



# Minutes

## *Odour Management Team, Meeting #18*

Date: June 18, 2015  
Time: 10:00 am- 3:30 pm  
Place: Shell Office, Calgary, AB

### **In attendance:**

<b>Name</b>	<b>Stakeholder group</b>
Humphrey Banack	Alberta Federation of Agriculture
Ann Baran	Southern Alberta Group for the Environment
Kim Eastlick (until 2:30)	Alberta Energy Regulator
Francisco Echegaray	Natural Resources Conservation Board
Joseph Hnatiuk	Canadian Society of Environmental Biologists
Kim Johnson	CAPP (Shell)
Tanya Moskal-Hébert (by phone @ 11:30)	Alberta Agriculture and Rural Development
Brendan Schiewe (by phone)	Alberta Health
Richard Sharkey	Alberta Environment and Sustainable Resource Development
David Spink	Prairie Acid Rain Coalition
Amanda Stuparyk	CASA
Warren Greeves	CASA
Kim Sanderson	(Contracted editor the for OMT Final Report)

### **Regrets:**

<b>Name</b>	<b>Stakeholder group</b>
Holly Johnson-Rattlesnake	Samson Cree Nation
Gary Redmond	Alberta Airshed Council (Alberta Capital Airshed)
Gord Start	Alberta Forestry Processors Association (Hinton Pulp)
Steve Rozee	Solid Waste Association of North America (City of Lethbridge)
Kevin Warren	Alberta Airshed Council (PAMZ)
Jennifer Fowler	Alberta Forest Products Association (Hinton Pulp)
Zaher Hashiso	Alberta Health
Carolyn Kolebaba	AAMDC
Chandra Tomaras	AUMA (City of Edmonton)
Lorna Young	Chemistry Industry Association of Canada

### **Action Items:**

<b>Action Items</b>	<b>Who</b>	<b>Due</b>
18.1: Follow up with Keith to confirm any government in-kind support for printing and/or roll-out of the GPG.	Amanda	Meeting #19
18.2: Contact the CIC to inform them of the promotion of the CIC 1-800 number for odour complaints in the Good Practice Guide and obtain any feedback.	Richard	Meeting #19

18.3: Update the ERoRTG cover letter and prepare submission to Alberta Environment and Parks on behalf of the OMT.	Amanda	ASAP
--	--------	------

## 1. Administrative Items

David chaired the meeting that began at 10:00 am. Participants introduced themselves and were welcomed to the meeting. Quorum was achieved.

The agenda and meeting objectives were approved with modification. Item #6 (Final Report) on the agenda was moved to the morning as agenda item #4 (and vice versa item #4 (GPG Update) was moved to #6 in the afternoon).

Brendan Schiewe confirmed that Zaher Hashisho is no longer with Alberta Health and that Brendan will be the representative for Alberta Health on the OMT. Brendan will send an email to Amanda requesting an update of the OMT membership and email distribution lists.

The minutes from meeting #17 were reviewed and approved with minor editorial changes. The status of action items from meeting #17 were updated as follows:

Action Item	Who	Status
17.1: Email the abstract to the OMT that was submitted for the Odour Management Conference & Technology Showcase (September 14-15, 2015; Toronto, ON).	Amanda	Complete. An email was sent on May 25 <sup>th</sup> with the abstract for OMT information.
17.2: Follow-up with RWDI requesting a copy of their presentation from the CPANS annual conference and email the presentation to the OMT for their information.	Amanda	Complete. An email was sent on May 25 <sup>th</sup> to the OMT with the RWDI presentation.
17.3: Look into obtaining the AER presentation regarding the Peace River proceedings for information and sharing with the OMT.	Kim	Complete. Kim will send any information to Amanda to forward to the OMT via email.
17.4: Send out a doodle poll to the OMT to schedule meetings in July and August.	Amanda	Complete. Meeting dates were set for July/August.

