figure of 1550 people taking the lab tours on the Sunday was about as much as could be conveniently handled on any floor, so that if it is planned to attract more people to the labs, they should be given their choice of floors and not forced to visit all four floors.

A handwritten signature in cursive script, appearing to read "John Carey".

John Carey



MEMORANDUM

NOTE DE SERVICE

TO : Chairman
A : Open House Committee

FROM : Chief Officer
DE : Safety, Fire and Security

SUBJECT : OPEN HOUSE '79
OBJET :

SECURITY - CLASSIFICATION - DE SÉCURITÉ
OUR FILE - N/RÉFÉRENCE 1100-2-S2
YOUR FILE - V/RÉFÉRENCE
DATE 1 May 1979

On the whole the security of the building and safety of the staff and visitors was much better than anticipated. The security problems that arose were mainly on Friday due to the large number of students. The majority of the students were not controlled by their teachers and as a result were into everything. Whether it would be possible to prevent the students getting into unauthorized areas, eg. roof, crawl spaces, mechanical floor, etc., by installing more locks or having more staff available is debatable. It has been noted though, that the locks on doors leading out onto the roof areas should be reversed to prevent access to the roof but permit exit from the roof.

The matches given away at the PSAC booth caused considerable concern and were used to start small fires in various washrooms. There was also evidence of drugs and alcoholic beverages being used in the washrooms.

Complaints were received from some adults that they should have been made aware that students would be here and they could then have made the decision to come at the same time or not. Possibly future Open House days could have the Thursday for schools and Friday, Saturday and Sunday for the public.

Parking on Sunday caused concern when those who had parked on the paved lots left and the Commissionaires, due to their low vantage point, were not aware of the vacant spots. This could be solved by having either more Commissionaires on parking duty and/or a person on an upper level of the building with an overview of the parking area and a radio for communication.

There were holdups at the door on occasion caused by people stopping and placing the separated hand-out literature in the bags. Solutions to this are varied from having literature distributed in the same manner outside the front door; have all literature in the bag, or only hand out a tour guide including a map. Other literature and buttons would

. . . /2

MAY 4 1979

Chairman
Open House Committee
27 April 1979
File: 1100-2

Subject: OPEN HOUSE '79

be available at the various displays in the mall area at strategic spots. This was only a problem at peak times but it is at these times when the smooth flow of people is most essential.

I feel that in future all elevators should be manned to encourage people to tour the laboratory floors. Many people could not locate the passenger freight elevator and missed this area. It would be better if the elevators were manned by staff familiar with the location of the various types of labs as many inquiries were received from people who wanted specific information. These people had no objection to doing the full lab tour but wanted to be sure of the location of certain labs. The Commissionaires are not sufficiently familiar with the building. Commissionaires that were used to operate elevators would have been of more value on the parking lot as the uniform is easy for drivers to identify.

It was observed that the public will pick up any type of literature that is available whether it is related to Open House or not. With this in mind more pamphlets related to Environment could be distributed even though not related to CCIW. This decision will have to be made at the time of the next Open House.

Using the past weekend as an example, it was noticed that although there were eleven people arranged for duty in the auditorium and front door more people were needed to handle the crowds. The one change necessary is to have men on duty in the auditorium for the film showing.

Security and Welcome utilized 160 man hours of Commissionaires and at least 22 man days of staff time. In anticipation of like crowds at another Open House, I feel this should be increased by one third.

In the interest of first aid emergencies the Nurse in Charge was on duty each day. On Saturday there were two senior St. John Ambulance people on duty and two cadets. The St. John Ambulance and Emergency car were also on site. On Sunday there were two senior St. John people and two cadets on with their emergency car. Apparently it is customary to supply lunch when St. John Ambulance people are on duty for a full day and consideration should be given to this in future.



R.J. Gray



MEMORANDUM

NOTE DE SERVICE

TO: Dr. T. Milne Dick, Chairman
Open House '79 Organizing Committee

FROM: J. Cooley
Great Lakes Biolimnology Laboratory

SUBJECT
OBJET

OPEN HOUSE FINAL REPORT

SECURITY - CLASSIFICATION - DE SÉCURITÉ
OUR FILE - N/RÉFÉRENCE 1100-2-9 (L)
YOUR FILE - V/RÉFÉRENCE
DATE 3 May 1979

In anticipation of the final report, I circulated a memo within GLBL asking for comments on any and all aspects of the recent Open House. I received approximately a dozen replies in writing. The following report will attempt to incorporate their collective consensus as well as my own.

Without exception everyone appeared to rate the overall event as being highly successful, and worthy of being repeated. In general most of our people feel that it is too disruptive of ongoing programs and costly to be done on an annual basis (I agree with this), but feel it could be handled effectively every 2 to 3 yrs. Some of our people noted that programs in our wet lab area were severely interfered with (at least up to 1 month in a particular case). In this instance it was noted that Rondar was too busy to complete his work order (which had been started) because they were called to work on Open House work orders.

I personally feel that our method of getting people onto the lab floors must be changed in subsequent Open Houses. It is clear that most people never even knew about the lab floors because they don't read their brochures until they go home. Therefore, we must grab a portion of them as they come through the doors and send them up on the main elevators (in the way that Ann Mueller corralled people into the movie). This will also help alleviate the congestion in the main hall. The comments from people who managed to get on the lab floors were very favourable.

To further reduce congestion, we must learn to situate very popular exhibits (such as the aquarium and lamprey) in areas that will not impede the flow of people. These 2 exhibits, for example, should have been placed in that space where the Ontario and Olympic models were. A crowd could then gather about them and not restrict flow.

MAY 4 1979

Many people have mentioned to me that the public will not in general lift its eyes up. Therefore just about everything should be at eye level if you want it to be seen. For example, very few, if any, saw the attractive directional signs hung from the ceiling outside the elevators (if they did perhaps someone would have noticed that the French word for fisheries - Pêch^ês - had the accent over the wrong E). I didn't even know they were there until I saw Dave Stewart take them down. In the same way few people looked up at the cartoon over the fish aquarium and few saw the large colour photographs we had hanging on the walls in the wet lab area.

Several people mentioned to me that they felt the outside advertising for the event was not widespread enough. Perhaps next time we could collectively work harder at getting more "freebees". For example, could we provide a number of scientists (like Jack Vallentyne) for a theme phone-in talk show just prior to Open House. Surely someone would be interested in a show on the Environment - or the Great Lakes - or whatever, if we made the experts available. Could a button contest or slogan contest be done in the local schools with us providing some sort of special "environmental prize"? This would certainly provide us with a lot of local good free publicity.

There is no question we got a lot of publicity from the students taking back the word to their parents but many of our people questioned the benefits of student attendance other than to increase the attendance figures.

With respect to displays we have learned that the public does not like to stand and read. When they came upon a lot of writing they tended to ignore it altogether. Perhaps this is because there was so much to see. In any event our approach in the future will be to have written posters very simple but catchy and a knowledgeable person close at hand to answer questions. In fact, next time I think we should emphasize the fact that we want questions asked. Many people are shy to begin a conversation for a variety of reasons but will join in one or listen if one is in progress. Therefore we must encourage people to get involved.

From our own point of view we learned that:

1. live animals are very popular with the public;
2. microscopes are also of great interest;
3. live lamprey are a necessity;
4. large live fish (any species) are fascinating.

It was my observation that taped TV messages or continuing slide shows were not popular, again because there was probably so much else to see.

In addition, I would suggest that next time more use be made of the CALCOMP plotter in printing much of the signage. It was more than adequate in many cases and much much easier and cheaper. I believe we could easily do 90-95% of our signage and still maintain a professional appearance.

Jack Vallentyne was very effective in his role as a "roving scientist" as were his sounds of the ecosystem. Next Open House might have several like him.

A handwritten signature in cursive script, appearing to read 'J. Cooley'.

J. Cooley

P.S. Total man hours spent on Open House by GLBL estimated at 1,360 or 36 man weeks for ~ 40 man years.



TO
A

Chairman
Open House Committee

FROM
DE

EPS Representative
Open House Committee

SUBJECT
OBJET

OPEN HOUSE '79

SECURITY - CLASSIFICATION - DE SÉCURITÉ

OUR FILE - N/RÉFÉRENCE

1100-2-9(6)

YOUR FILE - V/RÉFÉRENCE

DATE

7 May 1979

The following is a comparison of attendance at the WTC relative to the overall attendance at CCIW:

<u>Day</u>	<u>CCIW</u>	<u>WTC</u>	<u>&</u>
Friday	8500	1000	11.8
Saturday	3250	531	16.3
Sunday	<u>8900</u>	<u>1642</u>	<u>18.4</u>
TOTAL	20650	3173	15.4%

Recommendations for any future Open House are as follows:

1. WTC Attendance -- Greater effort should be made in any future Open House to attract more people to the WTC. In this regard assuming the same tour route is maintained at least two signs should be placed in the dock area to direct people to the WTC and these should be larger more attractive signs.
2. WTC Mall Display -- This display did not seem to attract much interest nor did it indicate in any way where the WTC was located on the site.
3. Frequency of any Future Open House -- The general consensus seemed to range from an annual to 2 to 3-year cycle.
4. Manning of Displays -- More people are required to man displays when crowds are large such as was the case on the Sunday.
5. Signage -- It was noted that visitors tended to not read/understand the signage thus indicating the need for simple, brief signage with emphasis being placed on the display content itself. The best display in the WTC was the visual bench scale display of the pilot scale operation.
6. Information Services Directorate - Ottawa -- During the week of March 5, 1979, Mr. Paul Hemper and Mr. Ed Gibbons visited the WTC to provide whatever assistance they could to the EPS group for Open House. In spite of their best intentions

Chairman
Open House Committee
7 May 1979
File: 1100-2-9 (6)

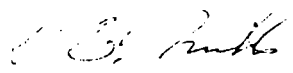
Subject: OPEN HOUSE '79

and their sincere willingness to be of assistance nothing materialized in time to be used. It would appear from contact with them that they are simply too busy to do their jobs.

The man power utilization in man-days reported to date for the WTC is as follows:

Man-days -- Prior to Open House -- 73

During Open House -- 30



Ross Mills



TO
A Ross Mills

FROM
DE J.W. Schmidt

SECURITY - CLASSIFICATION - DE SÉCURITÉ
OUR FILE - N/RÉFÉRENCE 1100-2-9 (6)
YOUR FILE - V/RÉFÉRENCE
DATE 7 May 1979

SUBJECT
OBJET OPEN HOUSE '79

Man-days

	Prior to Open House	During Open House
D. Averill	3	3
L. Simoric	3	3
J. Schmidt	2	3
P. Fowlie		3
G. Graham		3
S. Lee		2
D. Bartels		2
TOTAL	8	19

Because of the short time available to myself to prepare this I am attaching Dave's and Lusa's comments. (I would be pleased to have these typed for you next week (later) if that would be helpful).

I have only two comments. Perhaps the WTC could be better "advertised" through the use of a large "banner-like" sign below the top front windows. The sign should be large enough so that people could see it as they park or walk towards the main CCIW entrance.

Although I appreciate that drafting did their best under the circumstances, I think provision should have been made to lay on additional resources to complete the "late" signage sooner.

