



2010 Public  
Consultation Program

# FINAL REPORT

March, 2011

Prepared for:  
Trail Health & Environment Committee

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# Executive Summary

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The Trail Health & Environment Committee (THEC) is a community, industry, government partnership that safeguards health and the environment related to smelter metals in the Trail BC area. The Committee oversees the Trail Area Health & Environment (THE) Program. In 2009, the Committee embarked on a public consultation process to update residents about health risks from smelter metals, assess public acceptability of new blood lead and air quality goals and program activities to meet those goals, and obtain input into a new long-term plan that could be approved by the BC Ministry of Environment as a “Wide Area Remediation Plan”. Approval would also involve designation of a “Wide Area Site” by the Ministry under its Contaminated Sites Regulation (CSR).

Shortly into the planning process, concerns were raised about the potential designation of a Wide Area Site. A Property Issues Task Group was established to identify and research property issues and make recommendations back to the THEC. The task group reported back to THEC in September, 2009 recommending conditional approval for proceeding to public consultation. However, stakeholder concerns persisted regarding the designation of a Wide Area Site. Subsequent meetings and correspondence between THEC, the City of Trail and the Ministry of Environment, Land Remediation Section resulted in agreement to pursue a regulatory alternative that would allow property owners within the affected area to be exempt from responsibility under the CSR without designating a Wide Area Site. It was recognized that this would take time in order to fit within the Ministry’s legislative change calendar. Consequently, all property and CSR-related issues were removed from the consultation agenda so that it could proceed with a focus on health.

Over the 16 months of consultation planning the scope of work expanded to incorporate several enhancements to THE Program. A new website was developed, [www.thep.ca](http://www.thep.ca), new fact sheets and FAQ materials were created with an emphasis on plain language communication for a wide public audience. A new logo and brand were approved, providing a consistent, audience-friendly, look and feel to program materials. A Community Program Office was established at 1319 Bay Avenue to increase public access.



Public consultation launched on April 29, 2010 with a focus on the Family Health, Home & Garden, and Air Quality components of THE Program as well as proposed tougher blood lead and air quality goals. The consultation used a variety of methods to engage the public, including a community newsletter, a website [www.thep.ca](http://www.thep.ca), a focus group dinner, meetings with stakeholder groups, and on-site consultation materials at the Community Program Office storefront in downtown Trail.

Public input was primarily gathered by means of a survey, available electronically and in print. 210 participants completed the survey. Results showed that 85% of respondents fully supported the proposed blood lead goal to attain a community average of 4 µg/dL among children aged 6-36 months by 2015. 76% of respondents fully supported the goal to reduce the concentration of lead in air to 0.2µg/m<sup>3</sup> by 2018. 79% of respondents fully supported the goal to reduce the concentration of arsenic in air to 0.01µg/m<sup>3</sup> by 2018. 80% of respondents fully supported the Family Health Program staying basically the same. 75% fully supported the Home Renovation Support Program staying the same and 84% fully supported the Soil Program staying the same. 84% of respondents indicated that they knew little or nothing about the health and environment program.

A second phase of consultation, including property issues, was provisionally planned for the fall of 2010. This phase was deferred pending resolution of regulatory issues with the BC Ministry of Environment. The consultation closed on December 7, 2010.

The consultation was successful in achieving its quantifiable goals regarding number of participants, completion of materials, meetings held, website development and so on. Even with statistical limitations, it's reasonable to conclude that participants gave strong support to the new goals and provided useful questions and suggestions for future developments. The data gathered indicate that the program is not well known or understood by the broad public. It is assumed that the consultation process increased awareness and understanding for some people.



# Introduction

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The Trail Health & Environment Committee (THEC, or “the Committee”) is a community, industry, government partnership that safeguards health and the environment related to smelter metals in the Trail BC area. The Committee oversees the Trail Area Health & Environment Program (THE Program), introduces new program components to meet evolving needs, and monitors progress towards goals.

Since its inception, the THEC and its predecessor, the Trail Community Lead Task Force, has sought and maintained public input. There are at least five community representatives, including parents of young children, on the THEC. Meetings are open to the public and media, the minutes are reported on [www.thec.ca](http://www.thec.ca), and community members participate in task groups and working groups as needed. The Task Force conducted a major public consultation in 2000 and developed recommendations to guide programming toward achieving lower blood lead levels. The blood lead goals set at that time were achieved in 2005.

In 2010, the Committee again engaged the local community in a public consultation to obtain input on proposed tougher blood lead and air quality goals as well as proposed programming. The 2010 consultation focused on the family health, home & garden, and air quality components of THE Program. This report documents the methodologies and results of the 2010 public consultation, with background documents included as appendices.



# Methods - Summary

**Note:** the methods section is presented in two ways - a summary table that lists the methods, and a chronology that tells the story of “what happened when” and provides references to detailed appendices. This is designed to meet the needs of two groups of readers. Those seeking an overview may prefer the summary. The chronology is targeted to those wanting to replicate a consultation process or understand the context for the choice of methods and their timing, and why the consultation process took two years to plan and implement.

Method	Purpose	Timing	Details
<b>Consultation Planning/Pre-consultation Phase: January 2009 – April 2010</b>			
Stakeholder Task Group	Identify & investigate property concerns re. WAS designation	April '09-present	Property Issues Task Group met 5 times from April-Sept. 2009, made recommendations to THEC on Sept. 10/09. Since then, meets as needed.
Targeted stakeholder meetings	Inform re. WAS and findings of task group, get input on issues & consultation plans	August – Sept. 2009	5 meetings with: elected representatives of local governments, planning officials, mortgage lenders, realtors, appraisers, lawyers, and notaries
Stakeholder dialogue	Discuss outstanding property concerns re. WAS designation & regulatory framework for program approval	2009 - present	Communication between THEC, City of Trail and Ministry of Environment, Land Remediation Section, including stakeholder meeting, November 16, 2009
<b>Public Consultation “Phase 1”: May 2010</b>			
Coordinated launch	Maximize public awareness on consultation start date	April 29, 2010	Media release, community newsletter, website launch, Community Program Office launch
Media release	Encourage public participation in consultation; update residents on status of goals & program	April 29, 2010	Media release sent to 6 local media outlets. Media relations supported by key messages and briefing notes for key spokespeople. 7 media articles/interviews.
Media promotion	Promote consultation activities	May, 2010	80 radio ads, Facebook group, posting on stakeholder website, inclusion in 1 stakeholder ad.
Outreach & invitations	Encourage participation, update residents, promote activities	Late April & May	Direct invitation to key stakeholder groups by e-mail “tree” via THEC, its committees & 90 stakeholders; invitation letters e-mailed to 4 First Nations
Community newsletter	Encourage participation, update residents, promote activities	April 29	1 page, double sided newsletter distributed by Canada Post to 9186 residences and businesses



Website	Provide 24 hour access to program information & public comment survey	April 29 – May 31 & ongoing	New, branded, customized website with fact sheets, FAQ sheets, video, public comment survey, press releases and contact information. 297 unique visitors.
Focus group dinner	Provide facilitated in-depth update, dialogue and input opportunity	May 11	Facilitated panel presentation with Q&A, information package and time to complete survey. Free dinner. Widely promoted. RSVP event. 56 attendees.
Stakeholder meetings/ presentations	Reach out and offer accessible consultation opportunity to key stakeholders (parents, business)	May	Met with 6 family play groups, 1 economic development group and attended family health fair. Face-to-face presentation, info package & survey. 93 people reached.
Home & garden store events	Reach out and offer accessible consultation opportunity to key stakeholders (renovators, gardeners)	May 22	3 hour long, on-site displays at 4 home & garden stores with program representatives, information packages, and public comment surveys. 111 people reached.
Downtown storefront	Reach out and offer accessible consultation information and opportunities to general public	May - present	Full time, weekday office hours at newly named & branded Community Program Office in downtown Trail. Information packages, surveys, website access, e-mail, phone and drop in contacts and referrals available. Outdoor signage. Over 90 people reached.
Fact Sheets	Provide background information on proposed goals & programs	April 29 – Dec. 6	4 branded fact sheets covering consultation topics. 300+ copies printed and distributed.
FAQ sheets	Provide pro-active responses to anticipated questions	April 29 – Dec. 6	2 FAQs: one general, one interview with public health expert re. health risks, goals & programs
Public comment survey	Obtain systematic input from the public re. proposed goals & programs	April 29 – May 31	15 question survey designed using “Survey Monkey”, available on-line and on paper (375 copies made); used at stakeholder meetings and widely promoted
Plain language	Make issues, goals and program options understandable to public	April 29 – present	New simple program diagram and description of program areas; plain language focus for all public communications and materials
Video	Increase public awareness of program history (purpose, results) and aim of consultation	April 29 – Nov. 30	5 minute video available on the website and shown at public focus group dinner
Branding	Attract people’s interest; convey the spirit of the program	April 29 - present	New program brand launched with the consultation, incorporating existing THEC logo
Incentives	Motivate participation in the public comment survey	April 29 – May 31	Four \$150 gift certificates to home & garden stores given as prizes drawn from public comment survey respondents. Widely promoted.

