

## **SUMMARY** HYBRID Meeting: December 4, 2025 7:00 p.m.

**Location:** *City of Trail Committee Room #2 (Spokane St entrance) or online*

### **Committee Members in Attendance:**

Carolyn Amantea, Village of Warfield  
Dr. Karin Goodison, Interior Health MHO  
Tara Bullanoff, Interior Health  
Clare North, Teck Trail Operations  
Glenda Fratton, Teck Trail Operations  
Jasen Nelson, BC Ministry of Environment

Carol Lerose, Community Member (Parent)  
Steve Hilts, Community Member (History)  
Sara Ridge, Community Member (Families)  
Ron Joseph, Community Member (Resident)  
Huan Liu, BC Ministry of Environment

### **Others in Attendance:**

Colin McClure, City of Trail  
Christina Yamada, Interior Health  
Ken Pinzauti, Interior Health  
Matt Joyce, KC Recycling  
Cecilee Pitman, Interior Health  
Jayne Garry, Teck Trail Operations  
Dave Bell, Teck Trail Operations  
Keith Klimchuk, Teck Trail Operations  
Frances Boreland, Broken Hill Australia

Julie Orban, BC Ministry of Environment  
Nelson Ames, Former MHO  
Alan Gibson, BC Ministry of Environment  
Meghan Morris, Interior Health  
Matt Parrilla, Teck Trail Operations  
Tim Moore, Teck Trail Operations  
Morgan Sternberg, Community Program Office  
Wendy Goodrich, Community Program Office

## **WELCOME and INTRODUCTIONS**

- City of Trail Chief Administration Officer Colin McClure welcomed everyone to the meeting, shared a land acknowledgement and shared regrets from Mayor Colleen Jones and Councillor Hanson who could not attend.
- Michelle Laurie, THEC Lead Facilitator thanked Jane Power for her service to THEC and THEP over the years and welcomed Tara Bullanoff, the alternate, as the new Interior Health THEC Member.
- Michelle also thanked all THEC community members for their dedication and engagement noting they all volunteer their time which is appreciated as well as important to keeping the Committee grounded in the local realities on the ground.
- Dave Bell shared sad news that Tim Day, Alpine Contracting's manager passed away recently and unexpectedly. Tim worked with THEP's soil management team. THEC and THEP wish his family condolences and he will be missed.

## **MEETING MINUTES**

- The minutes from THEC meeting, September 16<sup>th</sup>, 2025 were approved and are posted [online](#).

## **PRESENTATIONS, REPORTS, DISCUSSIONS & RECOMMENDATIONS**

### **Children's Blood Lead Clinic Results Presentation**

**Presenters:** Dr. Karin Goodison (MHO) and Cecilee Pitman (PHN)

- [Link to presentation.](#)

### **Children's Blood Lead Levels News Release**

**Presenter:** Michelle Laurie (THEC Lead Facilitator)

- The Committee and attendees reviewed the draft media release, provided comments, edits and confirmed the final release to be distributed by the City of Trail on December 5<sup>th</sup> on behalf of THEC.
- [Link to media release.](#)

### Lead (Pb) in Exterior Paint Study Initial Findings and Next Steps

**Presenter: Morgan Sternberg (Community Program Office) and Michelle Laurie (THEC)**

- See attached presentation (PDF).
- Several people provided information, historical context and their thoughts on lead-safe renovation as well as the program. See attached summary from the ThoughtExchange exercise carried out during the meeting which captures THEC input on the purpose of THEP's Lead Safe Renovation Program.

### Program Reports & Updates

*Air, Health, and Community Program Office reports are provided in the agenda package for your review prior to the meeting. Please bring your questions and comments for discussion.*

- Steve Hilts, Chair, Air Quality Working Group, shared there was a meeting on October 22<sup>nd</sup>, 2025 and another meeting is planned for December 18<sup>th</sup>. The October 22<sup>nd</sup> focus was on status of the milestones. At the meeting, Teck also shared information on additional sensors they plan to trial in the community to monitor sulphur dioxide.
- Clare North, Teck Trail Operations, followed up on a query about the correlation between Teck's lead production over time and lead in community air measurements. The illustrative slide is attached.

### Community & Round Table Check-In - All

- A request for a WARP update was made. Jasen Nelson, Ministry of Environment and Parks shared that the WARP review continues and that consultation of indigenous communities will be initiated. No timeline for the WARP review was provided.

### Program Planning Update - Michelle Laurie, THEC Lead Facilitator

- Program Surveys and Reviews
  - Soil Management Program Homeowner satisfaction survey (summary report attached)
  - Website Analytics Oct 1, 2024 – Sept 30, 2025 (report attached)
    - Next steps include removing bot referrals that are skewing data and refreshing the home page in 2026 to promote new information.
  - Lead Safe Renovation Program review has been initiated and is ongoing into 2026 with the purpose to ensure it remains relevant, useful and up-to-date.
- THEP Onboarding Guide 101 is in development.
  - Request for a small group to review the guide content as well as the format for delivery.
  - Contact [michelle@thep.ca](mailto:michelle@thep.ca) to volunteer.
- Communities with operating lead smelters Community of Practice met October 21<sup>st</sup>.
  - Annual summary is in progress for sharing in the new year by all CoP participants.

**Partner Meeting Report – Michelle Laurie, THEC Lead Facilitator**

- There was a partner meeting November 19<sup>th</sup> to review the Blood Lead Levels report with the Medical Health Officer and draft the initial content for the THEC news release on the same topic.
- A meeting will be held in early 2026 to review the year and major lessons learned. It will also be an opportunity to check in on the 2022-2027 THEP strategic plan.

**2026 THEC MEETING DATES**

- Feb 11<sup>th</sup>
- April, June, September and November to be confirmed
- THEC meetings are held from 7:00-9:00pm in person and online.

## **AGENDA** HYBRID Meeting: December 4, 2025 7:00 p.m.

**Location:** *City of Trail Committee Room #2 (Spokane St entrance) or online*  
<https://us02web.zoom.us/j/88324191305>

### **Committee Members:**

Colleen Jones, Chair, City of Trail	Linda Worley, RDKB Area B
Thea Hanson, Alternate Chair, City of Trail	Carolyn Amantea, Village of Warfield
Dr. Karin Goodison, Interior Health MHO	Ali Grieve, RDKB Area A
Tara Bullanoff, Interior Health	Huan Liu, BC Ministry of Environment
Trevor Allegretto, USW Local 480 Rep	Jasen Nelson, BC Ministry of Environment
Ron Joseph, Community Member (Resident)	Erika Krest, Community Member (Chamber)
Glenda Fratton, Teck Trail Operations	Steve Hilts, Community Member (History)
Clare North, Teck Trail Operations	Sara Ridge, Community Member (Families)
Carol Lerose, Community Member (Parent)	Vacant, Community Member

### **WELCOME and INTRODUCTIONS**

- Opening remarks from Mayor Colleen Jones, THEC Chair.

