



Minutes

Odour Management Team, Meeting #19

Date: July 7, 2015
 Time: 10:00 am- 3:30 pm
 Place: CASA Office, Edmonton, AB

In attendance:

Name	Stakeholder group
Humphrey Banack (@ 11:30)	Alberta Federation of Agriculture
Ann Baran	Southern Alberta Group for the Environment
Kim Eastlick (by phone @ 10:30)	Alberta Energy Regulator
Joseph Hnatiuk	Canadian Society of Environmental Biologists
Kim Johnson	CAPP (Shell)
Carolyn Kolebaba (by phone)	AAMDC
Tanya Moskal-Hébert (by phone @ 1:00 to 2:45)	Alberta Agriculture and Forestry
Brendan Schiewe	Alberta Health
Richard Sharkey (@ 10:30)	Alberta Environment and Parks
David Spink	Prairie Acid Rain Coalition
Chandra Tomaras	AUMA (City of Edmonton)
Lorna Young (by phone)	Chemistry Industry Association of Canada
Amanda Stuparyk	CASA
Robyn Jacobsen	CASA
Kim Sanderson	(Contracted editor for the OMT Final Report)

Regrets:

Name	Stakeholder group
Francisco Echegaray	Natural Resources Conservation Board
Holly Johnson-Rattlesnake	Samson Cree Nation
Gary Redmond	Alberta Airshed Council (Alberta Capital Airshed)
Gord Start	Alberta Forest Products Association (Hinton Pulp)
Steve Rozee	Solid Waste Association of North America (City of Lethbridge)
Kevin Warren	Alberta Airshed Council (PAMZ)

Action Items:

Action Items	Who	Due
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 (AEP)	ASAP
18.3: Update the ERoRTG cover letter and prepare submission to Alberta Environment and Parks on behalf of the OMT.	Amanda	ASAP
19.1: Update the OMT on an AER decision to provide support for printing of the GPG.	Kim (AER)	Meeting #20

19.2: Develop a workplan for implementation of the identified top priority communications strategies, including potential costs and resources.	Amanda	Meeting #20
19.3: Discuss the development and obtain quotes for a GPG Highlight Sheet, Newsletter, and Presentation templates from Lori and Julie (the GPG editor and graphic designer).	Amanda	Meeting #20
19.4: Review CASA's communications procedures and processes for official media release for the completion of a project and/or release of products.	Amanda	Meeting #20

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.

The minutes from meeting #18 were reviewed and approved with minor editorial changes. To ensure the most efficient use of time during the in-person meetings it was requested that editorial comments that are minor in nature be sent to the secretariat prior to meetings.

The status of action items from meeting #18 were updated as follows:

Action Item	Who	Status
18.1: Follow up with Keith to confirm any government in-kind support for printing and/or roll-out of the GPG.	Amanda	Complete. Keith confirmed potential support for in-house printing from the AER (TBC).
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	Carry forward. Awaiting formal response by the CIC.
18.3: Update the ERoRTG cover letter and prepare submission to Alberta Environment and Parks on behalf of the OMT.	Amanda	Carry forward.

Action Item 19.1: AER to update the OMT on a decision to provide support for printing of the GPG.

CASA Update

Amanda provided an update of CASA operations.

- Communications staff - CASA now has a part-time communications person. Cara McInnis will be in the office part-time for 10 hours each week and her current work includes providing assistance for finalizing the OMT Communications Plan.
- E-scan workshop - The environmental scan workshop is scheduled for fall and is currently awaiting confirmation for participation on the organizing committee.
- Integrated Resource Management System (IRMS) project - CASA is pursuing the formation of a small working group including interested stakeholder groups. Requests for delegates and participation has been sent out.
- Non-Point Source project - There was no further information to present; the project is awaiting confirmation of funding.

2. OMT Budget Update #1

The OMT was presented with an overview of the project budget that reflects all completed contracts and current contracted work for the final report and good practice guide (GPG editor and graphic designer). It was brought to the team's attention there is no money allocated for Outreach and Communications activities, including printing of the GPG. Based on the updates made, there is a surplus of approximately \$21K that can be allocated for remaining work.

Total project funding was verified to include the grant from ESRD, funds from CAPP and \$35K from CASA internal orphaned funds. It was noted that if there is money left over from this project they would be redistributed accordingly by CASA (potentially to other projects as needed).

The team was asked to consider this information as they discuss the OMT communications strategies.

