



# TRAIL AREA

Health & Environment Program

Community Consultation

Report 2016



Prepared for the Trail Area Health & Environment Committee

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<sup>1</sup> Requests to view the report appendices should be directed to the THEP Community Program Office at [programs@thep.ca](mailto:programs@thep.ca).

# I. EXECUTIVE SUMMARY

In September 2016, the Trail Area Health & Environment Committee (the Committee or THEC) undertook its third major community consultation since the Trail Area Health & Environment Program (the Program or THEP) began over 25 years ago. A major aim of the 2016 consultation was to gauge community support for draft goals that will set the Program's course until 2020. The proposed goals are:

1. To have an average<sup>2</sup> blood lead level of 3.5 µg/dL or lower for children aged 6 months to 36 months in Trail and Rivervale by 2020;
2. To have at least 95% of children aged 6 months to 36 months in Trail and Rivervale with blood lead levels below 10 µg/dL by 2020<sup>3</sup>;
3. To have an annual average of lead in community air<sup>4</sup> of 0.20 µg/m<sup>3</sup> or lower<sup>5</sup> by 2018 with continuous improvement to 2020;
4. To have an annual average of arsenic in community air<sup>6</sup> of 0.01 µg/m<sup>3</sup> or lower<sup>7</sup> by 2018 with continuous improvement to 2020;
5. To have a minimum of 75% of children aged 6 months to 36 months in Trail and Rivervale participate in voluntary blood lead testing clinics each year;
6. To have continuous improvement in the number of home renovators in Trail and Rivervale, and renovators of pre-1976 homes throughout Greater Trail using the Lead Safe Renovation free, voluntary program;

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<sup>2</sup> We use the term "average" to refer to the geometric mean (geomean) of the children's blood lead levels because it is a more widely understood concept. The geomean is the most widely used representation of "central tendency" (i.e., one's notion of "middle") for blood lead distributions.

<sup>3</sup> Although 10 µg/dL is no longer the international "level of concern", this objective was established in 2010 and was approved by the community through public consultation.

<sup>4</sup> As measured in total suspended particulate at Butler Park station.

<sup>5</sup> The goal for lead was based on the 30-day Ontario Ambient Air Quality Criterion of 0.2 µg/m<sup>3</sup> for lead and its compounds. This value was the most current and stringent guideline in Canada when the objective was set, and remains the criterion in Ontario.

<sup>6</sup> As measured in inhalable (PM<sub>10</sub>) particulate at Butler Park station.

<sup>7</sup> The goal for arsenic was based on the annual average Alberta Ambient Air Quality Objective of 0.01 µg/m<sup>3</sup> (0.0033 ppb). This value was the most current and stringent guideline in Canada when the objective was set. This Objective was reviewed in 2013 and remains the objective in Alberta.

7. To have at least 95% participation by eligible families in the Healthy Families Healthy Homes voluntary program each year.

Another aim was to gather feedback on how to improve and refine the Program. A third aim was to determine how much the community's awareness of the THEP has grown since the community was last consulted in 2010.

Feedback from 258 residents in Trail and the surrounding areas shows that the 2016 consultation achieved its aims.

**NOTE: STRONG SUPPORT FOR THEP**

Consultation feedback shows that the community supports the THEP and its draft goals, and wants the Program to continue working to improve health and the environment in the Trail area.

The community showed strong support for the THEP draft goals:

- An average of 80% of respondents fully support the THEP draft goals.
- An average of 79% of respondents fully support the two Family Health Program goals:
  - 81% fully support the draft goal of having an average blood lead level of 3.5 µg/dL or lower for children aged 6 months to 36 months in Trail and Rivervale by 2020;
  - 77% fully support the blood lead clinic participation goal of 75% of the target population;
- An average of 83% of respondents fully support the two Air Quality Program goals: 83% regarding lead in air and 84% regarding arsenic levels;
- An average of 82% of respondents fully support the Home & Garden Program goal, and two Home & Garden Program priorities:



- 85% fully support maintaining current priorities for residential soil testing;
- 78% fully support maintaining current Action Levels for residential soil remediation;
- 83% fully support continuous improvement in the level of participation in the Lead Safe Renovation Program.

The consultation also revealed:

- A dramatic increase in community awareness of the THEP since the last community consultation in 2010 — from 84% with little to no awareness in 2010 to 86% awareness in 2016;
- That the community had a positive experience of the Family Health and Home & Garden programs that they used (74% very satisfied overall);<sup>8</sup>
- What the community would like to see changed or improved to meet their needs such as more program outreach;
- What programs the community is likely to use in future — a high percentage said they are likely to use the Home & Garden programs.

The number of participants in the 2016 consultation also increased by about 50 people from 2010 when 210 community members were consulted. This is nearly the same as the number of people (57) who completed a short, SMS text-based cell phone survey. This survey was an innovative way to reach some audiences who might otherwise not have provided input, and may prove worthwhile for future consultations.

The consultation also included a 30-question long survey that could be completed through the THEP website or on paper. Further anecdotal feedback was gathered at eight separate stakeholder presentations and a community focus group.

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<sup>8</sup> The feedback about satisfaction with the Program is based on a small number of responses and should not be considered a thorough client assessment of programs.



While quantitative survey data provides a useful baseline for future consultations that may take place, equally important are the hundreds of individual comments about the THEP, the community, and what concerns community members or makes them proud. A few clear messages emerge from the qualitative data:

The top four themes identified by respondents were:

- The THEP is doing a good job and should continue doing so;
- The THEP should do more outreach and public communication/information than it is doing now;
- The community would like to know more about other metals or substances in the air, soil and/or water in addition to lead and arsenic levels that are measured and reported now;
- The community would like more information about how the Trail area compares to other industrial and non-industrial communities or regions and have that information included as context for communication about the THEP and about impacts of smelter metals on the community.

Following are detailed results of the consultation including a description of the timeline, process and methods, a summary of community input, and background documents included as appendices.

## **2. INTRODUCTION**

### **2.1. Purpose**

The 2016 THEP Community Consultation aimed to attain meaningful community input to allow the THEC to:

- Establish new goals for 2020;
- Refine programs, as needed, to satisfactorily address risks from the perspective of the community.





The overall aim of all activities related to the THEP, including the 2016 consultation, is to:

***Reduce exposure to lead and other smelter metals in the community on a continual improvement basis.***

As was the case with the community consultation in 2010, this consultation process was designed to gauge community awareness of the THEP and community support for its goals and programs for Family Health, Home & Garden, and Air Quality. It also aimed to increase knowledge and awareness of the THEP so that community members could provide meaningful input on how programs could be improved and whether proposed 2020 program goals were acceptable. By increasing awareness, the THEP aimed to maintain or increase use of its programs by community members.

## **2.2. Background**

The THEP is a community-led program with five main areas of activity: Family Health, Home & Garden, Air Quality, Parks and Wildlands, and Property Development. The THEP promotes a healthy environment through a comprehensive integrated program that successfully improves air quality and children's blood lead levels, and promotes the health of the community. The Air Quality Program reduces smelter emissions and makes the largest contribution to achieving health and environment goals. All program activities work together to reduce health risks, lower exposure and support a healthier environment.

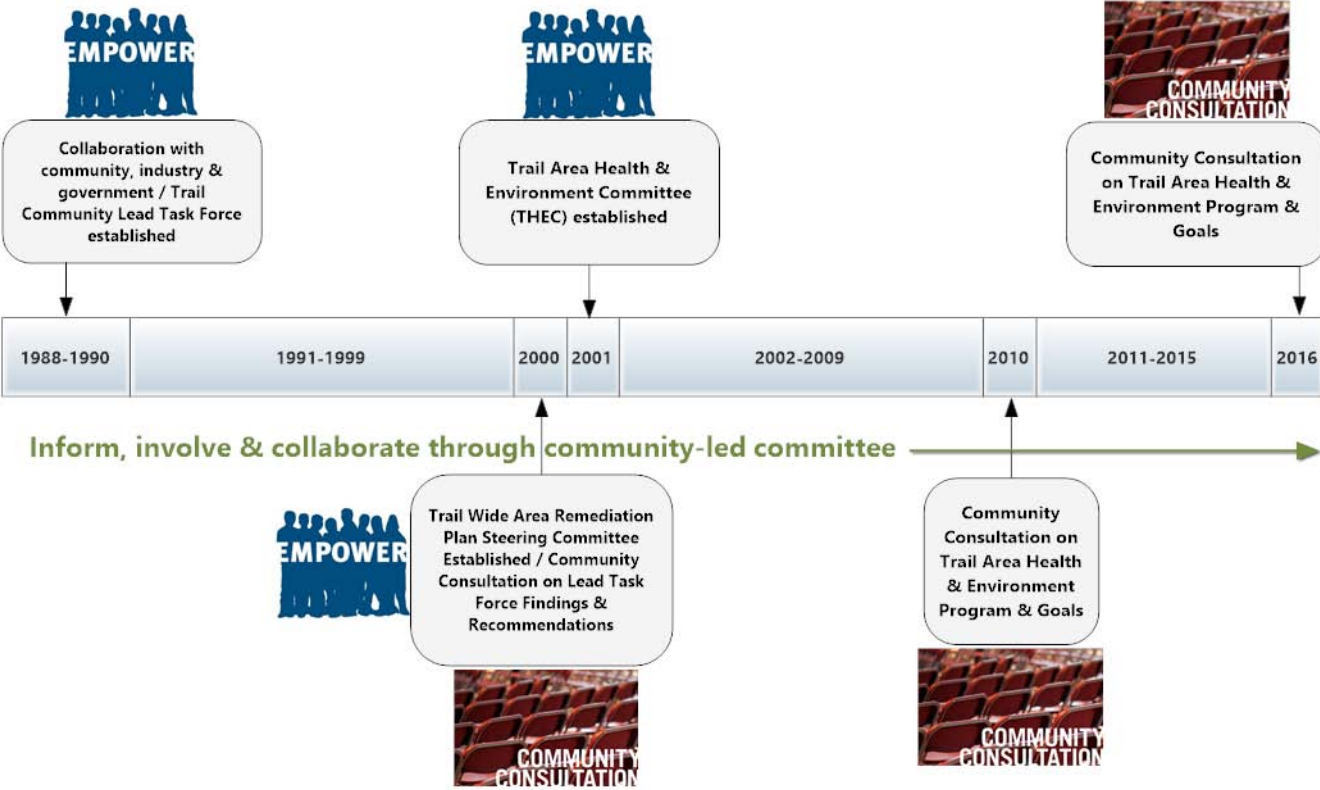
The THEC oversees the Program. The THEP is delivered by the THEC partners as follows: the Air Quality Program by Teck, the Family Health Program by Interior Health, the Home & Garden Program by SNC-Lavalin on contract to Teck, and program management by the City of Trail via contract.





A key part of the Program’s success has been continual communication and consultation with those people who have the most to gain from health and environment programs in the Trail area: its citizens. Consultation has been taking place in some form since 1988 when the predecessor to the THEC, the Trail Community Lead Task Force, was first established:

**THEP Community Consultation 1988-2016**

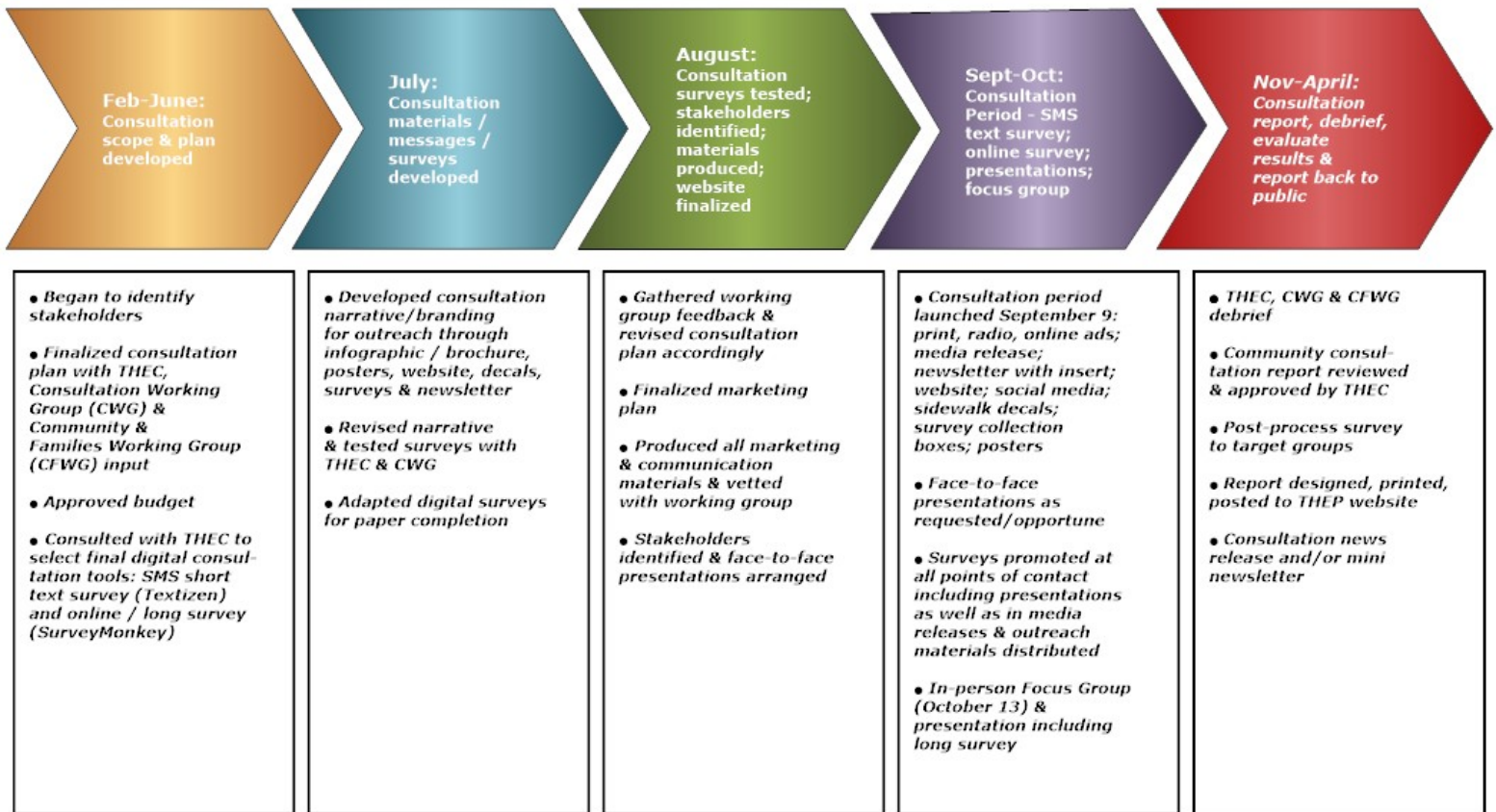


# 3. TIMELINE, PROCESS & METHODS

## 3.1. Timeline

The following table is an overview of 2016 THEP Community Consultation activities. For more detailed information on consultation planning and implementation, please refer to the [Appendices](#), a list of which follows the main report.

2016 THEP Community Consultation Timeline



### 3.2. Process

While the formal 2016 community consultation took place in September and October 2016, the THEC and its sub-committees collaborate with community representatives at a much deeper, advisory level during meetings year-round. Through the Committee, the community is continually consulted about the Program and involved in evaluating its effectiveness, and empowered to make decisions about program activities. Community members work with the City of Trail, Teck, the Ministry of Environment, and Interior Health to foster community and environmental health for all citizens in the Trail area over the long term.



**NOTE: LEVEL OF PARTICIPATION**  
 The 2016 THEP Community Consultation was carried out at the "consult" level on the International Association for Public Participation (IAP2) spectrum.

developed by the international association for public participation

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives and/or solutions.	To obtain public feedback on analysis, alternatives and/or decision.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the <b>identification of the preferred solution.</b>	To place final decision-making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.





### 3.3. Methods

The THEC adopted a broad range of public participation methods to reach as wide an audience as possible within the Trail area during the 2016 consultation.



The THEC and its subcommittees — the Consultation Working Group and the Community and Families Working Group — include various stakeholders and members of the broader community. These committees helped to plan, and took part in the community consultation. The role of each group in the consultation process was as follows:

- **THEC** — Input into development of the Community Consultation Plan through a 2016 Winter Workshop; approval of the final consultation plan; participation in consultation surveys and a community focus group; review of the community consultation report.
- **Consultation Working Group** — Review of the consultation plan and of all methods and materials used in the process; participation in consultation surveys and a community focus group; review of the community consultation report.
- **Community and Families Working Group** — Review of the consultation plan and input into consultation design and who to invite to participate in stakeholder presentations and a community focus group; participation in consultation surveys.

The consultation process used digital methods such as:

- THEP website promotion of community consultation pages and links;
- An SMS text-based short survey advertised widely throughout the Trail area;
- A detailed, online, long survey participants could link to from the THEP website or through the SMS text survey;
- Online media ads;
- Social media outreach through the City of Trail's well-established Facebook page and Twitter feed.