### **MEETING MINUTES**

- Review and approve minutes from THEC meeting, Sept 16, 2025 (as attached).

### **PRESENTATIONS, REPORTS, DISCUSSIONS & RECOMMENDATIONS**

#### **Children's Blood Lead Clinic Results Presentation (35 mins)**

**Presenters: Dr. Karin Goodison (MHO) and Cecilee Pitman (PHN)**

- Presentation followed by Q&A

#### **Children's Blood Lead Levels News Release (DRAFT) (15 mins)**

**Presenter: Michelle Laurie (THEC Lead Facilitator)**

- Review, group discussion and confirmation of the final news release.

#### **Lead (Pb) in Exterior Paint Study: Initial Findings and Next Steps (25 mins)**

**Presenters: Morgan Sternberg (Community Program Office) and Michelle Laurie (THEC)**

- About lead in exterior paint in Trail study and preliminary findings
- The Lead Safe Renovation Program review in progress
- Input from THEC (discussion)

## Program Reports & Updates

*Air, Health, and Community Program Office reports are provided in the agenda package for your review prior to the meeting. Please bring your questions and comments for discussion.*

### Q&A and Comments on Reports All (10 mins)

- Q&A on all reports (Air, Health, Community Program Office)
  - Highlights from the program areas and open questions (**All**)
  - Air Quality Working Group Meeting Update (**Chair, Steve Hilts**)

### Community & Round Table Check-In - All (15 mins)

- Round table contributions & questions.

### Program Planning Update - Michelle Laurie, THEC Lead Facilitator (10 min)

- Program Surveys and Review
  - Soil Management Program Homeowner satisfaction survey (summary attached)
  - Website Analytics Oct 1, 2024 – Sept 30, 2025 (report attached)
  - Lead Safe Renovation Program review initiated
- THEP Onboarding Guide 101 in development
- Communities with operating lead smelters Community of Practice meeting held October 21<sup>st</sup>

### Partner Meeting Report – Colleen Jones, Chair

- November 19<sup>th</sup> partner meeting.

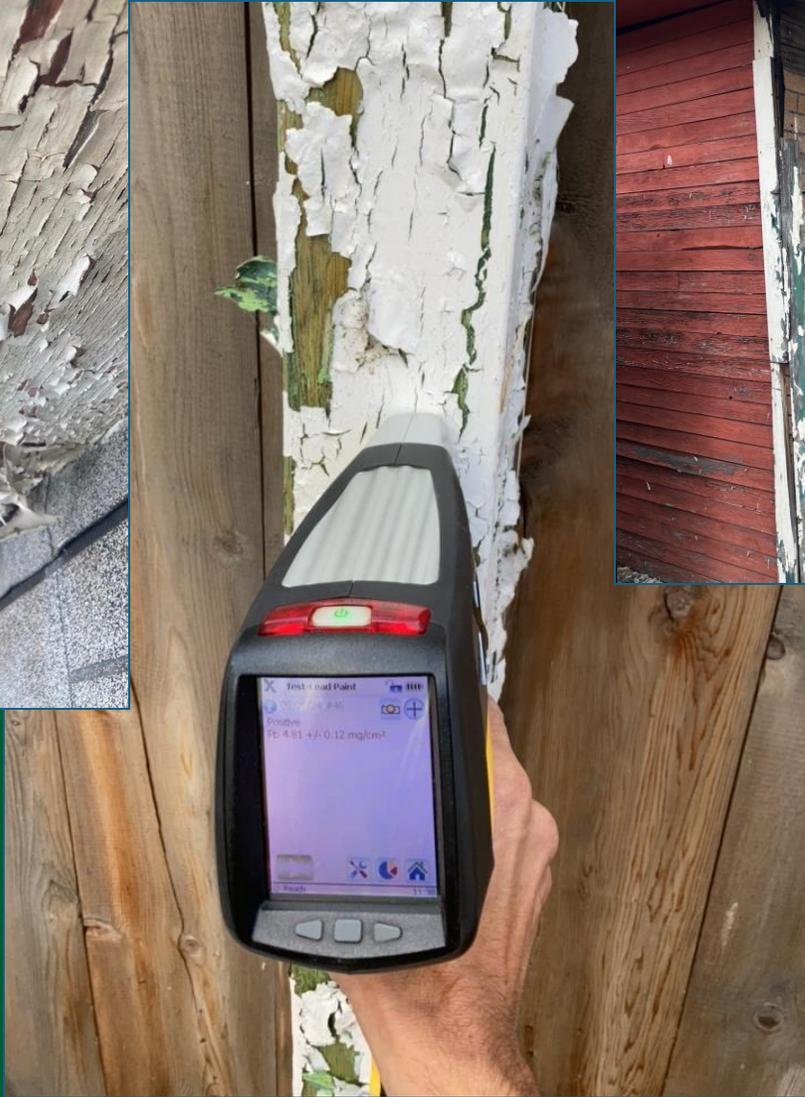
### 2026 THEC MEETING DATES

- Feb 11<sup>th</sup>
- April, June, September and November to be confirmed
- THEC meetings are held from 7:00-9:00pm in person and online.