Personally, I thoroughly enjoyed the Open House. I felt it was extremely worthwhile and that it should be repeated in two years but at perhaps a more modest scale. Perhaps the external advertising might be more extensive since many people I saw after the event claimed they had never heard of it. So be it.

J.W. Schmidt

OPEN HOUSE '79 -- ADDENDUM

Manpower Usage/Comments

1. Trevor Bridle - prior to Open House -- 1 1/2 days
- during Open House -- 3 days
- comments - repeat 3-year cycle
- Maximum people approximately 1600 for personalized spiel
2. Derek Vachon - Prior to Open House -- 10 days
- during Open House -- 3 days
- comments - repeat 2-year cycle
- more people to man displays on day such as Sunday when 1600 people arrive in small groups
- people tend not to read signage
3. Brian Monaghan - prior to Open House -- 4 days
- during Open House -- 3 days
- comments - larger attractive sign to direct people from dock area.
- better signage in main mall
- good to allow people on P.P.
- better directing in P.P. area
4. Joe Stephenson - prior to Open House 1 1/2 days
- during Open House 3 days
5. Len Yust - prior to Open House -- 2 hours
- during Open House -- 3 days
- personalized descriptions of displays greatly appreciated by public
- annual affair
6. Dave Chapman - prior to Open House 2-3 hours
- during Open House 3 days
- comments - more visual the better
- people tend not to understand signs
- best display was D.A. visual bench operation
- limited technical questions asked
7. Wayne Bedford - prior to Open House -- 2 days
- during Open House -- 3 days
- comments - attract people to WTC
8. Serge Metikosh - prior to Open House 1 1/2 days
- during Open House 3 days
- devoted to biological displays
- comments - attract more people
- more dynamic displays such as D.A. display

Manpower Usage/Comments Cont'd

- more written explanation about toxicity eg. why trout used
- set up bioassay display for an Open House - will not duplicate work being done in other building
- person required at front door explaining W.T.C.
- better explanations for front area displays eg. people found present board confusing

9. Bruce Jank - prior to Open House -- 1 day
- during Open House -- 3 days
- comments - hold Open House every 2 years
- have Open House in 1980 as well

Total manpower used prior to Open House -- 22 days

Total manpower used during Open House -- 24-27 days

OPEN HOUSE SUGGESTIONS

1. The kinetic displays attracted more attention than the static displays. In future, more bench scale treatment plants and similar demonstrations could be used.
2. Audibility was a problem. Solutions may include encouraging demonstrators to vociferate, providing amplification equipment, shutting down all pilot plants and/or the use of acoustic design in the displays.
3. Greater emphasis should be placed on basic principles of wastewater treatment rather than on the more complex flow charts. Visitors could be shown the principles of coagulation, sedimentation, biodegradation, filtration, adsorption, centrifugation etc. before being introduced to individual projects.

Suggestion by D.Averill

1. I agree with Dave's comments and most of his suggestions.
2. I would not recommend the use of amplifying equipment because we would have too much interference from all the other people trying to explain their own projects at the same time. The idea of shutting down all pilot plants during those few days of Open House sounds much better.
3. We should definitely have more kinetic displays and simpler flow charts.

Suggestion by L. Simovic



Government
of Canada

Gouvernement
du Canada

MEMORANDUM

NOTE DE SERVICE

TO
A

Chairman
Open House Committee

FROM
DE

Program Coordinator
I.W.D., Ontario Region

SUBJECT
OBJET

I.W.D. OPEN HOUSE WRAP-UP REPORT

SECURITY - CLASSIFICATION - DE SÉCURITÉ
OUR FILE - N/RÉFÉRENCE 1100-2 - 97(c)
YOUR FILE - V/RÉFÉRENCE
DATE 7 May 1979

The IWD, Ontario Region Open House sub-committee consisted of the following representatives from units of IWD, Ontario at CCIW:

M. Shiomi, Chairman	Director's Office
F.J. Philbert	Analytical Services Section, W.Q.B.
A.S.Y. Chau	Special Services Section, W.Q.B.
N.D. Warry	Monitoring and Services Section, W.Q.B.
J. Lloyd	Water Planning and Management Branch
A.S. Eatock	Policy Research and Social Analysis Division

Each of the unit representatives was responsible for the preparation of an exhibit/tour for his unit. IWD, Ontario's Open House presentation consisted of 4 display booths in the main mall area and a tour of the 7th floor laboratories of the Water Quality Branch.

All displays were completed in time for the Friday morning opening although there were some last minute additions and adjustments required. The following are brief descriptions of IWD, Ontario displays and a few comments on visitor reaction to them.

(a) Socio-economic Studies (Policy Research and Social Analysis Division)

This display consisted of an "Environmental Values" game (hand out), the display and sale of the Great Lakes Water Use Map and a publications rack. The Division was also responsible for the Open House survey which is reported on elsewhere in this report.

The game was discussed with about 400 teachers, each of whom was given a copy as well as a copy of the Water Use Map. Some 19 teachers requested/or obtained on the spot classroom quantities of the game (approximately 1000 total). It is expected that more requests will be forthcoming. One hundred and seventy-four Water Use Maps were sold to the public for \$1.00 each.

(b) Water Quality Surveillance (Monitoring and Surveys Section, W.Q.B.)

This display illustrated through charts and pictures the activities of the

... /2

1177 1979

Chairman
Open House Committee
7 May 1979
File: 1100-2-9 (C)

Subject: I.W.D. OPEN HOUSE WRAP-UP REPORT

Monitoring and Surveys Section in the Ontario Region. Included in the display were an automatic rain chemistry sampler and a NERA water quality monitoring system.

As expected the rain sampler was the most attractive aspect of the display to the public. The sampler was set up such that visitors could, by pressing a button, create a "shower" which in turn would activate the sampler mechanism. The relatively high noise level at this exhibit's location near the main entrance was distracting.

(c) Quality Control and Method Development (Special Services Section, W.Q.B.)

This display focused on the quality control and method adoption and development activities of the Special Services Section. In addition to a large static display showing the what, why, how and results of their work, some equipment from their laboratory was shown in operation. The presence of operating lab equipment was an important factor in attracting people to the display.

(d) Water Planning and Management (Water Planning and Management Branch)

This display, assembled in cooperation with the Shore Properties Section, O & AS, described by way of pictures and detailed captions the various activities of the Water Planning and Management Branch. A wide selection of public information literature on lake levels, flooding, erosion etc. was on display and available to the visitors. The visitors passing through the display showed the most interest in the erosion and Great Lakes flooding section of the display.

(e) 7th Floor Laboratory Tour (Analytical Services Section, W.Q.B.)

This tour took the visitors through the main laboratories of the Water Quality Branch at CCIW. Working displays of analytical instrumentation were set up in each of the three main lab units -- Ship Support Lab, Organic Lab and Inorganic Lab. An exhibit describing the operation of the AQUALABS computerized lab management system was set up in cooperation with the Data Management Section, NWRI.

There was much interest shown by the public in the work on organic contamination in fish and water. A little display describing what a part per billion means in simple terms was very effective. The public was more interested in general information on pesticides than in technical information on their analysis and chemical behaviours. Suggested changes to the lab tour for future public tours:

1. simplifying analytical scheme descriptions
2. demonstrating less equipment
3. using audio-visuals for some explanations of equipment

Chairman
Open House Committee
7 May 1979
File: 1100-2-9(c)

Subject: I.W.D. OPEN HOUSE WRAP-UP REPORT

Generally the public was very impressed by the displays and pleased with friendliness and courtesy of staff members manning the displays. There was some hesitancy observed on the part of some of the visitors in asking questions of the staff and initiating discussions. Many visitors seemed to be overwhelmed by the number and variety of the exhibits.

The Open House and the contact with the public had a very positive effect on staff in general and particularly on those participating directly in the preparation and manning of the displays. The Open House also acted as a learning experience for many staff members who had only vague ideas about the activities of the various units at the Centre.

Finally some suggestions and comments on the Open House organization:

1. The greeting and handouts at the entrance were very effective in making visitors feel welcome from the start.
2. More detailed information on lab tours somewhere in the main mall level would have enticed more visitors to the labs.
3. Invitations to schools should encourage the attendance of small groups of interested students.
4. Designate the third day (Monday?) of Open House as student day. This would permit teachers to preview the Open House and decide on a program for their students' level and interest.

Total Number of man-days spent on Open House by I.W.D., Ontario:

Preparation 94.5 man-days

Open House Attendance 111.0 man-days

Total 205.5 man-days



Mike Shiomi



Government
of Canada

Gouvernement
du Canada

MEMORANDUM

NOTE DE SERVICE

TO
A
Dr. T. M. Dick
Chairman, Open House Committee,
National Water Research Institute

FROM
DE
A/Director
Lands Directorate

SUBJECT
OBJET

Lands Directorate Open House Sub-Committee Report

The Lands Directorate display for the Open House was in place, as planned, on Thursday April 19th. No particular problems were encountered and excellent co-operation among the various parts of the organization housed at CCIW made minor difficulties easy to resolve.

Attendance at the display was very substantial with a great interest shown in the Canada Land Data System graphics facility. Lands Directorate will be making the use of this facility available to scientists at CCIW, and the Open House provided a good opportunity to make CCIW staff aware of the capabilities of the system.

The marvellous public response to the Open House would indicate that we should conduct an open-house more frequently. I would suggest that every second or third year would be sufficiently often.

I would like to extend my thanks to the Chairman and the other members of the Open House Committee for their co-operation and assistance in preparing for Open House '79.

Dell Coleman

SECURITY - CLASSIFICATION - DE SÉCURITÉ
OUR FILE - N/RÉFÉRENCE 1100-2-9 (f)
YOUR FILE - V/RÉFÉRENCE
DATE May 4, 1979

MAY 4 1979



Government
of Canada

Gouvernement
du Canada

MEMORANDUM

NOTE DE SERVICE

TO
A

Chairman
CCIW Open House Committee

FROM
DE

Ann Mueller
Secretary

SUBJECT
OBJET

Open House V.I.P. and Board Room Receptions

SECURITY-CLASSIFICATION-DE SÉCURITÉ
OUR FILE - N/RÉFÉRENCE 1100-2-5 (g)
YOUR FILE - V/RÉFÉRENCE
DATE 4 May, 1979

The V.I.P. Reception for special invited guests of the CCIW Executive Committee was held on Friday, 20 April, 1979, from 4:00 to 6:00 p.m.

Initially a proposed list of 187 names from the government, university and private sectors was compiled by the Open House Committee Chairman and the Secretary. This list was circulated among the members of the Executive Committee for any additions or deletions. The NWRI Division Chiefs were also contacted for suggestions. The final list comprised 160 names.

The invitations, in French and English and printed in dark blue ink on white stock with the Open House logo at the top, were designed by Dr. Dick to fit into the standard Government 4 x 9 envelopes. They were produced by The Printing House, Burlington, Ontario, and mailed from the Hydraulics Research Division three weeks prior to Open House. Each envelope also contained an Open House name tag with the recipient's name in Dymotape and a directional map of the Burlington area. As it was discovered that the plastic name tag holders with pins would not go through the Postal Coding machines, the envelopes also included a brief note in English and French advising the guest to pick up a plastic holder at the Reception Desk upon arrival. This latter arrangement seemed to work very well.