Methods also included more traditional or analog approaches such as:

- Radio and print ads;
- Media releases and interviews;
- Face-to-face meetings and presentations;
- A focus group for more in-depth discussion and feedback later in the consultation period. At the focus group, the THEP program manager and subject experts guided participants through the long survey question by question so they could provide meaningful feedback about community programs and proposed program goals. Results of the focus group are incorporated into survey data and anecdotal comments in [Section 5.0](#).



**October 13, 2016 THEP Community Consultation Focus Group**





### 3.3.1. SURVEYS

All surveys were completed during the consultation period between September 9 and October 31. Both short and long versions of the survey included general questions about community awareness of the THEP and experience with five of the THEP's programs (Children's Blood Lead Testing; Healthy Families; Healthy Homes; Soil Testing and Remediation; Home Renovation Support) as well as demographic questions. The long survey also included detailed information and questions about the Program's draft goals. To engage the community in more detailed discussions about goals, the THEP team also held an evening focus group meeting on October 13. Participants were guided through a presentation that addressed each of the goals in turn while program area experts answered questions and provided information.

Paper surveys could be mailed to the Community Program Office, dropped at one of six community drop boxes in Trail and Warfield<sup>9</sup> or given directly to any presenter at one of the eight in-person presentations. All surveys, both digital and paper were compiled by the consultation team to include in this report.

#### NOTE: SURVEY RESPONSE NUMBERS

Some questions in both the short and long surveys allowed for more than one response to the same question. Respondents could also choose to skip some questions. This means the number of individual responses to questions will vary widely.

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<sup>9</sup> Drop boxes to collect paper surveys and provide brochures were placed at Warfield Village Office, Trail City Hall, the THEP Community Program Office, Trail & District Public Library, Columbia Basin Alliance for Literacy (CBAL) and Kiro Wellness Centre.



### SMS Text Short Survey

A Short Message Service (SMS) text survey that asked seven program questions and five demographic questions was advertised to residents throughout the Trail area via paid print, online and radio ads. The text survey was also advertised on sidewalk decals, posters and shared on social media, the THEP website and in a newsletter insert mailed to 4,518 residents.

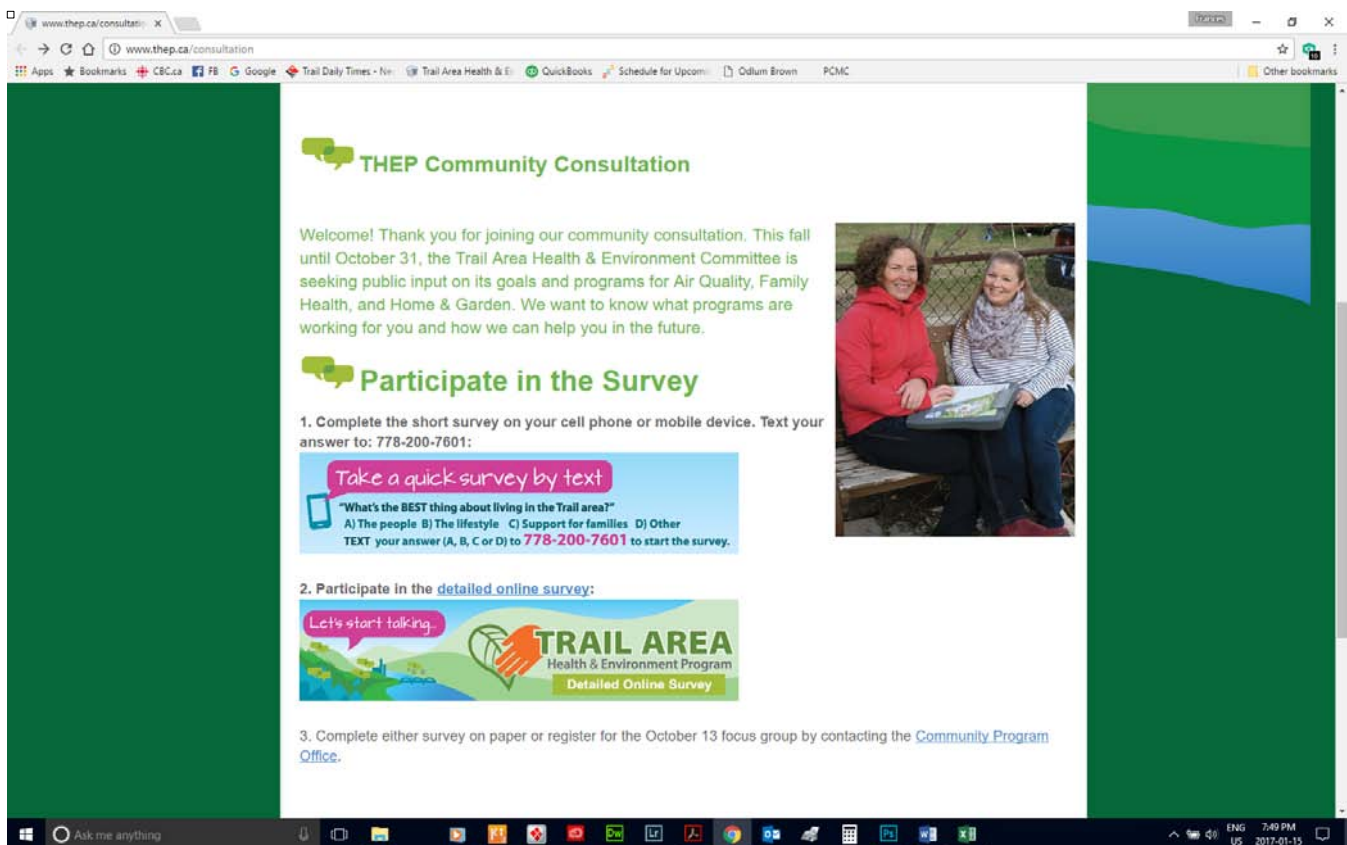
The short survey could be completed by anyone who texted their response to a question developed as a “hook” to draw them into the survey.

When anyone texted 778-200-7601, the first survey question would be texted back to the subscriber.



The short survey could be completed at the respondent's own pace. Respondents could text a single letter in response to most of the questions, so that the survey was easy to complete from any cell phone with basic text service.

At the end of the short survey, respondents could sign up to receive consultation updates or request someone from the Community Program Office to contact them if they wished to provide or receive more information. Those with internet-capable phones could click on a hyperlink that would take them to the THEP Community Consultation web page ([www.thep.ca/consultation](http://www.thep.ca/consultation)) where they could provide more input through a long survey (see [Online Long Survey](#), below), or contact the Program Office to get a paper copy of either survey or sign up to attend a focus group.



## Paper Short Survey

A paper version of the short survey was mailed to 4,518 residents as part of the *THEP Fall 2016 Community Newsletter* (see [Appendix E-1](#)). Recipients of the newsletter could complete the short survey and either mail it to the Community Program Office or drop it at one of six community drop boxes. The newsletter insert also included instructions on how to complete the SMS text version of the short survey if they preferred, and how/where to access the long survey, either online or through the Program Office.

**Let's start talking**

Thank you for taking this short survey about the Trail Area Health & Environment Program. This should take about 2 minutes. Please circle your answers.

**TRAIL AREA Health & Environment Program Community Consultation**

Get a text phone? Text your answer to: 226-7603 or 778-200-7603 to start the survey.

**1. What's the best thing about living in the Trail area?**

- a. The people
- b. The lifestyle
- c. Support for families
- d. Other

**2. Have you heard of the Trail Area Health & Environment Program (THEP)?**

- Yes
- No

**3. If you answered yes, how did you hear about us?**

- a. Participated in a program
- b. THEP newsletter
- c. Word of mouth
- d. Radio or newspaper
- e. Other

**4. What THEP programs have you used, if any? Choose as many as apply.**

- a. Children's Blood Lead Testing
- b. Healthy Homes Lead Testing
- c. Soil Testing and Remediation
- d. Home Renovation Support
- e. None
- f. Other

**5. Which program would you most likely use in the future? Choose as many as apply.**

- a. Children's Blood Lead Testing
- b. Healthy Homes Lead Testing
- c. Soil Testing and Remediation
- d. Home Renovation Support
- e. None

**6. If you have used THEP programs, how was your experience?**

- a. Very satisfied
- b. Somewhat satisfied
- c. Neutral
- d. No, not satisfied

**7. Do you have suggestions for what we can do better? Can you tell us more?**

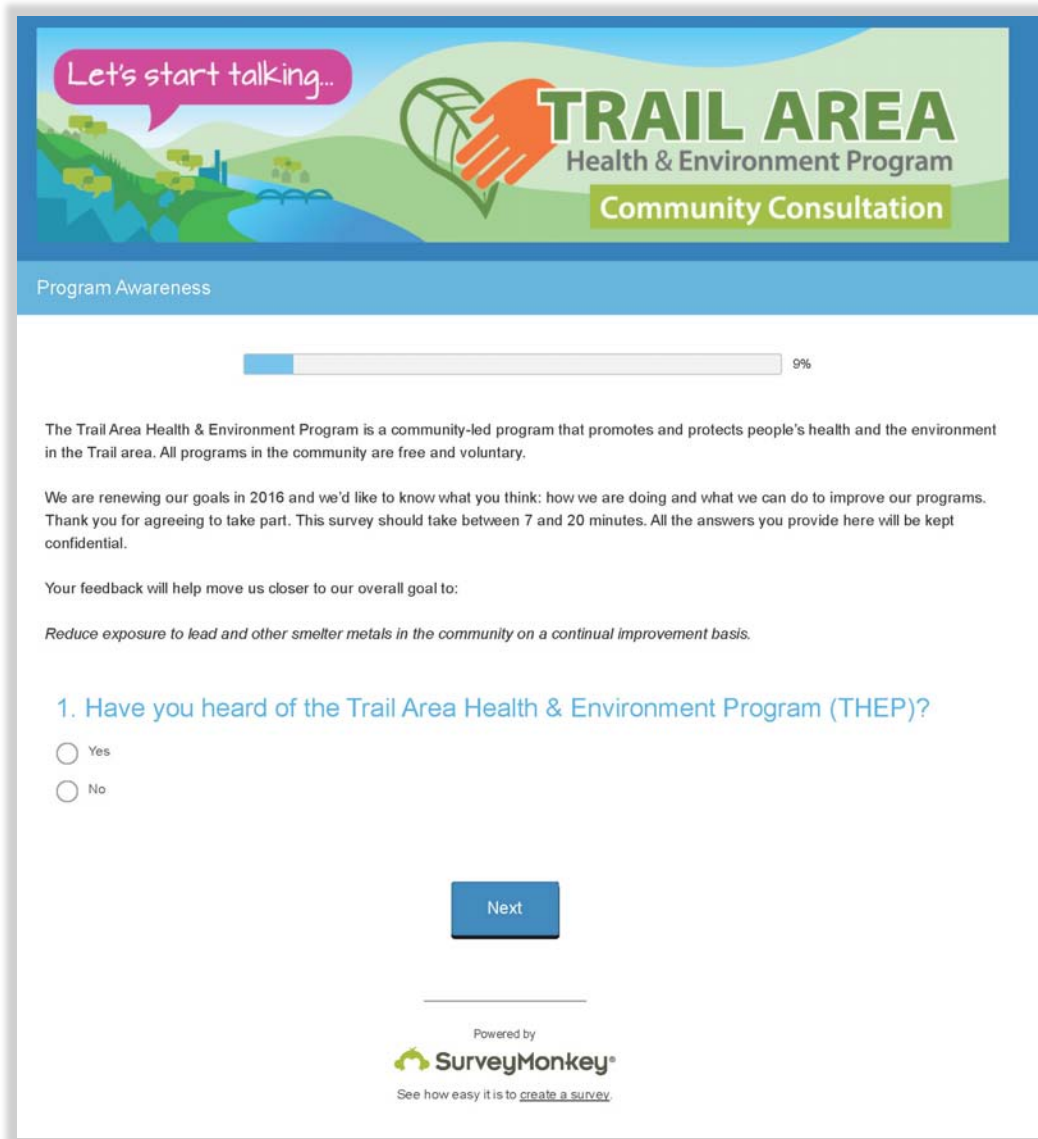
- a. Increase awareness of programs
- b. More opportunities to give feedback
- c. More one-on-one support
- d. New programs
- e. Other
- f. No

[www.thep.ca](http://www.thep.ca)



## Online Long Survey

The long survey asked 30 questions and included detailed information on the different program areas as introductions to questions about specific programs and proposed goals. It was available on the THEP website or by following a link at the end of the SMS text short survey. Both hyperlinked to a THEP Community Consultation-branded SurveyMonkey site.



Let's start talking...

# TRAIL AREA

Health & Environment Program

## Community Consultation

Program Awareness

9%

The Trail Area Health & Environment Program is a community-led program that promotes and protects people's health and the environment in the Trail area. All programs in the community are free and voluntary.

We are renewing our goals in 2016 and we'd like to know what you think: how we are doing and what we can do to improve our programs. Thank you for agreeing to take part. This survey should take between 7 and 20 minutes. All the answers you provide here will be kept confidential.

Your feedback will help move us closer to our overall goal to:

*Reduce exposure to lead and other smelter metals in the community on a continual improvement basis.*


1. Have you heard of the Trail Area Health & Environment Program (THEP)?

Yes

No

Next

Powered by



See how easy it is to [create a survey](#).

*Paper Long Survey*

Anyone could choose to complete a paper version of the long survey available at presentations to stakeholder groups, at the October 13 Focus Group, or anytime by contacting or visiting the Community Program Office.





## 4. STAKEHOLDERS

Many diverse groups and individuals in the Trail area have a stake in the health of the community and surrounding environment and in the THEP itself. This consultation reached a variety of groups including those from business, education, the health sector, social services, community organizations, and local residents. Most respondents were from Trail, Rivervale and Warfield, as well as Montrose, Fruitvale, Rossland, the RDKB rural areas and Castlegar.

Reaching stakeholders was in many cases as straightforward as sending out the *Fall 2016 THEP Community Newsletter* package to all Trail, Rivervale and Warfield residential addresses as per the THEP's semi-annual schedule. An insert to that newsletter package included an infographic/brochure that explained the Program and how to participate in the consultation, as well as a paper copy of the short survey that could be completed and dropped at one of six local drop boxes or mailed to the Community Program Office. Stakeholders were also invited to contact the THEP if they wanted a detailed in-person presentation from the THEP program manager or staff. The following organizations were contacted by the THEP and received presentations (the number of attendees is noted in parentheses):

- Lower Columbia Affordable Housing Committee (5)
- Trail Early Childhood Development Coalition (14)
- Webster Parent Advisory Committee (7)
- Trail Rotary Club (14)
- Trail and District Chamber of Commerce (10)
- Building Beautiful Babies (10)
- Communities in Bloom (14)
- Greater Trail Community Skills Centre (9)



## 5. SUMMARY OF COMMUNITY INPUT

This summary includes the results from all surveys completed online, by text message and in person, as well as anecdotal and written comments collected during eight face-to-face presentations and one community focus group session.



Below is a breakdown of the total number of survey respondents:

Survey Option	Number of Respondents
SMS Text Short Survey (Textizen)	57
Paper Short Survey	115
Online Long Survey (SurveyMonkey)	64
Paper Long Survey	22
<b>Total Surveys Completed</b>	<b>258</b>

A further 38 comments were recorded and 41 questions asked during face-to-face presentations and during the Community Focus Group. Anecdotal comments from stakeholder presentations were amalgamated with comments in the Survey Monkey Long Survey and are available in [Appendix A — Survey Data](#).



## Organization of Results

Community consultation results in this report are organized under sections:

- Section 5.1 focuses on respondents' broad awareness of the THEP, which programs they have used or are likely to use, their experience of programs as well as suggestions for changing or adding to programs offered.
- Sections 5.2 through 5.4 summarize community input to each of three THEP program areas, and the level of support for each proposed program goal as well as respondents' experience of the THEP, and any comments.
- Section 5.5 summarizes demographics: where respondents live and how long they have lived there, as well as whether they have children and of what age.

All five sections include these elements:

- A brief description of programs, if applicable;
- A graph to illustrate survey results;
- A summary of additional comments, if applicable.

### **NOTE: COMPARISON OF 2010 AND 2016 RESULTS**

2010 and 2016 results are compared and noted below where possible. Differences in survey questions or topics in the 2010 consultation vs the 2016 consultation preclude a direct comparison in many cases.

To see full results for the *2010 Public Consultation Program*, go to <http://www.thep.ca>.