# Lead (Pb) in Exterior Paint Study: Initial Findings and Next Steps

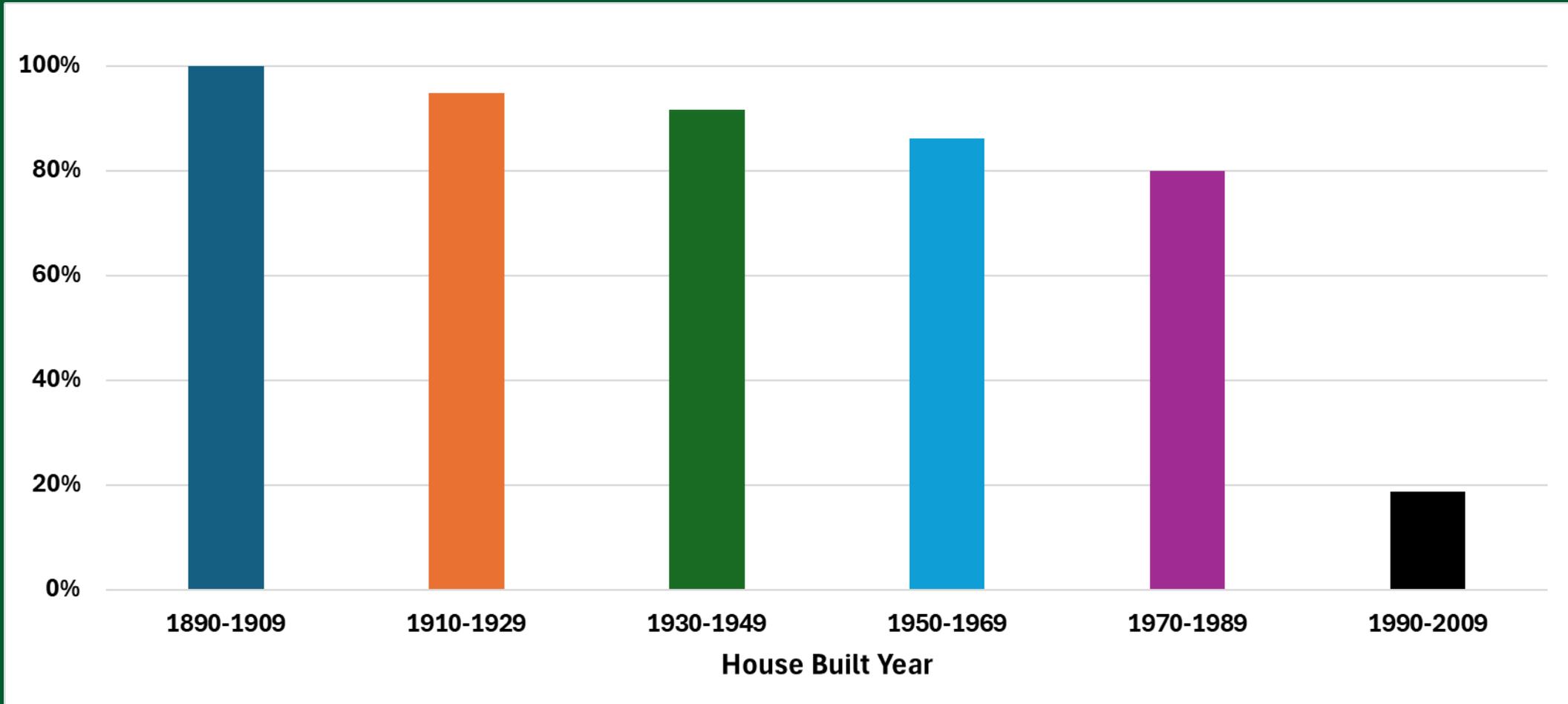
Presented to THEC

December 4, 2025



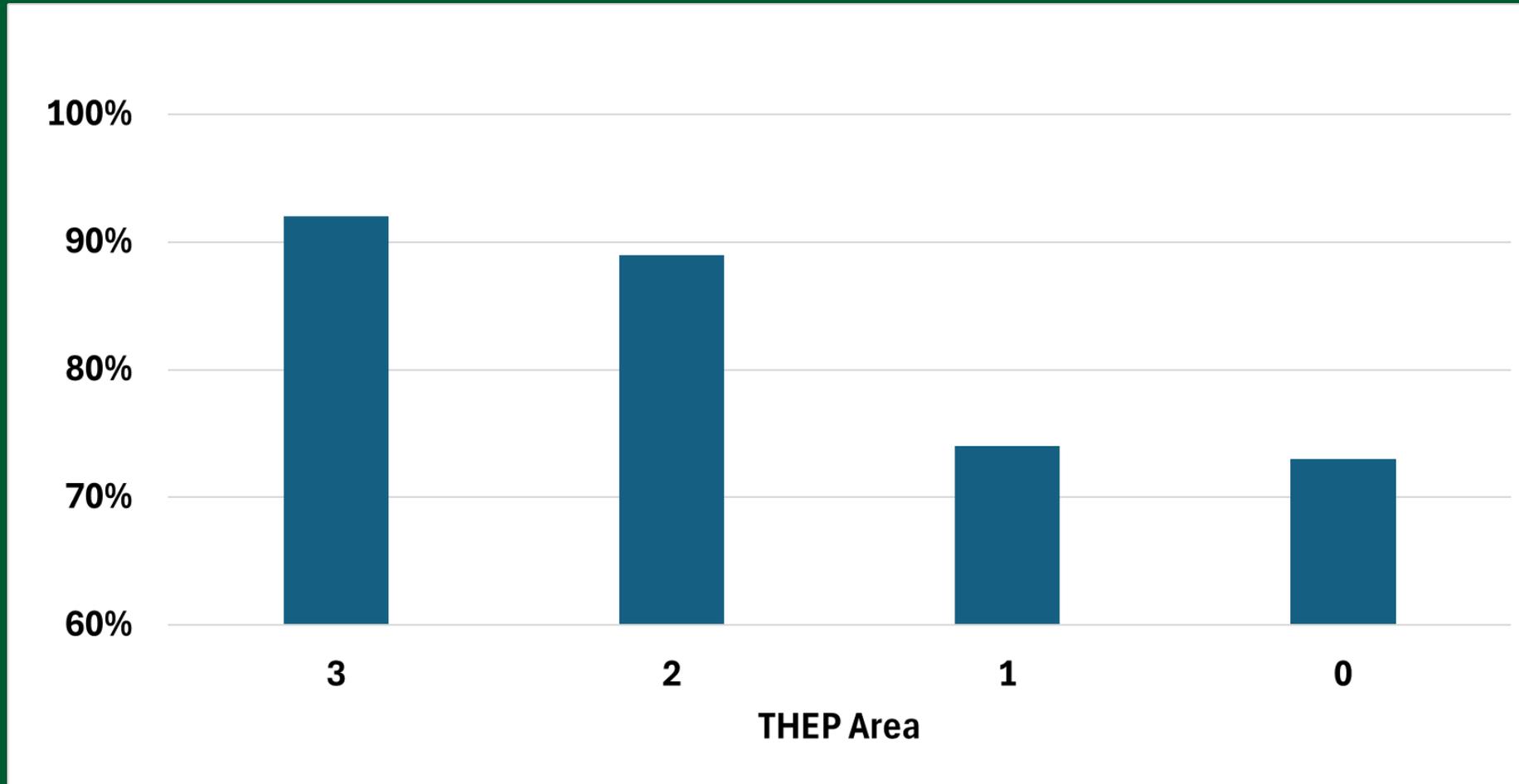
# Preliminary Results:

Percent of homes by year built with at least one potential exposure risk to lead in paint



# Preliminary Results:

Percent of homes by THEP Area with at least one potential exposure risk to lead in paint