<b>Consultation “Phase 1” Close: June/July 2010</b>			
Press releases	Communicate consultation results ASAP including THEC response & actions, thank public for participation	June 29 & July 12	Two press releases distributed to 6 local media outlets. Prizes awards. THEC met to discuss results and prioritize immediate actions based on public input. 4 media articles/interviews.
<b>Consultation “Phase 2” Planning: July - September 2010</b>			
Website	Maintain contact/communication with community	June 1 – Dec. 6	Website not actively promoted. June/July press releases posted. 213 visits from July 1 to Sep. 14
Follow-up stakeholder interviews	Ask key stakeholders for input re. expectations for consultation follow-up	Sept. 2010	Four telephone interviews conducted with parents of young children.
<b>Consultation Close: December 2010</b>			
Coordinated close date	Maximize public awareness of consultation close and results	Dec. 7, 2010	Media release, community newsletter, website updates
Media release	Inform public of consultation close, reinforcing key health messages & program info	Dec. 7, 2010	Press release distributed to 6 local media outlets. 2 articles/interviews.
Community newsletter	Thank public for participation, communicate input results and how input is being used	Dec. 7, 2010	One page, double-sided, branded newsletter distributed to 4742 residences in Trail, Rivervale and Warfield
Updated materials	Include responses to public’s top questions	Dec. 7 – present	All Fact Sheets and FAQs updated to incorporate public’s top questions and improve information based on public input
Survey summary	Provide detailed public input results to the community in an accessible format	Dec. 7, 2010	Raw survey data compiled from Survey Monkey. Summary produced as Fact Sheet with graphs for numerical questions, and grouping/summary of most frequent comments/themes.
Direct e-mail to key stakeholders	Update property issues stakeholders about status of WAS issues/discussions	Dec. 7, 2010	E-mail sent to local governments and property stakeholders from 2009 meetings (contact lists)
Website updates	Communicate updated information with the public, maintain 24/7 access to info	Dec. 7 – present	Updates include updated materials, survey summary, media release, newsletter. 265 visit between Sept. 15 and Dec. 22.



# Methods - Chronology

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## **Consultation Planning**

The THEC established a Consultation Working Group in late 2008 to plan and guide the consultation process. Minutes of the Consultation Working Group are attached as Appendix B.

Circle B Services (formerly Beck Circle Consulting) was contracted in January 2009 to assist with the planning, delivery, and evaluation of the consultation. Workplans and timelines for the consultation process are included in Appendix E.

The initial terms of reference for the public consultation included all program areas.

The objectives were:

- To update residents on environmental and human health risks from exposure to metals in the community
- To obtain input on a recommended 5 year goal for acceptable blood lead levels
- To obtain community input into a Trail Health & Environment Program to guide the next 5-10 years of remediation activities, including discussion of ambient exposure to other metals (and to develop THE Program so that it meets BC Contaminated Sites Regulation (CSR) regulatory requirements for a Wide Area Remediation Plan), and
- To clarify the implications of the CSR regulatory framework

In early spring, 2009, THEC developed a simple model of its programming in order to facilitate public discussion. The program diagram (attached as Appendix O-1) groups activities into the following 5 program areas: Family Health, Home & Garden, Air Quality, Parks & Wildlands and Property Development.

At its March 3, 2009 meeting, the THEC approved a consultation timeline and established a Task Group to research and address land development/property issues for the public consultation. (THEC minutes attached as Appendix A).

The Property Issues Task Group (PITG), comprised of THEC representatives and local residents with expertise related to property development and lending, met for the first time on April 8, 2009 (PITG minutes attached as Appendix C). This group identified a list of property issues related to consultation about the proposed Wide Area Site.



The PITG's research, analysis and development of recommendations about property issues became a focal activity for public consultation planning over the following several months. This process included:

- Identifying the risks and benefits of a Wide Area Site (WAS)
- Developing risk mitigation strategies
- Consulting with a variety of experts for information and/or advice. These included:
  - a legal expert familiar with the Contaminated Sites Regulation
  - the Appraisal Institute of Canada
  - the BC Real Estate Council
  - a real estate industry ethics advisor
  - an environmental lawyer from the banking industry
  - the BC Ministry of Environment, Land Remediation Section
  - a communications expert
- Developing a communications plan to mitigate communication risks
- Consulting a broader group of property stakeholders and local government officials

In late August and early September, 2009, THEC convened a series of pre-consultation meetings with property stakeholders and local government representatives with jurisdiction within the proposed WAS. The goal of these meetings was to discuss property issues related to the proposed formalizing of the Trail Area Health & Environment (THE) Program through the BC Ministry of Environment.

**The following stakeholder groups were consulted:**

Date in 2009	Stakeholder Group	# Participants	Minutes (Appendix I)	Evaluation (Appendix M)
August 25	Local government	4	I-2.	Not done.
August 31	Lenders	9	I-7.	M-4.
Sept. 3	Local government	4	I-4.	Not done.
Sept. 15	Realtors, lawyers	15	I-10.	M-7.
Sept. 21	Planning officials	3	I-12.	M-8.



A customized briefing package was prepared for these meetings including a Powerpoint presentation for local governments (Appendix I-3) and property professionals (Appendix I-8).

**The Property Issues Task Group reported back to the THEC on September 10, 2009. Regarding a WAS designation, PITG concluded that:**

- The issue of access to capital was addressed subject to confirmation of lending policies of all local lenders (Note: this was completed shortly thereafter);
- There would be a potential short-term risk to property values but that formal provincial designation of a Community Program Area (wide area) would be the best long-term approach (Note: this conclusion was based on the options identified at that time – status quo and WAS).

The PITG recommended that THEC proceed with formal approval for the Trail Area Health & Environment Program and designation of a Community Program Area subject to support from affected municipalities and rural areas.

On September 17, 2009 a THEC representative met with 6 representatives of the BC Ministry of Environment, updating them on consultation plans and proposed communications on property lending and development related to the proposed WAS designation.

On September 25, THEC leadership decided to postpone the public consultation period in order to complete the resolution of outstanding property issues related to the proposed WAS designation.

On September 28, 2009, a THEC representative briefed MLA Katrine Conroy on the consultation process and its current status.

Representatives of the City of Trail met with the Minister of Environment at the UBCM Conference in late September, 2009 to discuss the City's outstanding concerns regarding a WAS designation.

On November 16, 2009 a meeting took place between THEC, Trail City Council and the BC Ministry of Environment, Land Remediation Section to discuss outstanding issues related to a WAS as well as the regulatory framework and options for approval of THE Program. (Background/agenda document, Appendix D-2. Minutes, Appendix D-3.)



On January 6, 2010, THEC communicated its understandings from the November 16, 2009 meeting to the BC Ministry of Environment, Land Remediation Section. One understanding was that the Ministry would take the lead in proposing legislative amendments, with THEC input, for the legislative amendment schedule in 2011 that would allow for legally recognizing the applicable components of THE Program as a Wide Area Remediation Plan without designating a WAS. (Appendix D4).

Since that time, there has been an exchange of correspondence, e-mails, phone conferences and meetings between THEC and the BC Ministry of Environment, Land Remediation Section to move this issue forward in a way that works for all parties. (Correspondence included in Appendix D.) This included meetings between THEC representatives and the Minister of Environment at the 2010 UBCM Conference in Oct. 2010.

On February 2, 2010, THEC decided to proceed with a two-phase public consultation with the first phase to take place in May, 2010. Phase 1 included consultation on the proposed blood lead and air quality goals as well as the Family Health, Home & Garden and Air Quality parts of THE Program. (See Appendix E-2).

On March 1, via correspondence from the Ministry of Environment, Land Remediation Section (see Appendix D-6), THEC was advised that the Federal Government would be announcing new blood lead guidelines. On March 15, the Consultation Working Group met with four representatives of the Ministry of Environment, Land Remediation Section to discuss the implications of this information on the decision to consult the public in May. Upon review of all the information, the Consultation Working Group recommended holding the consultation as planned, but modifying communications to take into account the new information.