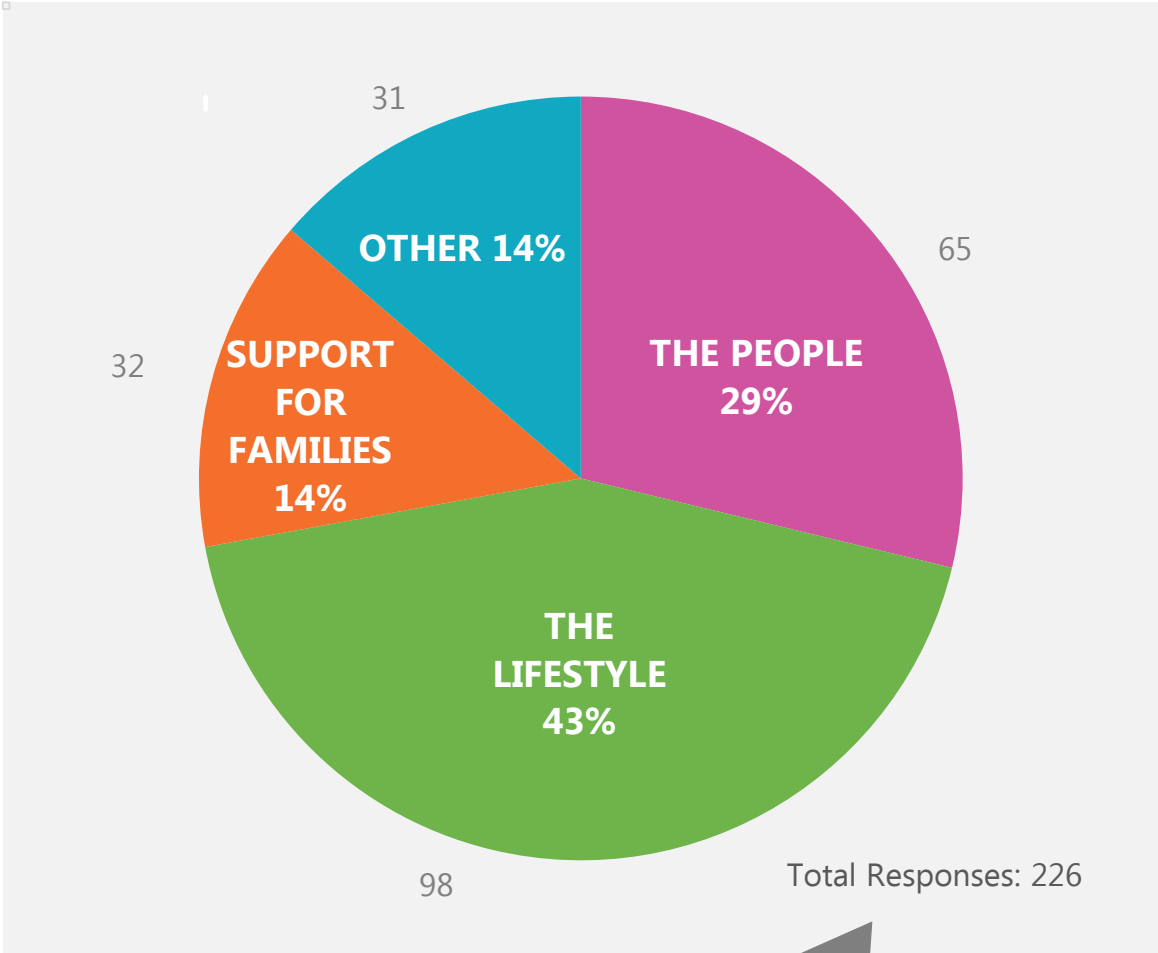
## 5.1. Overall THEP Awareness and Experience

The THEP seeks to increase community awareness and use of its programs and act on community feedback to improve programs so the Trail area is a great place to live and raise a family.



**5.1.1. LIVING IN THE TRAIL AREA**

■ Best things about living in the Trail area:



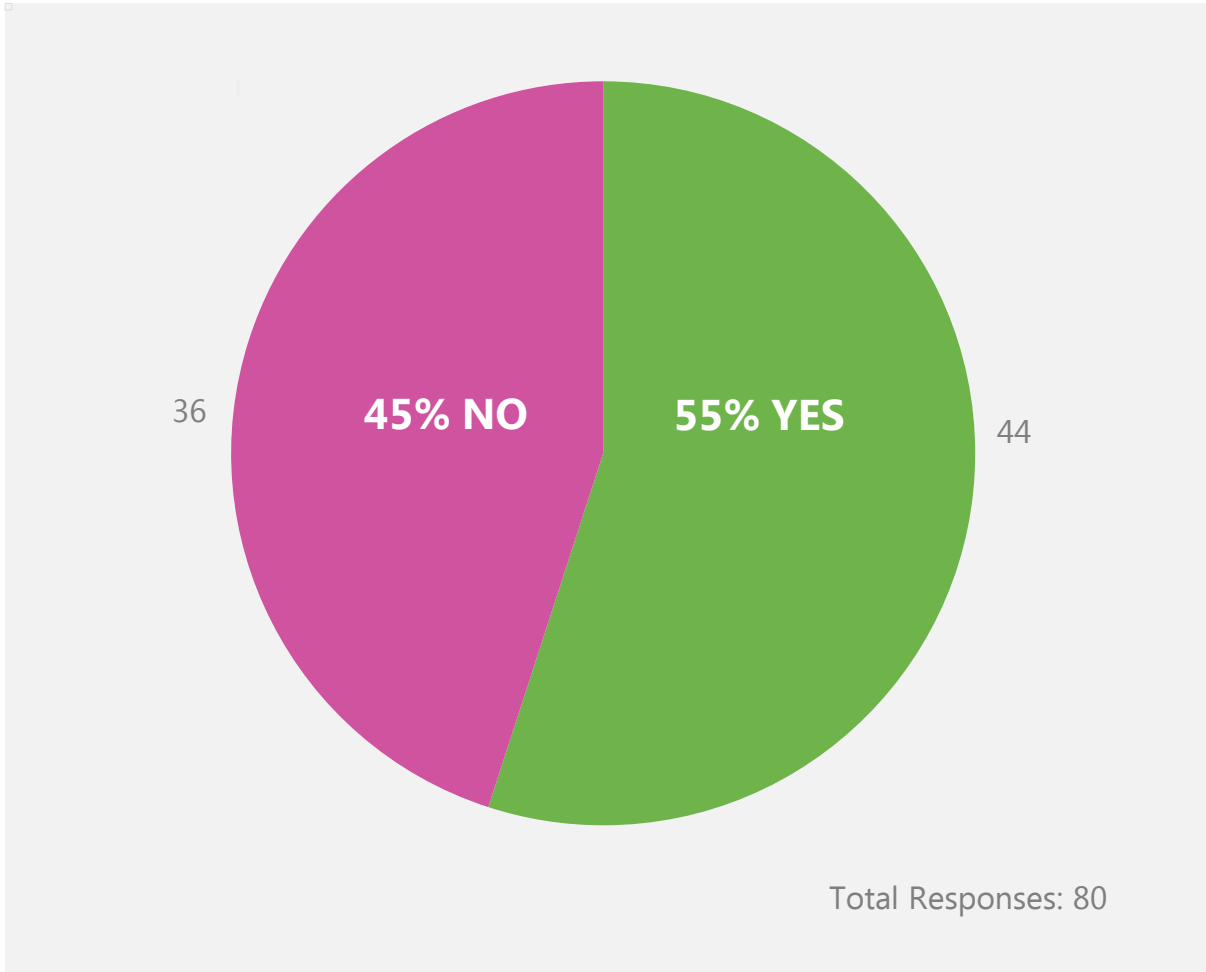
**COMMENTS:**

- Positive aspects of family life in the Trail area (5)
- Affordability of the Trail area (4)





■ Do community members have concerns about living in the Trail area?



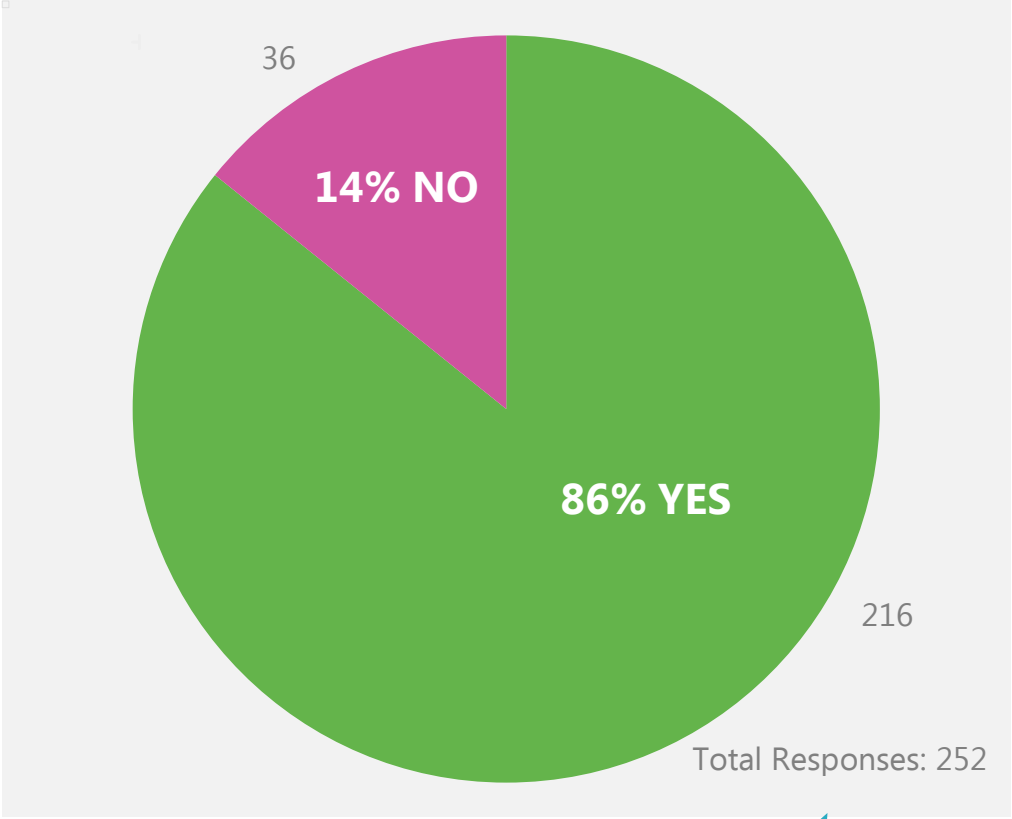
■ What are those concerns?

- COMMENTS:**
- Exposure of children and adults to lead (20)
  - Air quality (18)
  - Metals in soil, water, air & dust (8)
  - Effects of metals on garden produce we eat (3)



**5.1.2. PROGRAM AWARENESS AND USE**

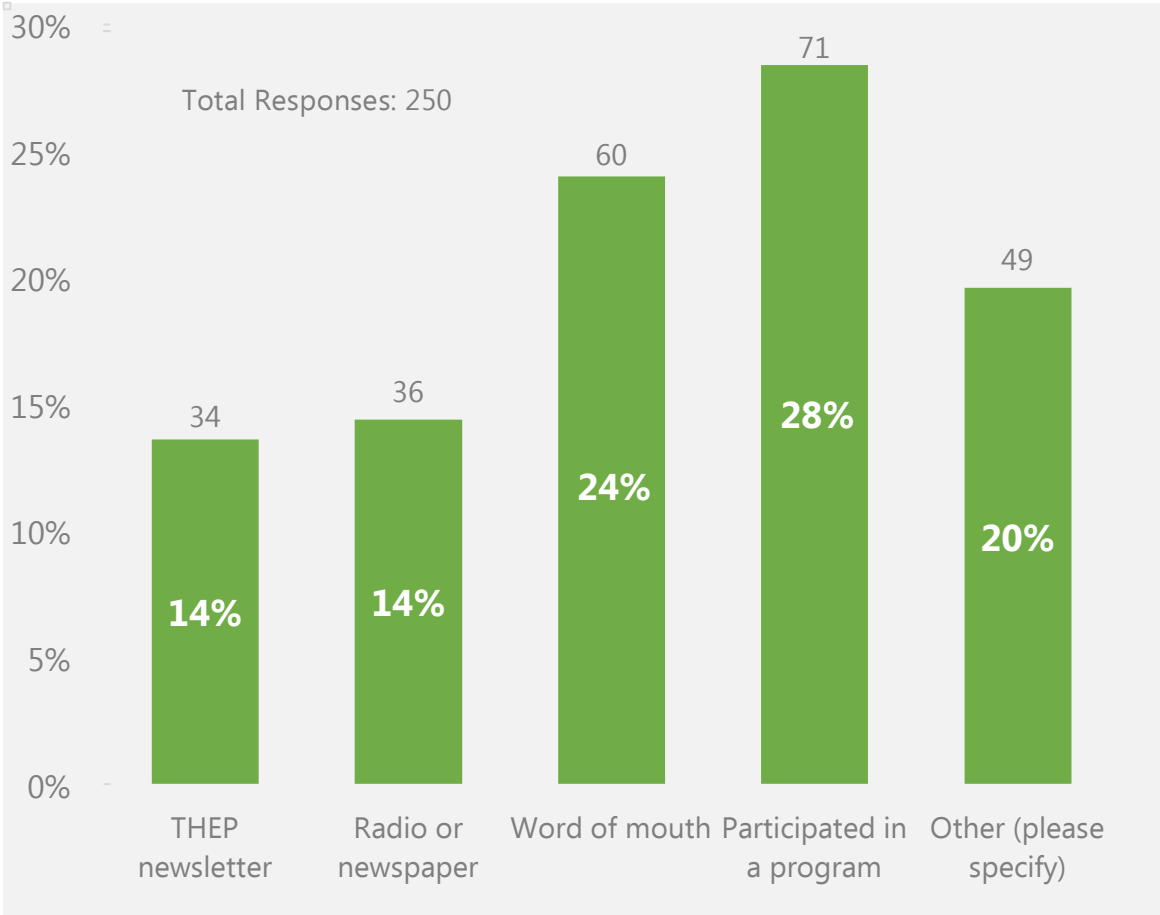
**Have you heard of the THEP?**



**NOTE: 2010 vs 2016**  
Awareness has grown immensely since 2010, when 84% of respondents said they knew little to nothing about the THEP.



**How did the community hear about the THEP?**

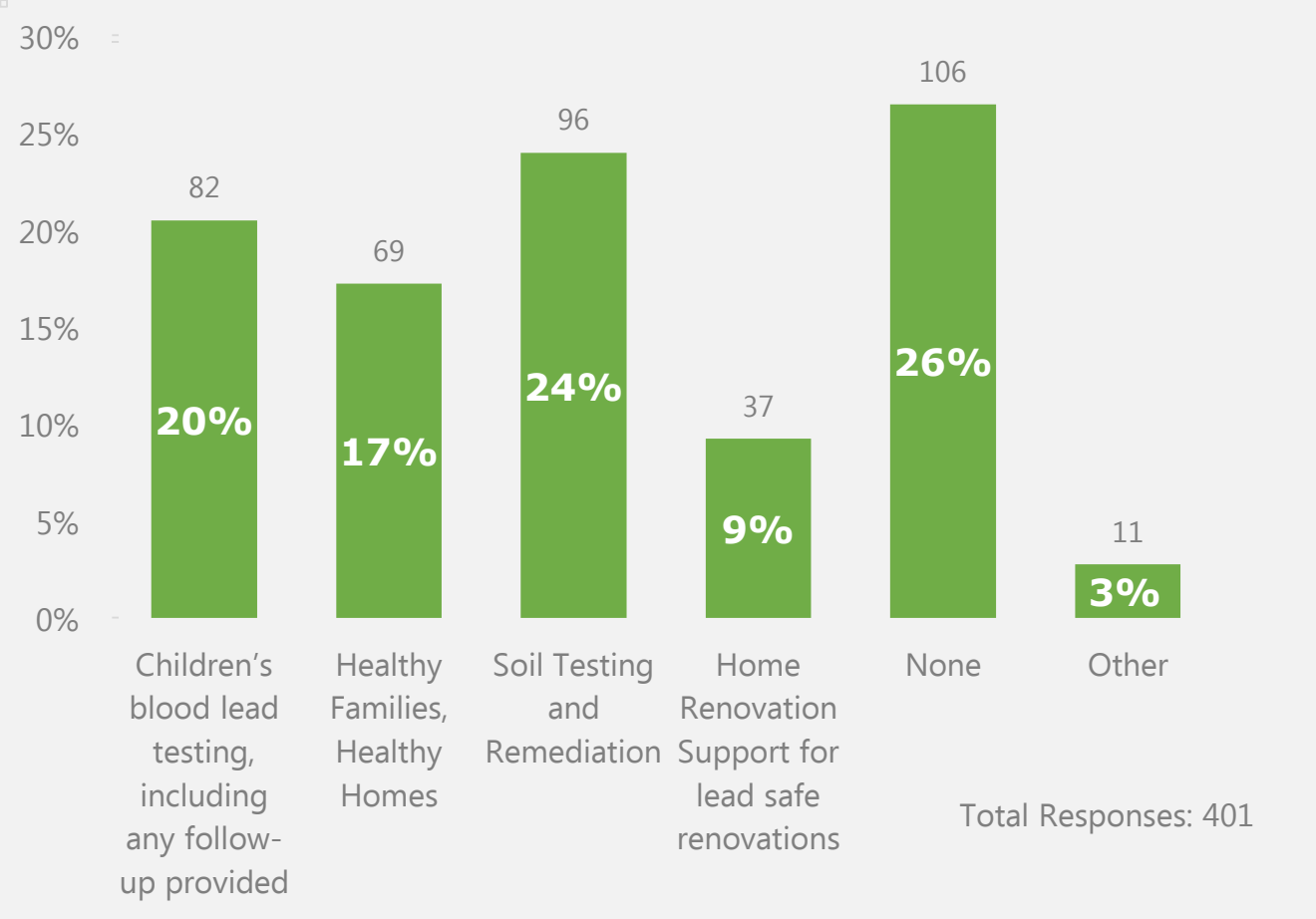


**NOTE: RESPONSES**  
26 respondents heard about the THEP more than one way.

- COMMENTS:**
- Through workplace (12)
  - In community setting (6)
  - At THEC meeting (2)
  - Online ad or website (2)