The invitation distribution and response figures are as follows:

Number of invitations sent: 160

No. of replies (requested on invitation): Accept: 20 (including 4 substitutes)
Decline: 35

As the requested responses up to 13 April totalled only 55, on Monday, April 16 the list was given to Mrs. Irene Powell for telephone checking. Deducting the 43 Federal and 17 Provincial names, she contacted 45 of the names in the local area and the results were as follows:

	Accept: 13	Did not call back: 12
	Decline: 20	
Number actually attending the Reception:	20	
+		
Management personnel and Committee Members:	~ 40	
	TOTAL	60

MAY 4 1979

.....2/

Board Room Reception - Saturday and Sunday, April 21 and 22, 1979

A special letter of invitation was sent by Dr. Dick to 98 local individuals. This list included MPP's and MP's, the mayors and aldermen of Hamilton and Burlington as well as mayors and reeves of the surrounding boroughs. Also included were the officers of the R.C.S.C.S. "Iron Duke", officials of the Halton Regional Police, the officers of the Canadian Corps of Commissionnaires and other individuals known to and associated with the Centre in various capacities.

This letter invited the recipients to visit the Centre on Saturday and Sunday to join the Director, NWRI, and other Management personnel in the Board Room for coffee each day from 3:00 to 5:00 p.m. The envelopes also included a Dymotaped name tag and a directional map.

Number of invitations sent: 98

Number of replies (unsolicited) Accept: 5
 Decline: 2 7

Number who actually attended: ~ 40

Due to the crowds there was some difficulty in checking through the invited guests at the reception desk so an accurate account could not be kept. There were some official visitors who did not receive invitations but who were well known to Management or staff, several brought their wives and families. Also several apparently did not avail themselves of the hospitality offered but simply picked up their tag pins, toured the premises and left.

Ann S.

Ann Mueller

APPENDIX 4

Results of Visitor Survey



TO
A

Chairman
Open House Committee

FROM
DE

Senior Management Analyst
Social Sciences Division, I.W.D.

SUBJECT
OBJET

Frequency Distribution on Open House Survey (attached)

Notes on Questionnaire Responses

1. The male/female ratio is 51/49 which is very close to the national average.
2. The adult/student ratio is 60/40 whereas the Ontario population is 75/25.
3. An unexpectedly low percentage (19%) of visitors came from Hamilton.
4. The visit was primarily a family outing (58%) with school outings being 2nd at 26%.
5. Only 10% came to satisfy a specific activity interest and 96% of these visitors were satisfied with the information received.
6. In the "Areas of Interest", it should be noted that only 3500 visitors got up to the Water Research Labs. The fact that 211 respondents selected this area as one of the three most interesting areas indicates it was very popular. It should also be noted that the "Roving Ecosystem Spokesman" interacted with the public on a very "small group" basis, limiting his exposure. Thus, he too was very popular.
7. For time spent on the tour, the mean and the mode are both in the 2 to 3 hour bracket.
8. The positive response to the question "Was it all worth while?" of 99% affirmative is most gratifying.
9. 45% had suggestions for improving Open House. The only consistent negative comment was "its too crowded". On the positive side, most wanted Open House as an annual affair of longer duration and with guided tours available between Open House dates.

SECURITY - CLASSIFICATION - DE SÉCURITÉ
OUR FILE - N/RÉFÉRENCE 1100-2
YOUR FILE - V/RÉFÉRENCE
DATE 24 April 1979

APR 24 1979

Chairman
Open House Committee
24 April 1979

Subject:

Technical Notes

1. A review of the results of the individual interviewers indicates negligible interviewing bias.
2. The number of adult vs student interviews is consistent with the estimated number of adults and student visitors.
3. Further statistical breakdowns can be supplied if required.
4. A breakdown of home localities for visitors from outside the Burlington/Hamilton area will be provided.
5. A breakdown of the "suggestions" by visitors will be provided.

General Comments -- Based on Discussions with Staff and Visitors

1. Schools should be advised to make a visit a classroom project requiring a report from the student. Background material would have to be provided to the schools in advance.
2. A movie to introduce all visitors to some environmental concepts and the scope of CCIW would be useful.
3. All displays should related the activity and the product to the public ie. what is the direct impact on the public.
4. A lot of people where disappointed that there wasn't literature or instruction on what they could do to help the environment.
5. Considering the number of requests, management should consider having Open House every other year, with a Technical Open House alternate years for Teachers and other professionals. Further, many teachers would like to use the Centre as resource material where they could bring their students, by appointment, to illustrate specific course content.

A. Eatock



c.c. Dr. G. Leppard
Mr. J. Hall
Mr. T.C. Clarke
Mr. D.M. Foulds

Frequency Distribution for a Total 499 interviews.

CANADA CENTRE FOR INLAND WATERS OPEN HOUSE QUESTIONNAIRE:

INTERVIEWER - Would you mind helping us by answering a few questions?
Circle appropriate box.

DAY OF INTERVIEW - Friday - 150 (Sample % - 1.88) Saturday - 187 (Sample % - 5.75) Sunday - 159 (Sample % - 1.79)

ADULT? 299 (60%) STUDENT? 169 (34%) UNIV/COLLEGE? 48 (10%) HS? 144 (29%) PS? 50 (10%)
MALE - 248 (51%) FEMALE - 236 (49%)

WHERE DO YOU LIVE? Hamilton - 97 (19%) Burlington - 192 (38%) Elsewhere - 199 (40%)
Specify

ARE YOU? ALONE - 41 (8%) WITH FAMILY - 290 (58%) SCHOOL OUTING - 132 (26%)
IN A GROUP - 33 (7%)

WHAT IS YOUR PREFERRED OFFICIAL LANGUAGE? ENGLISH - 488 FRENCH - 4

DID YOU COME TO FIND OUT WHAT GOES ON AT CCIW IN GENERAL? YES 454 (91%) NO ~~6~~

OR

DID YOU COME TO FIND OUT ABOUT SOME SPECIFIC ACTIVITY? YES 51 (10%) NO ~~194~~

IF SO, WHAT ACTIVITY? Specify

DID YOU GET ENOUGH INFORMATION ON IT? YES 49 (96%) NO ~~11~~

WHAT AREAS DID YOU FIND MOST INTERESTING? (Show) -- Pick 3

1. Ships and Launches	-267	6. Movie Programme	-102
2. Hydraulics Laboratory	-234	7. Wastewater Technology Centre	-66
3. Water Research Laboratories	-211	8. TROV	-61
4. Mall Displays	-163	9. Roving Ecosystem Spokesman	-22
5. Internal Wave Display	-140		

HOW MUCH TIME (HOURS) DID YOU SPEND TOURING THE CCIW?	0 to 1	1+ to 2	2+ to 3	3+ to 4	4+ UP	(MEAN
	22	175	178	56	65	2.43 Hrs)

DID YOU IMPROVE YOUR KNOWLEDGE OF CCIW? YES 488 (98%) NO 10

DID YOU IMPROVE YOUR KNOWLEDGE OF THE ENVIRONMENT? YES 424 (85%) NO 64

WAS IT ALL WORTHWHILE? YES 493 (99%) NO 4

DO YOU HAVE ANY SUGGESTIONS FOR IMPROVING THE NEXT OPEN HOUSE? YES 223 (45%)

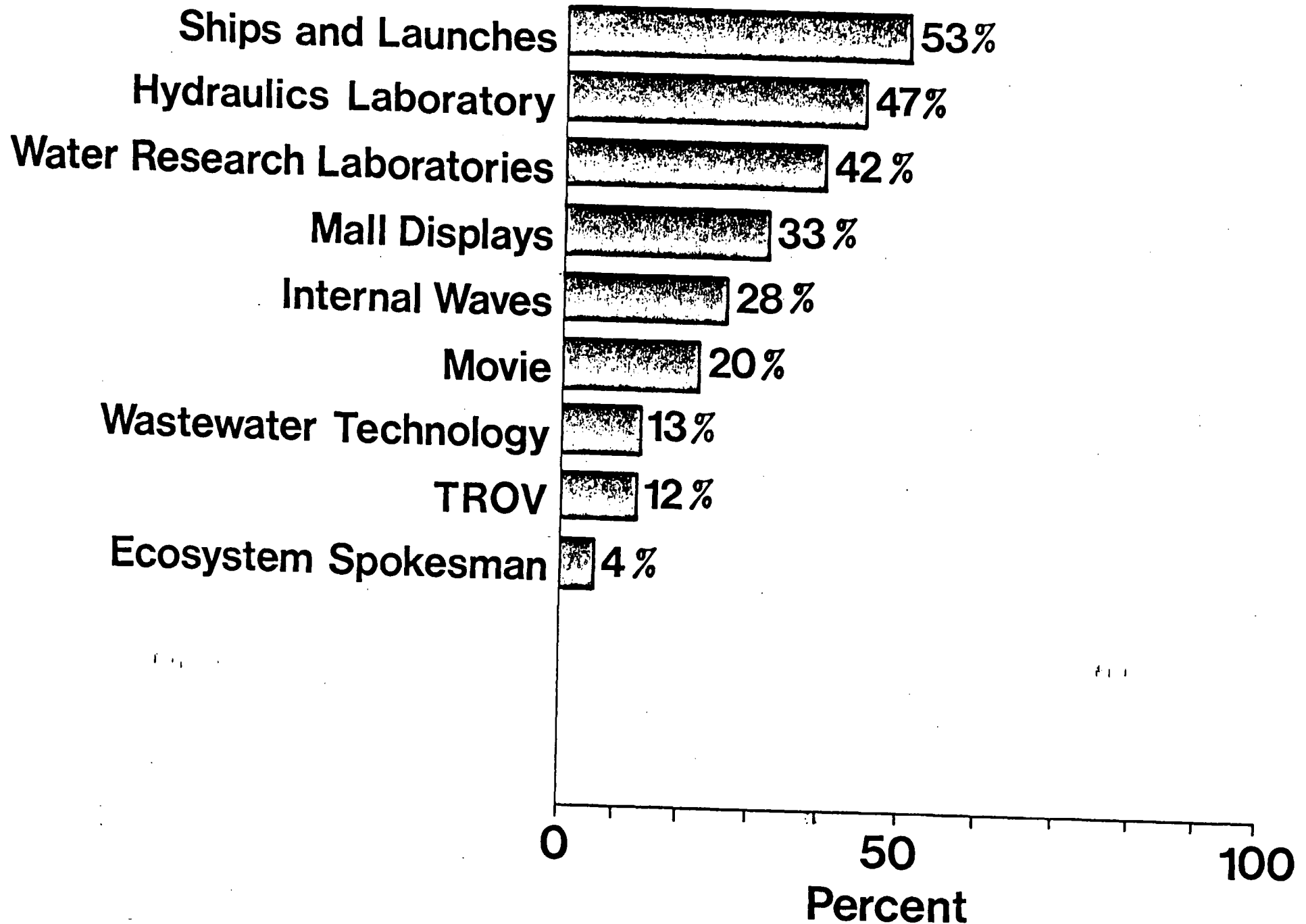
SUGGESTIONS

.....

.....

THANK YOU FOR COMING!

