

Final Minutes



Communications Committee meeting #48

Date: April 7, 2010

Time: 10:00 – 12:00 noon

Place: Teleconference

In attendance:

Name	Stakeholder group
Ann Baran	Southern Alberta Environmental Group
Brian Waddell	Alberta Environment
Ogho Ikhalo	Alberta Environment
Tony Hudson	The Lung Association – Alberta & NWT
Ruth Yanor	Mewassin Community Action Group
Jean Moses	CASA Secretariat
Kerra Chomlak	CASA Secretariat

Regrets:

Name	Stakeholder group
Bob Curran	Energy Resources Conservation Board
Blake Robert	Alberta Forest Products Association
Joanna Byers	The Lung Association – Alberta and NWT
Karen Karbasheski	Alberta Energy
Rachel Turner	Canadian Association of Petroleum Producers (CAPP)
Tom Neufeld	Energy Resources Conservation Board

Tony Hudson chaired the meeting, which convened at 10:10.m. No quorum was achieved.

Action Items:

Action items	Who	Due
48.1: Ensure survey wording is consistent with other terms within CASA's Procedural Guidelines	Jennifer	Next meeting
48.2: Develop a new question to speak more directly to the wording in the business plan.	Jennifer	Next meeting
48.3: Check with the air section at AENV about survey	Brian	Next meeting
48.4: Check with industry about survey question concerns and agreement with decisions	Jean	April 9
48.5: Revise survey questions for committee approval	Jennifer	Next meeting
48.6: Include item in <i>Clean Air Bulletin</i> requesting ideas about the forum, and soliciting volunteers for organizing sub-committee	Jean	Next CAB issue

48.7: Survey key stakeholders and presenters about Coordination Workshop date	All committee members	Next meeting
48.7: Send Doodle-poll link	Jean	April 20
40.1: Ask for a committee member from the Oilsands Developers Group	Gord	On hold until Gord's replacement up to speed
42.5: Present costs and options for new visual identity	Jean	On hold until fall pending budget considerations

1) Administration

- a. Agenda approved, subject to industry agreement
- b. Minutes of the Feb. 16, 2010 meeting #47 were approved, subject to industry agreement
- c. Action items follow-up:

Action items	Who	Due
47.1: Contact board members for clarifications and report to committee	Tony	Done
47.2: Develop a workshop invitation focussing on the professional	Workshop sub-committee	Done
47.3: Liase with MKLW project team	Kerra/Jean	Done
47.4: Forward revised recommendation wording	Kerra/Jean	Done
46.2 Brief new committee members and discuss need for industry co-chair	Jean	Done, see note below
46.4 Discuss sole-sourcing policy	Kerra & Jean	Done, see note below
46.6 Check whether members provide link to CASA website from their sites	Jean	Done

Item 46.2: At the briefings done recently, our new CAPP member asked to be allowed more time before considering accepting the co-chair position.

Item 46.4: Follow-up showed that CASA uses a number of writers regularly. Further requests for estimate found hourly rates ranging from \$65 to \$125, with two of the six in the same mid-range as those writers we currently use.

Jean presented the CASA update:

- The board substituted the word “information” into our name change proposal for the clearing house. It is now called **Clean Air Information**. Temporarily, it's under Tools, but only until it can be moved to **Library**, as requested by the board. (Since that's the only heading I can't put a page under, that has to wait for help from technical support.)
- The **Public Consultation Policy** and **Performance Measures** were both approved.
- Three new teams were approved at the board meeting:
 - E-Scan – *to design and oversee the e-scan*
 - Airshed Zones Standing Committee – *to improve communications between CASA and the Alberta Airshed Council and airshed zones*
 - Confined Feeding Operations working group – *to develop terms of reference for a CFO Implementation team*

- The **Indoor Air Quality**, and **Priority Setting Workshop committees** were both disbanded.
- Final reports were accepted from the **Martha Kostuch Legacy Workshop** team, and the **Electricity Framework Review** team, but some work must still be concluded, so the teams will continue.
- The next board meeting will be in Edmonton on June 9.

2) Stakeholder Satisfaction Survey

Jennifer Allan explained that she's developing the methodology handbook so there is consistency in the process from year to year, given that individuals do change. This is the second time that the Communications Committee has been involved in the Stakeholder Survey.

One concern raised about the survey was the combination of words and numbers used for responses. The proposal was to remove the text, leaving numbers from one to five with one being most negative and five being most positive.

Jennifer went on to outline the background to the survey. In the past, a consultant was hired, but it was brought into the Communications Committee in 2007. The key thing is to determine what we need to know from our stakeholders and word the questions appropriately.