**What programs have the community used?**

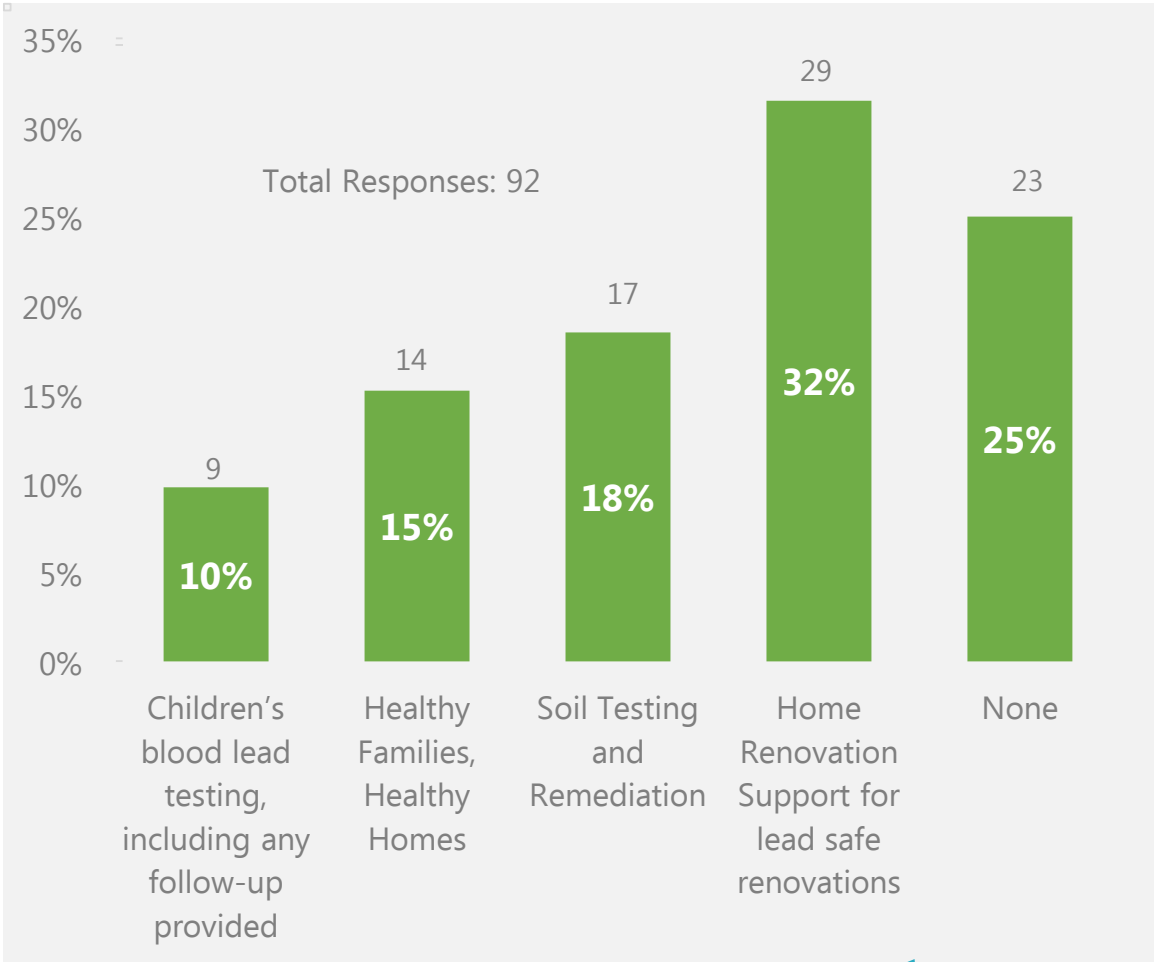


**COMMENTS:**

- Radon testing (2)
- On waiting list for soil testing (2)
- Dust sampling (1)



■ What programs are the community most likely to use in the future?

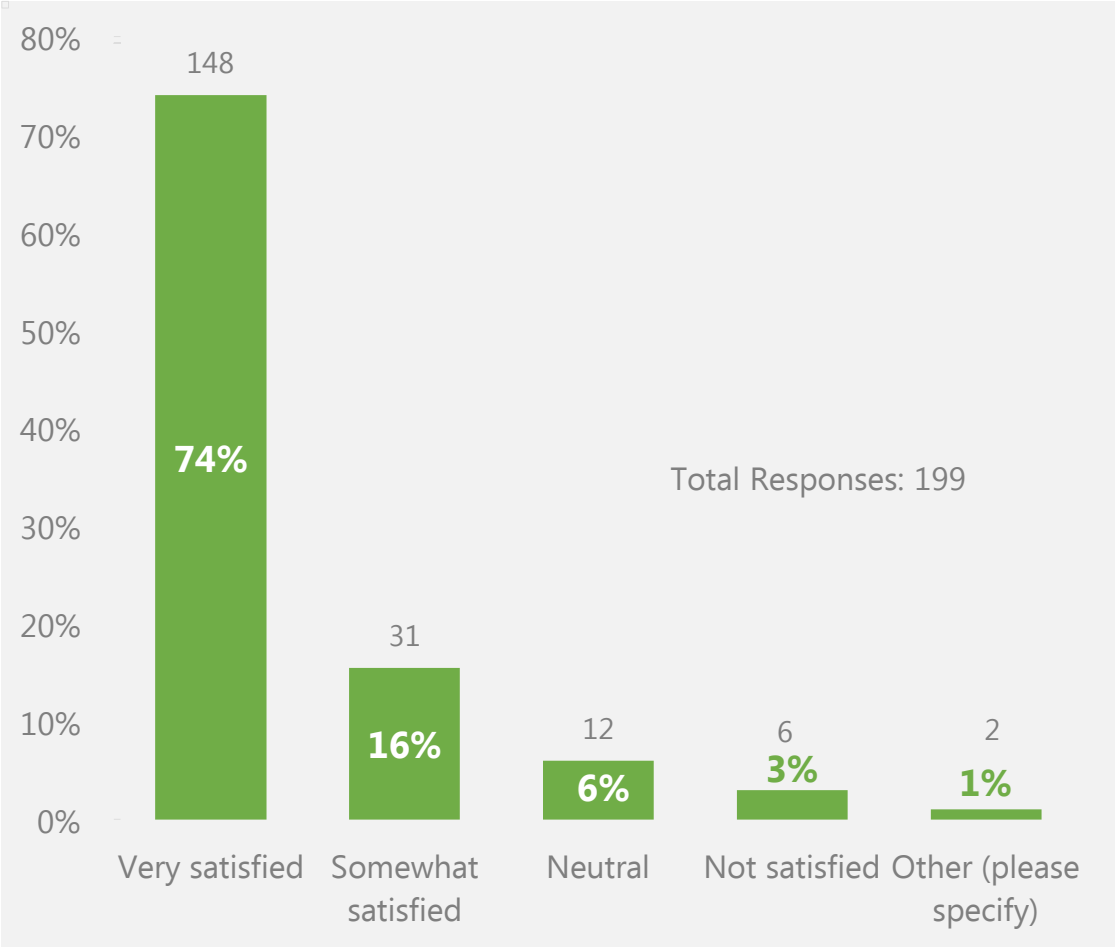


**NOTE: HOME & GARDEN PROGRAM**  
A high percentage of respondents said they are likely to use the Home & Garden Program in the future (Healthy Homes; Soil Testing & Remediation; Home Renovation Support).



**5.1.3. GENERAL PROGRAM EXPERIENCE**

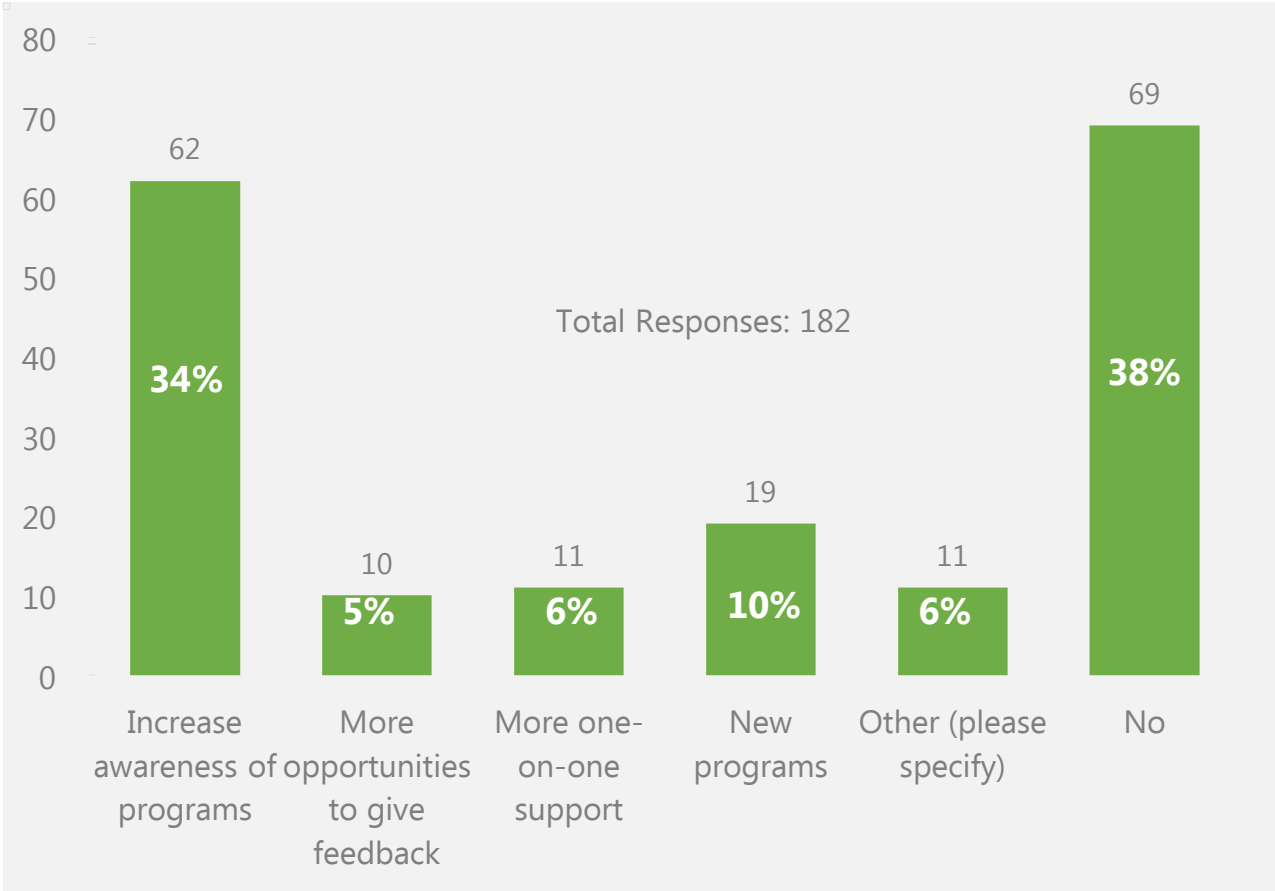
**Satisfaction with programs overall:**





**5.1.4. PROGRAM ASSESSMENT AND SUGGESTIONS FOR CHANGE**

■ Does the community have suggestions for what the THEP can do better?



## Suggestions for changes or improvements to the THEP:

### COMMENTS:

#### Increase outreach, research and communications (51)

- Need more THEP outreach, promotion and awareness
- Post transparent THEP information in public places and online, and continue efforts to reach all stakeholder groups including potential new residents, existing residents with children or who are expecting children, as well people interested in moving to the area or who live outside the THEP area
- Ensure outreach messages are straightforward but not “alarming”
- Use paper and materials that are environmentally sustainable
- Collaborate with other community programs within the Trail area and with other municipalities to promote the THEP

#### Provide information about more than lead and arsenic (22)

- Provide more information about other metals and gases in the air, for example SO<sub>2</sub>
- Provide more information about how the THEP is addressing dust, odour, noise and the possible presence of contaminants in water

#### Promote THEP successes (14)

- Talk more about what the THEP has accomplished, and put that in the context of the Trail area’s successes overall including the many achievements of its residents
- Share data and stories that support our successes



**COMMENTS (CONT):**

**Expand various testing and remediation programs (12)**

- Program to test for substances in addition to lead and arsenic
- Increase opportunities for soil remediation for those below Action Levels
- Improve air quality monitors and wider / more transparent sharing of existing monitoring data
- Test water for metals
- Offer lead testing to families who live outside the THEP program area but whose parents work at Teck Trail Operations
- Offer indoor/outdoor paint remediation
- Pave back alleys in Trail

**Provide context by comparing Trail and Area to other geographic areas & cities (12)**

- Put the Trail area in context by comparing us to other, similar industrial or impacted communities so that we are not looked at in isolation
- Expand air quality monitoring so we get a broader picture of air quality across communities
- Need to compare Trail and area to other communities/regions to provide context

**Other (10)**

- Develop programs for composting, residential beautification, community walkways/paths
- Develop education and recreation programs for kids' health and well-being
- Provide more information about Teck Property and Lands that are within the THEP program area and outside of it; want discussion with Teck about developing land or putting it to other positive uses to benefit the community



### Positive responses to the THEP overall:

#### COMMENTS (CONT):

- "Good work." "Great program!" etc. (29)
- "Always aim to do better. When you hit goals, set new ones." — always strive for more (3)
- Appreciate the work of RN's in blood lead level clinics (3)
- Improved health due to the THEP (3)
- Positive community outreach efforts with good results (3)
- "THEP is doing more than I expected. The [Lead Safe Renovation Program] is very interesting and beneficial to home owners who may have concerns about how to start a safe renovation." (1)
- "THEP is doing a great job. Be more positive, we are responsible smelter town, looking to continually improve, and provide our residents with a sustainable healthy environment that is ever improving." (1)
- "I would agree that this is a very important program, especially for new parents as it/they provide what I would say is important health and safety information." (1)
- "We have had fantastic, positive interactions with the THEP. Please continue the great work you do — it is important and appreciated." (1)
- "I have seen a big difference in the last few years with the improvements at Teck." (1)



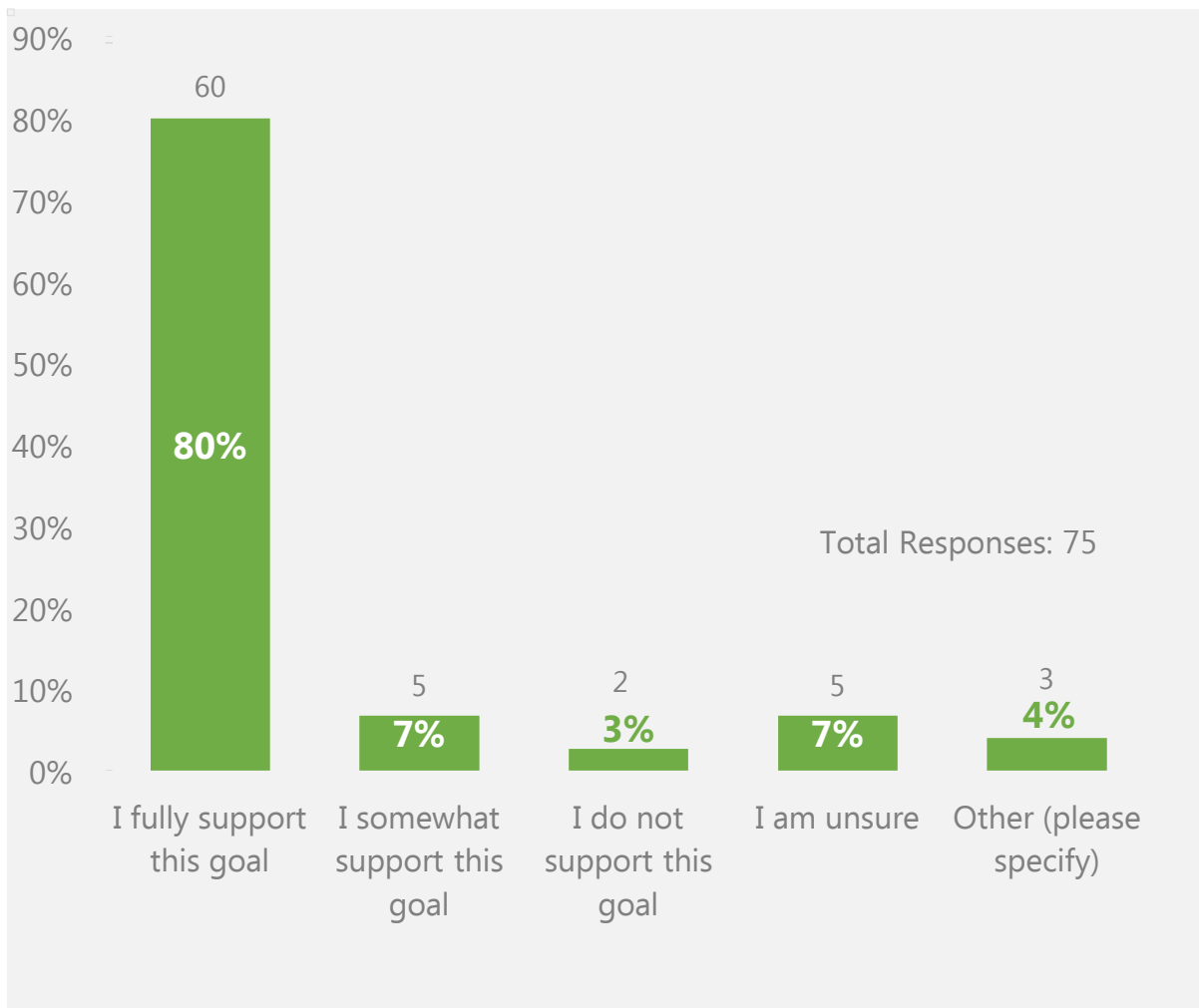
## 5.2. Family Health Results

The Family Health Program offers education for families and caregivers, children's blood lead testing and follow-up (if needed), and an in-home visit for families of young children, focusing on Trail and Rivervale. For a full description of this program, visit [www.thep.ca](http://www.thep.ca).