3. Good Practices Guide for Odour Management in Alberta (GPG)

The OMT was given an update from the GPG Draft #1 review period that was June 23rd to July 3rd. The GPG oversight committee met on July 6th and tried to accommodate all submitted comments noting that some could not be incorporated. The next step is to send all edits and suggestions to Lori to develop the next draft. Several team members stated their satisfaction and were quite impressed with the drafted document and look forward to reviewing the next version.

The OMT was reminded of the timelines and expectations for review of Draft #2 that is expected the first week of August (3rd). The OMT will be sent the fully designed draft and will have 2.5 weeks for review and submission of comments to the secretariat. These will be reviewed at the last OMT meeting on August 20th. The OMT will be asked to accept the GPG with any associated edits.

The GPG committee reminded the OMT of expectations for the review to include looking for:

- anything that is incorrect or unclear (content/design)
- any errors or typos
- anything that you/constituents “can’t live with”.

The OMT was asked to not spent time reviewing for language, as individual styles vary; Lori is a professional editor and we will defer to her expertise. The committee requested a language and editorial review by her for the draft #2.

The GPG committee updated the team on the preferred design concept that was presented by Julie. The concept was chosen for its clean streamlined look and ease of readability (colour palette, font, and style). There were no comments by the team on the preferred design.

The OMT discussed possibilities for printing of the GPG. This included who the guide would be sent to (which organizations/ groups) and expectations for making requests for hard copies. The team discussed sending the guide out electronically and people would print it for themselves but determined there should be enough printed hard copies to provide to all of the key stakeholders within reason (a municipality might receive 2, but not 100). It was also noted that for some members it would be beneficial, as opposed to printing or having a hard copy, to have the guide (and associated referenced documents) on a USB stick.

Amanda confirmed that CASA has been in discussions with the AER to assist with in-house printing of the guide. While she has not received a confirmation of assistance they indicated that it was likely. They are limited in regard to quantity and style for the printing and estimate they could print between 200 to 300 copies in a plastic coil.

The OMT will need to consider quantity and associated costs for any additional printing and/or mailing once a decision is made by the AER to assist. No decision was made on quantity of guides to print and no associated budget was allocated to printing at that time.

4. Communication Plan

The OMT received an updated version of their Communications Plan. The objective was to provide the secretariat any comments on content, review the proposed budgets and prioritize top strategies for communications and distribution of the guide based on available funds and resources.

There were no comments on sections 1-4 and 6-7. The OMT requested the secretariat review the plan to provide a style edit including revision to run-on sentences and being more concise, where applicable for the next version. The OMT noted that the stakeholders Table 1, lists that “public in general” is considered a secondary audience but would like to ensure that ‘interested or affected’ public and target zones (for odours/complaints) are addressed in distribution and roll-out. The Peace region, Fort McMurray and the Heartland were specifically named as possible target zones.

The OMT reviewed the Table 2: Strategy Table work from last meeting and had no comments. The newly created Table 3: OMT Implementation Approach Table, roll-out requirements and budgets were presented for each of the eight identified strategies. The OMT was asked to review and discuss each strategy and agree upon which are considered top priority for roll-out of the guide.

Highlights of the discussion for each of the strategies included:

Online Content and Exposure

- The OMT considered this a priority and the most manageable with the ability to target the largest audiences. It will also be part of the sustained promotion and exposure for the guide.
- It should be a unique piece on the CASA website (be easy to get to and retrieve information).

Based on the information described for the strategy in Table 2, the OMT had the following questions that need to be explored further. The OMT asked the secretariat to develop a work plan and budget for this strategy including aspects of implementation. If CASA is unable to complete this request then someone would need to be hired to complete these work plans as these details are required for roll-out.

- What is required for website maintenance? What resources are required?
- How do we ensure the guide will come up in web searches as a top listing?
- What is required for tracking and statistics (website analytics) and how is it implemented?
- How will any social media sites (Facebook) be used and stay current/updated?

There was high support for the OMT to focus on this strategy (it was noted that a tripling of the budget amount would be considered reasonable for this work). This strategy should also include development and implementation of a comments section (noted in Table 2) on the website that would assist in continuous improvement of the guide.

Action 19.2: The secretariat will develop a workplan for implementation of the identified top priority communications strategies, including potential costs and resources.

