



Minutes

Odour Management Team, Meeting #21

Date: August 20, 2015
Time: 10:00 am- 3:30 pm
Place: CASA Office, Edmonton, AB

In attendance:

Name	Stakeholder group
Humphrey Banack	Alberta Federation of Agriculture
Ann Baran	Southern Alberta Group for the Environment
Kim Eastlick	Alberta Energy Regulator
Francisco Echegaray	Natural Resources Conservation Board
Joseph Hnatiuk	Canadian Society of Environmental Biologists
Kim Johnson	CAPP (Shell)
Brendan Schiewe	Alberta Health
Richard Sharkey	Alberta Environment and Parks
David Spink	Prairie Acid Rain Coalition
Chandra Tomaras (phone 10-11am)	Alberta Urban Municipalities Association (City of Edmonton)
Lorna Young (phone)	Chemistry Industry Association of Canada
Amanda Stuparyk	CASA
Robyn Jacobsen	CASA
Kim Sanderson (AM)	(Editor for the OMT Final Report)

Regrets:

Name	Stakeholder group
Carolyn Kolebaba	AAMDC
Holly Johnson-Rattlesnake	Samson Cree Nation
Steve Rozee	Solid Waste Association of North America (City of Lethbridge)
Gord Start	Alberta Forest Products Association (Hinton Pulp)
Tanya Moskal-Hébert	Alberta Agriculture and Forestry
Gary Redmond	Alberta Airsheds Council (Alberta Capital Airshed)
Kevin Warren	Alberta Airsheds Council (PAMZ)

Action Items:

Action Items	Who	Due
19.1: Update the OMT on an AER decision to provide support for printing of the GPG.	Kim (AER)	Carry forward for final decision.
20.1: Request information from Communications departments about how they can assist with promotion and distribution of the GPG.	Government OMT members	Carry forward. Pursue prior to implementing the Communications Workplan and inform the secretariat of any assistance.

20.3: Determine requirements of Alberta Agriculture “Call of the Land” PSA and discuss further with the secretariat.	Tanya (Ag)	Carry forward. Tanya, co-chairs and secretariat to determine process forward to create.
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1. Administrative Items

Humphrey chaired the meeting that began at 10:05 am. Participants introduced themselves and were welcomed to the meeting. Quorum was achieved.

The agenda and meeting objectives were approved. The minutes from meeting #20 were approved with minor editorial changes that were sent to Amanda prior to the meeting.

The status of action items from meeting #20 were updated as follows:

Action Item	Who	Status
18.3: Update the ERoRTG cover letter and prepare submission to Alberta Environment and Parks on behalf of the OMT.	Amanda	Complete. This was submitted as requested on August 5 th to AEP.
19.1: Update the OMT on an AER decision to provide support for printing of the GPG.	Kim (AER)	Carry forward. Kim hopes to receive a final decision soon. Design of both the GPG and Highlight Sheet should be within the capabilities of the AER print department (the secretariat will confirm in-house AER abilities).
20.1: Request information from Communications departments about how they can assist with promotion and distribution of the GPG.	Government OMT members	Carry forward. Government members to pursue prior to implementation of the Communications Workplan and inform secretariat of any assistance.
20.2: Research various options in the Communications Work Plan including <i>Google Ad Words</i> , <i>Google Analytics</i> (other available tracking mechanisms), <i>survey and feedback</i> mechanisms, costs to develop a media release and <i>online media release</i> options.	CASA	Complete. An updated workplan is discussed further under agenda item #6.
20.3: Determine requirements of Alberta Agriculture “Call of the Land” PSA and discuss further with the secretariat.	Tanya (Ag)	Carry forward. The team noted the recording should be the co-chairs and agree the secretariat can work with both to develop the PSA. This would occur after Board approval of the final products.

Additional Notes

20.1: It was requested that this issue be raised in the final presentation at the Board Meeting in September as a requested action for Board Members. The goal would be to request all board members to champion the GPG with their communications departments for distribution and promotion.