**On April 7, 2010, THEC decided to proceed with Phase 1 of the public consultation in May with Phase 2 planned for the Fall of 2010.**



# Public Consultation (referred to as “Phase 1”)

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## **The public consultation launched on April 29, 2010 with:**

1. a news release (Appendix G-1), supported by key messages and briefing notes for key spokespersons (Appendix F-4,5)
2. a community newsletter distributed to 9897 residential and business addresses across Greater Trail (Appendix J-1)
3. a new website for THE Program, [www.thep.ca](http://www.thep.ca), with links to [www.thec.ca](http://www.thec.ca)
4. 4 new Fact Sheets on Family Health, Home & Garden, Air Quality, and How THE Program Works – available on-line or in print (Appendix J-2,3,4,5)
5. 2 new FAQ documents, one with general questions and the other a Q&A interview with Dr. Nelson Ames – available on-line and in print (Appendix J-6,7)
6. a public input survey form, available on-line and in print (Appendix J-8)
7. a new diagram of THE Program and its 5 components (Appendix O-1)
8. a new video (Appendix J-9 on CD) on THE Program and the consultation, for view on [www.thep.ca](http://www.thep.ca)
9. new branding and logo (Appendix O-4,5) for THE Program – on all materials and the website
10. library binder
11. diverse consultation opportunities available for participation

A summary of consultation activities and resident uptake/participation is listed below as well as in the Evaluation section of this report.

1. The news release was distributed by the City of Trail to the Trail Times, KBS Radio, Mountain FM, CBC Radio, the Trail Rossland News (now the Rossland News) and Shaw Cable. Media coverage (articles attached in Appendix H) included:
  - April 30 article in Trail Times, interview with THEC Chair, Dieter Bogs
  - April 30 KBS Radio interview with THEC Chair
  - April 30 Mountain FM interview with THEC member, Steve Hilts
  - May 3 article in Nelson Daily News
  - May 6 article in Trail Rossland News, interview with THEC Chair
  - May 17 CBC Daybreak (BC-wide) interview with THEC Chair & client/parent
  - May 21 KBS interview with consultation contractor, Ruth Beck



**Media promotion included:**

- 40 radio ads on KBS, 20 advertising the consultation dinner, 20 advertising the home & garden event
- 40 radio ads on Mountain FM (same focus as on KBS)
- Facebook group with 4 participants outside THEC
- May 11 posting on KAST (Kootenay Association for Science & Technology) website (see Appendix H-7)
- Week of May 21, Home Hardware's ad on Mountain FM promoted home & garden event

**Other promotion and outreach/notification included:**

- Direct e-mail to 90 stakeholders with a message to "Get Involved" (Appendix J-11)
- e-mail tree: "Get Involved" e-mail sent to THEC, CWG and PITG with a request that they send it out to their networks, as appropriate. 14 visitors/callers to the Community Program Office said they heard about the consultation from a THEC member and 13 said "from a friend".
- prizes – four \$150 gift certificates to local home and garden stores
- Community Program Office (CPO) street-front signage at 1319 Bay Ave.
- Saturday, May 8 - CPO open for drop-in visits during Silver City Days
- Sending an invitation letter to property stakeholders, local governments and First Nations (see Appendix J-12)

2. The community newsletter was distributed by Canada Post to 9,186 residential and 711 business addresses across Greater Trail (see Appendix J-1). Anecdotal reports by Community Program Office staff and THEC members indicated that some businesses in the distribution area stated they did not receive the newsletter. 14 visitors/callers to the Community Program Office indicated that they heard about the consultation via the newsletter.

3. [www.thep.ca](http://www.thep.ca), THE Program's new website was launched for the consultation with web page content and branded format to support the consultation objectives. The web site provided access to information and the public input survey 24 hours a day during the consultation period. The website was promoted via the newsletter, the news release, the Fact Sheets/FAQs, the Community Program Office, the radio ads, and the "Get Involved" e-mail. During the consultation period, April 29 to May 31, there were 297 unique visitors to the site and 2006 page views.



4. Fact Sheets on Family Health, Home & Garden, Air Quality and How THE Program Works were developed, with input from THEC members and program staff, targeted to a wide public audience. 300 copies were printed of each, with a second run of 100 Home & Garden Fact Sheets. These materials were compiled into packages for face-to-face meetings with parent groups and for the consultation dinner. They were also available at the Community Program Office, on-line and in the library binder.

5. Two FAQ documents were developed in order to anticipate and respond to common questions from the public. This included a General FAQ with Q&A information on the consultation, THE Program, and the health risks related to metals in the environment. The second FAQ was an interview with Dr. Nelson Ames, again providing answers to common questions about health risks and THE Program's goals and services to reduce risks and remediate. 300 copies were printed and distributed along with the Fact Sheets.

6. A 15-question public comment survey was developed using the computer application "Survey-Monkey". The survey was formatted in the THEP brand and made available on the website and as part of the Fact Sheet/materials packages. 375 copies were printed.

7. The consultation launched a new way of communicating about THE Program as a comprehensive integrated program, showing the 5 program areas of Family Health, Home & Garden, Air Quality, Parks & Wildlands, and Property Development. Diagram attached as Appendix O-1.

8. A video was developed by Peak Communicators to be used during the public consultation. The video included the perspectives of THEC members and local residents on THE Program, the health and environment issues, and the public consultation. The video was available from April 29 to December 6 on [www.thep.ca](http://www.thep.ca).

9. The consultation launched the new program brand, incorporating the pre-existing THEC "heart/hand/leaf" logo, designed to create a visual appeal for THE Program's materials. Anecdotal feedback indicated that the new brand was well received.

10. A library binder was initiated at the Trail Library on April 29. The binder included the consultation information package of the Fact Sheets, FAQs, the public comment survey and the community newsletter. The library binder is a consultation requirement



of the Ministry of Environment, Land Remediation Section. In this consultation, the library binder was not used as a primary means of connecting to the public since THEC used a wide variety of pro-active promotion and outreach methods to inform and engage residents.

**11. The consultation offered a variety of opportunities for engagement. These included:**

- Website, [www.thep.ca](http://www.thep.ca) – information and on-line survey available at all times
- Community Program Office - print information and surveys available, website access and referral for questions/comments. During May the CPO registered 47 drop-in visitors, 37 phone calls, and 7 e-mails related to the consultation. This generated increased requests for program services – 3 additional requests for home renovation support and 27 requests for soil testing. A higher than normal level of requests continued through the fall of 2010.
- May 11, Consultation Focus Group Dinner – The consultation dinner was attended by 56 local residents. Consultation opportunities included a facilitated panel & Powerpoint presentation with Q&A, information package, and time to complete the survey (Powerpoint attached as Appendix J-10.)
- Meetings with stakeholder groups – Presentations were made to 6 family play groups and 1 economic development group plus attendance at a family health fair, reaching a total of 93 people. Consultation opportunities included the face-to-face presentation, information package and survey.
- Home & garden day – On Saturday, May 22, staff from the Community Program Office were on-site at 4 local home & garden stores for 3 hours each. An estimated 111 people were reached with face-to-face contact, an information package and displays, and the public input survey.

**In total, 260 people were reached by face-to-face events, 297 unique visitors used the web site, over 90 people contacted the Community Program Office and thousands of residents received consultation information via the newsletter and media articles.**



# Phase 1 Consultation Close – June/July 2010

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Phase 1 consultation activities concluded at the end of May, though a few more surveys were collected during June. The consultation close was announced to the public on June 29, 2010 with a news release (see Appendix G-2) thanking the public for participation and announcing the prize winners. On July 12, 2010, a second press release (Appendix G-3) was issued announcing the consultation results and informing the public of THEC's actions and plans to use public input to revamp THE Program. Media coverage (see Appendix H) as a result of these news releases included:

- June 30 Mountain FM interview with consultation contractor, Ruth Beck
- July 5 Trail Daily Times article
- July 15, 2010 article in Trail Rossland news
- August 9, 2010 article in Trail Times

## Consultation Phase 2 Planning

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Another period of consultation planning took place between July and September, 2010 as THEC prepared for a planned Phase 2, scheduled for the Fall. Phase 2 was intended to cover Parks & Wildlands, Property Development and a summary of Phase 1 for final public review.

The website was kept open during this period and received 213 visits between July 1 and Sep. 14 although it was not actively promoted.

On September 14, 2010, THEC decided to defer Phase 2 of the public consultation pending regulatory change by the BC Ministry of Environment, Land Remediation Section. Since this wasn't expected for at least a year, this effectively closed the consultation at this time.