Some questions are directly related to Performance Measures, and Jennifer suggested flagging those questions so they're asked the same way every time. The specific sections are 1, 2, 3,4, 6, 7 and 8. Questions in the remaining sections could be changed, or deleted, depending on the specific needs at the time the survey is administered.

In response to a question, Jennifer mentioned that for the last survey in 2004, there was a good response except from board members. Another question was about actual terminology in the survey, particularly the term 'organization.'

Action item 48.1: Jennifer will ensure that the wording is consistent with other terms with CASA's Procedural Guidelines.

Discussion continued about possible issues with the survey questions. In response to a question about #28, Jennifer explained that both it and the following one have been included as indicators for the new business plan. New wording was suggested and agreed upon. It will now read "How would you rate CASA's efforts to evaluate the impacts of Government of Alberta policies on air quality?"

A further query about #13 identified a gap in the question around management in relation to the business planning goal.

Action item 48.2: Jennifer will develop a new question to speak more directly to Goal 2 in the business plan.

A specific decision point was identified in the draft questions around whether to include questions 14, 15 and 16 at all. They were included in the last survey as a direct request from Alberta Environment to piggy-back in order to capture information for them. After extensive discussion,

agreement was reached to delete questions 14 & 15, but retain #16. It will be moved into section one, after question 9 and the remaining question (#13) in that section moved to another area as well. This change is subject to agreement by the GoA and industry.

Action item 48.3: Brian will check with the air section at AENV for advice about taking out or leaving in the questions.

Action item 48.4: Jean will check with industry about survey concerns and approval of decisions.

Action item 48.5: Jennifer will revise survey questions for committee approval.

3) MKLW recommendation

George Murphy, chair of the MKLW committee, attended to provide more insight into the recommendation and to outline what the team envisioned. Two other members of the MKLW committee were also at the table.

In clarification, it was agreed that what the committee envisioned was a forum. That means a need for moderation, and for people willing to initiate and contribute to discussions. A lengthy discussion followed, touching on the need for adequate resources, security and promotion of the forum. There was some concern for success, given that traditionally forums tend to be monopolized by a core group of people. The vision is that the forum will become a resource about consensus for everyone from the neophyte to the expert.

It was mentioned that some open-source forum software exists that we could draw on, which also make it easier for dial-up participation. It will be important to develop a clear plan around management, as well as to develop rules around the use of the forum. At the same time, it was agreed that to be successful, the forum could not be secretariat-led. Instead, it needed to be stakeholder-driven with stakeholder content.

Because there was a low level of interest in a formal network identified in the workshop evaluations, the committee agreed that the first step should be to determine the level of interest in our stakeholders. Interested stakeholders can provide their input, or participate in the design of the pilot project with the Communications Committee.

The conversation identified several key elements of the plan for the pilot project:

- Moderation rules, guidelines (process vs. content-related comments, etc)
- Getting buy-in from stakeholders to use the forum and respond to each other's questions
- Audience
- Available resources

Action item 48.6: Jean will include item in *Clean Air Bulletin* requesting ideas about the forum, and soliciting volunteers for organizing sub-committee.

4) Coordination Workshop

Kerra outlined the problems identified with continuing with the initial June 2 date for the workshop and requested the committee consider re-schedule it. The Airshed Zones members and board are a key audience for the workshop, but most are organizing their own events for Clean Air Day and won't be able to attend our workshop. Also, we initially were led to believe the Clean Air Strategy announcement could be imminent in June, but have learned that fall is more likely. Auxiliary to that is the concern with our objectives as being too one-sided. It has been expressed that not only do CASA stakeholders need to learn how external factors affect them, but that the external groups need to learn how CASA can affect them.

Jean advised that cancelling the workshop completely will result in the loss of our deposit, but that we can change the date without penalty. The room at SAIT is still available from September 14 to 29. She mentioned that September 29 would be the day before the next CASA board meeting in Calgary.

The committee agreed that it would be beneficial to move the Coordination Workshop to September, but that the actual date will depend on when it best suits the presenters who have already committed to June 2. The team also agreed to solicit input from key stakeholders (particularly Airshed Zones) about the objectives for the workshop, and to perhaps change the emphasis of the workshop. Dates proposed will be Sept. 15, 22, or 29.

Action item 48.7: All committee members will survey key stakeholders and presenters about Coordination Workshop date

5) Next steps/Next meeting

The next meeting will be late May/early June by teleconference.

Action item 48.8: Jean will check send a Doodle-poll link for the next meeting.

6) Adjournment

The meeting adjourned early at 11:47 a.m.

Note: All decisions were subsequently ratified by industry.