**5.2.1. CHILDREN’S BLOOD LEAD TESTING — GOALS AND EXPERIENCE**

■ Level of support for draft goal of having an average blood lead level of 3.5 µg/dL or lower for children aged 6 months to 36 months in Trail and Rivervale by 2020:



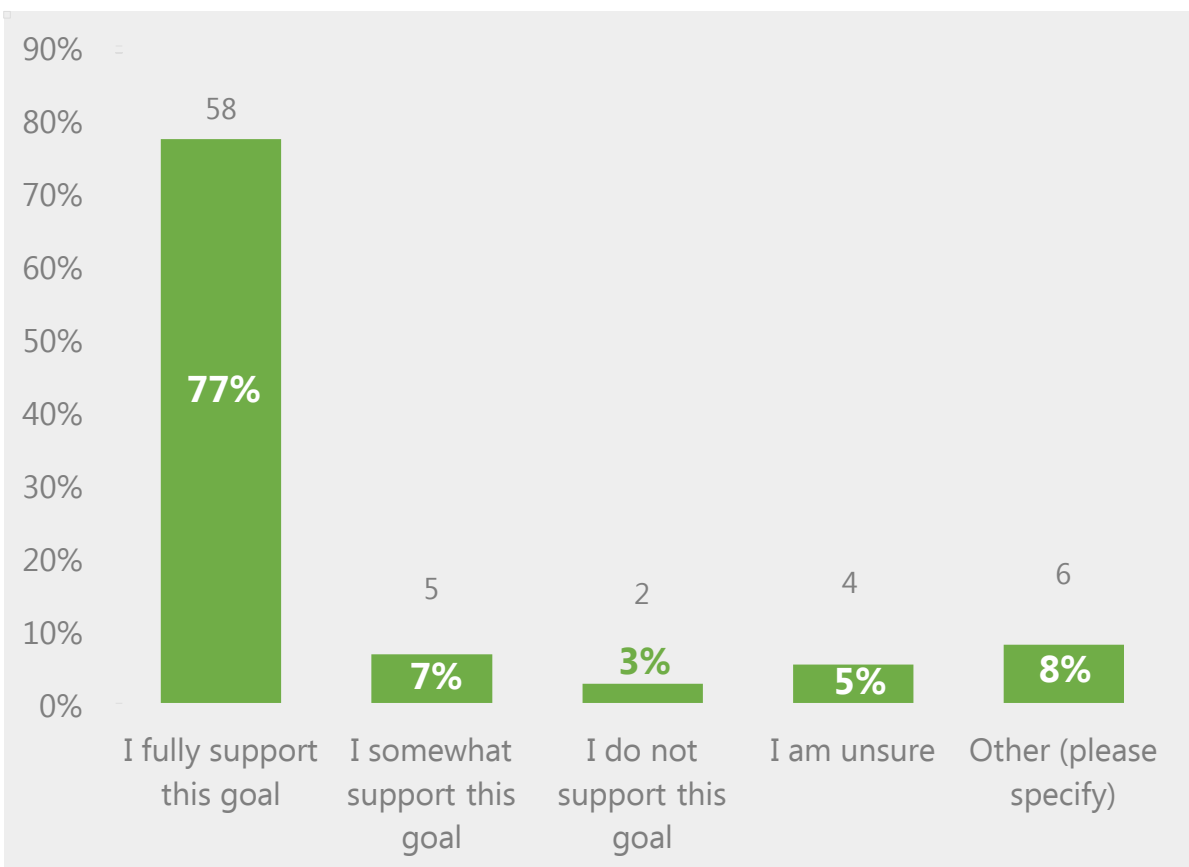
**NOTE: 2010 vs 2016**  
 2010: 85% fully supported/  
 2016: 80% fully supported

**COMMENTS:**

- Would like the goal to be closer to the North American average (2)
- Would like the goal to be lower (1)



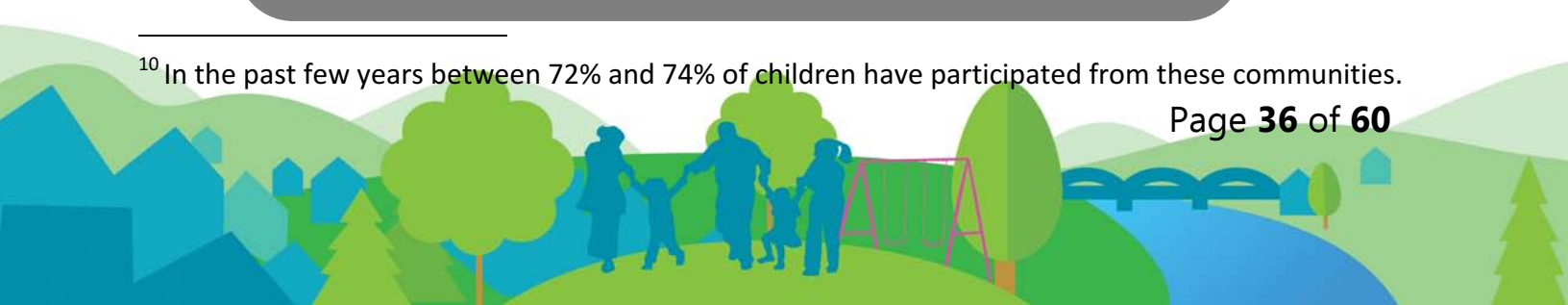
■ Level of support for draft goal of having a minimum of 75% of children aged 6 months to 36 months in Trail and Rivervale participate in voluntary blood lead testing clinics each year.<sup>10</sup>



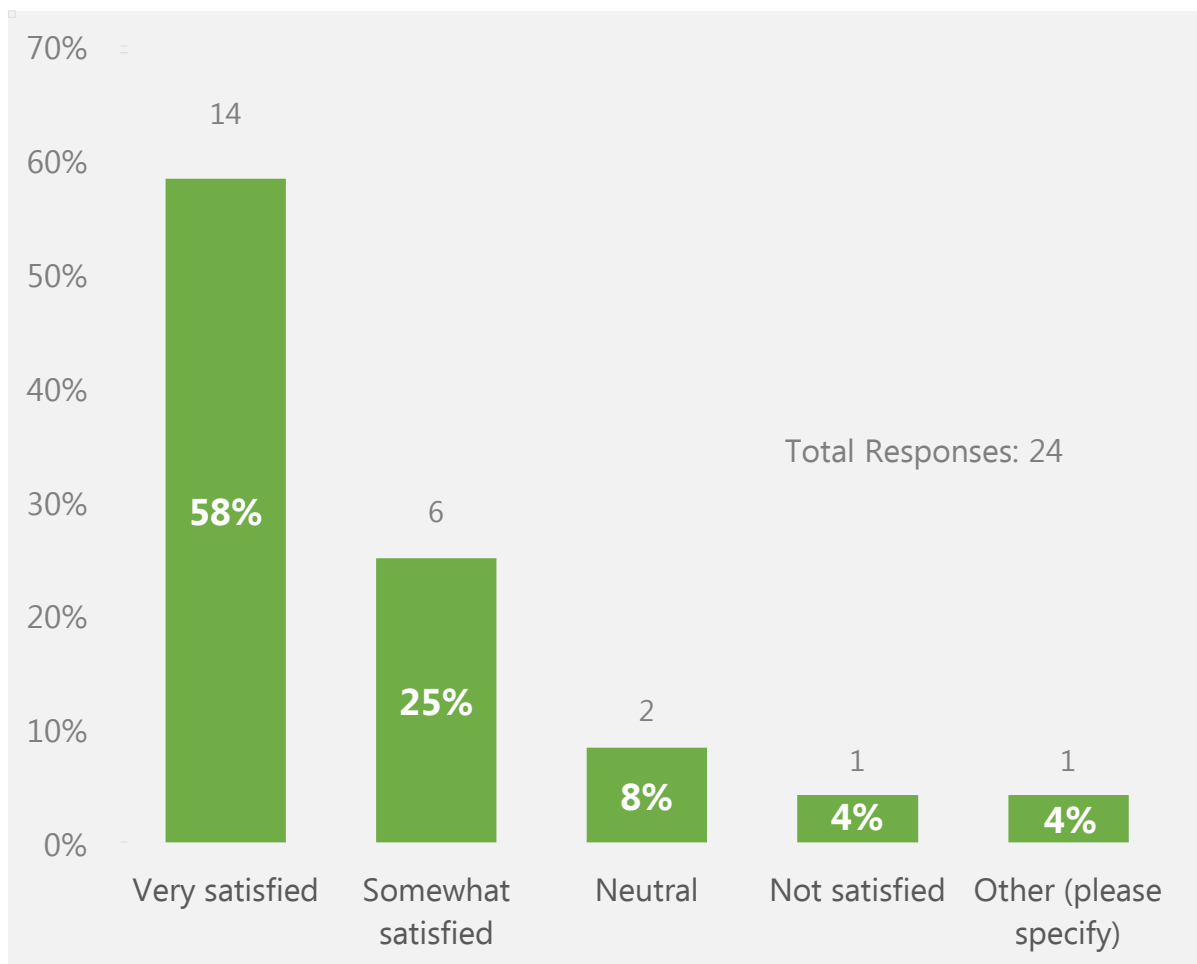
**COMMENTS:**

- Want the proposed goal to be higher than the percentages listed, ranging in suggestions for 80% to 100% participation in this program (4)
- It is a lofty goal (1)
- Need more education / information (1)

<sup>10</sup> In the past few years between 72% and 74% of children have participated from these communities.



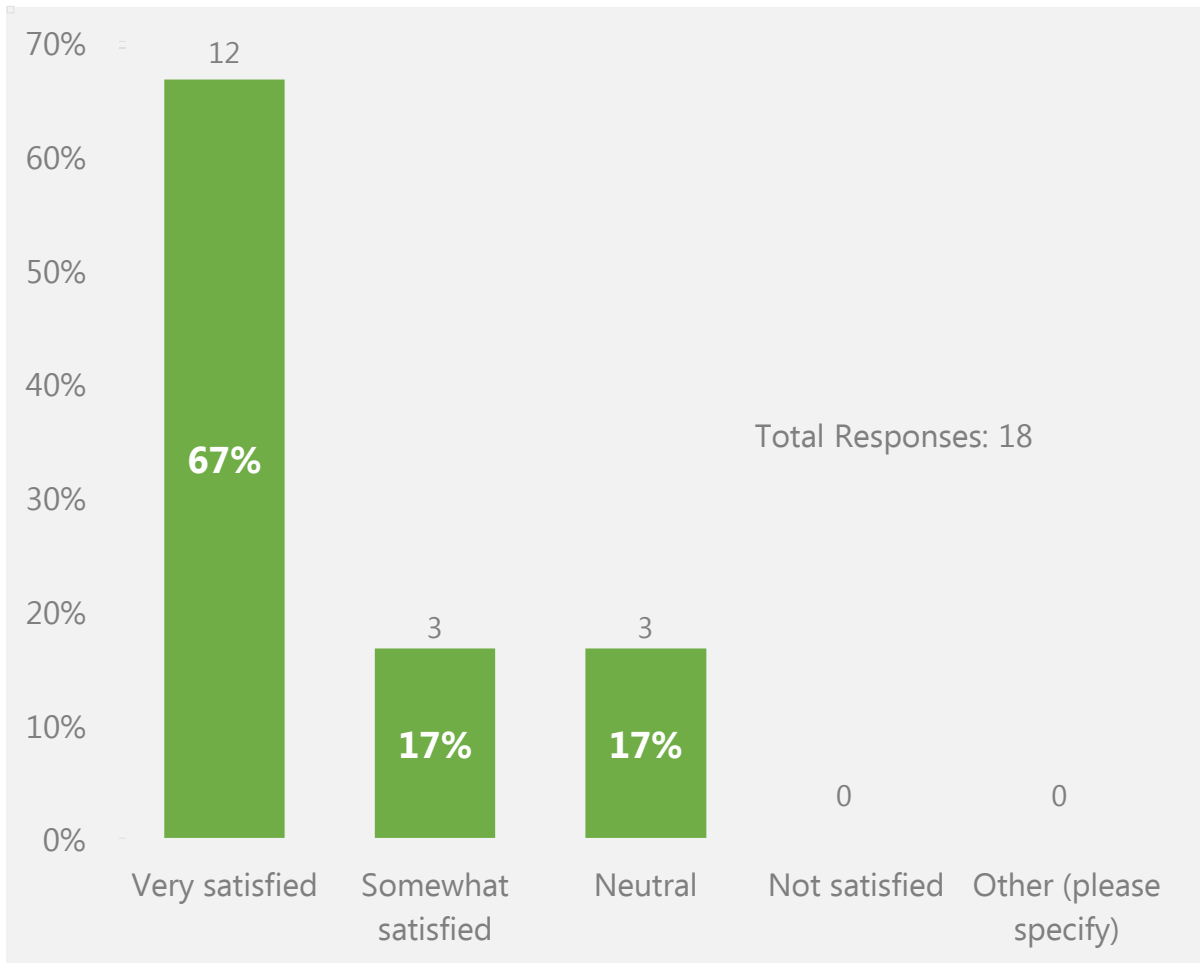
■ Level of satisfaction with the children's blood lead testing clinics and follow-up (if needed):





**5.2.2. HEALTHY FAMILIES VISIT FROM A PUBLIC HEALTH REGISTERED NURSE**

■ Level of satisfaction with the Healthy Families home visit from a Public Health Registered Nurse:



**5.2.3. OVERALL FAMILY HEALTH PROGRAM FEEDBACK**

**COMMENTS:**

**Blood lead target and children tested**

- Participation in children’s blood lead testing should be greater than the stated goal (3)
- Average blood lead level in children should be lower than the stated goal (2)
- “Maybe there needs to more emphasis on getting the higher numbers down, rather than on the average, i.e., make sure we get everyone under 10 µg/dL. It is important that the THEP keeps the goal we used to have, with respect to the percentage of high level cases.”(1)

**Mandatory blood lead testing**

- Participation should be mandatory (2)
- Participation should not be mandatory (1)

**Need more information about lead levels**

- How does the proposed blood lead target compare to other communities? (2)
- Does the THEP provide information to the community that states why the proposed blood lead target is what it is? (1)
- Where are lead levels the highest and which homes in which geographic areas are the most exposed to lead? (1)
- Could we have more discussion about what goals should be and how lead levels in the Trail area compare to the North American average? (1)
- Are we likely to ever surpass these proposed goals, and if only incrementally, why is this? (1)
- What is the effect of mitigation such as replacing sand, or other work by the City of Trail in parks such as Gyro? (1)

**Linkages with other programs**

- Set up partnerships with complementary programs such as the Family Action Network (FAN) (1)

**More outreach**

- “Wider advertising needed on social media.” (1)
- People need to be more aware of the Family Health Program (1)