MOST INTEREST



APPENDIX 5

Some Letters Received

Department of Biology



YORK
UNIVERSITY

FACULTY OF SCIENCE

4700 KEELE STREET, DOWNSVIEW, ONTARIO M3J 1P3

April 23, 1979.

FILE	100-
No.	1100-2
DATE	APR 24 1979
<i>Fnd</i>	

Dear Dr. Dick:

A note to thank you for the splendid display which you and your committee mounted for the Open House at CCIW. It was a fine example of meticulous planning and execution.

It is not often that the public has a chance to gain an impression of the scope of the programme at the Centre and to talk face-to-face with scientists who are doing the work. This is the kind of public education which is needed. You all deserve the warmest congratulations.

Yours truly,

C. David Fowle,
Professor.

CDF/jcm

Dr. T. Milne Dick,
C.C.I.W.,
Box 5050,
Burlington, Ontario.
L7R 4A6

APR 24 1979

April 23, 1979

FILE 1100-2		
No.		
DATE APR 27 1979		
TO	INITIALS	DATE
IF		

(Mrs.) Irene Powell
Information Clerk
National Water Research Institute
Canada Centre for Inland Waters
P. O. Box 5050
BURLINGTON, Ontario
L7R 4A6

Dear Mrs. Powell:

On behalf of Mr. Barrie, Mr. Southam,
and the students of Geography 402 at
Burford District High School I would
like to thank you and everyone who was
associated with your open house.

We would especially like to thank you
for the Canada/Ontario Coastal Zone
Atlas which we won. You can be assured
that it will be put to good use.

We are looking forward to coming again
to your next open house.

Sincerely

Anne Wolak

Anne Wolak
Student of Geography 402
Burford District High School
R R #3
BURFORD, Ontario
NOE 1A0

MAY 1 1979



for T M P

ASSUMPTION HIGH SCHOOL

802 Drury Lane
Burlington
Ontario
L7R 2Y2

Telephone:
(416) 634-1835 / 6

April 23, 1979

Dr. Gary G. Leppard,
Publicity Chairman,
Canada Centre for Inland Waters,
P.O. Box 5050,
Burlington, Ontario.

Dear Dr. Leppard:

We would like to thank the Canada Centre for Inland Waters, for their open house on Friday, April 20, 1979. Both the staff and students of Assumption High School found the day very informative and educational.

I would like to personally thank you and the many people who took the time to explain the different demonstrations to our students. The demonstrators were outgoing and presented the material in a very professional and relaxed manner.

We would also like to thank the Canada Centre for Inland Waters for the wonderful atlas which we were fortunate to win. The day was well organized and due to this the staff and students found it a valuable learning experience - as well as an enjoyable day.

Thank you again.

Yours sincerely,

P. Pacecca

P. Pacecca,
Principal
Assumption High School.

PP:jmm

APR 27 1979



WESTLANE SECONDARY SCHOOL

(NIAGARA SOUTH BOARD OF EDUCATION)

TELEPHONE 356-2401

5960 PITTON ROAD
NIAGARA FALLS, ONTARIO
L2H 1T5

April 23, 1979.

FILE	1100-1
NO.	
DATE	APR 24 1979
TO	Dr. T. M. Dick
FROM	L. J. Budden
SUBJECT	

Dr. T. M. Dick,
National Water Research Institute,
Canada Centre for Inland Waters,
867 Lakeshore Road,
BURLINGTON, Ontario.
L7R 4A6

Dear Dr. Dick:

On behalf of the staff and students of Westlane Secondary School, I would like to express our appreciation for the gift of the Canada/Ontario Coastal Zone Atlas of Canada. This atlas will be a valuable addition to our resource centre and I'm sure will be a useful reference for students and staff.

Following the visit on Friday, April 20 of two of our staff to the Canada Centre for Inland Waters, I believe there will be further interest in integrating student field trips in specific courses to the work at the Centre.

Yours truly,

WESTLANE SECONDARY SCHOOL,

L. J. Budden,
Principal.

LJB:nj

APR 24 1979

FILE	1100-1
NO.	1100-2-8
DATE	APR 25 1979
TO	MR. DICK

2371 Rush Road
Burlington, Ontario
L7R 1V1
April 28, 1979.

Dear T. Mike Dick, (Chairman of Open House 79)

I am a grade 11 student and I am interested in what is happening to the environment. So I encouraged my parents to take me to Open House 79. We went on the 22.

First of all I would like to say that I had a terrific time. The men and women that work there at CCNR were very nice and answered many questions I had in my mind without even asking. The film at the main entrance called "Second Frontier" surely summed up what the CCNR is out to accomplish. It was very well made.

I especially enjoyed the Fifth Floor Geological Studies and Dating / Historical Record exhibits. The tour guide was very nice & explained everything to me. Because of my interest in geography I enjoyed that the best.

I sure hope that you have another Open House in 1980, so I can see everything else that there just wasn't enough time to see.

(P.S. Could you please send me all information (FREE) from the Geological Department)

Sincerely

APR 25 1979

Maria Durick

FILE	1100-1
	1100-2
APR 26	1979

April 23, 1979
 Stoney Creek, Ont.

S. Milne Dick, R.D. #1
 Chairman
 Open House 79.

Dear Sir,

Just a note to commend you and your staff on the excellent Open House.

It was very obvious, that a great deal of effort and organization had gone into the entire presentation. Pleasant, helpful and truly interested personnel contributed to a most informative and interesting visit.

Your work is of such importance and enlightening the public in the manner you did is invaluable.

Yours truly,
 Margaret A. Trumpier

APR 26 1979

1123 Havendale Boulevard,
Burlington, Ont.

April 24, 1979

FILE	1100-1
No.	1100-2
DATE	APR 26 1979
TO	Mr. Dick
FROM	
SUBJECT	
REMARKS	
INITIALS	
DATE	
TIME	
LOCATION	
STATUS	

Mr. T.M. Dick,
Chairman,
CCIW Open-House Committee,
Canada Centre for Inland Waters,
867 Lakeshore Road,
Burlington, Ont.

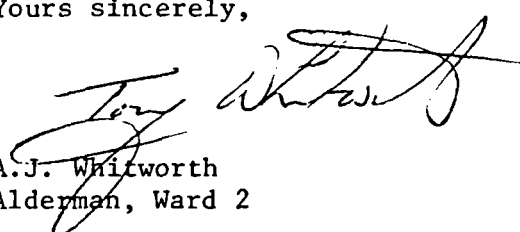
Dear Mr. Dick:

Since I did not get the chance to meet you personally when I attended the Open House of the Canada Centre for Inland Waters, I just wanted to pass on to you, and your colleagues, my congratulations for a job well done.

All of your staff involved in the Open House were most helpful and my family and I learned a lot about the activities of the Centre. I can appreciate that arranging such an event takes a lot of time and effort, but I am convinced that the citizens in the community really appreciate the chance to discover the nature of work going on at one of the major facilities in Burlington.

Best wishes.

Yours sincerely,


A.J. Whitworth
Alderman, Ward 2

APR 26 1979



WESTERN TECHNICAL-COMMERCIAL SCHOOL

125 Evelyn Crescent, Toronto, Ontario, M6P 3E3 Telephone 766-7641

Principal: B. Stroud

Vice Principals: J.F. Botterell, W. Cook, J. Osborne

3 May 1979

FILE	100-2
MAY 08 1979	
<i>JP</i>	

Mrs. Irene Powell
Information Clerk
National Water Research Institute
Canada Centre for Inland Waters
P. O. Box 5050
BURLINGTON, Ontario
L7R 4A6

Dear Mrs. Powell:

Thank you for inviting our Grade 12 students to your Open House. Not only was it a learning and enjoyable experience but the students were very interested in the employment opportunities that were evidenced at that time. Mr. Maher and his Geography classes will certainly make good use of the Great Lakes Shore Damage Atlas and the Technical Report.

Thank you kindly for your interest and this gift.

Sincerely

BFS/bk

B. F. Stroud
Principal

MAY 9 1979

St.Catharines, Ontario.
R.R.# 3,
May 3, 1979.

FILE 1100-2
NO.
MAY 08 1979
TO
JP

- Mrs. Irene Powell,
Canada Centre for Inland Waters,
Burlington, Ontario.

Dear Mrs. Powell,

On behalf of the students, teachers and parents of Odyssey House Community School, it is a pleasure to express our appreciation for the marvellous outing enjoyed at the Open House of the Canadian Centre for Inland Waters on April 20, 1979. We found that the displays and exhibits were most interesting and informative and that the staff members were accessible and knowledgeable.. It was a most worthwhile experience for all.

Our school was indeed fortunate to be a lucky winner of a Canada/Ontario Coastal Zone Atlas..Everyone is finding it easy to use and a real source of information. We are all delighted and proud to have it in our library.

Accept our thanks for a well-organized and educational experience, and our wishes for every future success.

Sincerely,
Odyssey House Community School
per--Secretary
Odyssey House Parent Community
MARIAN GAYDER
(Mrs.) Marian Gayder.

MG/s

MAY 9 1979

APPENDIX 6

Press Clippings

The Spectator

Established 1846

Published at 44 Frid Street, Hamilton, Ontario, L8N 3G3
by Southam, Inc., proprietor,

John D. Muir, publisher

John G. Doherty,
executive editor

Thomas J. McCarthy,
general manager

Bas Korstanje,
editor-editorial page

Friday, April 20, 1979

from M. Donelan ^{TRK 26} 1979

Right in our own backyard

It's easy to overlook something or to take it for granted simply because it's in your own backyard. In a nutshell, that's the story of the Canada Centre for Inland waters, the largest water research facility in the world.

For more than a decade, the centre has been gathering data about the state of Canada's lakes and rivers and providing the information to various organizations serving the public interest.

Many residents of Hamilton and the surrounding municipalities know little about the scope or importance of its research work, yet the Canada Centre for Inland Waters, which employs some 600 peo-

ple, is famous throughout the world.

This weekend, the staff of the Centre will become hosts. From today to Sunday, the Centre will be open to the public. Displays and guides will be available to help explain the Centre's important role in water-quality research.

Scientific research is vital in the modern world and everyone is affected by it, yet scientists sometimes appear unable or unwilling to inform the layman about the effects of their research.

The staff members of the Centre for Inland Waters deserve congratulations for this effort to make the public more aware of their important work.



The Post

Burlington's Community Newspaper



Vol. 14, No. 28

JACK COULTER
Advertising Manager

ROY SINGLETON
Publisher

MARY BULL
Editor

EDITORIAL DEPARTMENT — News: Mike Patton, Denis Gibbons, Alex Matheson; Community Lifestyle Editor: Merg Langton; Sports: Dave de Jong (Editor), Dennis Smith; Photography: Al Williams, George Tansley; Entertainment: Vic Hyde; Travel Editor: Bill Davidson.

ADVERTISING DEPARTMENT — Retail: Jim Gillen, David Hand, Rick Ribble, Gary Gallant; Classified and Real Estate: Dorothy Failes, Teresa Dimock.

BUSINESS OFFICE — Rosalyn Thorpe, Florence Walters, Sandy White.

CIRCULATION DEPARTMENT — Circulation Manager: John Cox; Assistant: Peter Westbrook.