### Additional Notes:

In meeting #16 and #17, the team discussed concerns about “prevailing winds” referenced on page 7 of the Pinchin report for the Prevention & Mitigation Task Group. A team member stated that the discussion captured in the meeting #17 minutes was ‘wishy-washy’. The team was reminded that they did reach a conclusion on this issue in meeting #17 as follows: *“the team confirmed that they could “live with” the wording about prevailing winds in the consultant report and accepted the PMTG final report, including the consultant report.”*

## 2. Updates

### CASA & Board Meeting Update

Amanda provided an update for CASA and the Board Meeting:

- The last Board Meeting was held on Wednesday, June 17, 2015 in Calgary (one day prior to this meeting).
- A new Statement of Opportunity was presented to and approved by the Board. This CASA project involves developing a road map for stakeholder involvement within Alberta’s Integrated Resource Management System (IRMS). CASA will pursue the formation of a

small working group that includes affiliated stakeholder groups to develop a detailed project charter. The team will aim to present this to the Board in September.

- The Electricity Framework Review Team provided an update to the board on their two outstanding pieces of work – the results of the work of the Control Technologies and Reduction Strategies Task Group and the Particulate Matter Management System Task Group. Some issues around the non-consensus issues were discussed by the board and they noted that there are lessons learned and main principles that can be documented and incorporated for the next review period. The final reports were accepted and the project is complete.
- The Odour Management Project prepared a Status Report and Information Sheet for the Odour Conference attendance to the Board. David provided an update on the project progress and feedback was positive. The board is looking forward to the project's deliverables in September. There was a high-level discussion of the funding difficulties for the project and noted there is currently no budget for printing or roll-out of the GPG.
- The Non-Point Source Project received confirmation of some committed industry funding and will explore further with other industry. There was no update on government funding at this time. It is anticipated that a sufficient amount of money can be obtained to begin the project in fall 2015.

The OMT noted that in previous CASA projects government ministries have assisted with in-kind in-house support such as printing. There is a strong desire to have some printed hard copies of the guide that can be distributed so the secretariat was asked to pursue government ministries for assistance. The AER confirmed that CASA's ED (Keith) has already been in contact with the AER for assistance. Amanda will follow up to confirm any support being received for printing or roll-out of the GPG and bring this back to the OMT.

**Action 18.1: Amanda will follow up with Keith to confirm any government in-kind support for printing or roll-out of the GPG.**

At their next meeting, the OMT will need to discuss specific budget and costs for the final work items including development of a GPG Highlight Sheet, printing and roll-out of the communications plan strategies.

#### **International Odour Management Conference Update**

Amanda confirmed the OMT abstract was accepted by the odour conference committee. A 20 minute presentation (including introductions and questions) is scheduled on September 15<sup>th</sup> - Day 2 of the conference.

- Prior to this meeting, the secretariat provided all information including program and deadline for materials submission (paper and presentation) to the OMT co-chairs and requested they convene their caucus members to discuss conference attendance. Ideally a member from each caucus would present. CASA confirmed they would provide support for a member of the NGO caucus to attend the conference. Industry and government members would have to cover their travel and conference costs.
- David Spink was recommended by members of the NGO caucus to attend and present. Richard Sharkey, ESRD, confirmed he has requested approval to attend the conference and would co-present. He also noted from last meeting a representative from Alberta Agriculture was requesting attendance. The industry caucus did not have any interest from its members noting that the travel costs are the hindrance. Humphrey will solicit the industry members one more time but is

agreeable to David and Richard presenting for the OMT. David noted that he could also provide representation on behalf of CASA if required.

- Amanda confirmed associated deadlines for this conference. She confirmed with the conference committee the OMT is not required to submit a scientific research paper but may submit an informational piece to be included in conference proceedings. The submission deadline for this is July 25<sup>th</sup>. The deadline for presenter registration July 1<sup>st</sup> and August 25 is the deadline for the presentation.
- The co-chairs will need to be involved in the review and development of the materials. David offered to dedicate time and work with the secretariat to develop a 5-6 pager informational piece.

Amanda will work on conference attendance logistics with the co-chairs.