# Now What

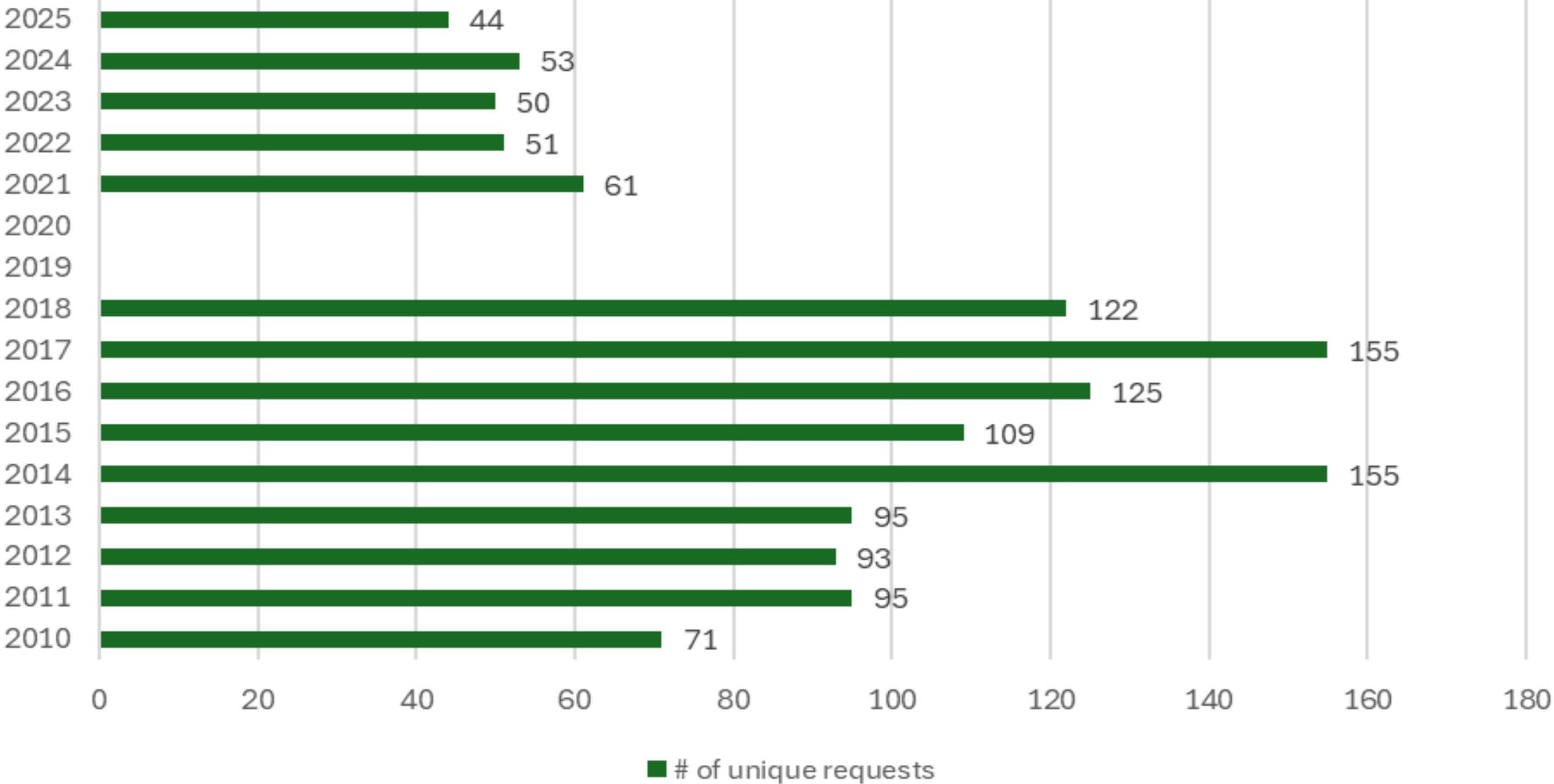
- Data analysis
- Final reporting
- Lead Safe Renovation Program recommendations

# QUESTIONS?

# Lead Safe Renovation Program Review

- Purpose: Program to be relevant, useful and up to date.
- Literature review, data analysis, team interviews, limited community interviews (RDKB, building inspection unit)
- Findings to date:
  - Little use of the online 'how to' videos and website (outside of the registration form)

# # of unique requests per year



# For THEC:

## What is THEP's ultimate purpose with LSR?

- To help raise awareness about lead exposure risk during renovations of older homes.
- To make it affordable for renovators to be lead safe by providing free supplies to contain and reduce exposure to potential lead dust.
- To tackle all potential sources of lead exposure in the Trail area.
- To contribute to lower blood lead levels in children.
- Other?

# Brainstorm: Purpose of LSR

- 30 seconds – on your own, generate a list of ideas.
- 4 minutes – group of 3, share your ideas, listen to others, clarify your thoughts.
  
- Next:
  - Thought exchange (QR code coming)
  - Group Discussion

Scan the QR code. Link in chat.



<https://tejoin.com/scroll/388692806>

# Questions?



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## REPORT PURPOSE

This report provides a summary of the key takeaways from the engagement with THEC on the **LSR Program purpose and potential ways of working** which took place on 9 December 2025 during the regular THEC meeting. The engagement gathered open ended input from participants (using Thought Exchange software) on what they understand to be the purpose of the LSR Program and why it exists as part of the THEP. This information will be incorporated into the LSR program review that aims to ensure the LSR program remains relevant and is meeting current needs.

The information shared in this report is based on the input from **24 participants**.

## KEY TAKEAWAYS

### UNDERSTANDINGS AROUND PROGRAM PURPOSE

The LSR Program is primarily perceived as a **crucial initiative to reduce lead exposure, particularly in children, through education and community support**. Participants generally view the program positively, emphasizing its importance in promoting health and safety in the community.

Discussions showed that members of THEC understand the LSR Program in the following ways:

- Aims to reduce lead exposure, particularly in children, by **empowering residents and contractors with education** on safe renovation practices.
- Addresses community health by providing **resources and support to manage lead hazards**, especially for families lacking financial means.
- **Complements existing initiatives** like soil remediation and blood testing, ensuring comprehensive lead exposure mitigation.
- Emphasizes the importance of **awareness and education**, targeting both **affluent and less affluent** communities.
- Encourages **safe renovation practices** to maintain healthy living environments and fulfill social responsibilities.

### INPUT AROUND PROGRAM WAYS OF WORKING

**Education and awareness:** Participants frequently mentioned the importance of educating both residents and contractors about lead hazards during renovations. The perception is that knowledge is key to taking action, and the program should ensure information is widely available, including at hardware stores. There is a strong belief that raising awareness will empower individuals to make safer choices and reduce lead exposure effectively.

