

Final Minutes



Communications Committee meeting #43

Date: October 13, 2009
Time: 10:00 a.m. – 3 p.m.
Place: CASA

In attendance:

Name	Stakeholder group
Tony Hudson	The Lung Association – Alberta & NWT
Ann Baran	Southern Alberta Environmental Group
Ruth Yanor	Mewassin Community Action Council
Joanna Byers	The Lung Association – Alberta and NWT
Kerra Chomlak	CASA Secretariat
Jennifer Allan	CASA Secretariat

Regrets:

Name	Stakeholder group
Gord Mounce	Canadian Association of Petroleum Producers (CAPP)
Karen Karbasheski	Alberta Energy
Ogho Ikhala	Alberta Environment
Blake Robert	Alberta Forest Products Association
Jean Moses	CASA Secretariat
Brian Waddell (GOV)	Alberta Environment

Tony Hudson chaired the meeting, which convened at 10:15 a.m. Quorum was not achieved as two sectors were not present. These minutes will outline areas where there was agreement by those present and additional members of the committee will be asked for approval before the next meeting. Additional items will be carried forward to the next meeting.

Action Items:

Action items	Who	Due
40.1: Ask for a committee member from the Oilsands Developers Group	Gord	Next Meeting
40.2: Follow-up with ERCB re: member	Jean	Next meeting
41.5: Invite new board members to participate in the organization of the Coordination Workshop. Other stakeholders will also be invited to participate in this task.	Kerra, others	Ongoing. Board attendance was low last workshop.
42.2: Check all clearing house links	Brian	Next meeting
42.3: Present some ideas for new clearing house name	Jean	Next meeting
42.4: Survey for meeting dates for year	Jean	Next meeting

42.5: Present costs and options for new visual identity	Jean	Next meeting
42.6: Link facebook page from CASA home page, and continue to monitor	Jean	Next meeting
43.1: The CASA secretariat will align the Public Participation Policy's procedures with our current governance structure.	Kerra, Jean, Jennifer	Next meeting
43.2: The secretariat will revise the policy and circulate to committee members.	Jean, Kerra	Next meeting
43.3: Jean will check with Robyn, the Electricity Framework Review Project Manager, for any other specific statistics.	Jean	Next meeting
43.4: Jean to check with Edmonton Transit Service to find out if the diesel particular filter pilot project was adopted longer term.	Jean	Next meeting
43.5: Jean and Kerra to find out if there are any tangible successes from the Pollution Prevention and Continuous Improvement Framework.	Jean, Kerra	Next meeting
43.6: Jean will bring a revised version to the next committee meeting.	Jean	Next meeting
43.7: Kerra to check with Jillian Flett if a Clean Air Strategy draft would be ready for discussion at a March Coordination Workshop.	Kerra	Next meeting

1) Administration

- a. Agenda approved by those present.
- b. Minutes of the January 28, 2009 meeting # 41 were approved by those present.
- c. Action items follow-up:

Action items	Who	Due
40.1: Ask for a committee member from the Oilsands Developers Group	Gord	Carry forward
40.2: Follow-up with ERCB re: member	Jean	Carry forward
40.3: A revised draft Public Participation Policy will be presented at the next meeting	Jean	Done
41.4: Distribute the guide for the Media Relations Rating Points system	Jean	This meeting
41.5: Invite new board members to participate in the organization of the Coordination Workshop. Other stakeholders will also be invited to participate in this task.	Kerra, others	Ongoing
42.1: Present possible theme/approaches for Coordination Meeting	Jean, Brian, Tony	This meeting
42.2: Check all clearing house links	Brian	Carry forward
42.3: Present some ideas for new clearing house name	Jean	Carry forward
42.4: Survey for meeting dates for year	Jean	Carry forward

42.5: Present costs and options for new visual identity	Jean	Carry forward
42.6: Link facebook page from CASA home page, and continue to monitor	Jean	Carry forward

CASA Update:

Committee members were reminded of upcoming events at CASA:

- November 10th is the Priority Setting Workshop
- December 2nd is the Bridging Interests, Building Agreement workshop in honour of Martha Kostuch.

2) Review public participation policy

The background to this policy is Clean Air Strategy, and to a lesser extent, the Electricity Framework Review project teams' public consultations held in 2008. Some of the issues revolved around lacking decision-making authority by those at the table and clarity of the purpose and format of public consultation versus public education.