### **3. Acceptance of Task Group Submissions**

The OMT was asked to address any questions and then to accept the remaining task group submissions for incorporation into the OMT deliverables.

Prior to the meeting, the AUMA confirmed they had sufficient time for review and accepted all submissions.

#### Odour Assessment Task Group (OATG)

The OATG final report was submitted to the OMT via email on May 1, 2015. The OMT had no questions and accepted the task group submission.

#### Complaints Task Group (CTG)

The CTG final report was submitted to the OMT via email on May 8, 2015. The OMT had no questions and accepted the task group submission.

#### Enforcement & Role of Regulation Task Group (ERoRTG)

The ERoRTG final report was submitted to the OMT via email on June 8, 2015. The OMT agreed they have had enough time for review. They requested clarification on the task group final report section 2.3 table of deliverables that were marked as incomplete and partially addressed.

- The task group confirmed they did not complete the deliverable discussing the development of common definitions, relevant terms and common language for enforcement. The group agreed they will document any specific enforcement/regulatory related glossary or acronyms when they review the draft GPG draft. There were no further comments on this item.
- The OMT asked about the deliverable for the task group to provide an understanding of the link between regulation and enforcement in the report that is listed as “partially addressed”. The task group did work on this item and it is documented in the consultant report but felt the consultant did not address it directly due to the complexity of ambient air regulations. They did note in their final report that as the topic is complex, the task group felt it could have been explored further given more time and resources.
  - The OMT requested the task group final report update that deliverable to “complete”. An edit was also requested for the intent of the first sentence on page 12 (first paragraph).

The OMT accept the enforcement submission after the above edits are complete.

## 4. OMT Final Report Content

The OMT received multiple tables of task group specific advice for communications, continuous improvement, and future work/lessons learned, and recommendations based on all the task group final reports. The objective for this meeting was for the OMT to review all content and determined how the information will be reflected in the OMT final report. The OMT were reminded of their communications and continuous improvement objectives listed from the Project Charter.

The secretariat and Kim Sanderson will incorporate all feedback and discussion into the draft #1 of the final report for OMT review at next meeting. Highlights for each section of advice is listed below.

### Communications

- All advice relating to a target audience or group have been addressed by the OMT Communications Plan.
- The OMT discussed the Health Task Groups advice to have a team member host the health tool, obtain web analytics and ask partners/stakeholder to link or refer to the tool. This advice can be applied to the GPG as a whole as the health tool is one piece of the whole package. The group agreed there should be one host platform such as CASA and the CASA website. The OMT should explore search engine optimization for the website. As well, the goal for communications distribution is that there will be multiple stakeholders who will want to link to the CASA website and promote the guide on their own sites. This all together will satisfy the advice provided.
- The OMT requested the secretariat address the advice for the graphic design of the health symptom tracking tool. The group agreed the tool will be developed in English and will provide advice under continuous improvement to consider development of a French version in the future.
- The OMT would like to advise and encourage the customization of information by organizations in different sectors (government/industry) through sector specific fact sheets.
- The OMT would like to provide advice that stresses the importance of establishing and maintaining good relationships for odour management. The team recognizes that a good part of managing odours is not just as regulations but having good communications across stakeholder groups, including a high degree of transparency.
- The OMT would like the final report to encourage further distribution and sharing of the guide to anyone who may find the information beneficial in any way.

### Continuous Improvement

- All task groups advised the OMT to review their deliverables. Multiple groups advised that a similar multi-stakeholder process and format be undertaken within 5 years. The OMT agreed, discussed logistics to this piece of advice and ultimately agreed by consensus this will be their Recommendation #1 to the CASA Board (see Recommendation section below for the draft wording).
- Discussion for the review included who could/would do it, what does it entail and what can be updated. Would a pre-scoping phase be beneficial to determine how and what can be updated? As this is the first product of this type for CASA it would be good to know if it is effective and if this approach could be used for other teams or products.