**Community health and safety:** The program is seen as vital for improving community health by reducing lead exposure, especially in children. Participants highlighted the need for the

program to support ongoing efforts in blood testing and soil remediation. The sentiment is that healthy communities are essential, and the program plays a significant role in achieving this goal by addressing lead exposure risks.

**Support and accessibility:** There is a focus on making the program accessible to all, particularly those who may lack the financial means to manage lead risks. Participants expressed concern that more affluent individuals might benefit more from the program, suggesting a need for targeted support for lower-income families. The perception is that removing barriers and providing free supplies could enhance the program's reach and effectiveness.

**Complementary efforts:** The program is viewed as a complement to other initiatives like soil testing and remediation. Participants believe that integrating these efforts can further reduce blood lead levels in children and enhance overall community health. The sentiment is that a holistic approach is necessary to address all potential sources of lead exposure.

## SUGGESTIONS AND NEXT STEPS

### **Enhance program promotion and accessibility**

Participants expressed concerns about whether the program is being adequately promoted and accessed by those who need it most, particularly lower-income families. Solving this issue is important to ensure that the program reaches and benefits the entire community, not just the more affluent individuals.

### **Strengthen contractor education and training**

Some participants noted that there is a need for mandatory education for contractors to ensure they are aware of lead risks and safe practices during renovations.

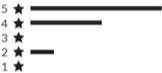
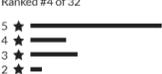
### **Evaluate mandatory participation options**

Some participants suggested that making the program compulsory could enhance its effectiveness. Evaluating this option may be important in determining whether it could lead to better outcomes in reducing lead exposure.

## APPENDIX: PARTICIPANT RESPONSES

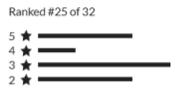
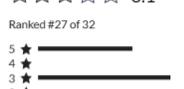
The images below show participant responses to the question ‘What is the purpose of the Lead Safe Renovation Program? Why should it exist?’

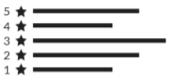
Responses are ordered from highest rated to lowest rated.

<p><b>Provide education about lead hazards during home renovation.</b>            Knowledge is key to taking action</p>	<p>😊 Neutral            👤 19</p>	<p>★★★★☆ 4.1            Ranked #1 of 32</p> 
<p><b>Ensure LSR info is displayed at hardware stores, consider education with employees to champion the lsr program</b>            Raise awareness of the issue to participants doing home renos</p>	<p>😊 Neutral            👤 19</p>	<p>★★★★☆ 4.0            Ranked #2 of 32</p> 
<p><b>It's another important way of decreasing lead levels in the community</b>            there are so many older homes, it doesn't make sense to leave renovations out of the picture</p>	<p>😊 Neutral            👤 19</p>	<p>★★★★☆ 4.0            Ranked #3 of 32</p> 
<p><b>Reduce Pb exposure to children living in Trail</b>            Unstable Pb paint or unsafe renovation of it can be a significant source if Pb exposure for kids</p>	<p>😊 Neutral            👤 20</p>	<p>★★★★☆ 3.9            Ranked #4 of 32</p> 

<p><b>Empower residents to renovate safely regarding pb exposure</b> Reduce community Pb exposure &amp; ultimately reduce BLL in children</p>	<p>☹️ Neutral 19</p>	<p>★★★★☆ 3.9 Ranked #5 of 32</p> 
<p><b>To further reduce potential lead exposure</b></p>	<p>☹️ Neutral 19</p>	<p>★★★★☆ 3.9 Ranked #6 of 32</p> 
<p><b>Another path to reduce over all lead exposure.</b></p>	<p>☹️ Neutral 18</p>	<p>★★★★☆ 3.9 Ranked #7 of 32</p> 
<p><b>Another avenue to further reduce lead exposure</b> Healthy communities and further reduction in BLL</p>	<p>☹️ Neutral 17</p>	<p>★★★★☆ 3.9 Ranked #8 of 32</p> 
<p><b>Consider on a case by case basis supporting families to actually manage high risk paint in homes here a child with a higher blood lead result lives.</b> Families often lack the financial, skill or time it takes to manage paint risks safely and effectively</p>	<p>☹️ Neutral 17</p>	<p>★★★★☆ 3.9 Ranked #9 of 32</p> 
<p><b>Mandatory education for contractors working in the Trail area</b> Pb safe work by all contractors - awareness of unique pb risks in Trail area</p>	<p>☹️ Neutral 19</p>	<p>★★★★☆ 3.8 Ranked #10 of 32</p> 
<p><b>To complete the circle in lead exposure education and mitigation.</b> Without it, there remains a large unaccounted for potential for lead exposure that impacts other aspects of the THEP</p>	<p>☹️ Neutral 19</p>	<p>★★★★☆ 3.8 Ranked #11 of 32</p> 
<p><b>To provide education to those in our area about other sources of lead besides teck</b> To provide more education and understanding of lead contamination</p>	<p>☹️ Neutral 18</p>	<p>★★★★☆ 3.8 Ranked #12 of 32</p> 

<p><b>As a complement to the soil testing and remediation program</b> To help further reduce blood lead levels in children</p>	<p>😊 Neutral 17</p>	<p>★★★★☆ 3.8 Ranked #13 of 32</p> 
<p><b>To encourage home renovators to control lead in their home environment when renovating</b> To reduce lead in the home environment that may contribute to children's lead exposure</p>	<p>😊 Neutral 17</p>	<p>★★★★☆ 3.8 Ranked #14 of 32</p> 
<p><b>Maintain the mandate of the program</b> The mandate hasn't changed, the commitments should continue to be supported, researched, and improved upon.</p>	<p>😊 Neutral 20</p>	<p>★★★★☆ 3.7 Ranked #15 of 32</p> 
<p><b>To support the major work being done in blood testing, soil remediation etc.</b> Many resources make this reduction and emissions project possible so it's important to support it as the work continues.</p>	<p>😊 Neutral 19</p>	<p>★★★★☆ 3.7 Ranked #16 of 32</p> 
<p><b>Unstable pb paint likely to be sig risk for particular categories of kids, especially those whose families are poorer</b> These families have less financial ability to reduce exposure</p>	<p>😞 Negative 18</p>	<p>★★★★☆ 3.7 Ranked #17 of 32</p> 
<p><b>to educate contractors to lead exposure risks unique to renovations/building in Trail area.</b> Supports reducing lead exposure.</p>	<p>😊 Neutral 18</p>	<p>★★★★☆ 3.7 Ranked #18 of 32</p> 
<p><b>Reduce contributing factors to lead exposure</b> Help target mitigation efforts to reduce lead exposure</p>	<p>😊 Neutral 17</p>	<p>★★★★☆ 3.7 Ranked #19 of 32</p> 
<p><b>Help out the people with renovation that can't afford to pay to renovate. Usually the rich people do the renovations.</b></p>	<p>😊 Neutral 19</p>	<p>★★★★☆ 3.5 Ranked #20 of 32</p> 