CASA Update

Amanda provided an update of CASA operations since last meeting.

- Preparation is ongoing for the Board meeting on September 17th in Edmonton. The Executive Committee met on August 10th. Project related updates from the meeting include:
 - The government is not in the position that they had hoped to be in terms of implementing the Integrated Resource Management System (IRMS). CASA will be putting work of the IRMS team on hold for the time being and it will be continued at a later time.
 - The Non-Point Source (NPS) project has received some CASA internal funds; with government and industry funds the project should be enough to begin this work. The secretariat will receive further instruction from the Board at the September meeting.
 - The OMT has received \$10k from CASA internal funds to assist with the communications/distribution and roll-out of the GPG.

2. Performance Measures Indicator

Amanda provided an overview of the initial discussion on this topic that occurred at Meeting #19. She reviewed the information provided to Project Teams from the Performance Measurement Strategy.

The OMT had an in-depth discussion on this work item and determined they could not provide one single indicator (whether quantitative, such as statistics or downloads, or qualitative, such as survey feedback) that would meaningfully measure whether or not the work was successful.

Members noted that the team was ultimately successful in meeting their objectives in creating the *Good Practices Guide for Odour Management in Alberta*. The discussion focused on how a future odour project team and/or the Performance Measures Committee could determine if the GPG itself has been successful in influencing odour management in Alberta. Ultimately, the team wants to know 1) of the GPG was used? 2) how it was used? 3) was it useful?. Statistics alone would not properly reflect the value of the GPG, and survey feedback however well-structured the questions, would be difficult to quantify.

The team discussed what needs to be measured, but at this time, they are unable to set targets for defining “success”. The OMT is recommending 3 measures to the Performance Measures Committee, but these measures will not indicate “success”, as no targets are being set. However, these measures will provide information that will assist the CASA Board in determining the need and/or criteria or requirements for the 5 year review of the GPG.

1. Conduct a Survey of selected targeted audiences of the GPG.
 - a. The survey will be similar to case studies – it is based on finding out how the GPG was used and trying to find out what influence it has had [on odour management]. Five (5) general question types will need to be created including on:
 - 1. Guide Awareness
 - 2. Guide Use
 - 3. Value
 - 4. Updating (need for modification or improvement)
 - 5. Suggestions

- b. Selected users to be surveyed will be documented in the Appendix of the final report and will include some OMT member organizations that are anticipated to be key users of the GPG
2. References of the GPG.
 - a. Number of times the GPG is referenced through an academic literature search
 - b. Number of times the GPG is cited in Environmental Impact Assessments (EIA's) and Regulations or Guidelines (should be accessible through an online search)
 - c. Number of references to the GPG in a general web search (including international)
 - d. Numbers of references in approvals. Note: there will need to be a request to the Government of Alberta to search internally for any reference in Approvals.
3. Statistics on the GPG.
 - a. Google Analytics. The secretariat will be using Google Analytics for the Odour Management Project webpage on the CASA website from the time of the approval and posting of the GPG. The Team requested use of all parameters that the general version of Google Analytics allows for tracking of statistics. The program continuously tracks the data over an indeterminate amount of time, therefore reports/data and reporting can be quantified for any timeframe.

Other notes include:

- This work should occur in 4 years (i.e. beginning in early 2019)
- The PM committee could look at trends. For example, we'd expect to see a large increase in downloads when the GPG is first released and then you'd expect it to stabilize over time but still remain steady.

The OMT discussed and agreed to the following path forward. The secretariat will draft information for the Final Report: Section 12 – Performance Measures Indicator based on the discussion at the meeting and request acceptance from the OMT by email. This will need to be done prior to the Board meeting deadlines.