- It was noted that as a CASA project the initiation of any work would include the development of a statement of opportunity and a project charter. These documents would clearly lay out the scope of work.
- The OMT discussed the task group advice for future work areas. Kim will include these as part of the information/potential work areas for the next review team and included:
  - What is the state of odour in the province? Have we reduced odour issues?
  - What is the effectiveness of the complaints tools (and process) and health tool? Does it meet the needs of the users?
  - How can we conduct effective benchmarking and see if there has been a reduction in odour complaints? Is there a standard tracking system for complaints? Can statistics or data monitoring be done with current complaints landscape?
- The group discussed a potential recommendation for the creation of an odour complaints tracking and measuring system. Government noted that to officially collect and analyze odour complaints and statistics there would need to be legislation and many more staff to do it effectively. Data about odour related health concerns or complaints have privacy protection over the information which would make it harder to track or measure those types of complaints. It was felt that this recommendation was likely not feasible.
  - It was also noted that odour complaint data are varied and distributed. Some complaints go to NRCB, some to Alberta Environment with it being difficult to determine the actual number of odour complaints. In addition at the AER, complaints are not searchable by odour so it would be harder to quantify/analyze.

These areas were briefly discussed and may be explored further at a later time.

- The creation/development of an official comments section for the GPG was suggested (like Facebook) so there can be a constant review; user feedback for what worked and what didn't work with referencing to sections would provide some informal feedback for how the GPG is being received and could be provided for the future review team.
- Explore the submission of comments by users and how feedback could be collected on the GPG. Normally projects do not solicit comments but what could be the forum for submissions (a dedicated email address; on the website).

#### Procedural Advice /Lessons Learned

- All information listed by the task groups was reviewed and the OMT requested Kim include the advice in a new section titled 'Lessons Learned' or in the "Project Management" section in the final report.

#### Recommendations

- The OMT reviewed all of the task group recommendations and agreed that all have been addressed and are complete.
- There was discussion about the Complaints Task Group recommendation to increase the profile of the CIC. Some members wanted this to be an official recommendation by the OMT but others felt this was not a SMART recommendation. Before pursuing this further and upon request as a courtesy to the CIC, Richard agreed to contact and inform them of the odour project and guide, including the multiple references to the CIC 1-800 number for odour-

related complaints. He can also inquire as to any plans or strategies to increase their profile or further promote their services.

- The Enforcement and Role of Regulation Task Group recommendation to transmit the RWDI consultant report officially to Alberta Environment and Parks will be completed by the OMT (not the task group). The secretariat was asked to update the cover letter to include all OMT co-chairs and pursue submission.

**Action Item 18.2: Richard will contact the CIC and inform them of the promotion of the CIC 1-800 number for odour complaints and obtain any feedback.**

**Action Item 18.3: Amanda will update the ERoRTG cover letter and prepare submission to Alberta Environment and Parks on behalf of the OMT.**

The OMT discussed their Recommendation #1: Review of the Good Practices Guide and will edit as needed after review of the first draft of the OMT final report. Some key points for this recommendation will include:

- It is the advice of the OMT that the CASA board engage in a review of the Good Practice Guide for Odour Management within 5 years by forming a project team that would follow a similar process and format followed by the OMT. This review will address the continuous improvement of any tools that are identified, the practicality of the tools, and address any gaps identified.

## 5. Communication Plan

The OMT received an updated draft version of the Communications Plan for review prior to the meeting. They reviewed the *Strategies and Tactics Table 2* that was developed last meeting and noted they will need to further outline their roll-out priorities, assign budget and determine timing and approach at their next meeting. The objective for this meeting was to complete outstanding content in the remaining sections (as highlighted in the draft document).

The OMT discussed the draft section by section. Noting that some of the draft content has been provided to the OMT as example only it was asked that any editorial/grammatical-type comments be submitted to Amanda by end day next Thursday June 25<sup>th</sup>.

All content and information discussed will be compiled into the next version for final review. Discussion highlights for each of the sections is documented below.