THEC directed the consultation coordinator to interview several parents about their expectations for follow up from the public consultation. In September, 2010, four interviews were conducted with parents of young children who had used the program. (Interview results attached as Appendix L- 5). Their input was taken into account in the development of materials for the consultation close.



# Consultation Close

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**The consultation closed officially on December 7, 2010. The consultation close included:**

- A news release (Appendix G-4)
- A community newsletter (Appendix K-1), distributed to approx. 4742 residential addresses in Trail, Rivervale and Warfield (the Trail main station postal routes). The newsletter included the main results of the public input survey, response to a common community question, and details on how public input was being used
- Updated Fact Sheets and FAQs including answers to the public's top questions from the consultation and greater detail on topics of public interest (Appendix K-2,3,4,5,7,8)
- Updated website, including the public input summary (Appendix K-6) and updated Fact Sheets, FAQs and program brochures (Appendix O-6,7)
- Courtesy e-mail to property and local government stakeholders, updating them on the status of property-related issues including ongoing discussions with the Ministry of Environment, Land Remediation Section (Appendix I-15)

Media coverage (in Appendix H) as a result of the news release included:

- December 7, Mountain FM interview of THEC member, Jacquie Johnson
- December 9, Trail Times article

In terms of the web site, September 15 and December 22 there were 265 visits to the site by 170 different visitors, and 1,207 page views.



# Results

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This section summarizes the results of the public consultation survey, completed by 210 participants. This report was provided to the public via the website, [www.thep.ca](http://www.thep.ca), at the end of the consultation period (See Appendix K-6). The raw survey data is provided in Appendix L-4. Additional sources of public input are included in Appendix L and include notes from table discussions at the focus group dinner (L-1), debriefing notes from community group meetings (L-2), and the Community Program Office log for May, 2010 (L-3).

## **Notes: What's included in the summary**

1. The comment summary identifies the main themes and perspectives provided by people who completed the survey. Please consider the comments and questions in the context of the overall level of support for a particular goal or Program component. The listed comments include (a) the most frequent, where the number of responses is noted in parentheses, and (b) an example of a response that typifies the comments made.

## **In addition, themes or comments may be noted if they relate to:**

2. Communications challenges where THEC's intended messages may need to be reinforced, expanded or given more detail.
3. Suggestions of easy-to-implement improvements.

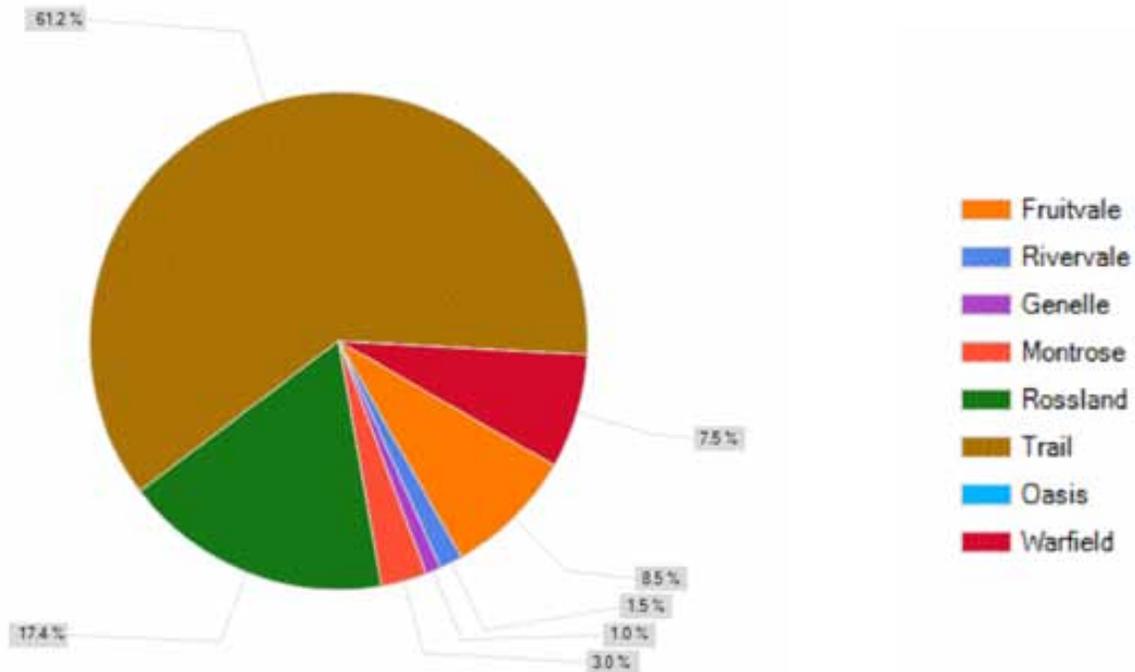
## **Notes: What's not included**

4. The responses have been reviewed to check for differences in opinion based on where people live and how long they've lived in the area. Very little difference was noted so these details have not been added to the summary.
5. Seven individual concerns or requests for follow-up were made through the surveys. These issues have been followed up and are listed separately from this summary in Appendix L6.



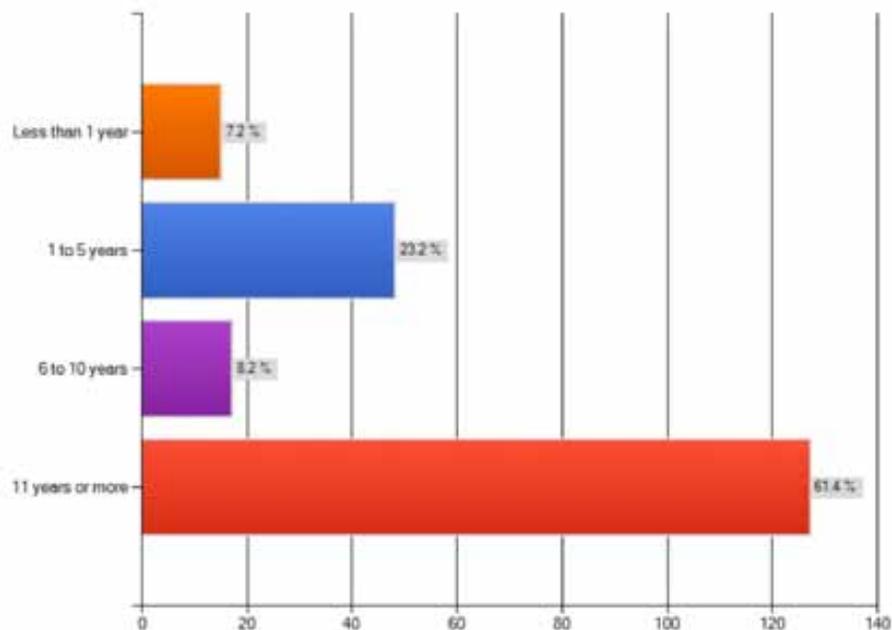
# 1. Where do survey respondents live?

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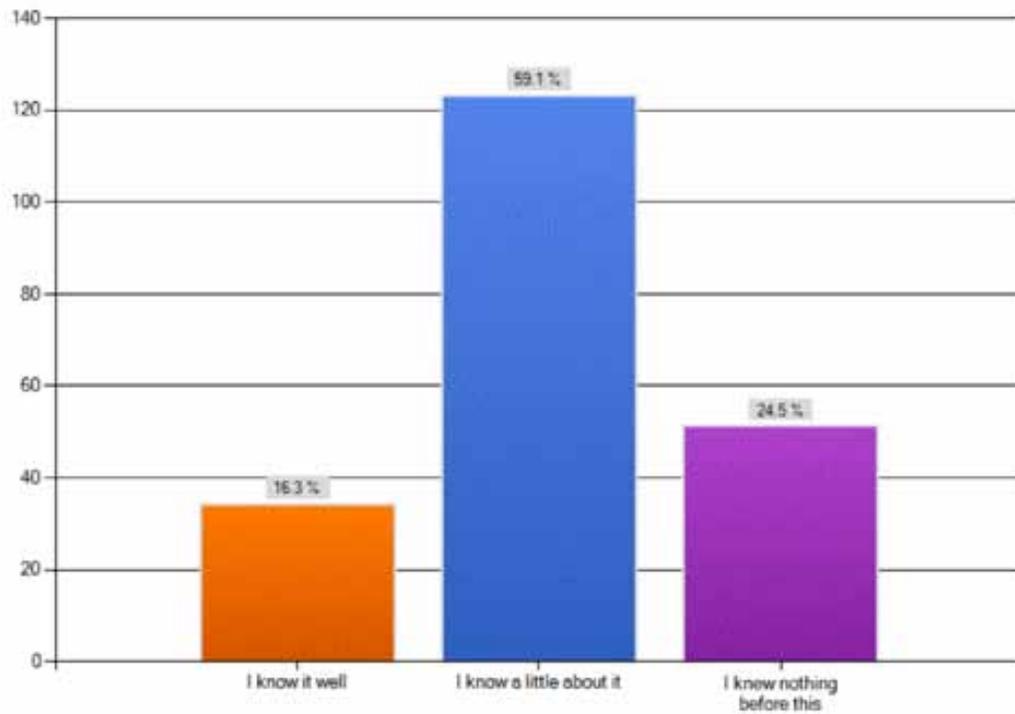
# 2. How long have respondents lived in the Trail area?