Published every Wednesday by Inland Publishing Co. limited, offices at 2321 Fairview St., Burlington, L7R 2E3. Telephone 632-4444. Home delivery in Burlington \$9 per year. Subscription rates by mail \$40 per year in Canada, \$62 elsewhere. Member Canadian Newspaper Association, Ontario Weekly Newspaper Association.

The Burlington Post is one of the Inland Publishing Co. limited group of suburban newspapers which includes the Oakville Beaver, The Mississauga News, Etobicoke Gazette, Brampton Guardian, Ajax-Whitby-Pickering News Advertiser, Markham Economist and Sun, Oshawa This Week, Newmarket-Aurora Era, Stouffville Tribune, The Milton Canadian Champion, The Acton Free Press, The Georgetown Independent and Oshawa This Weekend.

Third Class Mail Permit No. 64

32,000 COPIES EVERY WEDNESDAY

As I see it

by Mary Bull

As you drive south on the beach strip or the same direction on the Skyway Bridge, take a quick glance to the west.

The mammoth gray complex you will see has been there for quite a few years but, to many Burlingtonians, it is just a gray building seen when they glance quickly to the west as they drive the beach strip or the Burlington Skyway.

To several hundred others, those who are employed within its walls, it is not simply another structure, another building funded by Federal Government dollars, another part of the Hamilton Harbor scene . . . it is the home base of almost all major water-related studies, research and tests commissioned by our parliament in Ottawa.

FASCINATING

And, although the uninitiated might not agree, it is also one heck of a fascinating facility.

The man who introduced me to the Canada Centre for Inland Waters, Burlington consultant John Hall, had everything planned from step one.

We began the grand tour in his office which, I am pleased to report, is even more untidy than mine.

Automatically I felt right at home.

From there it was off down the labyrinth of hallways that slash their way through CCIW.

"Here we have . . . and there we have . . . and here we . . ."

The list of departments, and sections and . . . was endless.

TIRING, CONFUSING

It was also, not boring, but a little tiring and confusing since I knew almost nothing about what I was seeing and the lengthy rows of people drawing graphs, etc., meant little.

Then there was the library with a complete Hall monologue on the numbers of books, essays, reports it all contained.

METHOD BEHIND MADNESS

Suddenly we come to an abrupt stop just inside a doorway and, almost instantly, the method behind John's mad tour philosophy become apparent.

By building on the dry stuff, the informational end of CCIW which might be useful at a later day but is definitely not front page material, from the start he had prepared me perfectly for the shock of a second-storey view down on a Gargantuan water trough which stretches for what seems to be miles through the innards of the centre.

The trough is used, by the by, for the setting up of all calibration equipment to be used by those who work in or with water.

COBOURG RECREATED

Underneath the balcony on which we stood was yet another eye-catcher — Cobourg harbor — in the process of being recreated on the floor of the gigantic work room.

The hills and valleys surrounding the harbor plus the depths of the lake's bottom were being built to scale.

Water will soon be added and erosion tests begun.

From here on the tour of CCIW turned into a fascinating sojourn through one of Canada's least known Federal research buildings.

Fortunately for Burlingtonians, that lack of knowledge will soon end since a series of tours, to bring the public nose to nose with CCIW life, are on the planning boards.

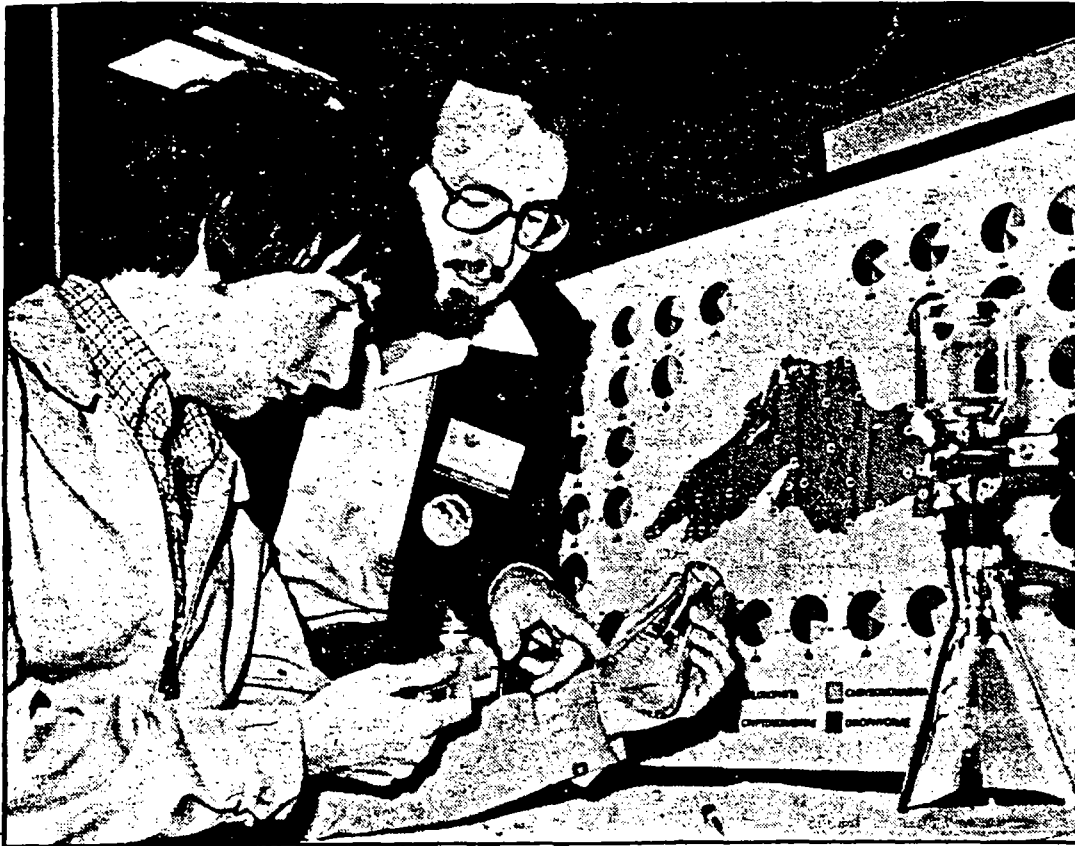
VARIETY OF TOURS

Scheduled for Friday, Saturday and Sunday, April 20, 21 and 22, the science and technology open house will include visits aboard both Limnos and Bayfield, two of CCIW's largest research boats, laboratory tours and discussions, fish and diving displays, oceanographic and chart-making demonstrations plus water pollution and control presentations.

Friday, April 20, has been set aside for school children with special programs and exhibits designed to appeal to the interests of teachers and young people.

Public days, and ones you should mark on your calendar now, are Saturday and Sunday from 10 a.m. to 4 p.m.

The science and technology of water is certainly far from the dull, tedious subject I formerly considered it to be and I, for one, intend to spend more time wandering the endless corridors of CCIW.



Learning about water

Several Oakville-Trafalgar High School students were among the 10,000 people who visited the Canada Centre for Inland Waters last week during the Centre's first Open House.

The federally funded research centre is

dedicated to improving the quality of Canada's inland water systems. Here, technician Hugh Dobson, right explains one of the testing procedures to OTHS student Paul Senkowski.

Science out on display at Inland Waters Centre

By MIKE PETTAPECE
Spectator Staff

BURLINGTON — You got the idea the place might be different when a lonely loon wailed from an outside loud-speaker.

And when eager staff jumped at the chance to explain why they make waves crash onto a beach in a 325-foot (100 metre) wind tunnel.

It was open house at the Canada Centre for Inland Waters on the weekend and the normally-closeted scientists were on display.

"This kind of exercise is really fun, said Dr. Keith Rodgers, one of the centre's executive directors.

"The people get a big lift out of this, the ones who work here."

They weren't the only excited people.

About 20,000 were intrigued at what they found in the huge complex sitting in the shadow of the Burlington Bay Skyway.

Open House '79 was the first full-scale public display since the building opened a decade ago.

Tired

"I've been here since 10 this morning," said Lillian Filsinger of Sunnyside Drive, Burlington, about 2 p.m. Saturday.

"My feet are getting tired but I don't mind too much. I had no idea of the

size of this building and what was involved."

Misissauga public school teacher Greg Davenish thought the internationally-known centre was fantastic.

"When I came here I thought all they did was study water currents and pollution.

"I didn't realize they had so many ships, they did lake mapping, and have 700 people employed here. I didn't know they have a Pacific and Atlantic branch."

Mr. Davenish, fresh from a tour of the Bayfield, one

of three CCIW ships on display, said he would bring his students to the facility.

Back inside the largest water research centre in the world, Ron Pertras of King Street, Stoney Creek, was listening to technician Keith Salisbury explain how a river develops a meandering course.

Little corner

It's funny because 90 per cent of what you see here now isn't on display to the people who work here," he said, explaining that his job with a Stoney Creek building maintenance firm sometimes takes him to the centre.

"They're off in some little corner or mostly out in the field doing these experiments.

"You don't get to see the end-product or the involvement of these people. You don't realize the scale or where the dollars are going here . . . Actually some of the experiments run better than they do in real life."

The wind tunnel tests, for example, simulate wave action on a protected beach. The results tell scientists what kind of material best keeps the shoreline together.

The tunnel was just one of more than 40 displays and exhibits during the three-days of tour. Mostly, however, Open House '79 was just fun. "The kids are into everything on the ship (CSS Limnos)," said coxswain Bill Gillespie. "They're up and down ladders and in the wheelhouse. They like the laboratories."



Niki Eisbrenner, 4, and her brother, Kurt, 5, of Woodward Avenue, Hamilton, try a life ring.

— Pictures by John Gast.



Reg Goreham and sons, John, 10, and Kevin, 11, take the helm of the Bayfield.

Burlington GAZETTE



PAUL WODEHOUSE

WATER IS LIFE — Al Gris, (l), hydrographic cartographer at the Canada Centre For Inland Waters receives a plaque from Ross Douglas, for winning the logo contest to produce a button for this weekend's open house at the CCIW. Members of the public may tour the building Friday, Saturday and Sunday. The button with Gris' design includes the words "A Water is Life", with a gull and fish included.

People push the message

LAST WEEKEND'S open house at Canada Centre for Inland Waters was just what the scientist ordered.

The thousands of people who toured the water research institute help CCIW push its message for support and money, said one of the directors.

"No question about it," said Dr. Keith Rodgers. "There was a time after Sputnik (in 1958) that there was a big interest in science

... "Things are very tight these days financially. You might even interpret this effort by the science professions as an attempt to bring to the attention of public officials the science lobby, if you will."

Dr. Rodgers said the CCIW was interested in software science, the kind of technology which did not result in commercial products and readily visible results.

Budget

As such the centre was not always in the forefront for attention and funds, he said.

"An informed public is required. I think people should know what's going on. The officials think people should be informed."

Open House had a \$33,000 budget to promote that interest and also to show the conflict between environmental concerns and anti-pollution costs.

Dr. Rodgers said the centre was a 'what if' building.

Staff members studied questions like, what happens to a watercourse if a dam is built? Or what happens to lake water if sewage treatment controls are installed?