3. OMT Final Report Content

The OMT received a draft version (#3) of their final report with appendices for review prior to the meeting. Highlights of their discussion included:

The approved edits at the meeting were:

- Replace the first paragraph of the Executive Summary (keeping the last two sentences) with the 2nd paragraph of Section 2. This was agreed to be a more positive and comprehensive introduction to the topic of odour
- Remove the word “pollution” throughout the report. The sentences are okay without the word. If needed, Kim may replace with “quality”
- Remove the word “extensive” on page 1, line 45
- Page 4, line 16, add to the sentence the word “managing” for ‘odorous compounds individually and as a whole’
- Review the report for consistent use of a semi-colon in all lists.

By consensus, with discussed edits, the team approved the report as final, notwithstanding the need to finalize Section 12 - Performance Indicator.

The report will be submitted to the Board for their approval at the September 2015 Board meeting.

4. Communication Distribution Email List

The secretariat compiled all emails that were sent by the team during the request for information from August 6th through 18th by email. The team was asked to review the updated list and discuss how it can be finalized in preparation for implementation of the Communications Plan (workplan).

The team agreed they should be able to provide more contacts from their respective organizations or affiliations. Amanda will send around the updated list after the meeting. Amanda will fill in any gaps with a communications or general email organizations once the 2nd round of email gathering is complete. There was some concern there were no First Nations or aboriginal groups contacts yet.

Amanda will send an updated Distribution List out to the Team for another email gathering period and contact appropriate OMT members to fill in gaps in the list.

Amanda asked the team what they would like to send out in the distribution emails. The content of the email, as previously discussed, will be drafted with input from the co-chairs. Similar to the previous discussions, the team agreed there should be at least two separate emails sent; one to associations and applicable organizations highlighting the Newsletter and one to the remaining listings with the general information about the GPG.

Other highlights include:

- The email will have a brief summary of what is in each section of the GPG
- The email will indicate that recipients can request a hard copy of the GPG from the secretariat
- The email will include the GPG Highlight Sheet and Newsletter insert as electronic attachments and as a link to each piece on the CASA website.

5. OMT Budget

The OMT revisited their budget and surplus estimate. The budget was updated to include all previously approved contracts for the Highlight Sheet, Newsletter, and Presentations and now to include the additional \$10k from CASA internal funds. There is a surplus of approximately \$20k.

It was noted again there is currently no allocated money for printing. This is the most important outstanding expense. The OMT is hopeful the AER will be able to assist with the bulk of the printing (up to 300 GPGs of the content pages (approximately 80 pages) and up to 1000 Highlight Sheets (legal size glossy paper folded)). Also previously discussed, the AER does not have the capability to print the covers and tabs or do the binding the team has chosen. The team recognized this could be a larger cost and will need to consider how to allocate the surplus once they review quotes. Julie is in the process of obtaining 3 printing and collating estimates. These will be sent to the OMT for review and approval in the near future. Budget surplus funds will need to be allocated accordingly.

The team discussed expectations for quantities of hard copies of the materials. The secretariat currently acknowledges the AUMA and AAMDC requested a larger quantity of the Highlight Sheet (Amanda will need to confirm amounts with both of them) for display in offices but no other OMT members have requested multiple copies. There were no further requests at the meeting so it was noted the secretariat will house the majority of the copies of printed materials (GPG and Highlight Sheet) as any requests for hard copies will be received by them.

The Highlight Sheet is being designed to be print friendly (on legal size paper – required to be folded to pamphlet size) so it is expected that organizations can print them internally for distribution. CASA will house hard copies for presentations and/or events.

The team was also reminded that their updated Communications workplan (agenda item #6) includes additional costs associated with a media release and distribution and web search optimization options that would still need to be allocated and updated in the budget.

The group was reminded that since CASA internal funds have twice been reallocated and used to supplement this projects work, the group should try be as fiscally responsible as possible, since any remaining monies would be allocated to other project teams that may require funding. The OMT agreed to strive for this. Amanda noted the Non-Point Source project is due to begin this fall and could potentially benefit from any surplus funds.