The intent of the public participation policy is to clarify the scope and intent of public consultation and raise those issues to the board level. The committee discussed the value of having public consultation scoped early on in the process, as indicated in the 'procedure' section of the policy.

Those present agreed that CASA should not be a stakeholder and should not have the right to block decisions related to public consultation. Concerns were raised about CASA's stakeholder relations if the team agrees to a direction and CASA were to block. The secretariat is the neutral body at the table. The secretariat should continue to identify risks to the organization and board members have a responsibility to care for the organization as well as their stakeholder group.

There are implications in the policy related to CASA's governance. The current procedure outlined does not align with the current process for developing a team's terms of reference.

Action item 43.1: The CASA secretariat will align the Public Participation Policy's procedures with our current governance structure.

Committee members present stressed that the next draft should retain that CASA is not a stakeholder and that public consultation needs to be scoped early and board approved. A flowchart or some other graphic might be more useful.

The committee discussed the aboriginal consultation section. CASA does not have a legal duty to consult, but the Government of Alberta has to consult on any policy that could impact treaty rights. During the Clean Air Strategy (CAS) consultations, it was confirmed that this duty cannot be delegated. Therefore, CASA must work with the Aboriginal Relations units within Alberta Environment, or another ministry as appropriate, but will not undertake the consultation itself. This approach fits with previous CASA experience.

The committee members felt the questions in appendix A were very useful and recommended the secretariat look at other information from the International Association for Public Participation.

Action item 43.2: The secretariat will revise the policy and circulate to committee members.

3) Review Media Relations Rating Points System

The committee members present agreed that small weekly papers, small radio or late night broadcast should 'count' in the rating system. There was a question whether these sources should be assigned one point, or a half point in order to keep the system proportionate to the audience (i.e. do we want to assign equal weight to the front of a newspaper and a small weekly paper?). This should be an issue the committee handles when there is quorum.

4) Performance measures review

The Communications Committee oversees two of CASA performance measures:

- performance measure 4 – Degree of CASA members, partners, and clients' satisfaction with the CASA approach; and,
- performance measure 5 - Degree of recognition of CASA as a major vehicle for delivering improved air quality management for Alberta.

Performance measure 5 is calculated yearly through the number of website hits and the Media Relations Rating Point system. Performance measure 4 is calculated every 3 years via the stakeholder survey. The next survey is due in 2010.

The Performance Measures committee is redoing its methodology handbook. The stakeholder survey was revised in 2007. Jennifer Allan, Project Manager for the Performance Measures committee, would like to sit in on the Communications Committee's conversations related to the stakeholder survey to document the procedures used. She also offered assistance should the committee desire additional data analysis for the survey.

5) Review 15 Successes document

The committee members present reviewed the 15 successes draft. There were two definitions of 'success' emerging from the conversation:

1. CASA action that realized tangible improvements in air quality; and,
2. CASA agreements or frameworks that provide valuable tools to manage air quality.

The committee members present agreed to create separate sections of the document: successes; toolbox and research.

The distinction drawn between the two relates to implementation success and how much credit CASA can take for ambient or emissions reductions. For some CASA frameworks implementation may not have led to tangible benefits or implementation could be lacking. Other areas of CASA action may address one source of a pollutant and cannot be wholly responsible for overall trends. There is sensitivity in the press for "plans to make a plan." The committee members present preferred specific, measurable results where possible.

The committee also discussed if 15 successes are needed. It was felt around the table that the successes should be strong claims of effective CASA action. If there aren't 15, then the document can be renamed.

The committee members discussed each of the 18 possible successes. **Below are the next steps agreed to by those present at the meeting:**