### Section 2: Communications Objectives

The OMT was asked if the listed objectives from the Project Charter still align with their overall communications goals. The group agreed the objectives outlined are adequate although #2 is very ambitious and there was some concern if it will be accomplished or even how to determine if capacity has increased. The group determined their communications plan (with identified target audiences for distribution of the GPG) is increasing capacity for odour management. They will focus on getting the information (the guide) out there (i.e. to the industry associations, synergy groups, airshed zones) and allow them to take it from there in regard to further distribution and increased internal capacity to manage odours.

### Section 3: Key Messaging

The OMT discussed key messages. The intent of this section is to standardize and have a few high-level (short and simple) messages that assist stakeholders to understand the odour project and what was accomplished (what we did and how we did it). It was also noted these can be part of any presentations that are developed. The group agreed to include 2 different sub-sections for the key messaging; one for the project team and one for the guide and roughly drafted 3 key messages for each.

### Section 5: Communications Approach

The OMT had a discussion around the desired communications approach and could not agree on specific content/information for the section. The secretariat recommended that this section be outlined based on next meetings discussions when the OMT finalizes main strategies and tactics they want to pursue for roll-out of the project deliverables.

Some points of the discussion for approach are as follows:

- Pursue an official media release of the project deliverables. Some members suggested a high profile event, not a soft launch, to include federal organizations like Environment Canada and Health Canada and other provinces.
- Another suggestion for the approach is a softer launch including a mass email distribution blitz to all targeted stakeholders informing them of the project and its deliverables and where to get it (i.e. on the CASA website). And then there could be a sustained promotion thereafter through the identified strategies and tactics.

### Section 6: Timelines and Milestones

- Based on the communications approach this information will be outlined with any specific timelines or actions.

### Section 7: Evaluation

- Content for this section was not discussed in detail. It was noted this evaluation could be linked with the Performance Measures Indicators that still need to be developed by the OMT.

## **6. Good Practices Guide for Odour Management in Alberta (GPG)**

The OMT received a listing of timelines and associated deadlines for review and finalization of the GPG prior to the meeting.

These deadlines were reviewed with highlights of the discussion as follows:

- Lori will send CASA draft #1 of the GPG for the OMT (and task groups) for review on Tuesday June 23<sup>rd</sup> that will be sent out via email.
- The review period for the draft #1 is June 23 – July 3 (1.5 weeks). All comments to be submitted to the secretariat by Friday July 3<sup>rd</sup>. This is the critical review period for content and comments should be focused on the information being provided versus editorial or grammatical. This is the only opportunity for task group review.



- The OMT highlighted areas to focus on for this review period. Review the guide for any content that is not clear; content that is missing; inconsistencies in the information; or repetition.
- The GPG Oversight Committee will meet to review all submitted comments and submit to Lori for applicable edits.
- Lori and the graphic designer will work throughout July to design the guide.
- Draft #2 of the GPG will be sent out via email to the OMT the week of August 3<sup>rd</sup> for a final review period (2.5 weeks). This will be the fully designed draft. Comments should be submitted to the secretariat throughout August.
- The OMT will discuss and accept the GPG at the August 20<sup>th</sup> OMT meeting, in time for submission in the September board package.

## 7. Meeting Wrap-up

The final three in-person meetings were set based on polling results. Confirmation of meeting dates and calendar invites were sent to the OMT. Amanda noted that work in between meetings will be required for reviewing materials and submission of comments on the GPG. This is all in preparation to present the project deliverables to the CASA board in September.

Amanda reminded the OMT to complete the Performance Measures biannual project team survey that was sent via email on June 10<sup>th</sup>.

The next meeting is on Tuesday, July 7<sup>th</sup> in Edmonton at the CASA office.

The objectives for the next meeting #19 are to:

- Receive an updated budget and discuss remaining funds.
- Finalize communications plan and discuss strategic priorities.
- Review and discuss Draft #1 OMT Final Report.
  - Develop Performance Measure indicators for the odour project.

The meeting adjourned at 3:30 pm.