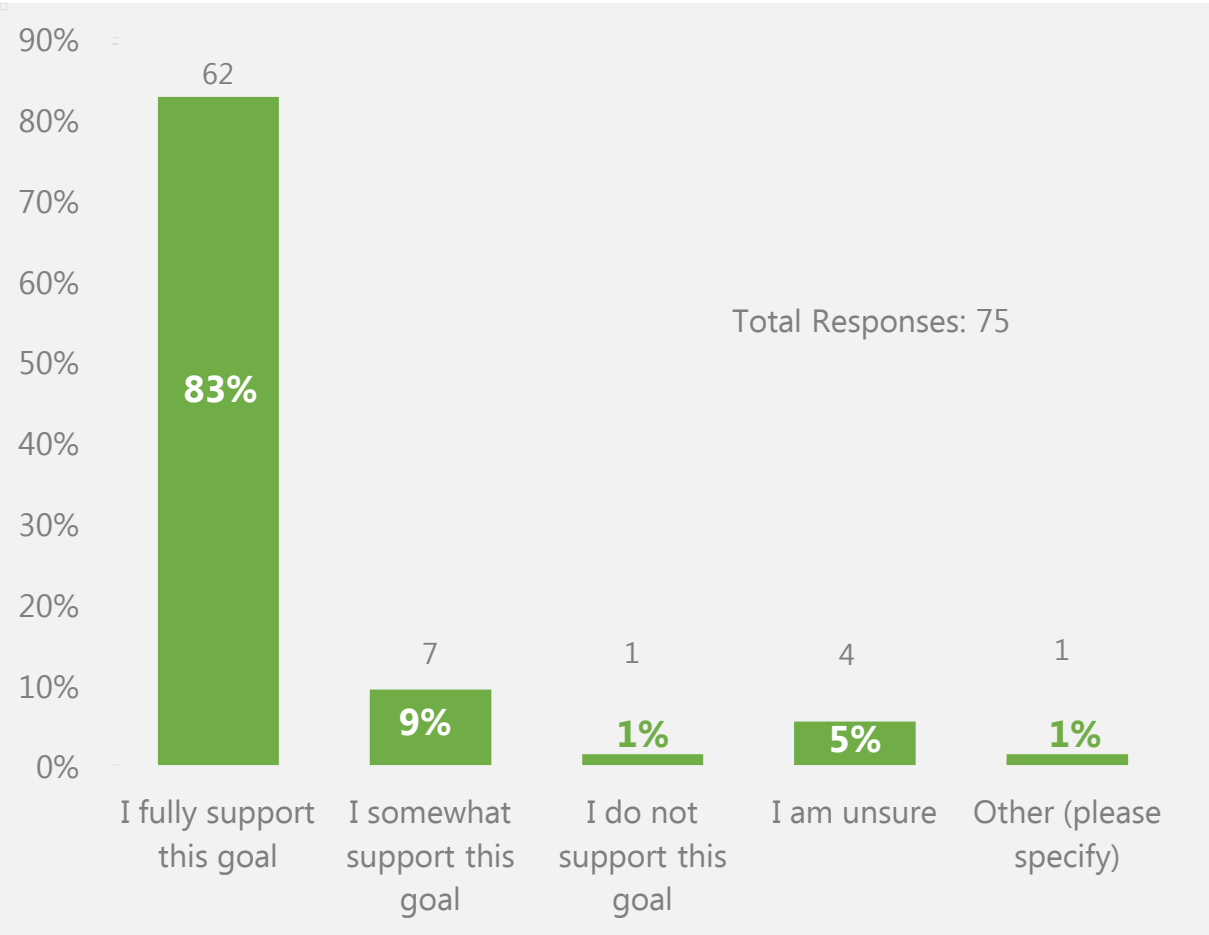
### 5.3. Air Quality Results

The main focus of the Air Quality Program is reducing emissions, primarily fugitive emissions — unintentional dust arising from industrial activities. The Air Quality Program also includes air quality monitoring and reporting, as well as summer street flushing and sweeping carried out by the City of Trail and in Rivervale.



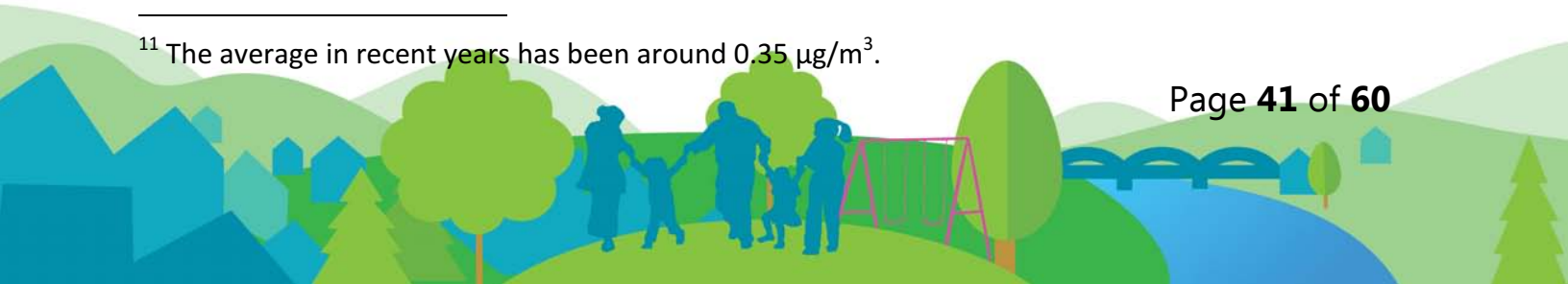
**5.3.1. LEAD REDUCTION GOAL**

■ Level of support for draft goal of having an annual average of lead in community air of  $0.20 \mu\text{g}/\text{m}^3$  or lower by 2018 with continuous improvement to 2020<sup>11</sup>:



**NOTE: 2010 vs 2016**  
 2010: 76% fully supported/  
 2016: 83% fully supported

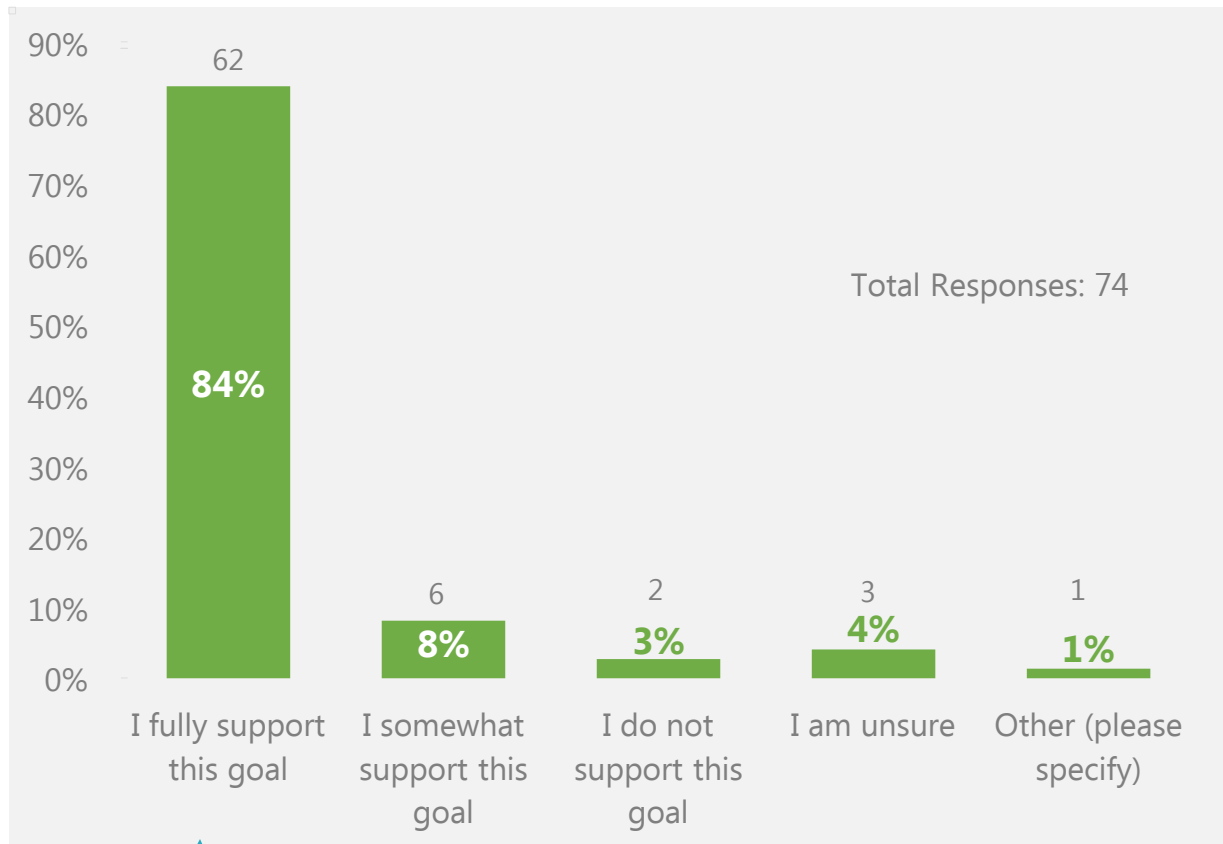
<sup>11</sup> The average in recent years has been around  $0.35 \mu\text{g}/\text{m}^3$ .





**5.3.2. ARSENIC REDUCTION GOAL**

■ Level of support for draft goal of having an annual average of arsenic in community air of 0.010 µg/m<sup>3</sup> or lower by 2018 with continuous improvement to 2020<sup>12</sup>:

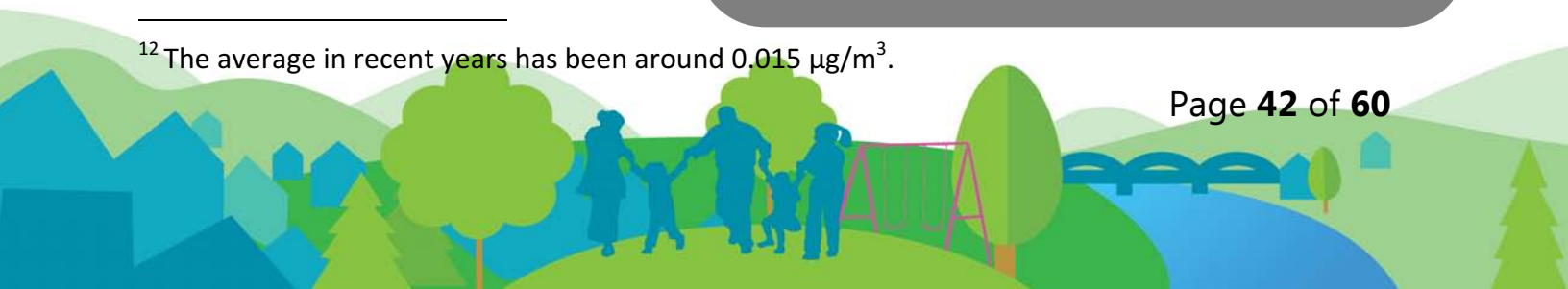


**NOTE: 2010 vs 2016**  
 2010: 79% fully supported/  
 2016: 84% fully supported

**COMMENTS:**

- Could be convinced to fully support this goal if the information about average arsenic levels in other communities were available and could be compared to Trail level (1)

<sup>12</sup>The average in recent years has been around 0.015 µg/m<sup>3</sup>.



### 5.3.3. OVERALL AIR QUALITY COMMENTS

#### COMMENTS (CONT):

##### More stringent air quality goals:

- Want to lower goals for both lead and arsenic (3)
- Want to see a goal of zero emissions (2)

##### Want to see existing goals broadened to include other metals (2)

##### Need more information:

- Need more information to understand the goals to respond to them meaningfully (3)
- Need more information about where sampling stations are located and why (2)



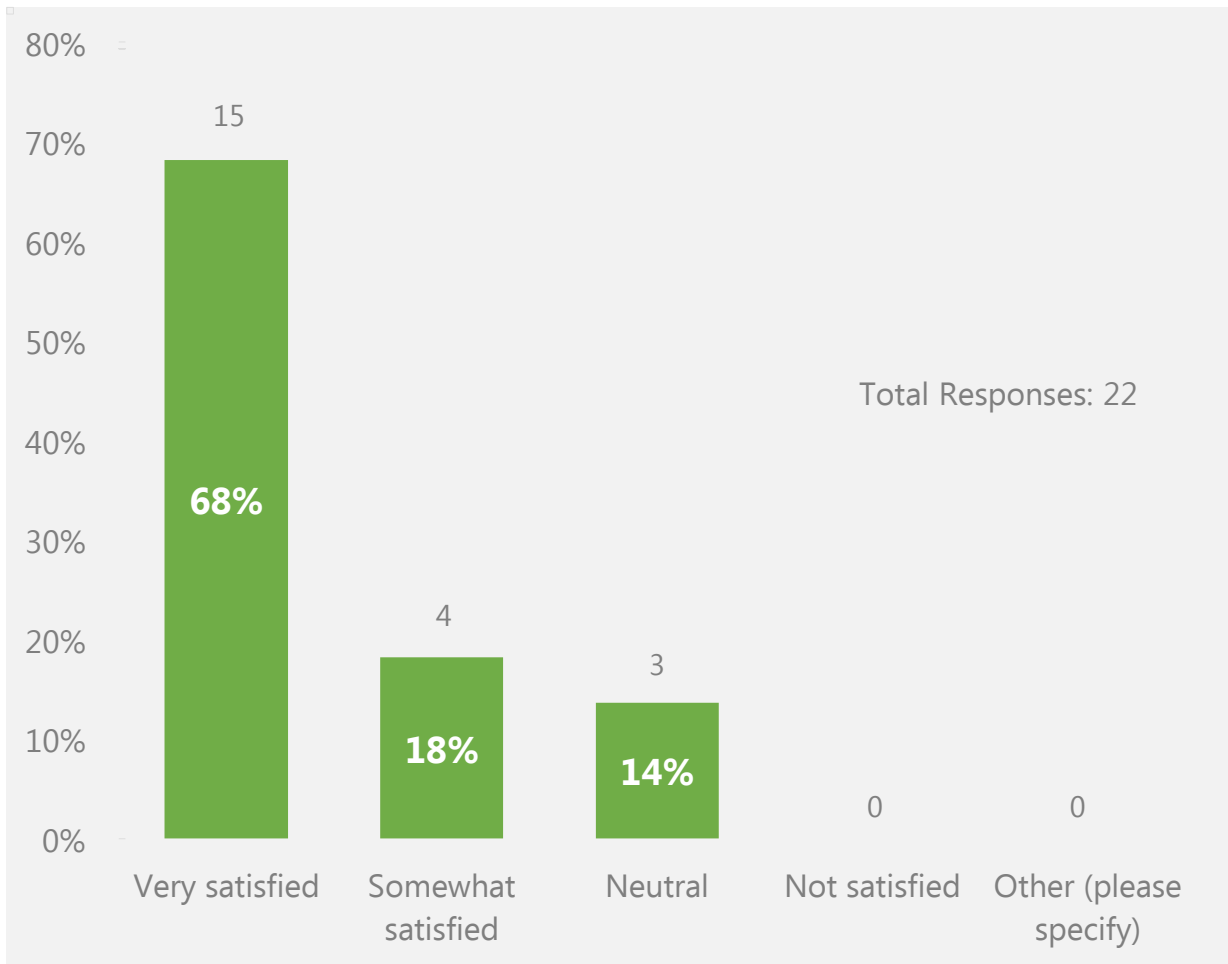
## 5.4. Home & Garden Results

The Home & Garden Program focuses on three areas, all aimed at preventing and reducing lead exposure in people's homes and yards: Healthy Homes; Soil Testing and Remediation; and Home Renovation Support for Lead Safe Renovation.