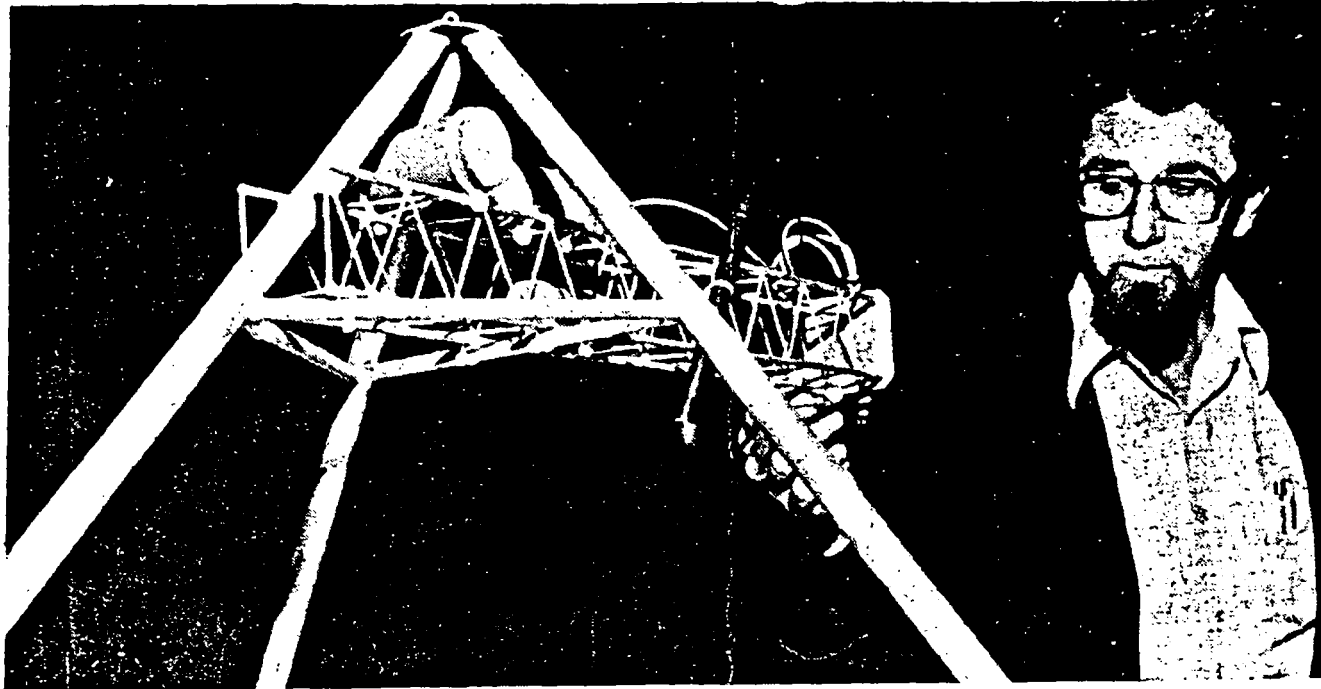
"I don't think scientists always recognize the interest (the public has) although they probably recognize it in their neighbors.

"I know my neighbors are always interested in what's going on here."

Due to the success of the open house consideration will be given to allowing the public to visit on a regular basis, Dr. Rodgers said.

"We have the next two weeks to figure out what we might do in the future. We probably couldn't do this every year but every couple of years is a possibility."

Dr. Rodgers said the open house will likely spawn a number of programs, such as displays in shopping plazas.



Dr. Norm Rukavina, a CCIW geologist, with a model of underwater photography equipment.

Centre open to public

By GREN ALLEN
Spectator Staff

THE CANADA Centre for Inland Waters in Burlington is better known internationally than in its own community.

But its scientists hope to change that situation.

They are opening the giant Lakeshore Road complex to the public this weekend.

Guides will be available from 10 a.m. to 4 p.m. Friday, Saturday and Sunday to explain the work being done at the 500,000-square foot (45,000-square-metre) centre built in the early 1970s at a cost of \$23.5 million.

"Twelve of the guides will be francophones," says John Hall, a public relations consultant, who has handled arrangements of the open houses.

Busloads

More than 10,000 persons are expected to view the sprawling facilities, which house the largest water research institution in the world.

More than 3,500 high school students are expected on Friday. They will be coming from as far away as Fort Erie and Peterborough.

Eleven Halton schools and 10 schools from the

Hamilton-Wentworth region are sending busloads of students. Other points represented will be Mississauga, Brampton, Toronto, Cambridge, Guelph and Brantford.

Assumption high school in Burlington plans to bring all its 570 students.

It will be the first full-scale open house held at the centre since it was established in 1967. Five years ago the public was invited to inspect the centre's fleet, which now composes 82 vessels.

The centre now has a permanent staff of 600, including chemists, microbiologists, botanists, zoologists, physicists, geologists, engineers, surveyors, geographers, computer specialists and ship experts. They are attached to the federal departments of the environment and fisheries and oceans.

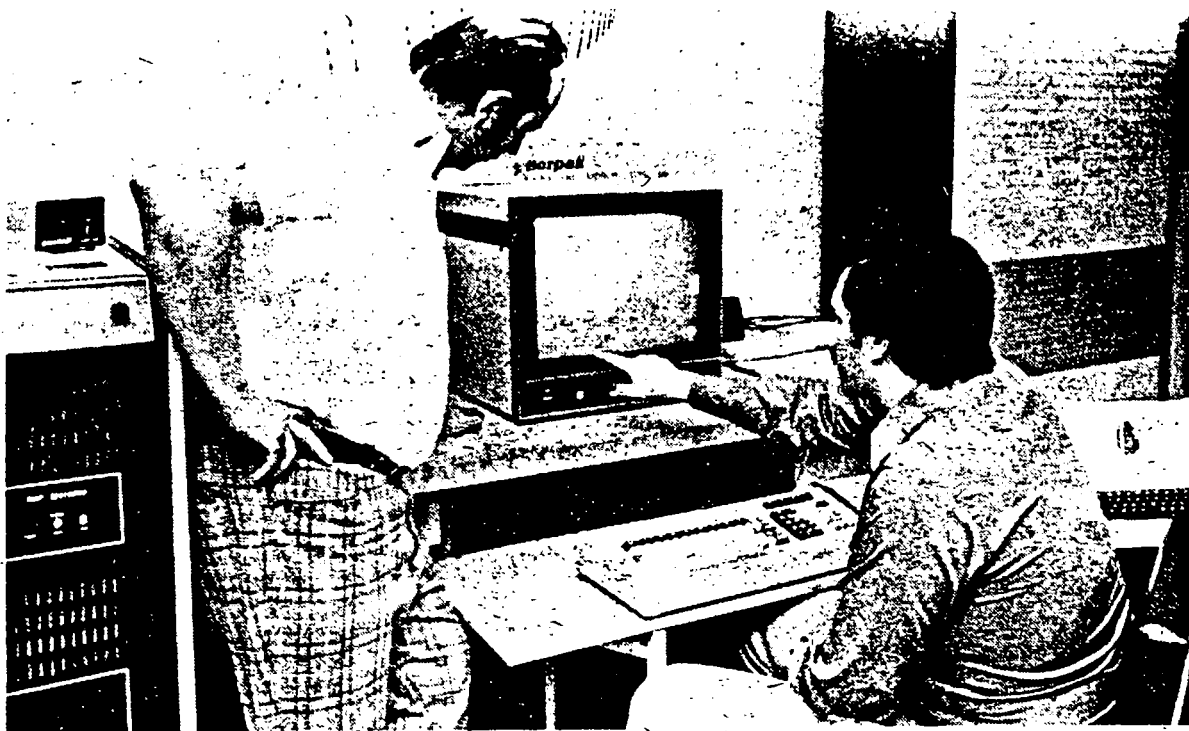
They gather and interpret facts and provide new information for organizations serving the public.

Sixty exhibits are planned and they will be staffed by specialists.

A contest was held among Centre employees to design a button to be distributed at the open house.

Al Gris, a hydrographic cartographer, was the winner and he received a plaque. Fifty-two designs were submitted.

The centre is located on Lakeshore Road adjacent to the Burlington Ship Canal on the Beach Strip.



Satellite photographs are called up on a color TV screen in the remote sensing unit at CCIW so that scientists can study the change in underwater plant life and the depths of the Great Lakes. Some of

the information is used by hydrographers to prepare charts for inland waterways, which are available at CCIW's Marine Information Centre.

Staff photo

CCIW making waves

By DENIS GIBBONS

Scientists at the Canada Centre For Inland Waters on Burlington Bay have been making waves about their open house this weekend.

But the wave making isn't an effort to keep the public in the dark about their research.

On the contrary, it's a ploy to publicize the tremendously interesting little world of CCIW, which has a staff of 600, whom Burlington's 106,000 residents know little about.

The waves, generated by a machine in the hydraulics section of CCIW, will be used to determine if Cobourg harbor is a safe place for a proposed marina.

When an expected 10,000 visitors file through the building Friday, Saturday and Sunday, the waves will be at their dashing best, battling a replica of the Lake Ontario harbor which engineers have constructed in a concrete block enclosed area on the ground floor.

Protection of harbors and shorelines against destructive waves and erosion is only part of the Federal Government-

CCIW to improve the environment.

Water Is Life, theme of the first open house held at CCIW since it was built seven years ago, has a particular relation to the Great Lakes cleanup effort going on in the National Water Research Institute.

Working hand in hand with their American counterparts under the terms of the Great Lakes Water Quality

Agreement, NWRI scientists are taking dead aim at the problem of pollution of the lakes with toxic substances such as mirex, mercury and lead.

Open House visitors will have the opportunity to view scientists using a quarter million dollar electron microscope, which magnifies samples of fish and plant life more than 250,000 times.

Tests on rainbow trout, which are the "white rats" of water research, help scientists determine the type of toxic substances present in the lake so that they can be traced to their source.

"The bent of the new 1978 Great Lakes Water Quality Agreement, says NWRI director Keith Rodgers, "is to catch up

stop them before they go into the environment."

Also on display will be the remote sensing unit where satellite photographs of the Great Lakes are called up on a color TV screen to show density of underwater plant growth and water depths.

Charts of inland waters, compiled from the satellite photos and information obtained by scientists aboard the Canadian Hydrographic Service ship Bayfield, are available to Ontario's million and a half small boat owners at the Marine Information Centre near the front entrance to the CCIW building.

Bayfield and Limnos, a 147-foot research ship, are the largest in CCIW's small navy of 80 boats and launches, which has been part of projects as far away as the Arctic.

Limnos carries a crew of 16, plus 11 scientists, and has laboratory facilities on board.

Visitors to the CCIW Open House will need their Exhibition legs since there is 500,000 square feet of floor space to cover.

At last count, 3,500 high school students, including 570 from Burlington's Assumption High, had signed up to tour CCIW Friday.

A total of 60 exhibits, plus 30-minute films associated with the Water Is Life theme, will be part of the open house, which also takes place from 10 in the morning until 4 in the afternoon this Saturday and Sunday.

By the time it's all over Sunday night, CCIW should be as well known in the City where it's located as it is to environmental scientists throughout the world.

The Post

25 CENTS

BURLINGTON, ONTARIO, WEDNESDAY, APRIL 25, 1979

128 PAGES

Great Lakes battle to reach into 1980s

The battle to rid the Great Lakes of toxic contaminants, which has lasted for almost 20 years, will continue well into the 1980s, predicts a Burlington scientist.