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### 3. Knowledge of the Trail Area Health & Environment Program

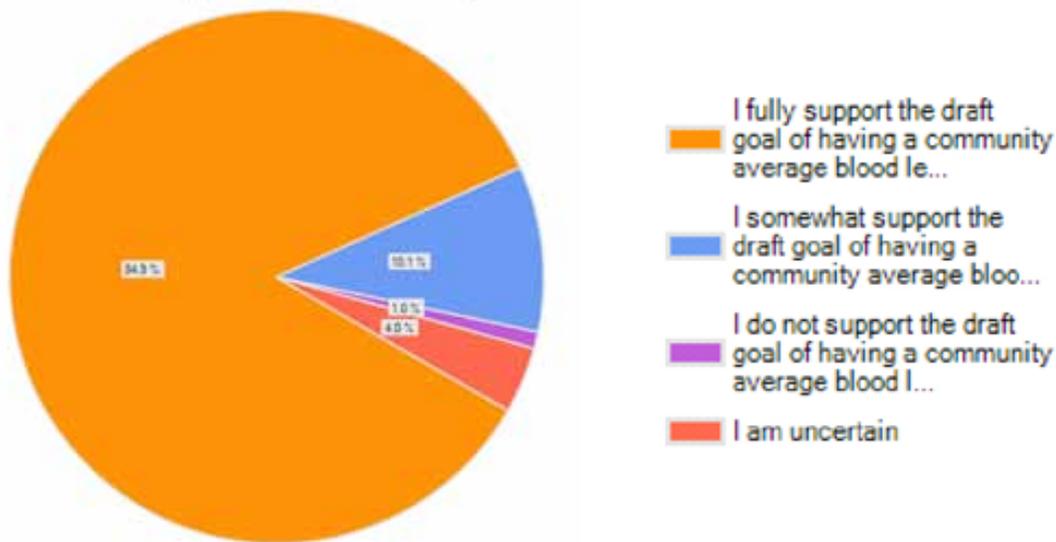
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# Family Health

## 4. Level of support for draft goal of having a community blood lead average of 4.

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**Total comments (28 or 14.1% of respondents to this question)**

### Frequent themes:

- The goal needs to be lower (9 responses)
- Aim for the North American average of 2
- Always keep improving (7 responses)
- Ideally a lower average is preferable, but for practical purposes 4 might be achievable

### Themes related to communications:

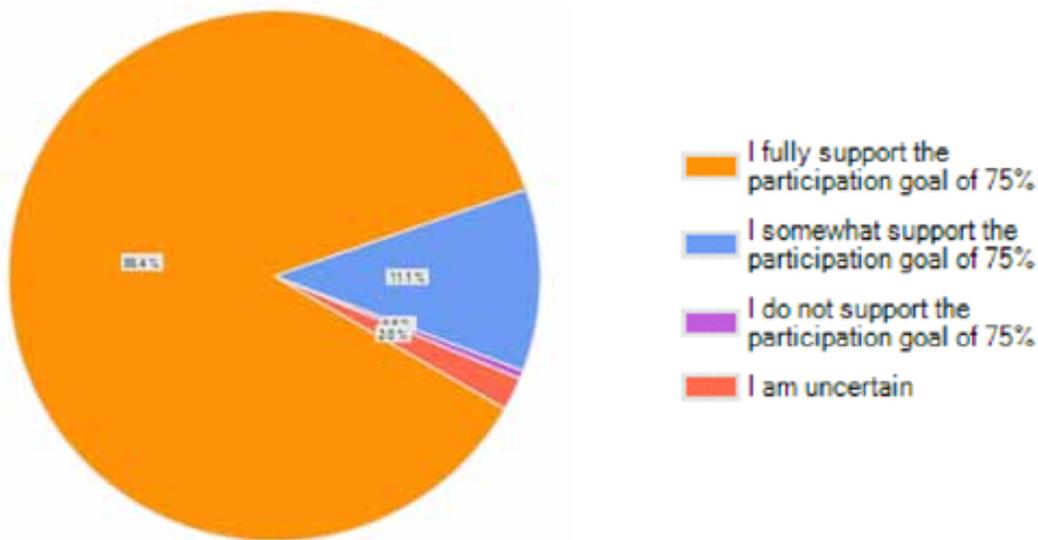
#### What do the levels mean?

- Are there verifiable benefits for community average of 4 as compared to 10?
- Who gets tested and why?
- What percentage of the children in the area is actually tested? Mine were so low I did not continue to test them.
- Have you done control test levels for adults?
- What is Teck's goal and/or technological capacity?



## 5. Level of support for blood lead testing participation goal

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**Total comments (19 or 9.6% of respondents to this question)**

### **Frequent Themes:**

- Make testing mandatory (3 responses)
- Make testing more accessible (2 responses)
- Test at daycares, preschools or kindergartens
- Keep working towards goals (2 responses)

### **Themes related to communications:**

- We're not getting our children tested (3 responses)
- Lead levels already low
- Testing is painful
- How is blood testing done? (2 responses)
- What do different blood lead levels mean in terms of effects?

### **Other suggestions for improvement:**

Link with the Childcare Referral Program run by Trail FAIR



## 6. Suggestions on how to increase participation in the Family Health Program.

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**Total comments (84 or 42.4% of respondents to participation goal question)**

### **Frequent Themes:**

#### **Increase Awareness (55 responses)**

- a) Link with, and get information out through local groups (24 responses)
  - Daycares (including family daycares), Building Beautiful Babies, CORE, Strong Start, Love2Learn, family/play groups, preschools
  - Schools and teachers
  - Physicians, public health nurses (immunization)
  - Realtors, Welcome Wagon, libraries, churches
- b) Use the media (20 responses)
  - Radio, banner, Teck's reader board sign, newspapers, Facebook, Twitter, website
  - Regular ads in WK Parent, CCRR news, Literacy calendar
- c) Make more personal contact with families (7 responses)
- d) Mailings (7 responses)
- e) Other ideas
  - BBQ event downtown, displays in common areas & at events
  - Find families right away when baby born or if they're new to town
  - Teddy Bear's Picnic

#### **Use incentives or prizes (15 responses)**

- We're not getting our children tested (3 responses)
- Lead levels already low
- Testing is painful
- How is blood testing done? (2 responses)
- What do different blood lead levels mean in terms of effects?

#### **Modify testing program delivery (13 responses)**

- a) Make testing more convenient/accessible (5 responses)
- b) E-mail notification, clinic dates on website, Facebook group
- c) Use topical anesthetics, educate re. pain during testing
- d) Make the clinics fun – balloons, crafts, entertainment
- e) Personalize tracking and benefits e.g. "Health Passport"

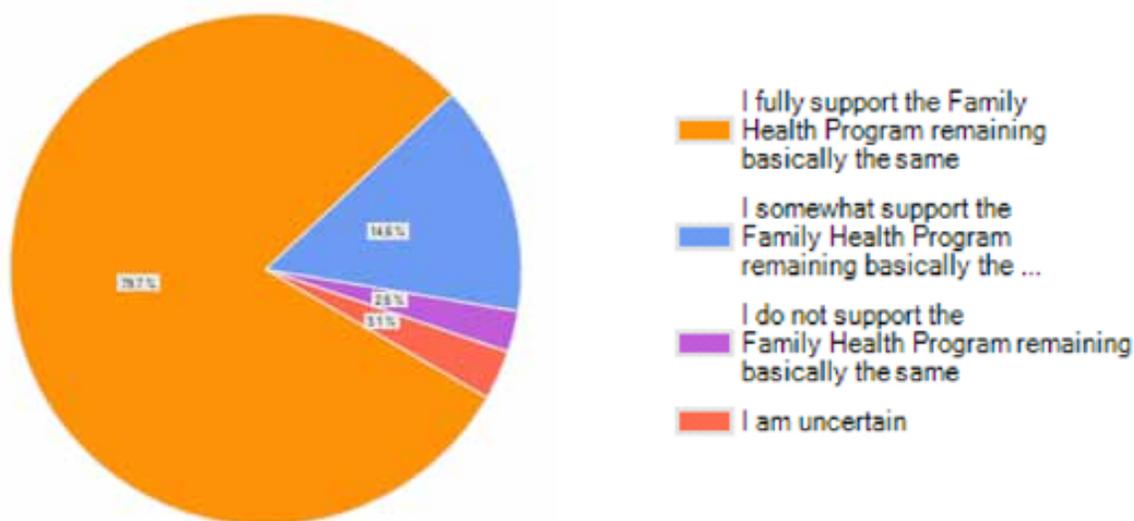
### **Themes related to communications:**