Highlight Sheet

- A GPG highlight sheet has been discussed several times over the past meetings and was confirmed as a priority.
- It was clarified the highlight sheet and newsletter are separate but similar pieces. The OMT requested these two pieces be professionally developed to maintain consistency as opposed to members of the OMT creating the newsletter/news story themselves. Lori and Julie (editor/graphic designer of the GPG) were considered to be in the best position to complete this work. The secretariat was asked to pursue quotes from them.
- One suggestion was the highlight sheet could be 1 page of information (double-sided) in a pamphlet/brochure 3-fold style.
- It was clarified that CASA is the host for the project information and guide. It will be posted on the CASA website and any questions would be managed by the secretariat and redirected to OMT members as required.

Newsletter

- As discussed the newsletter is different than the highlight sheet and needs to be more than just the GPG to include a summary of the project and team's work.
- Several members would like this 'news story/advertisement' piece as something that could be used to send in emails to stakeholders. The purpose is for it to be a 'ready to print' piece that can be used by individual associations in their newsletters.

Presentations

- The OMT agreed it would be beneficial to have a presentation for the guide including information on the project. This should be a standard PowerPoint presentation.
- Preference would be for 2 versions – one, a high level overview presentation of the project, the guide, and where to find it; and the other, a more detailed presentation that would provide an overview of each of the task group's work and associated reports.
- The idea of 'training packages' for each of the topic areas was discussed and noted that it would most likely be individual organizations developing their own training.
- Presentations should also be developed professionally and the secretariat was asked to get estimates for creation of the presentations.
- The OMT discussed the following options for implementation of the presentations:
 - They should be available on the website.
 - Develop a video of someone giving the presentation (or voice over).
 - Members of the OMT could volunteer to be available for a certain period of time to give presentations.
 - The secretariat could put a call out for availability to present to OMT members on a case-by-case basis if a presentation is requested.

Action 19.3: CASA will discuss the development and obtain quotes for a GPG Highlight Sheet, Newsletter, and Presentation templates from Lori and Julie (the GPG editor and graphic designer).

Media Coverage

- Some members felt an official press release should be done for the guide to announce the document is available; others felt the online and email exposure could target various media outlets.
- A recommendation could be made to the CASA board to hold an official press release event and individual OMT members could pursue their local information and/or media outlets.
- A press release would need to be created for this strategy.
- The secretariat was asked to review their process and procedures for media releases for additional information on implementation of this strategy.

Action 19.4: Review CASA’s communications procedures and processes for official media release for the completion of a project and/or release of products.

Webinar – General agreement not to implement.

- Webinars were determined to be quite time and resource intensive to do live. As discussed under the presentations, it might be an option to set up a video (not interactive) or a voice over of the slide decks/presentations.
- The presentations are a priority and could be posted online so there was agreement that webinars will not be pursued further.

Workshops / Individual Consultation & Training – General agreement not to implement.

- These two strategies were deemed to be too expensive and resource intensive and will not be pursued further.

5. OMT Final Report Content

The OMT received a draft version (#1) of their final report for review prior to the meeting. The objective was to review all content and discuss any suggestions or edits. The OMT was asked to focus their time to discuss content and any editorial-type comments be sent to Robyn via email.

Kim will incorporate all feedback into the next draft for team review and acceptance at the next OMT meeting. She will use track changes in the document so everyone can see where updates or edits were made. It was noted the Executive Summary will be completed for the next version.

Section 2 – Context

Lines 13-14 (page 2): There was a question about what ‘regional considerations’ means. It was agreed ‘land-use’ will be added for clarity.

Section 3 - Scope

Line 12 (page 3): It should be noted that project did not consider odour impacts on the health of animals, only humans. The report will be amended to reflect this, where applicable.

Line 3 (page 3): There was concerns over the definition of “adverse” and its definition from EPEA. As this was part of the Project Charter that was accepted by consensus of the board and project team, the wording was conditionally accepted.

Lines 19-21 (page 3): It was clarified that the project did not examine the overall effectiveness of regulations but reviewed regulatory options and options to enhance existing.

Section 3.1: It was clarified that not only were the consultants hired to write reports and compile information, but some were also selected because they were topic experts.

Section 9 - Communications

There was a request to reference the Communications Plan developed by the OMT and agreement to include the Plan as an appendix in the Final Report.

Section 10 – Continuous Improvement & Recommendations

The OMT was asked to review the recommendation and provide any comments. It was clarified that the CASA Board will be responsible for initiating the 5 year review and the recommendation states that CASA should undertake this work.