<p>to offer information, make sure its out there for people. If they want it great!!</p>	<p>☺ Neutral 20</p>	<p>★ ★ ★ ☆ ☆ 3.4 Ranked #21 of 32</p> 
<p>Provide free supplies Remove barriers</p>	<p>☺ Neutral 18</p>	<p>★ ★ ★ ☆ ☆ 3.4 Ranked #22 of 32</p> 
<p>I immediately think of the health of our community members. I think that's first and foremost. No community without its people. Id say healthy people is a good thing!</p>	<p>☺ Neutral 20</p>	<p>★ ★ ★ ☆ ☆ 3.3 Ranked #23 of 32</p> 
<p>Is the programme being used by those who need it the mostly? More affluent and able folks are likely to use it.</p>	<p>☺ Neutral 19</p>	<p>★ ★ ★ ☆ ☆ 3.3 Ranked #24 of 32</p> 
<p>Re: diminishing participation - in some of the U.S. lead smelter sites, these programs were compulsory - with permits required to dig holes, or to re-roof, for example. Trail decided to go voluntary....</p>	<p>☺ Neutral 19</p>	<p>★ ★ ★ ☆ ☆ 3.3 Ranked #25 of 32</p> 
<p>Disseminate whether the lead exposure is related to the smelter historical operations vs non-smelter exposure Result could help on where to focus remediation efforts to limit lead exposure</p>	<p>☺ Neutral 18</p>	<p>★ ★ ★ ☆ ☆ 3.3 Ranked #26 of 32</p> 
<p>Contractor training/education (volunatry) used to be part of the WPAP (precursor to LSRP) at the beginning - should it not still be?</p>	<p>☺ Neutral 18</p>	<p>★ ★ ★ ☆ ☆ 3.1 Ranked #27 of 32</p> 
<p>it shows we care about our community</p>	<p>☺ Neutral 19</p>	<p>★ ★ ★ ☆ ☆ 3.0 Ranked #28 of 32</p> 

<p><b>safety first</b> fulfilling aspects of Teck's 'social license' to operate</p>	<p>☹️ Neutral 19</p>	<p>★ ★ ★ ☆ ☆ 3.0 Ranked #29 of 32</p> 
<p><b>Option for people that make good decisions</b> Support families who want to be healthy</p>	<p>☹️ Neutral 17</p>	<p>★ ★ ★ ☆ ☆ 3.0 Ranked #30 of 32</p> 
<p><b>Is the service being promoted adequately?</b></p>	<p>☹️ Neutral 18</p>	<p>★ ★ ★ ☆ ☆ 2.8 Ranked #31 of 32</p> 
<p><b>helps with resale - to promote lead reduced real-estate</b></p>	<p>😊 Positive 18</p>	<p>★ ★ ★ ☆ ☆ 2.7 Ranked #32 of 32</p> 

# Program Reports to follow:

- Air Quality
- Health
- Community Program Office
- Soil Management Homeowner Feedback Summary
- THEP Web Analytics Report
- Additional verbal updates from Program Planning and Partners

## Air Quality Report – December 2025

The THEC Air Quality Report provides an update on levels of Pb and SO<sub>2</sub> in community air based on THEP’s current priorities related to ambient air.

### 1. Lead in Air:

The chart in Figure 1 shows the 3-month rolling average for lead in airborne dust at Butler Park (blue line), in comparison to the US EPA standard (green dashed line). Federal and BC Provincial governments do not have ambient air quality objectives or standards for lead; however, it is reasonable to rely on standards from other jurisdictions when this is the case.

Lead in airborne dust levels measured at Butler Park and Birchbank meet the US EPA standard of 0.15 µg/m<sup>3</sup> on a 3-month average. The variability in the data reflects the influence of emissions and weather including dominant wind direction and precipitation. Read THEP’s Lead (Pb) [Fact Sheet](#) to learn more.