- Make sure people understand lead issues and importance of testing (8 responses)
- Explain the testing process more



## 7. Level of support for the Family Health Program remaining basically the same

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**Total comments (27 or 14.1% of respondents to this question)**

### **Frequent Themes:**

#### **Modify program delivery (9 responses)**

- Test children older than 3, even if less often (3 responses)
- More reminders, including by social media (2 responses)
- Continue to follow up after age 3 if needed

#### **More holistic communications about children's health (3 responses)**

- include more on nutrition, environmental toxins/health

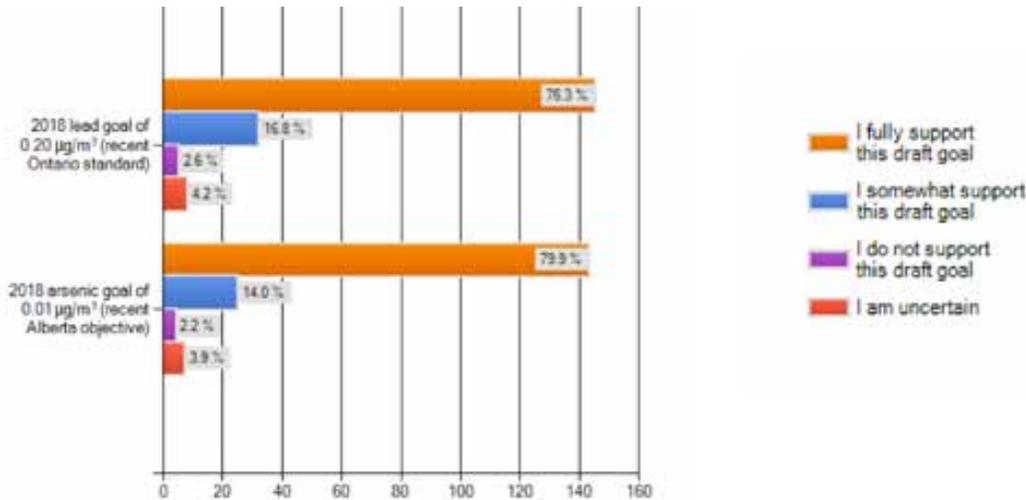
### **Themes related to communications:**

- Explain follow up services and benefits of intervention (2 responses)
- Explain benefits and opportunities for testing for people outside target group (2 responses)
- Explain about other metals – risks and interventions (2 responses)
- Have more new stories



# Air Quality

## 8. Level of support for air quality goals



**Total comments (49 or 25.8% of respondents to this question)**

### Frequent Themes:

**The air quality goals should be achieved sooner (12 responses)**

**Always keep improving (9 responses)**

- *lower is better, let's be a leader*

**BC government needs to update provincial standards (8 responses)**

### Themes related to communications:

- Explain more about the effects of lead on human health and what's safe (2 responses)
- What are the factors affecting the timing and setting of the goals? (2 responses)
- Explain the plan to achieve the goals
- Explain more about arsenic

### Other suggestions for improvement:

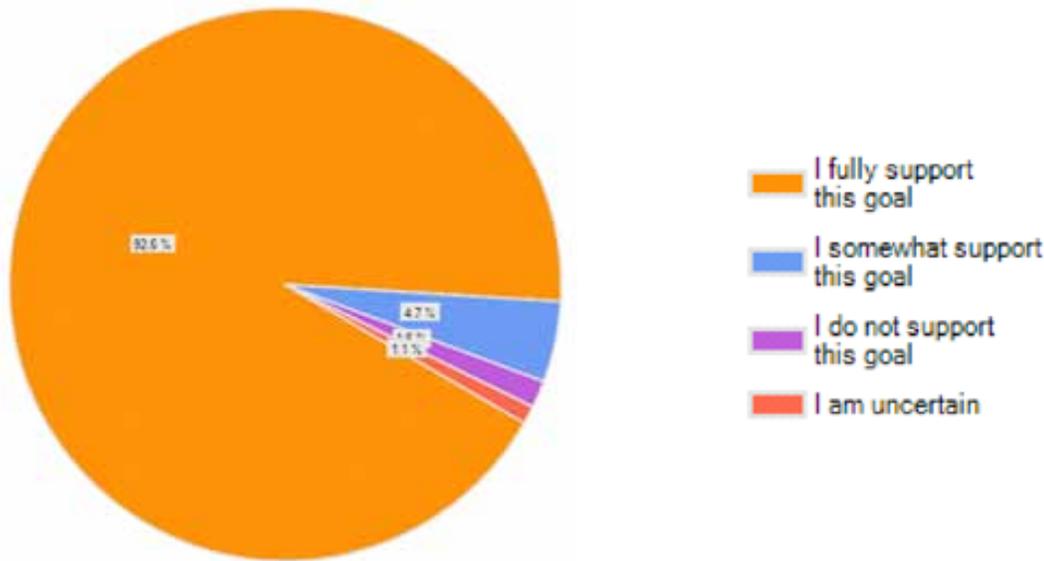
- Continue to involve people affected by air quality
- Continue to monitor air quality relative to standards



# Home & Garden

## 9. Level of support for participation goal for Home Renovation Support Program

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**Total comments (29 or 15.3% of respondents to this question)**

### Frequent Themes:

#### **There's a lack of awareness of this program (12 responses)**

- We weren't aware and we've been renovating our home (3 responses)
- Increase awareness (6 responses)
- Through building supply stores, community agencies, Welcome Wagon, to new residents at time of Fortis or Telus connection

#### **This is a great program (6 responses)**

### Themes related to communications:

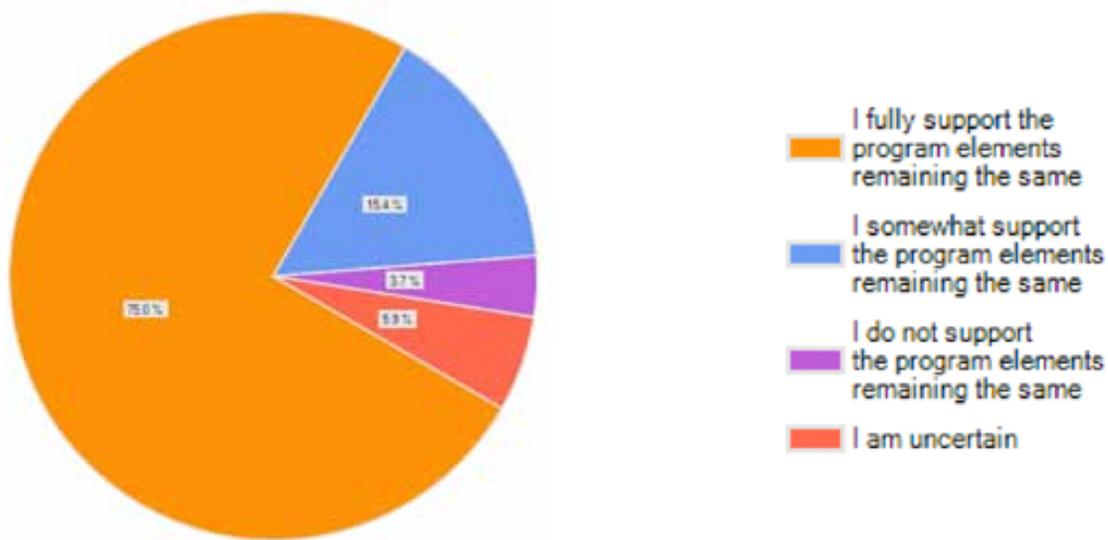
#### **Need more program information/details (5 responses)**

- What's free and to whom, who bears the costs, how to use the supplies, what communities are included



## 10. Level of support for the Home Renovation Support Program remaining basically the same.

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**Total comments (23 or 12.2% of respondents to this question)**

### **Frequent Themes:**

#### **Need to increase awareness of the HRSP (8 responses)**

- Newspaper ads, posters, information at hardware stores and places where families go, encourage word of mouth