- It was agreed to add “where resources are available” to the section listing the various work items that may be conducted ‘prior’ to the review.
- The placement for the comprehensive gap analysis will be moved to potential work for the review (versus under the work prior to the review).
- Line 44 (page 15): The OMT discussed the difficulty in obtaining health related statistics or complaint data and agreed to remove ‘health’ so the information reads statistics on odour complaints.

Section 11 - Lesson Learned

The OMT discussed adding information that highlighted the nature of the project and promote the uniqueness of the GPG as a CASA product. They requested Kim capture the following information in the report:

- The product of the project was a compilation of several prices of work to create a guidance document that does not include specific requirements for any specific sector. The guide is a high quality product and is an unbiased reference for odour management. Due to the nature of the project, there were no recommendations that required commitment from specific sectors of the team and thus helped the team to run smoothly and reach consensus in a multitude of areas.
- CASA projects are recommended to be complete within 18-24 months. With this in mind it was noted that the scope of this project was quite ambitious and could have been defined more specifically.

Appendices

The OMT was asked to review the membership lists and note any updates or changes to the secretariat.

6. Performance Measures Indicator

Amanda provided an overview of this requirement for a performance measure indicator from the Performance Measure Strategy that included the following information.

Objective	Performance Indicator	Calculation Instructions
Measure impact of completed project team work.	Each completed project team come up with one specific metric to measure success of team 5	When a project team is completing its final team report and is ready to disband, the team should create one performance indicator that can be used to assess the overall success of the project team five years in the future. The team should consider: “Five years from now, how will we know if our

	years in the future.	work has been successful?”. The team should try to make their indicator as specific as possible, taking into consideration data availability. They should provide clear instructions for the PMC to follow-up on the indicator in the future.
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The OMT was told they can consider this indicator over the next couple weeks and was not expected to reach a consensus agreement today. This indicator will need to be developed at the next OMT meeting.

Discussion focused on how success of the guide may be determined and included the following.

- Web analytics. This was discussed as the most realistic indicator and include measures like the number of downloads or hits on website.
 - The OMT discussed the website having a feedback mechanism including how much feedback was received and who would track it? This information would be useful to see how well the guide was received and also good feedback for the next review.
 - Another suggestion for statistics was tracking of telephone inquiries but was unclear how that data would be used.
 - There was concern that some people may download the guide to their own computer and then never go back to the website while sharing with a number of stakeholders or colleagues. It was noted the original download would be tracked but other distribution in those cases would not be known.
 - The success for this measure could be noted that on an annual basis the number of downloads/visits would grow in usage.

Other indicators noted included:

- If people are consulting the guide/using it.
 - The discussion focused on if there was a way to qualitatively assess whether the material is being used and appreciated, but the OMT was unsure of how to measure for that?
 - Could there be some form of follow-up on how they used it or liked it? A feedback form?
- How often the GPG is referenced in other literature or by others (government/industry).
 - This could include a number of areas to note including reference to the guide or parts of in decisions, conditions on approvals, AER hearings, EIA's, or regulatory requirements over time.
- How many people are going to be reached and engaged by our communication plan?
 - Using an amount or quantity to target distribution of the guide. Potentially using the targeted stakeholders list in the Communications Plan.
- A reduction in odour complaints.
 - If tracking included overall odour statistics (like from the CIC odour complaints), then baseline data of complaints would be required. It would also be hard to determine success strictly by a reduction of complaints as complaints may actually increase due to the information provided in the guide (i.e. the promotion of the CIC 1-800 numbers).
 - As noted previously, it would also be difficult to know total numbers of complaints that other organizations/department receive.

- It was noted that even an increase in the number of odour complaints does not mean the guide is not successful or didn't work as anticipated.
- If the AER has no hearings.
 - There was a general disagreement with this as a measure because hearings are good for process in a variety of ways. The absence or number of hearings is not an indication of success either way.
- Overall better air quality; a reduction in odours
 - It was noted this would be difficult to obtain, track trends and ultimately measure this type of indicator.

7. OMT Budget #2

The OMT revisited the budget and agreed they are not in a position to reallocate funds at this time. This should be able to be completed at the next meeting when they review the action items and work from the secretariat on their desired communications strategies.

8. Meeting Wrap-up

The next meeting is on Tuesday, July 28th in Edmonton at the CASA office.

Objectives for the meeting (#20) are to:

- Review process for the review of draft #2 of the GPG.
- Discuss strategic communications work plans and finalize communications plan.
- Discuss allocation of budget surplus.
- Discuss draft OMT Final Report.
- Develop the Performance Measure indicator for the project.

The meeting adjourned at 3:05 pm.