"Canada and the United States are working on a mutually agreed-upon deadline for developing a joint program for overseeing

the proper transportation and disposal of petroleum, sludge, industrial wastes, etc.,"

says Dr. Keith Rodgers, head of the National Water Research Institute at Burlington's Canada Centre for Inland Waters.

"But that's going to be a particularly difficult goal to achieve. It's extremely expensive to

put policemen on every operation."

Further complicating the problem is the growing number of chemicals being used in everyday life.

"Five hundred new chemicals come into the market place each year," says Rodgers. "For every one we've

see COOPERATION, pg. 4

Cooperation needed

continued from pg. 1.

discovered and tackled, another one turns up."

Rodgers says work has just begun on an inventory of old waste disposal sites which has a deadline of January 1982 under the terms of the Great Lakes water quality agreement between the two countries.

What is needed now, says Maxwell Cohen, who just completed a term as Canadian co-chairman of the International Joint Commission on Great Lakes water quality, is more co-operation at the government level.

"The 11 federal, provincial and state governments enforcing laws against industrial pollution have to get their act together," says Cohen.

"It's taking time for them to determine what substances really are dangerous and administer the laws."

"There's enough work being done on controlling

phosphorus content to amount to a holding operation. But scientists have warned us that we have a time bomb on our hands with other toxins."

Nevertheless, Cohen says he doesn't go along with a recent statement by Robert Sugarman, American co-chairman of the IJC, that the Great Lakes may have to be written off as a source of water supply.

There are still traces of the contaminant mirex in Lake Ontario, but sources sending it into the lake have been effectively shut off, adds Rodgers.

The Ontario Government has prohibited discharge of hazardous substances such as mercury, PCBs and DDT, and a mercury abatement program instituted in 1970 has cut the contamination of fish in Lake St. Clair by 50 per cent.

Rodgers says considerable progress has also been made towards reducing

phosphorus levels in the area of Lake Ontario from which Burlington draws its water supply.

However, he adds, the waters of Burlington Bay still have too high a content of dissolved oxygen, iron, zinc and nuisance algae.

"The bay isn't getting any worse. It's not listed as an area for special attention, but there still is a problem."

Even when advancements are made in battling industrial pollution in the lakes, the newly discovered problem of contaminants in rain and snow must be tackled.

"The old expression 'as pure as the rain and the snow' just isn't valid anymore," says Derek Foulds, Ontario region inland waters director with the NWRI.

"The indication is that a lot of pollutants are coming from outside the basin from as far away as Pittsburgh and St. Louis."



Mary Brzuchacz and Harvey Shear check a rainbow trout in one of Canada Centre of Inland Water's laboratories where poisons like lead and mercury have often been discovered in fish., Staff photo.



FIVE OF 20,000

Guide Hugh Dobson draws the attention of five Oakville-Trafalgar High School students to fish and plant life in one of the many aquaria at the Canada Centre for Inland Waters. The five were among 20,000 visitors who took advantage of CCIW's first-ever open house last weekend. Friday attendance was 7,600, while 3,400 visitors showed up Saturday and 8,900 Sunday.

Editorial

Burlington GAZETTE

**Manager
Editor
Community Editor
Sports Editor
Feature Editor**

**Bill Vaughan
Roy Wilson
Ron LaRose
Rob Skeoch
Pat Ford**

Member of the Canadian Newspaper Association and the Suburban Press Foundation.
The Burlington Gazette is published each Tuesday at 496 Brant Street.
The Gazette is a division of Southern Inc.

CIRCULATION 33,230

Telephone 639-5500

CCIW open house good for public

The complex workings of the world of science may not be as puzzling to the general public as has been assumed over the years. There is, at least, a massive interest in what happens in the labs and on the research ships of the Canada Centre for Inland Waters — as shown by the attendance at the weekend open house.

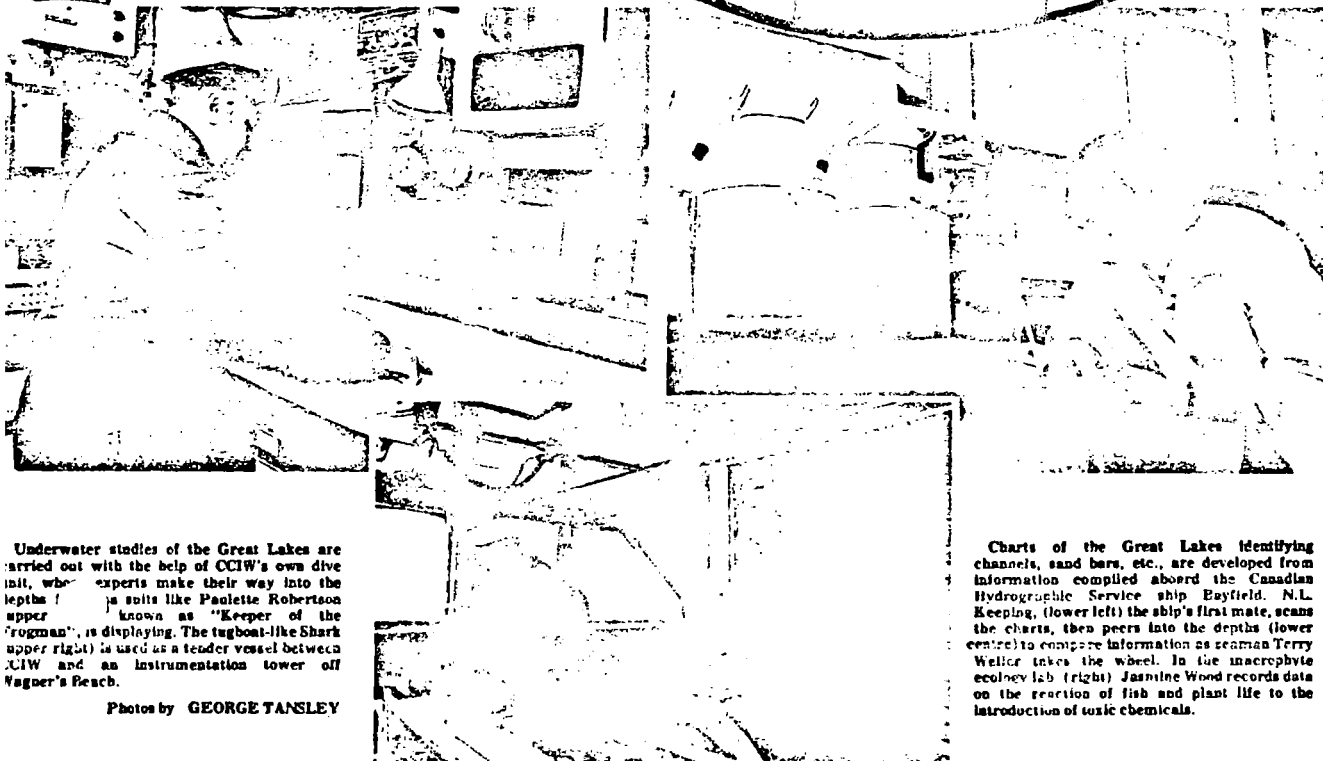
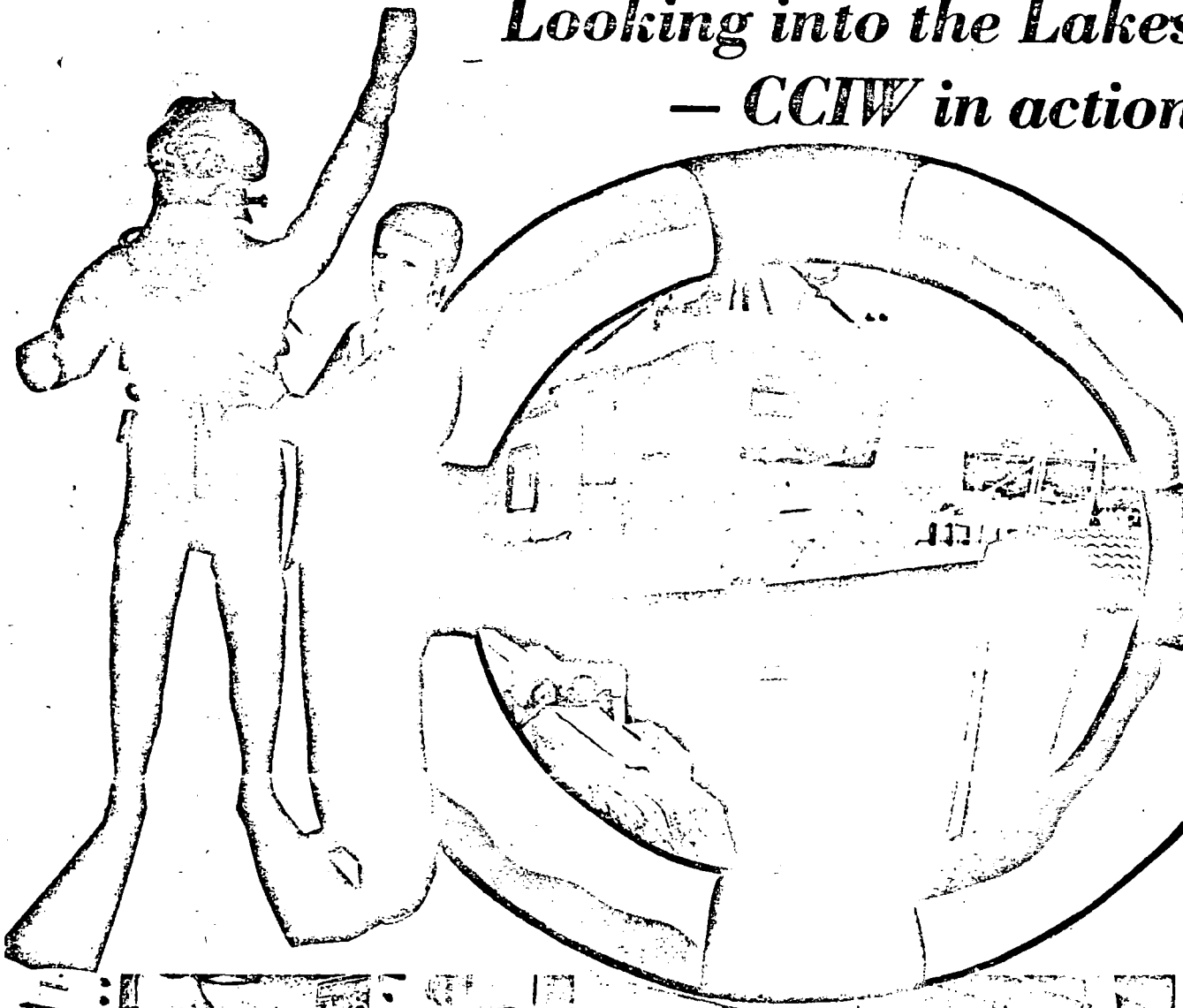
The CCIW is Canada's premier fresh water research institute. Many of the problems facing the Great Lakes system were first clearly outlined because of CCIW research, and many of the solutions to help solve these problems have been developed here as well.