**5.4.1. HEALTHY HOMES VISITS AND SUPPORTS FROM A COMMUNITY PROGRAMS REPRESENTATIVE**

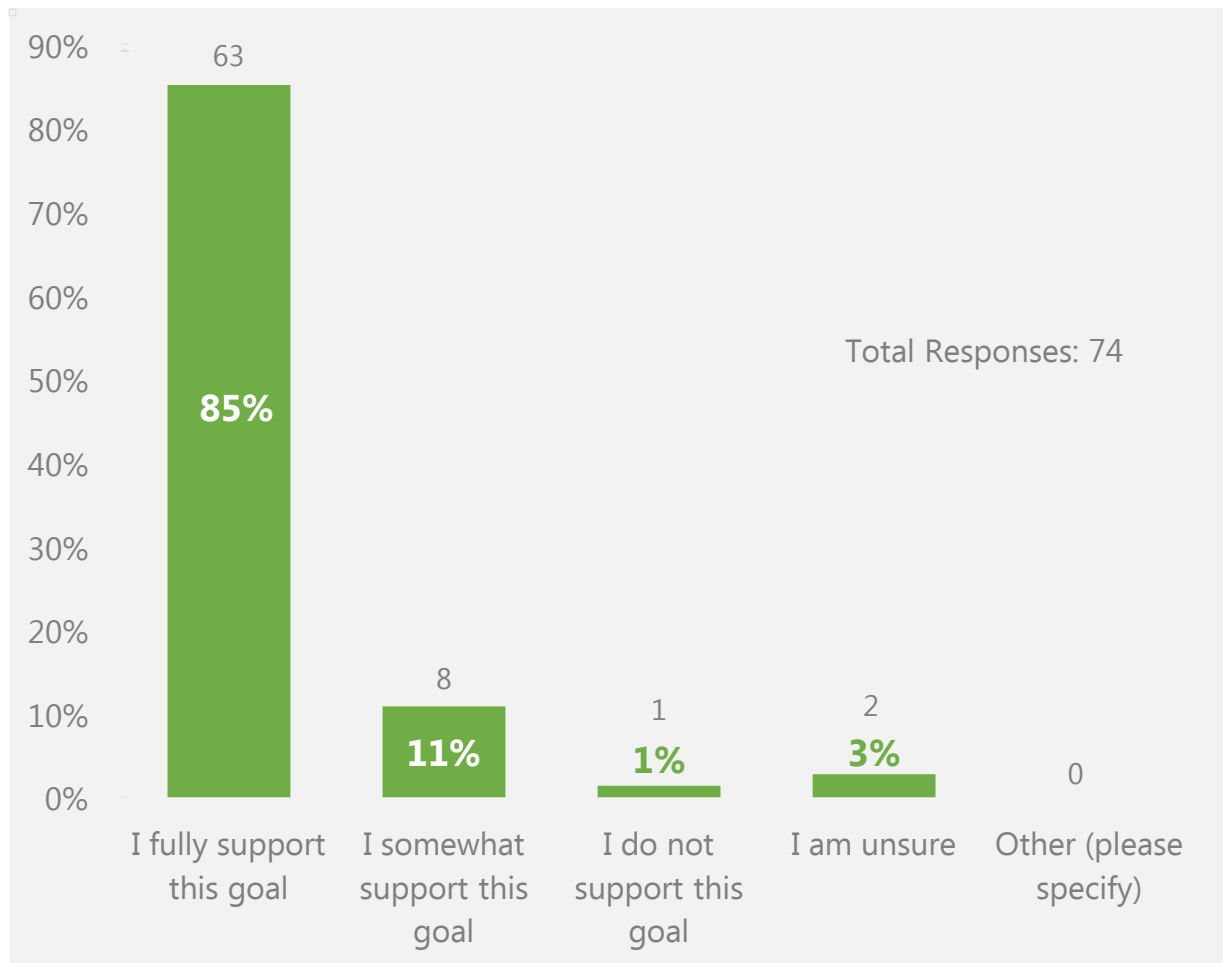
■ Level of satisfaction with the Healthy Homes visit from a community program representative:





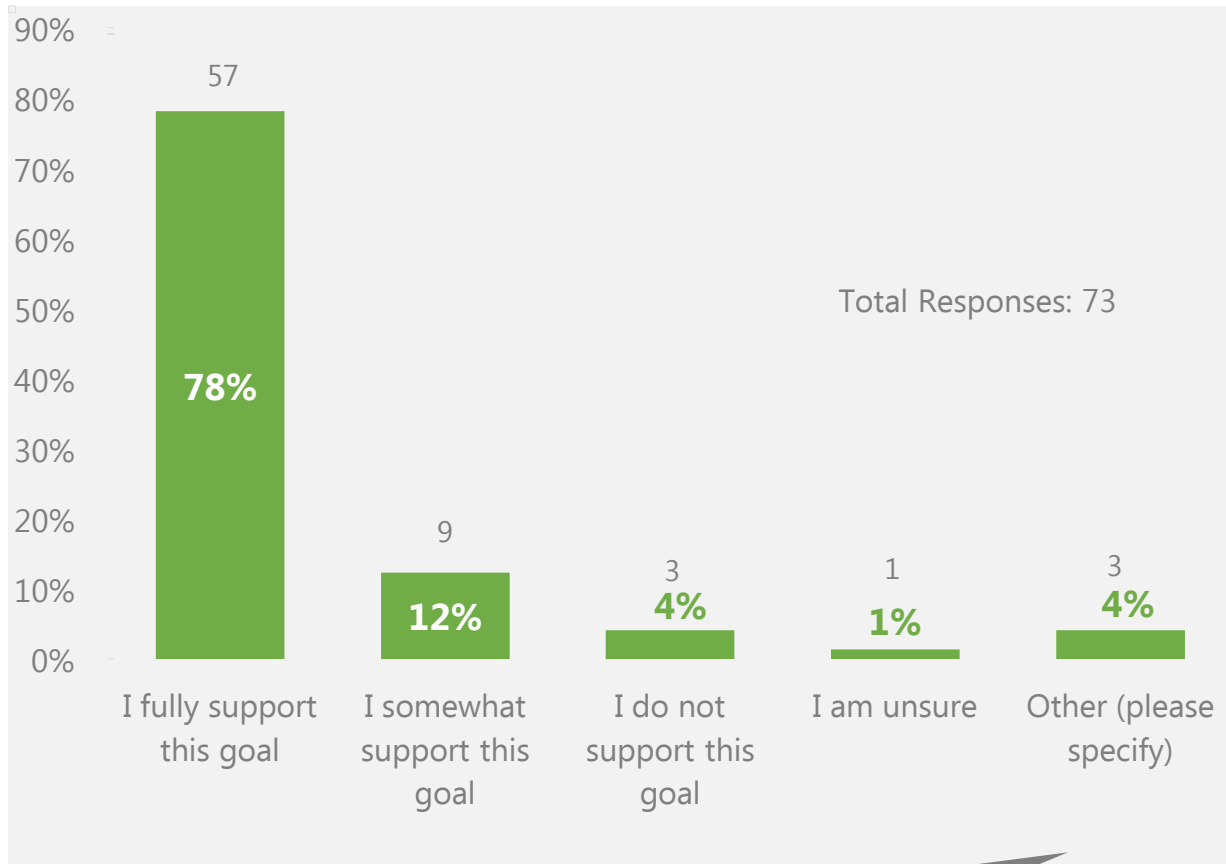
**5.4.2. SOIL TESTING GOAL**

■ Level of support for the proposed goal of continuing to prioritize soil testing for expectant families and families with young children, residents requesting vegetable garden testing, and residents of identified city blocks close to the smelter where soil levels may exceed remediation Action Levels:



**5.4.3. SOIL REMEDIATION GOAL**

■ Level of support for the proposed goal of conducting soil removal and replacement for yards where lead levels exceed the Action Level of 4,000 ppm, and for vegetable gardens, an Action Level of 1,000 ppm<sup>13</sup>:



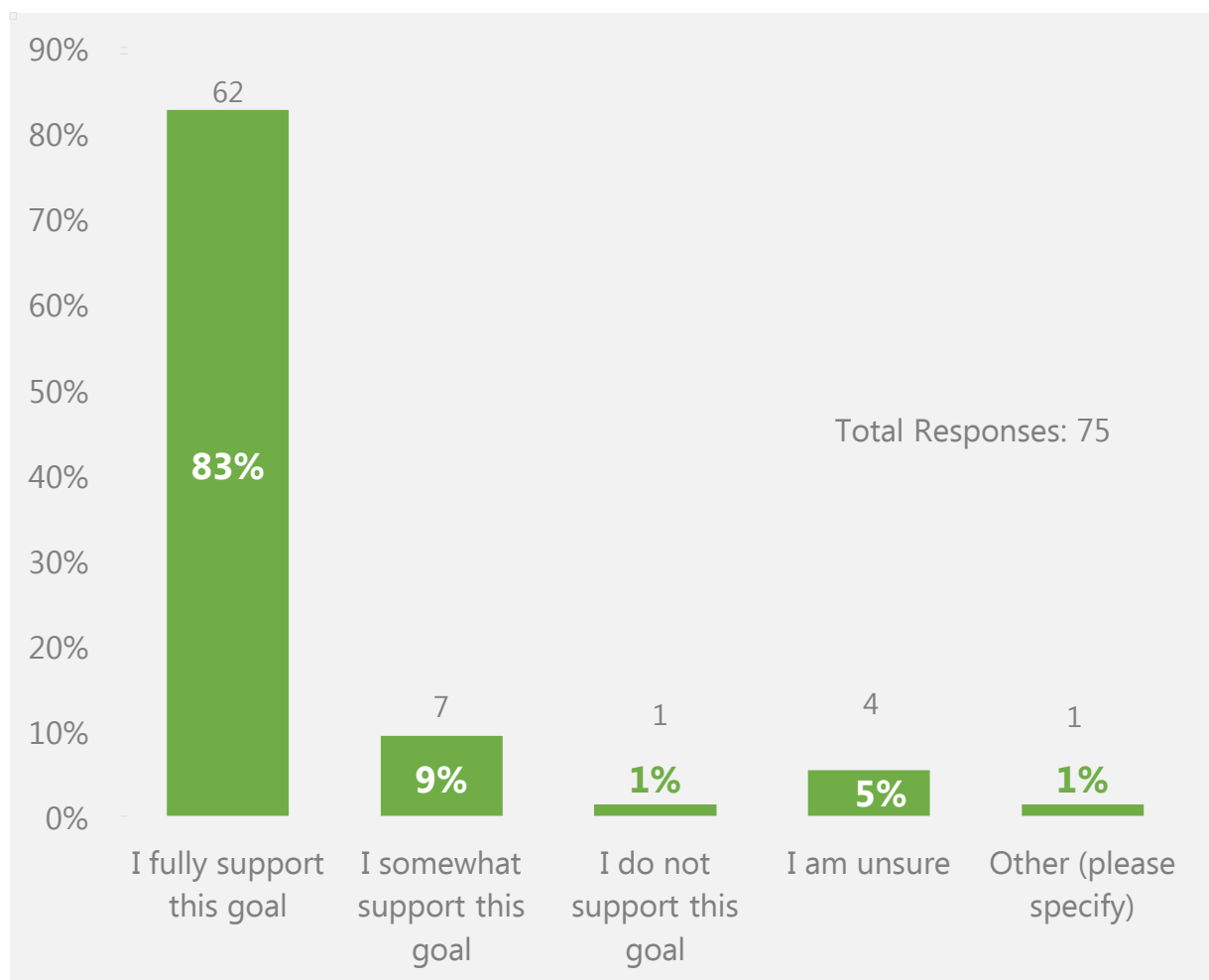
- COMMENTS:**
- Would like the Action Level lowered (1)
  - Would like a lower Action Level for gardens (1)
  - Should be a 2020 target (1)
  - I support, but can the soil be revegetated instead of removed? (1)

<sup>13</sup> Future Action Levels will be reviewed when there are any future changes to BC Ministry of Environment standards.



**5.4.4. HOME RENOVATION GOAL**

■ Level of support for the proposed goal for home renovation of having continuous improvement in the number of qualifying home renovators using the Lead Safe Renovation Program<sup>14</sup>:



**COMMENT:**  
Need clarification to understand the goal (1)

<sup>14</sup> Qualifying renovators are all home-owners or tenants in Trail and Rivervale, and renovators of pre-1976 homes throughout the Lower Columbia region.



**5.4.5. OVERALL HOME & GARDEN COMMENTS****COMMENTS (CONT):****Remediation Action Levels Should Be Lower**

- The soil remediation Action Level of 1000 ppm for vegetable gardens should be lower (7)
- The soil remediation Action Level of 4000 ppm for yards should be lower (7)

**Need More Information**

- Would like to know more about impact of metals in soils on vegetables and health (2)
- Need information about soil testing technology, science, databases, effects on property value and terminology used in goals (2)
- "My understanding is that the bio-solids from our sewage treatment is contaminated and can't be used to remediate the landscape; instead this has to go to the landfill." (1)

**Changes to Goals or Metrics**

- Would like to see renovation goal changed to be more inclusive (e.g. all renovators; children under five) (2)
- "I think we should go back and test the vegetables again now, and then come back and test after all the fugitive dust projects are complete. It would be a good metric to have." (1)

**Wait Times Too Long**

- Long wait time to have soil tested (1)

**Outreach**

- Advertise more (1)

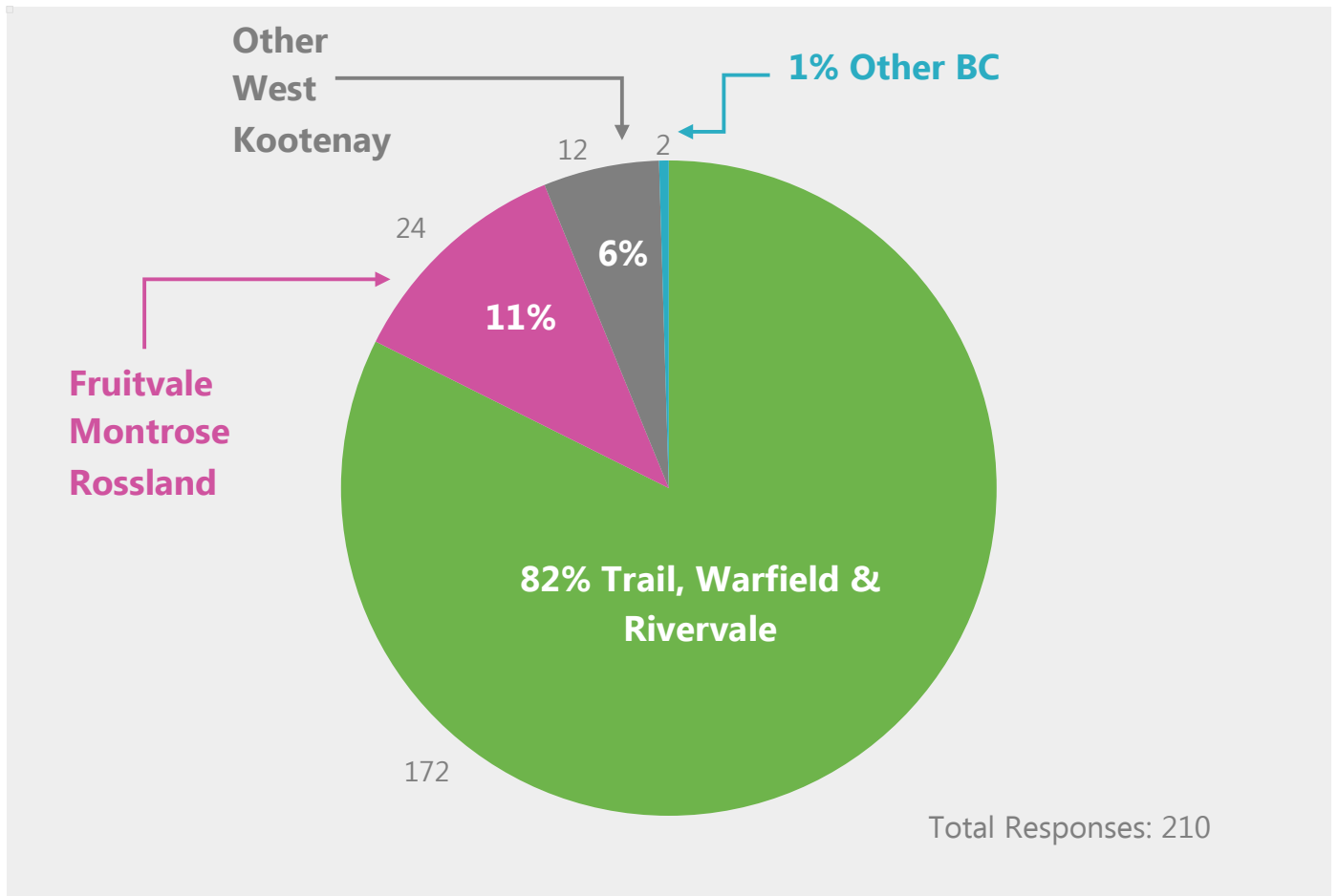
**Positive Experiences**

- "Keep up the great work." (1)
- "Good service!" (1)



### 5.5. Demographic Information

#### Where respondents live:

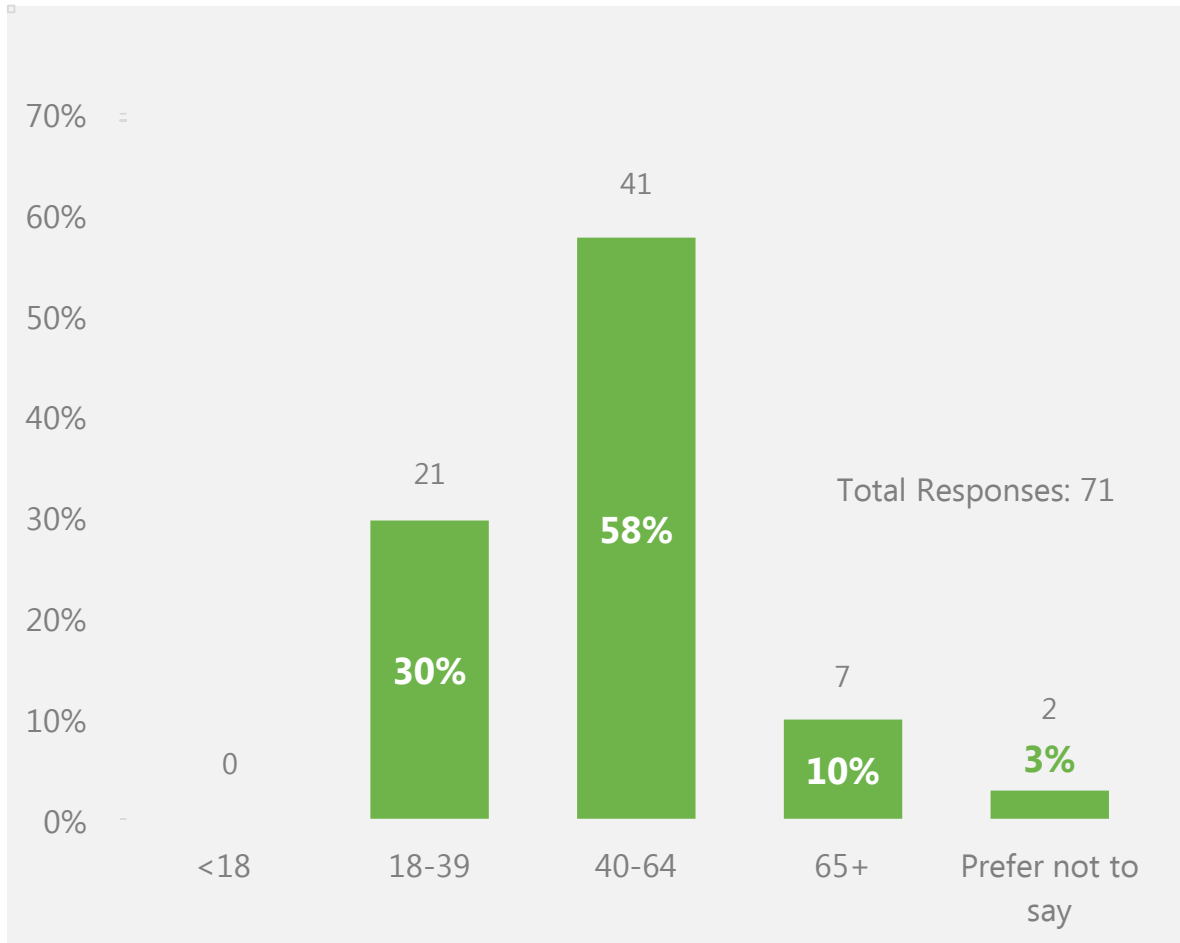


**NOTE: POSTAL CODE**  
The greatest number of surveys were completed by respondents with the V1R postal code that includes Trail, Warfield & Rivervale.