1. Consensus:
 - a. This was in the “10 Successes in 10 Years” document and should be kept.
2. Performance measurement and planning:
 - a. Remove. This is what all good organizations do and doesn’t meet either of the definitions of success above.
3. Air Quality
 - a. This seems to be referring to the Recommendations for a Clean Air Strategy. We have yet to see how many of the recommendations will be adopted into the actual Clean Air Strategy. However, it is difficult to not mention our largest project in recent years. The extent of the success CASA can claim is that we reach agreement on the long-term goals for air quality management in the province. The committee members were unsure how to address this issue.
4. Flaring (should also include venting)
 - a. Keep – this has a real-world outcome associated with CASA action. The stats cited need to be updated. Some heard that flaring and venting has increased recently.
5. Airsheds:
 - a. Keep – this was in the “10 in 10.”
6. Monitoring (should reference: Ambient Monitoring Strategic Plan)
 - a. This should go in the ‘toolbox’ section of the document. Only the last sentence should be kept and preceded with some specifics of the plan (e.g. health monitoring). A sentence could be added that we await implementation.
7. Electricity emissions (should include a verb, such as managing)
 - a. Keep – are there more specific stats we could cite? For example, all plants must have mercury controls installed in 2010.

Action item 43.3: Jean will check with Robyn, the Electricity Framework Review Project Manager, for any other specific statistics.

8. Smog reduction:
 - a. Move to the toolbox section. The win for CASA is our trigger system was followed, i.e. when ambient concentrations reached a specified level in three areas, management plans were developed.
9. Vehicle emissions
 - a. Move to the research section. These are all pilot projects. Where applicable, state if these pilots were adopted by others and the results (for example how many cars Climate Change Central’s Breath Easy program remove from the road?).

Action item 43.4: Jean to check with Edmonton Transit Service to find out if the diesel particular filter pilot project was adopted longer term.

10. Acid Rain (again, a verb is needed):
 - a. Keep – updated data is needed. The committee wasn’t sure if this was a toolbox item or a tangible success; it depends on the information received.
11. Accessible information:
 - a. Move to the research section. The committee members had questions how accessible the information on the CASA Datawarehouse is, but it is a single repository for ambient information.
12. Pollution Prevention:

- a. To be decided. It is currently very vague what the success actually is. Are there any quantifiable successes from the Pollution Prevention and Continuous Improvement Framework?

Action item 43.5: Jean and Kerra to find out if there are any tangible successes from the Pollution Prevention and Continuous Improvement Framework.

- 13. Record-keeping
 - a. Move to the tool-box. It should also be clarified what the record-keeping system is that we're referring to. Uptake of the HERS system was low, but it could be useful. It currently doesn't impact air quality either, but provides a way for farmers to track the health of their herd.
- 14. Feedlots (should read Confined Feeding Operations)
 - a. Keep: The last sentence should be removed as well as the reference to managing emissions. The framework is primarily monitoring and research, both of which are currently happening.
- 15. Priorities (should read: Ambient air quality objectives)
 - a. Keep, but be more specific. The document should name which substances have had AAQOs developed as a result of the CASA process.
- 16. Consensus-building:
 - a. Roll into number 1 as an example of improving on our process.
- 17. Understanding others
 - a. Remove. This isn't related to any of the definitions of success above and is generally good practice.
- 18. Education and outreach
 - a. Roll into #11 (Accessible information).

Action item 43.6: Jean will bring a revised version to the next committee meeting.

6) Review Clearinghouse names

The committee members present preferred to defer this to a later meeting.

7) Coordination Workshop

Those present discussed the previous workshop, which centered around the idea of "speed dating." Each team had an opportunity to talk to all the other teams to find commonalities, where they may exist. After March 2010, there may be only five project teams (not include board committee and the airshed zones).

Committee members discussed if there were other ways to coordinate, given the small number of projects expected at CASA in the spring. One idea was to discuss policy frameworks of interest to all of our teams, such as the Land-use Framework, the Clean Air Strategy, Cumulative Effects Management Framework, Federal Clean Air Regulatory Act (or alternative); and Water for Life. The theme could be along the lines of 'Putting it All Together.' Interactive elements could be built along the concept of constructing ties between these initiatives like speed dating, table building, snakes and ladders (moving up and down).

Action item 43.7: Kerra to check with Jillian Flett if a Clean Air Strategy draft would be ready for discussion at a March Coordination Workshop.

To keep the original intent, all the CASA teams could have a booth. Ways to encourage people to visit the booths could be passports (a stamp for each one you visit) or raffle tickets.

The preference was for a Calgary meeting to piggy-back onto the March board meeting. The committee members present preferred McDougall Hall, but did recommend a backup facility be found. Flexible rooms and/or a large room to allow people to move around would encourage the interactive nature of the event.

The meeting adjourned early at 2.00 p.m.