6. Online Content & Exposure and Media Work plans

The OMT received an updated work plan for review prior to the meeting. The secretariat reviewed the updated information with the OMT and asked them to consider each area and discuss implementation.

Online Content and Exposure Workplan – Update

The OMT considers this a priority, as it is the most manageable and has the ability to target the largest audience. It will also be part of the sustained promotion and exposure for the GPG.

Search Engine Optimization (SEO)

Information on Google AdWords was added to the workplan. The OMT discussed SEO and agreed it will be part of the secretariat responsibility to try to increase the profile of the GPG and may involve the use of some or all of the tactics as listed in the work plan #3. The details and parameters for Google AdWords were discussed by the team in depth and they noted that this may not be the best use of funds. CASA has other important work and it doesn't seem necessary in the broader scope of work. There was agreement that this is not a priority and will not be implemented. Amanda will update the workplan accordingly.

Tracking and Analytics

CASA does have a google analytics account that has been reactivated. The secretariat is creating a new webpage for the GPG and associated information so the Google Analytics will start from the date of webpage creation. The OMT agreed the secretariat should track all general statistics in Google Analytics. The team could choose to purchase the premium version, but this might not be necessary given the data from the general version. They confirmed they did not want to spend any funds on this item, but directed the secretariat to implement as is.

The OMT requested the secretariat confirm data and tracking abilities in regard to future data collection. This will become very important for the future 5 year review and the performance measures indicator for the Performance Measure Committee. The team wanted to ensure we can go back and analyze all data collected over several years (i.e. the entire 5 year period on an annual basis or breakdown by other time frames). Amanda will update the workplan accordingly.

Feedback

The OMT are keen on having a feedback option/mechanism and reviewed the updated information in the workplan. The updates provided information on various options for the team to consider for feedback tools and/or apps including surveys, hosted by third party sites. Amanda also noted that some options are available at no additional cost. She could request Cara design another logo/icon requesting feedback from people reviewing the GPG. By clicking the logo/icon an email will be set up for submission of any feedback. The team agreed there is not a need for a survey to be on the webpage itself but should form part of continuous improvement in the future.

The team agreed to the following and Amanda will update the workplan accordingly to include the following:

- Information directly in the GPG requesting feedback and suggestions for improvement.
- An icon/logo will be created by Cara to be included at the bottom of the CASA Odour webpage that requests feedback and automatically links to a CASA email.
- The Secretariat will need to review any submitted emails and take action as necessary – for example, if there is a broken link that should be addressed.
- There should be a standard response to anyone who has submitted feedback to the email address – “Thank you for your email. All feedback will be considered in the next review of the Good Practices Guide.”
- Any feedback that doesn’t require immediate attention will be archived for any future Odour Management Teams.

Media Coverage Workplan - Updates

The team reviewed the updated information for this workplan section. Several estimates for the development of a media release were provided, as were costs associated with online distribution services.

Media Release

The OMT requested the secretariat pursue the development of a media release. They felt that Lori, from Yellowdog Communications, having an in depth knowledge of the information, and also having created the Newsletter, Highlight Sheet, and Presentations, would be in the best position to create a media release. They also noted the costs may be lower because of this and agreed to request a quote. If it is no more than \$1000, Lori will be contracted to complete the work. She should include all the ‘key’ search words in the release.

Online Distribution

The OMT reviewed and discussed the 3 options provided. They agreed to Option 3c – MarketWired (news distribution service) that will target and distribute the media release to all Alberta media for a total cost of \$449 (per release). The team noted there will be one release.

The Team was reminded that during their presentation to the Board in September, they will be asking the all board members to have their organizations partner with CASA/OMT on parallel media releases.

Amanda will update the workplan and budget based on the discussion and the team agreed the communications workplan is finalized. The team has agreed to the implementation of the workplan.

7. GPG Highlight Sheet, Newsletter, Presentations

Amanda provided the OMT with an update on the development and progress of the new contracts. She also asked the team how they would like to be involved in any further development and review.