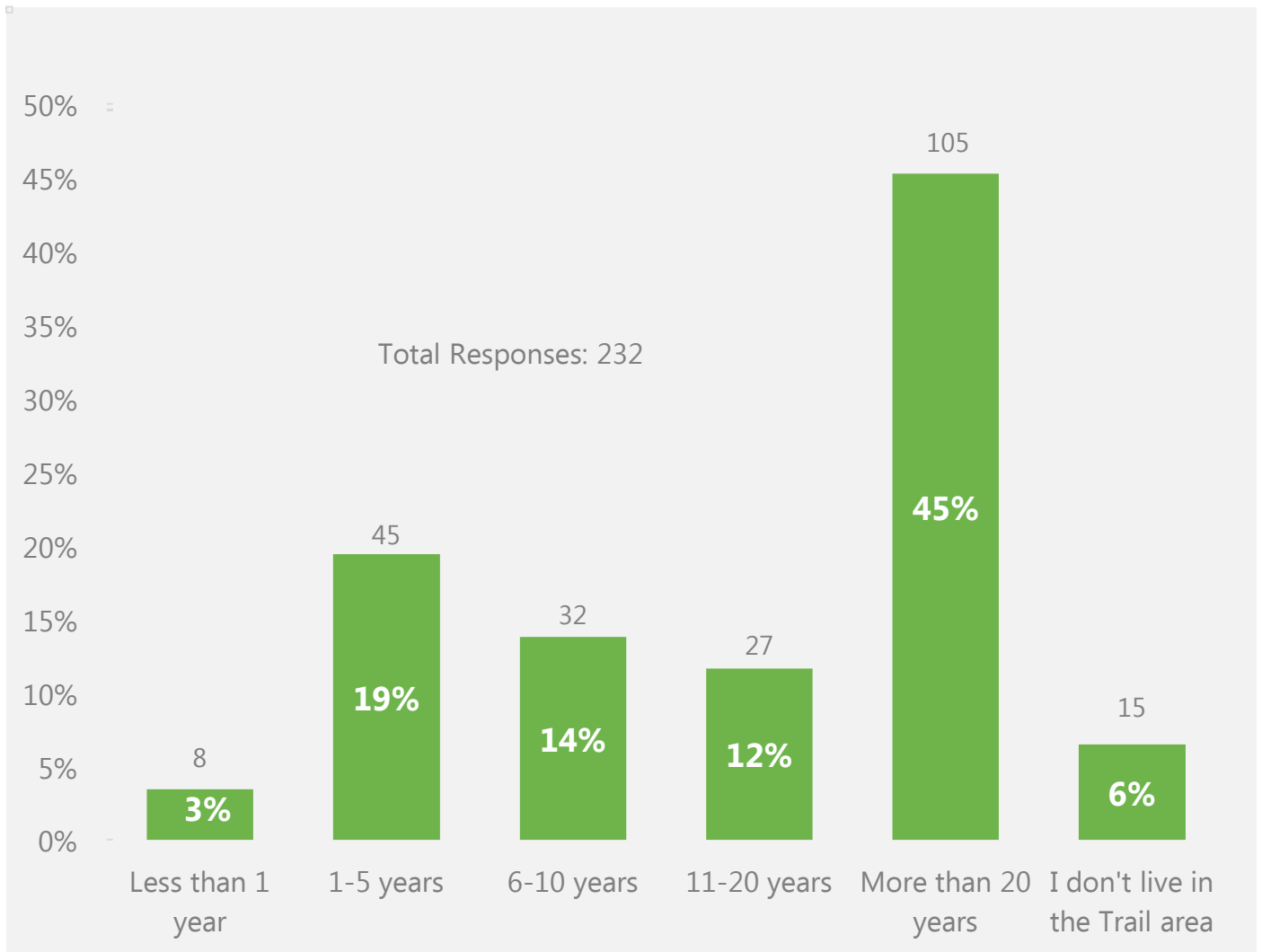




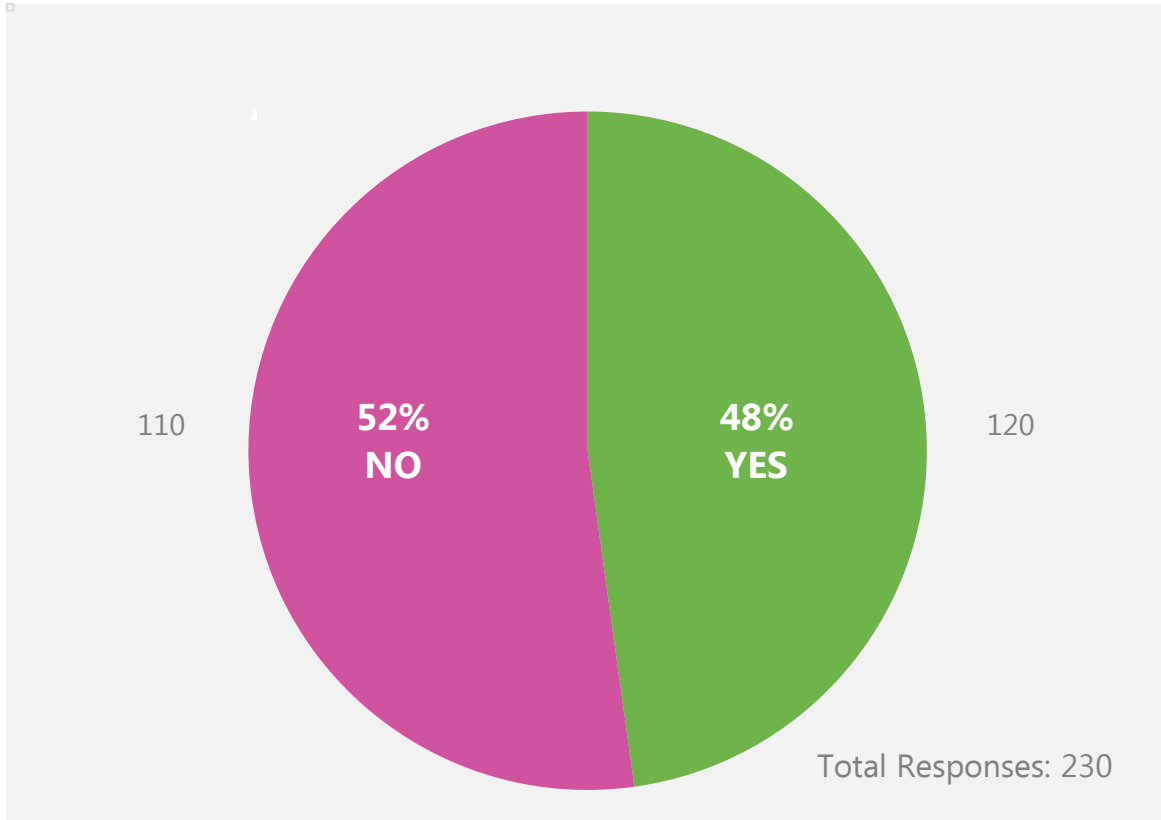
■ Age of respondents:



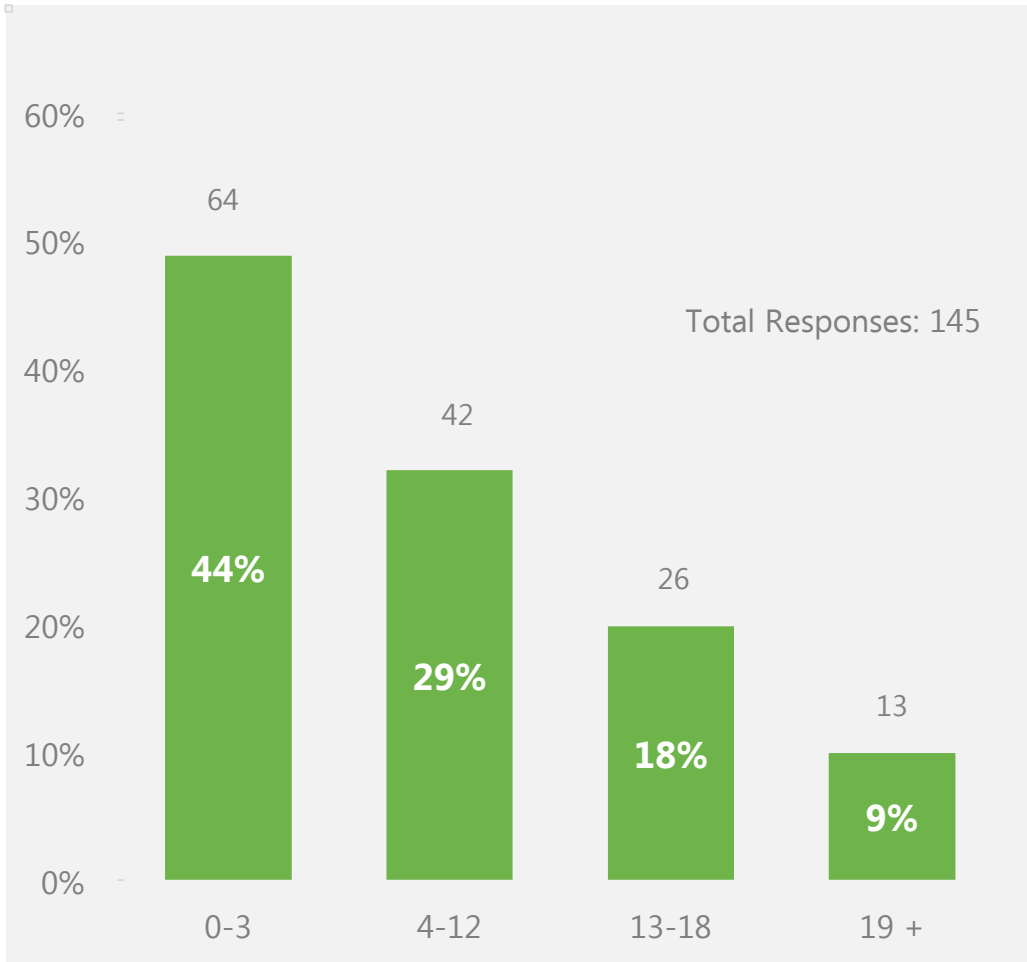
■ How long respondents have lived in the Trail area:



■ Percentage of respondents who have children living with them:



■ Age of their children (years):



## 6. CONCLUSIONS & RECOMMENDATIONS

### 6.1. Conclusions

#### 6.1.1. SUPPORT FOR DRAFT GOALS

- An average of 80% of respondents fully support the THEP draft goals.
- An average of 79% of respondents fully support the two Family Health Program goals:
  - 81% fully support the draft goal of having an average blood lead level of 3.5 µg/dL or lower for children aged 6 months to 36 months in Trail and Rivervale by 2020.
  - 77% fully support the blood lead clinic participation goal of 75% of the target population.
- An average of 83% of respondents fully support the two Air Quality Program goals: 83% regarding lead in air and 84% regarding arsenic levels.
- An average of 82% of respondents fully support the Home & Garden Program goal, and two Home & Garden Program priorities:
  - 85% fully support maintaining current priorities for residential soil testing;
  - 78% fully support maintaining current Action Levels for residential soil remediation;
  - 83% fully support continuous improvement in the level of participation in the Lead Safe Renovation Program.

#### 6.1.2. SATISFACTION WITH EXPERIENCE OF PROGRAMS<sup>15</sup>

- An average of 63% of respondents were very satisfied with their experience in the Family Health Program.

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<sup>15</sup> This information on program satisfaction is not parallel to information collected in 2010 regarding approval of programs. Questions in 2010 asked about community approval for programs, not about their level of satisfaction with their experience with programs. Program satisfaction data is based on feedback from fewer than 25 respondents.





- 68% of respondents were very satisfied with their experience of the Home & Garden Program.
- An average of 65% of respondents were very satisfied with their experience in all the programs.
- 74% of respondents said they were very satisfied with the Home & Garden Program overall.

### 6.1.3. COMMENTS ABOUT THE THEP

The top four themes identified by respondents were:

- The THEP is doing a good job and should continue doing so.
- The THEP should do more outreach and public communication/information than it is doing now.
- The community would like to know more about other metals or substances in the air, soil and/or water in addition to lead and arsenic levels that are measured and reported now.
- The community would like more information about how the Trail area compares to other industrial and non-industrial communities or regions and have that information included as context for communication about the THEP and about impacts of smelter metals on the community.



## 6.2. Recommendations

### 6.2.1. GOALS AND PROGRAMS

Support for the THEP goals and programs is strong. Most people consulted are satisfied with the work the THEP is doing and want that work to continue. Based on community input, the recommendations from this report are as follows:

- Adopt the draft program goals.
- Review current program outreach and public communications and determine the best options for increasing that outreach.
- Explore opportunities for, and benefits/drawbacks of expanding public information about metals and substances in addition to lead and arsenic in air and soil.
- Develop communication and outreach materials comparing the Trail area to other industrial and non-industrial communities or regions in Canada and elsewhere, so that the Trail and Area story can be told in context: an industry-based community that is one of many, but one of few that has developed such an effective health and environment program strongly supported by the people it serves — Trail and Area residents.



## 6.2.2. CONSULTATION METHODS & PROCESS — SMS TEXT SHORT SURVEY



The 2016 THEP Community Consultation was the first process in Western Canada to use Textizen, an SMS-based survey tool, to gather community input. As such, it was a pilot project for the THEC, THEP staff and VOX Communications, the consultant hired to carry it out. Fifty-seven people completed the text short survey, which is just under a quarter of the 258 surveys that were completed in total. The SMS text survey tool was successful in modestly increasing the number of consultation participants from 210 participants in 2010 to 258 in 2016. By using a mix of digital and more traditional tools the community consultation included as broad an audience as possible.



## LIST OF APPENDICES<sup>16</sup>

Please note that all appendices are included in a separate group of documents — *THEP 2016 Community Consultation Report Appendices* — organized by appendix letter and title as listed below.

### Appendix A — Survey Data

1. Long and Short Survey Databases
2. Long Survey — SurveyMonkey Summary
3. Short Survey — Textizen Summary

### Appendix B — Surveys

1. Long Survey — Printed Version
2. Short Survey — Printed Version
3. Snapshot of Textizen Survey
4. Snapshot of Survey Monkey Survey

### Appendix C — Focus Group October 13, 2016

1. Focus Group Invitation
2. Focus Group Presentation
3. Focus Group Meeting Notes

### Appendix D — Presentations

1. PowerPoint Presentation for Groups
2. Anecdotal Comments Form

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<sup>16</sup> Requests to view the report appendices should be directed to the THEP Community Program Office at [programs@thep.ca](mailto:programs@thep.ca).

**Appendix E — Outreach Materials**

1. 2016 Fall Community Newsletter
2. Consultation Brochure
3. Consultation Poster
4. Sidewalk Decal Locations and Photographs
5. Sidewalk Decal Dimensions

**Appendix F — Media**

1. Trail Times and Pennywise Advertisements — print and online
2. News Releases
3. News Clippings
4. Radio Ads
5. Social Media Plan
6. City of Trail Facebook and Twitter Postings

**Appendix G — THEP Website**

1. Survey Banner
2. Consultation Pages
3. Online Infographic (Brochure)
4. Analytics

**Appendix H — Consultation Binder**

1. Binder Description
2. Binder Introduction
3. Binder Table of Contents