#### **Link to the building permit process (2 responses)**

### **Themes related to communications:**

- How effective is the Home Renovation Support Program? (2 responses)
- More detailed education on how to do safe renovations (2 responses)



# 11. Suggestions for improving the Home Renovation Support Program

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**Total comments (64 or 34.0% of respondents to HRSP question)**

## **Frequent Themes:**

### **Increase awareness of the HRSP (41 responses)**

- Link with and get information out through home & garden stores (21 responses)
- Advertise through the media – radio, newspapers, Shaw cable (4 responses)
- Have more face-to-face events e.g. BBQ, info night for contractors & handymen (4 responses)

### **Use incentives (6 responses)**

- Rebates, discounts, “certification” for renovators who use HRSP

### **Have a better system to get contractors and renovators involved (3 responses)**

- Link to building permit process, make it mandatory

## **Themes related to communications:**

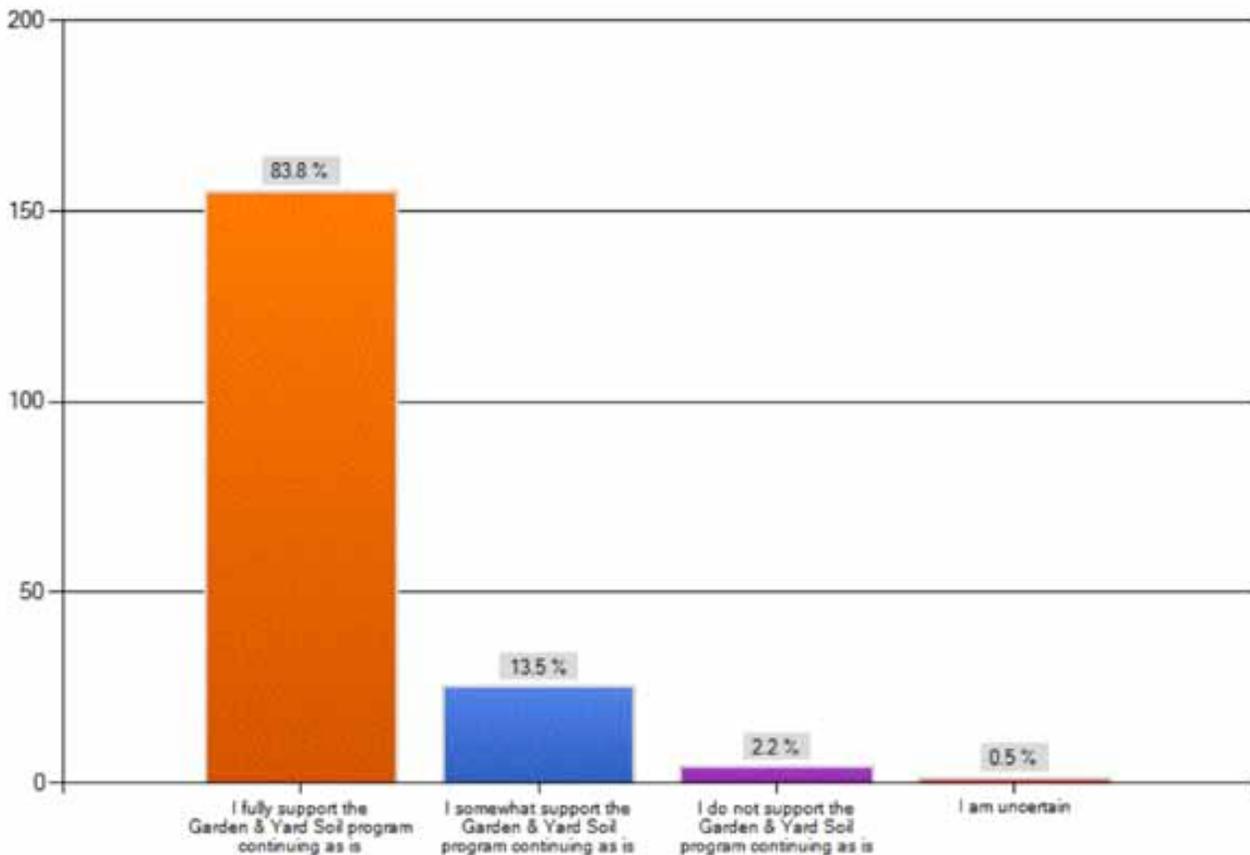
- More information on the services & supplies available through the HRSP (4 responses)
- More detailed education on how to do safe home renovations (2 responses)
- Include information on “green” home renovations

## **Other suggestions for improvement:**

Make sure supplies are in stock and that vacuums supplied are adequate for cleaning up home renovations



## 12. Level of support for the Garden & Yard Soils Program continuing as is



**Total comments (36 or 19.5% of respondents to this question)**

### Frequent Themes:

#### **Extend the testing and remediation service (9 responses)**

- Make some type of remediation or incentives available at lower levels and/or to a wider geographic area (7 responses)

#### **This is a great program (3 responses)**

### Themes related to communications:

- Provide more details about risks from soil and benefits of replacement (3 responses)
- What is the effectiveness of soil replacement? (3 responses)
- Will the remediation threshold drop in future? (2 responses)
- Explain more about the soil replacement process – what happens, who pays (2 responses)
- Clarify that testing is available to anyone



## 13. Suggestions for improving the Garden & Yard Soil Program.

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**Total comments (32 or 17.3% of responses to above question)**

### **Frequent Themes:**

#### **Increase awareness of soil testing and remediation services (17 responses)**

- Get information and promo out through home & garden stores, realtors, schools, physicians etc. (7 responses)
- More advertising through newspapers, radio, Facebook, or mail (4 responses)

#### **Extend services (6 responses)**

- More testing of public places such as playgrounds and parks (3 responses)
- Promote testing more widely/generally (2 responses)

### **Themes related to communications:**

- Explain more about the services available and activities taking place (2 responses)

### **Other suggestions for improvement:**

- Increase Trail street washing and start earlier in the year (2 responses)



# General

## 14. Prize draw entries (160).

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**Total comments (21 or 11.6% of respondents completing the last question)**

### **Frequent Themes:**

#### **Thank you for the good work (12 responses)**

- Great and important program (7 responses)
- Good consultation – survey, dinner, opportunity to contribute (5 responses)

#### **Increase awareness of the program (4 responses)**

### **Themes related to communications:**

- Explain more about the risks from other metals (2 responses)

### **Other suggestions for improvement:**

- Improve street washing and alley paving in Trail to keep dust down (2 responses)
- Greater Trail Success By 6 Community Table would like to get involved in THEP



# Evaluation

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Evaluation was used throughout the consultation planning process to guide planning and decision-making. Specifically, information from periodic evaluation during the pre-consultation planning phase was used to:

- assess stakeholder acceptance/non-acceptance of a WAS designation
- identify stakeholder concerns with a WAS designation
- inform decisions regarding the timing of the consultation
- inform decisions to revise the consultation scope & approach
- identify priority issues and opportunities

**A complete evaluation report is provided as Appendix M-1. It includes:**

- the evaluation framework with results for each evaluation component,
- a process evaluation of the May, 2010 public consultation,
- summaries of two post-consultation evaluation exercises conducted by THEC and its sub-committees in June/July and December, 2010.

All other evaluation summaries and exercises are appended in Appendix M (M-2 to M-11).

The evaluation report covers the THEC community consultation process from its beginning to its completion in 2010. There are significant conclusions that can be drawn from the evidence gathered, which should be useful for the program and for planning future consultation projects.

**Highlights drawn from evaluative evidence were as follows:**

- Consultation activities were adapted and expanded based on changing circumstances and learning about what was really needed. This contributed to a successful project.
- The consultation was successful in achieving its quantifiable goals (number of participants, completion of materials, meetings held, website development etc.)
- Even with statistical limitations, it's reasonable to conclude that participants gave strong support to the new goals of the program and provided useful questions and suggestions for future developments. It would take further work to evaluate how much participants' knowledge increased through the consultation process.
- The data gathered indicate that the program is not well known or understood by the broad public. It is assumed that the consultation process increased that awareness and understanding for some people.