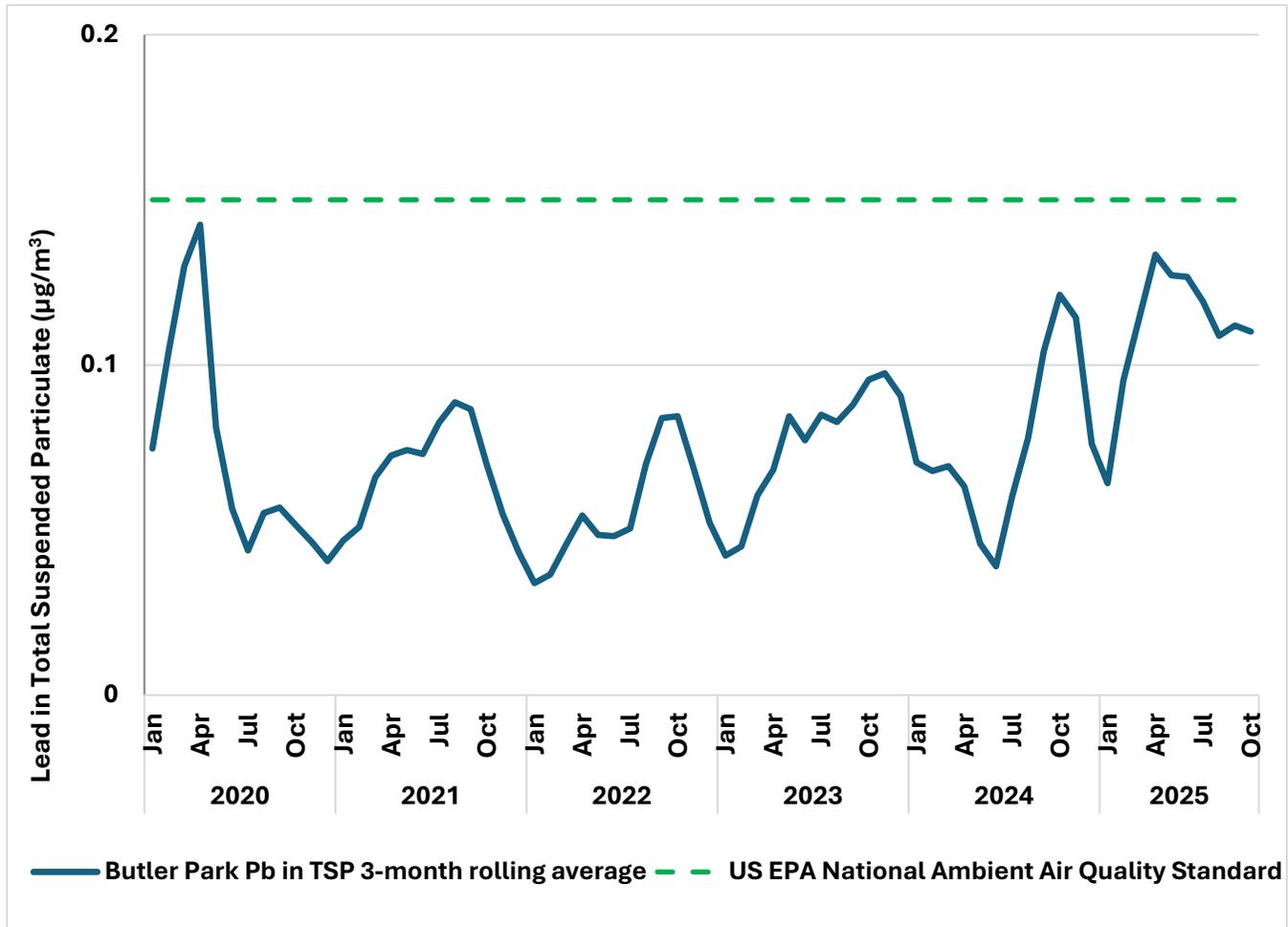


Figure 1: 3-month rolling average lead in total suspended particulate at Butler Park station (measured bi-daily)

## 2. Sulphur Dioxide (SO<sub>2</sub>):

SO<sub>2</sub> is emitted by Teck Trail Operations as a by-product of processing mine concentrates, which contain sulphur, into metal and chemical products. Teck Trail Operations currently captures more than 99% of the sulphur and converts it to by-products, such as fertilizer and sulphuric acid. About 1% leaves the operation through emissions to air. With environmental improvements, SO<sub>2</sub> emissions continue to decline. However, the dispersion of air emissions from the smelter is constrained due to the location of the smelter, weather and the surrounding topography.

SO<sub>2</sub> is monitored by Teck at four locations in the Trail area – Birchbank, Butler Park, Columbia Gardens and Haley Park. The Haley Park monitoring station replaced the nearby Warfield monitoring station in 2023. These stations operate continuously, with near real-time data publicly available at <https://www.env.gov.bc.ca/epd/bcairquality/readings/find-stations-map-SO2.html> SO<sub>2</sub> levels fluctuate throughout the day, month and year.

THEP's SO<sub>2</sub> [Fact Sheet](#) provides guidance for actions to take when SO<sub>2</sub> levels are elevated. The charts below provide SO<sub>2</sub> hourly data from Butler Park, Birchbank and Warfield/Haley Park stations for 2015 – 2025 year-to-date, categorized by the health guidance levels. As Teck Trail Operations continues to implement emissions reductions measures, the percentage of hours within the yellow (35-185 ppb) and red (>185 ppb) categories is decreasing.