The CCIW excites the interest of not just Burlington residents — but other research experts from around the world. When the Centre was first proposed more than 10 years ago, the concept of having scientists in a broad range of fields all working together in one complex with plenty of opportunity to interact with each other was a revolutionary idea.

The same concept must now be applied to fresh water problems being studied: scientists working closely together must examine entire watershed systems — with all the interaction between plants, animals, water and pollutants involved — instead of trying to solve one problem in isolation. This ecosystem approach was also first proposed by CCIW experts.

An open house program is probably as good for the experts as for the public. The public can get a first-hand view at important work; the experts can see first hand that the public does care about their work and progress.

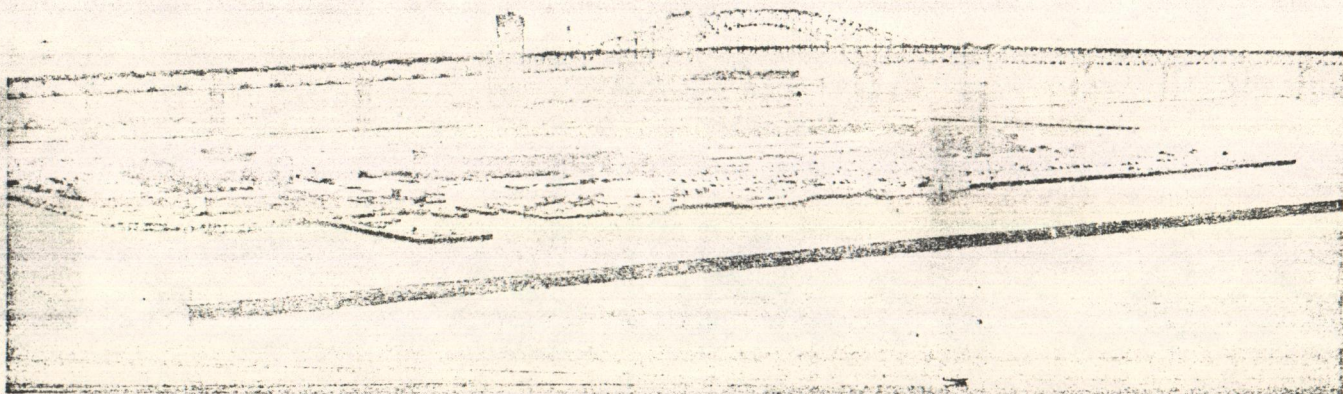
Looking into the Lakes — CCIW in action



Underwater studies of the Great Lakes are carried out with the help of CCIW's own dive unit, where experts make their way into the depths in suits like Paulette Robertson (upper left), known as "Keeper of the Frogman", is displaying. The tugboat-like Shark (upper right) is used as a tender vessel between CCIW and an instrumentation tower off Wagner's Beach.

Photos by GEORGE TANSLEY

Charts of the Great Lakes identifying channels, sand bars, etc., are developed from information compiled aboard the Canadian Hydrographic Service ship, Bayfield, N.L. Keeping, (lower left) the ship's first mate, scans the charts, then peers into the depths (lower centre) to compare information as seaman Terry Waller takes the wheel. In the macrophyte ecology lab (right) Jasmine Wood records data on the reaction of fish and plant life to the introduction of toxic chemicals.



Water Is Life to 20,000 CCIW visitors

More than 20,000 people visited the Canada Centre for Inland Waters on Burlington beach strip next to the canal over the weekend — more than doubling the amount of visitors expected.

The three-day open house was the first program of its kind at the complex, which houses the Great Lakes anti-pollution activities of the federal Department of the Environment, and the Ontario and Central Arctic oceanographic and hydrographic facilities of the Department of Fisheries and Oceans.

The 600 staff members at the CCIW began preparing for the program

before Christmas, to prepare the exhibits and demonstrations that were on view all weekend. The original estimate of crowds was that 10,000 would attend in three days — but more than 10,000 showed up on Sunday alone.

It has not yet been decided whether the program will become an annual event. The theme of the open house program was: "Water is Life".

Visitors to the main entrance of the building were greeted by sounds of the biosphere — ranging from the wild cry of

the loon, to the song of the humpback whale. Three research and hydrographic ships — the Bayfield, Limnos and Advent — were berthed at dockside. In the Wastewater Technology Centre, the latest techniques for handling wastes were demonstrated.

The program included 90 special exhibits and displays, a continuous film show, and demonstrations by many of the 150 scientists and engineers on staff at the CCIW.

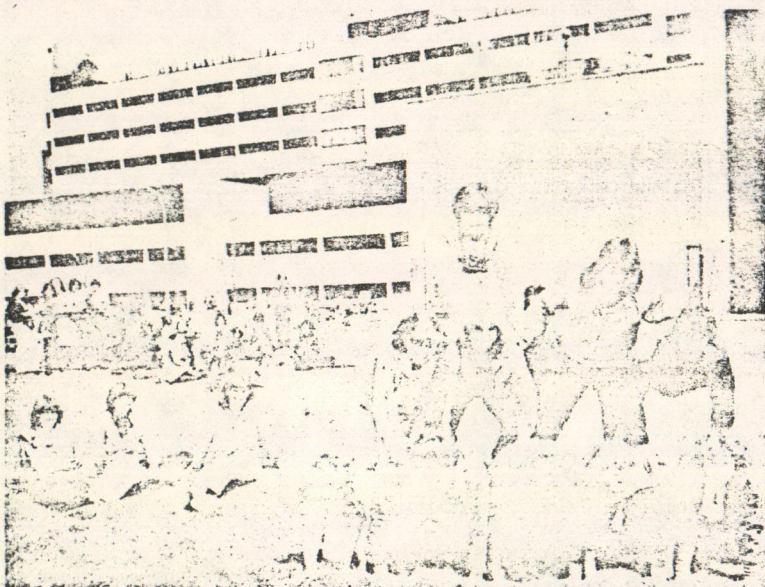
(More Science news on page 27.)

Open house at Health Science Centre

The McMaster Health Sciences Centre will hold open house April 27, 28 and 29, at 1200 Main Street West in Hamilton.

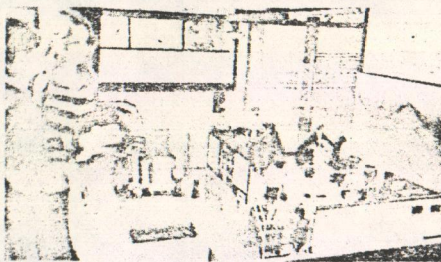
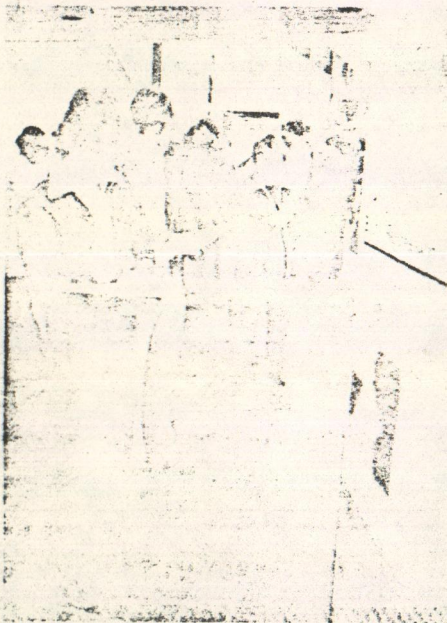
The program is the first open house since the Centre was officially opened in 1972.

Special numbered blue arrows in the complex will guide visitors to more than 100 displays, demonstrations and exhibitions on the four floors of the building. More information is available on the Open House Hotline, 527-4411.



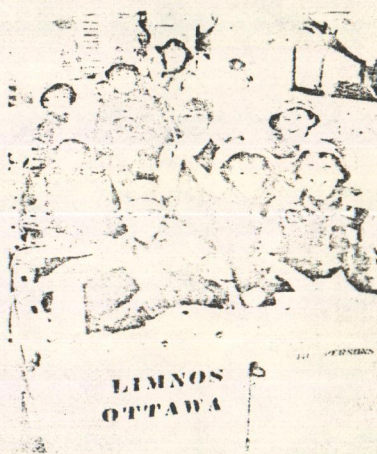
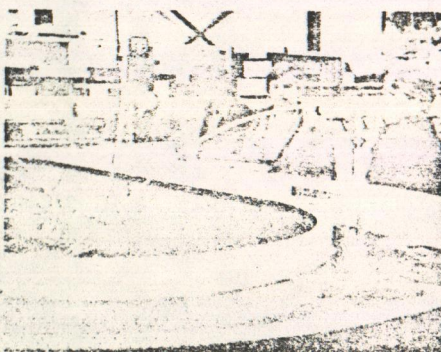
ABOVE — Students from Assumption high school built a pyramid during break in their tour.

BELOW — Many students visiting the CCIW made notes on exhibits.



ABOVE — Hydraulics lab was popular with visitors

BELOW — Oil slick recovery techniques were shown in indoor tank.



ABOVE — The 55th Hamilton Beaver colony tested a life boat on the Limnos.

— Pictures by DAVID GRUGGEN,
PAUL WODEHOUSE



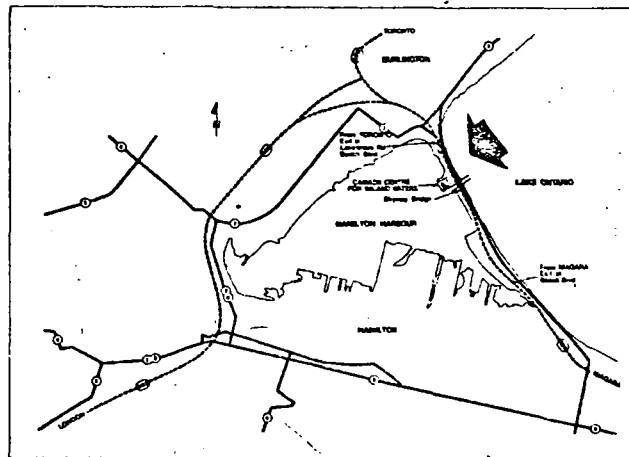
CANADA CENTRE FOR INLAND WATERS OPEN TO THE PUBLIC

FRIDAY, APRIL 20
SATURDAY, APRIL 21
SUNDAY, APRIL 22

10 A.M. to 4 P.M. DAILY
FREE PARKING
FREE ADMISSION

COME, IT'S YOURS — BRING YOUR FAMILY & FRIENDS

- POLLUTION LABORATORY TOURS
- EXCITING DEMONSTRATIONS
- 90 DISPLAYS & EXHIBITS
- SEE OIL SPILL TECHNIQUES
- ENVIRONMENTAL AWARENESS & ACTIVITY GUIDES FOR YOU
- WIND & WAVES TO ORDER
- COME ABOARD THE RESEARCH SHIPS
- TALK TO SCIENTISTS & ENGINEERS
- LIVE FISH
- CONTINUOUS FILM SHOW
- LEARN ABOUT CITY & INDUSTRIAL WASTE TECHNIQUES
- SEE ALL THE WATER TESTS
- ECOSYSTEM TALKS •



Gouvernement
du Canada

Government
of Canada

867 Lakeshore Rd.,
Burlington.
(416) 637-4260