<b>Appendix A - Trail Health and Environment Committee (THEC) Minutes</b>	
1	Trail Health and Environment Committee – January 20, 2009
2	Trail Health and Environment Committee – March 3, 2009
3	Trail Health and Environment Committee – May 20, 2009
4	Trail Health and Environment Committee – September 10, 2009
5	Trail Health and Environment Committee – November 25, 2009
6	Trail Health and Environment Committee – February 2, 2010
7	Trail Health and Environment Committee – April 7, 2010
8	Trail Health and Environment Committee – July 6, 2010
9	Trail Health and Environment Committee – September 14, 2010
10	Trail Health and Environment Committee – November 9, 2010

<b>Appendix B – Consultation Working Group (CWG) Minutes</b>	
1	Consultation Working Group - January 7, 2009
2	Consultation Working Group - May 20, 2009
3	Consultation Working Group – July 2, 2009
4	Consultation Working Group - August 13, 2009
5	Consultation Working Group - September 10, 2009
6	Consultation Working Group - September 29, 2009
7	Consultation Working Group - October 29, 2009
8	Consultation Working Group - November 25, 2009
9	Consultation Working Group - February, 2, 2010
10	Consultation Working Group – March 15, 2010
11	Consultation Working Group – April 7, 2010
12	Consultation Working Group – July 6, 2010
13	Consultation Working Group – September 14, 2010
14	Consultation Working Group – November 9, 2010



<b>Appendix C – Property Issues Task Group (PITG) Minutes and Reports</b>	
1	Property Issues Task Group – April 8, 2010
2	Property Issues Task Group – April 29, 2009
3	Property Issues Task Group – May 14, 2009
4	Property Issues Task Group – June 11, 2009
5	Property Issues Task Group – September 3, 2009
6	Property Issues Task Group Report to THEC - September 10, 2009
7	Property Issues Task Group – January 12, 2010
8	Property Issues Task Group – April 6, 2010
9	Property Issues Task Group – June 29, 2010
10	Property Issues Task Group – September 9, 2010

<b>Appendix D – THEC Communication with Ministry of Environment</b>	
1	TO: Ministry of Environment, Mike MacFarlane-CPA Proposal - September 17, 2009
2	AGENDA: Meeting - City of Trail, THEC, Ministry of Environment – November 16, 2009
3	MINUTES: Meeting - City of Trail, THEC, Ministry of Environment – November 16, 2009
4	TO: Ministry of Environment, Jim Hofweber -Summary of November 6, 2009 Meeting - January 6, 2010
5	FROM: Ministry of Environment to Trail Health and Environment Committee - February 2, 2010
6	FROM: Ministry of Environment to Trail Health and Environment Committee - March 1, 2010
7	TO: Ministry of Environment, Jim Hofweber - February 19, 2010
8	FROM: Ministry of Environment to Trail Health and Environment Committee - June 2, 2010

<b>Appendix E – Consultation Plans</b>	
1	Original Consultation Proposal – February 12, 2009
2	Revised Two Phase Consultation Proposal – April 1, 2010
3	Proposal to Complete the Consultation – July 2, 2010



<b>Appendix F – Communications Plans and Related Documents</b>	
1	Communications Workshop Summary – July 7, 2009
2	Thank you letter: Video Participants - September 11, 2009
3	Communications Plan - February 24, 2010
4	Key Messages Phase 1 - April 29, 2010
5	Spokesperson Q&A Phase 1 – April 29, 2010

<b>Appendix G – News Releases</b>	
1	News Release, Phase 1 Consultation Launch - April 29, 2010
2	News Release, Phase 1 Public Thank You - June 29, 2010
3	News Release, Phase 1 Public Input Results - July 12, 2010
4	News Release, Consultation Closed - December 7, 2010

<b>Appendix H – Media Articles and Audio Files</b>	
1	Nelson Daily News, August 14, 2009
2	Trail Times, Blood Lead Goals, August 11, 2009
3	Trail Times, Blood Lead Goals, April 30, 2010
4	KBS Radio, Blood Lead Goals, April 30, 2010
5	Nelson Daily News, Blood Lead Goals, May 3, 2010
6	Trail Rossland News, May 6, 2010
7	KAST, Blood Lead Goals, May 11, 2010
8	CBC Daybreak South, May 17, 2010
9	Trail Times, Blood Lead Goals, July 5, 2010
10	Trail Rossland News, July 15, 2010
11	Trail Times, Trail Lead Program, August 9, 2010
12	Trail Times, Community in Bloom Award, November 12, 2010
13	Trail Times, Child Blood Lead Levels, November 15, 2010
14	Trail Times, Blood Testing, December 9, 2010



<b>Appendix I – 2009 Pre-consultation Stakeholder Meetings &amp; Follow-up Communication</b>	
1	Invitation Letter: Local Governments - July 22/23, 2009
2	Minutes: Local Governments – August 25, 2009
3	PowerPoint presentation to Local Governments - August 25, 2009
4	Minutes: Local Governments – September 3, 2009
5	Invitation Letter: Katrine Conroy, MLA, August 27, 2009
6	Invitation Letter: Lenders, August 12/13, 2009
7	Minutes: Lenders – August 31, 2009
8	PowerPoint presentation to Lenders and Property Professionals - August 31, 2009
9	Invitation Letter: Property Professionals, September 3, 2009
10	Minutes: Property Professionals – September, 15, 2009
11	Invitation Letter: Property Officials, September 4, 2009
12	Minutes: Property Officials – September 21, 2009
13	Update: Local Governments - November 4, 2009
14	Postponement Notification: Local Governments- January 25, 2010
15	Consultation Close Notice: PITG, Local Governments, Property Stakeholders – Dec. 7, 2010

<b>Appendix J – May 2010 Consultation Materials &amp; Correspondence (Phase 1)</b>	
1	Community Newsletter – April, 2010
2	Fact Sheet #1 - Family Health, May 2010
3	Fact Sheet #2 – Home and Garden, May 2010
4	Fact Sheet #3 – Air Quality, May 2010
5	Fact Sheet #6 – How THE Program Works, May 2010
6	FAQ #1 – General, May 2010
7	FAQ #2- Interview with Dr. Nelson Ames, May 2010
8	Public Consultation Survey – 2010, April 16, 2010
9	Video-Trail-A Smart Lifestyle Choice
10	PowerPoint presentation for Focus Group Dinner, 2010 and Beyond – May 11, 2010
11	Community Outreach e-mail, “Get Involved”, May, 2010
12	Invitation Letter: for First Nations (Ktunaxa, Okanagan, Shuswap, Sinixt)-April 27, 2010

<b>Appendix K – November 2010 Materials for Consultation Close</b>	
1	Community Newsletter, November 2010
2	Fact Sheet #1 - Family Health, November 2010
3	Fact Sheet #2 – Home and Garden, November 2010
4	Fact Sheet #3 – Air Quality, November 2010
5	Fact Sheet #6 – How THE Program Works, November 2010
6	Fact Sheet #7 – Public Input Summary, November 2010
7	FAQ #1 – General Questions, November 2010
8	FAQ #2 – Interview with Dr. Nelson Ames, November 2010

<b>Appendix L – Public Consultation Input Data</b>	
1	Summary of Notes from Public Dinner Meeting, May 11, 2010
2	Summary of Debriefing Notes from Community Group Meetings, May, 2010
3	Community Program Office Public Communication Log, May, 2010
4	Complete List of Public Survey Responses, May 2010
5	Summary of Interviews with Parents with Young Children, September 2010
6	List of Survey Comments for Individual Follow-up, August 2010

<b>Appendix M - Evaluation</b>	
1	Evaluation Report of the Public Consultation Initiative 2009-2010 – January, 2011
2	Evaluation Summary from January 2009 to August 2009 - August 13, 2009
3	Consultation Working Group – August 13, 2009
4	Lenders – August 31, 2009
5	Property Issues Task Group – September, 3, 2009
6	Trail Health and Environment Committee – September 10, 2009
7	Property Professionals/Realtors – September 15, 2009
8	Planning and Zoning – September 21, 2009
9	Consultation Working Group – September 29, 2009
10	Circle B Services and THEC Consultation Contract Manager – November 30, 2009
11	Trail Health and Environment Committee – February 2, 2010



<b>Appendix N – Contact Lists</b>	
1	THEC, Local Government Invitees, Consultation Working Group, Properties Issues Task Group
2	Local Government Contacts
3	Lenders and Legal Contacts
4	Planning and Development Contacts
5	Realtor Contacts
6	Community Groups List

<b>Appendix O – Program Materials</b>	
1	Diagram, Trail Area Health & Environment Program, 2010 and Beyond
2	Brochure-Lead and Your Family Health, April, 2010
3	Poster – Health Tips, May 2010
4	Logo-Trail Health and Environment Program
5	Wordmark-Trail Area Health and Environment Program
6	Brochure- Lead and the Family Health Program, November 2010
7	Brochure-Home Renovation Support Program, November 2010
8	Fridge Magnet-Renovate Safely, November 2010