Presentation(s)

Lori met the team's request to develop the Presentations prior to the deadline for the Odour Conference. The OMT co-chairs were involved in the development and provided feedback. Lori created one shorter general information presentation (17 slides) and one longer more detailed presentation (26 slides). The OMT requested they received the presentations via email when finalized, for their information.

Newsletter

Lori's contract includes the development of 2 new story pieces; a longer one for CASA's website and any organization that has the space to print details; a shorter one that provides a brief summary and a link to CASA' website for more information. This shorter story will be adaptable to email. As the Presentations were prioritized Amanda has not received any content on this work item yet.

GPG Highlight Sheet

Both Lori and Julie are contracted to work on this piece. The secretariat worked with both to determine style and design that would also meet the abilities of the AER for printing. The preferred design is for a paper size of 8.5" x 11" (legal) 4 panel that will be folded twice into a smaller pamphlet size. Lori has drafted rough content for the highlight sheet that has gone to the co-chairs for comments.

The OMT has requested to be involved in the development, review, and approval of the remaining communications products, via email. It was noted that the team should not be disbanded at September board meeting due to this outstanding work. The team agreed to provide a status update at the December board meeting, and then ask to be disbanded.

The OMT agreed to continue working until the December Board meeting due to outstanding work on communications work items. At that time, they will request to be disbanded.

8. Good Practices Guide for Odour Management in Alberta

Amanda provided an update of progress to the team and noted the GPG is on track and has met timelines. The OMT received an email with the graphically designed version of the GPG earlier than anticipated on August 19th for the 3rd review period. **All comments are required to be submitted by 3:00 pm on August 27th.**

Some comments at the meeting include the following and will be submitted to Lori/Julie for the final version:

- The formatting should clearly delineate where there is a "tool". It is hard to recognize when you go from the text to a tool, and this has caused some concern regarding repetition of content

- The tables are too small and not very readable when they are printed. Although the GPG is going to be available electronically, it will also be printed by individual users and this needs to be considered.
- The ordering of the sections was discussed in depth. The team agreed to the following:
 - Move “Complaints” to the last section. The team agreed they want the process to be proactive – ideally, the process shouldn’t be driven by complaints, even though right now that is how it happens.
 - Put Prevention and Mitigation after the Health section. Then Odour Assessment and Enforcement and Regulation sections.
- The GPG’s *subtitle* will need to be updated to reflect this change in sections.
- There was a question of how the online version will show the “tabs” and title pages. The secretariat noted that Lori is drafting/designing the content and online version and this should be addressed by her design considerations. It should be considered for the PDF version.

There should be no substantive changes during this 3rd review period and the OMT is being asked to submit only issues that you/constituents “can’t live with” (or technical errors/edits). Final edits will then occur by Lori/Julie and the OMT will be sent the ‘final version’ of the GPG on September 5th.

OMT final review and electronic acceptance will be on **September 5th – 7th (noon)** to meet deadline for Board submission.

9. Board Package Preparation

Amanda provided the OMT updated information for the September 17th Board meeting. The Odour Project Presentation is scheduled for 1:30 pm and attendees should arrive close to 1:00 pm to avoid disruption. The OMT co-chairs will be presenting the final presentation to the Board and all OMT members are encouraged to attend.

Please let Amanda know if you will be attending the Board meeting presentation (afternoon) as all Guests need to be listed for security purposes.

The OMT asked the co-chairs to highlight in the final presentation, the financial aspects of the project as well as the large scope of work that was requested in the short timeframe of the project.

10. Meeting Wrap-up

Amanda reminded the OMT that an invitation was sent out for the Odour Project final wrap up party to celebrate the project’s completion (is also combined with the Electricity project completion) that will take place after the board meeting on September 17th (in Edmonton). The Board has also been extended an invitation to attend this celebration.

Amanda requested that OMT members RSVP attendance as soon as possible as numbers are required for catering.

The meeting adjourned at 3:35 pm.