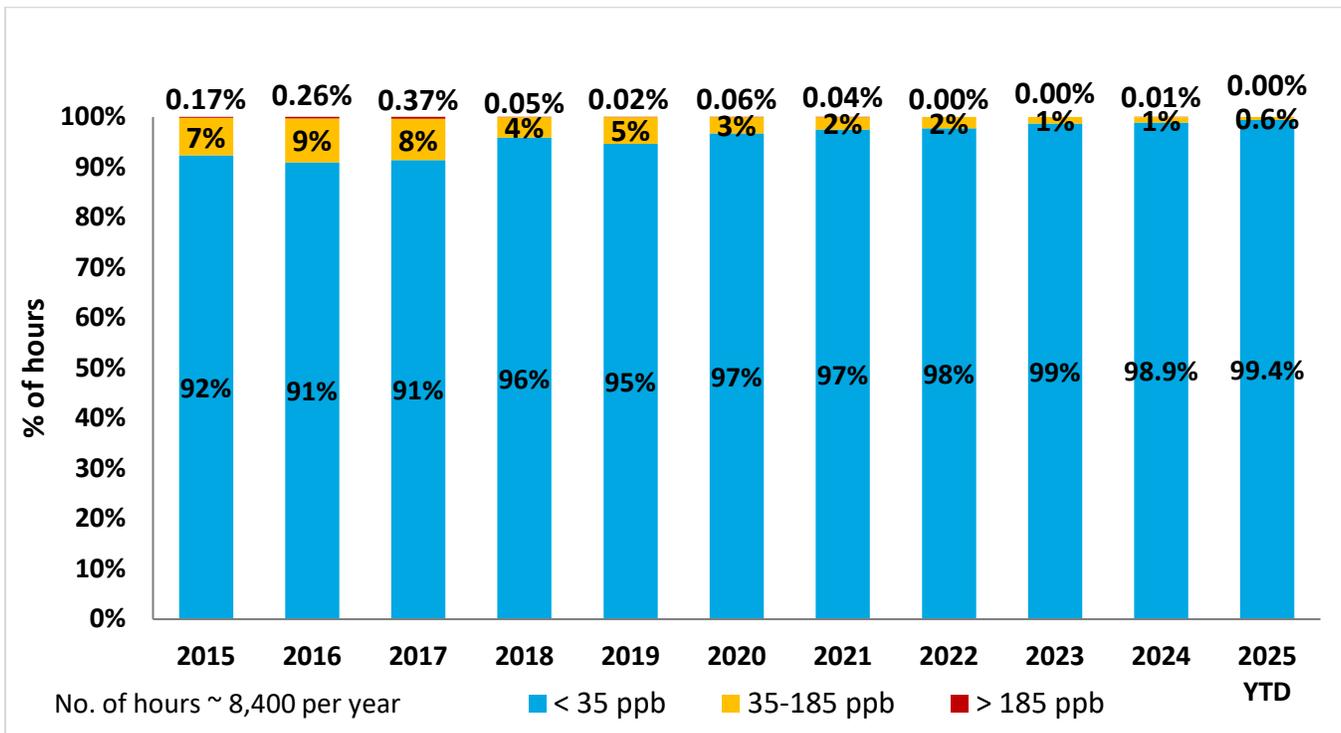


Figure 2: Distribution of Hourly SO<sub>2</sub> Levels at Butler Park

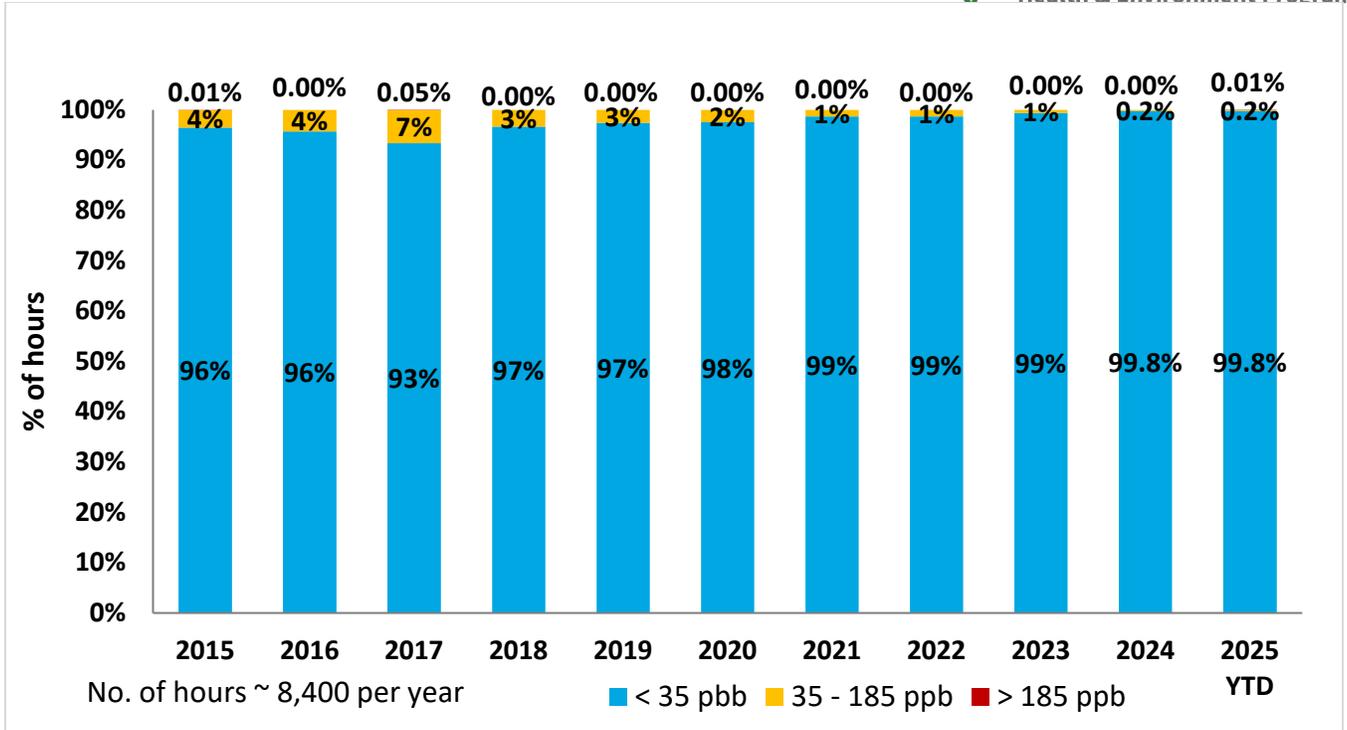


Figure 3: Distribution of Hourly SO<sub>2</sub> Levels at Birchbank

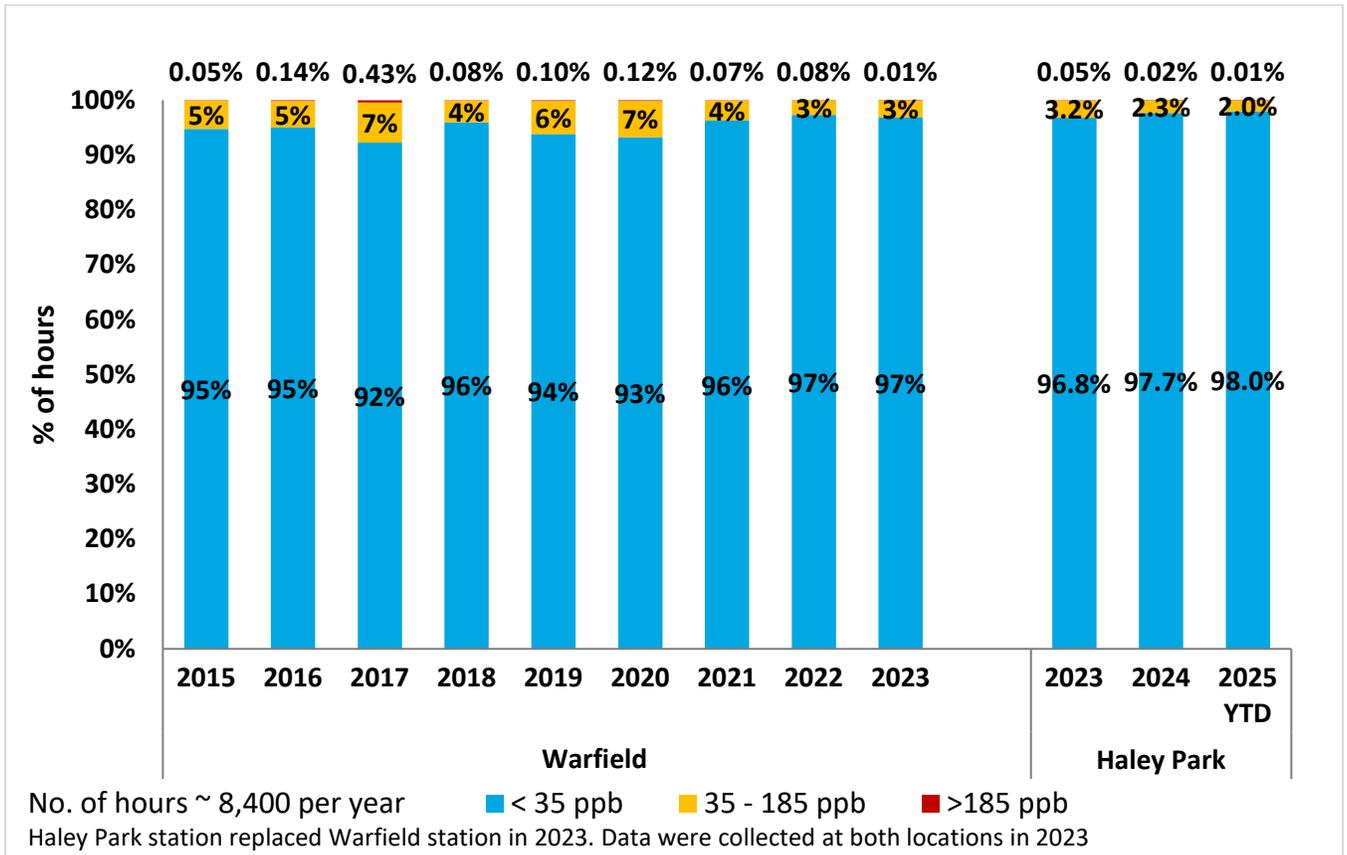
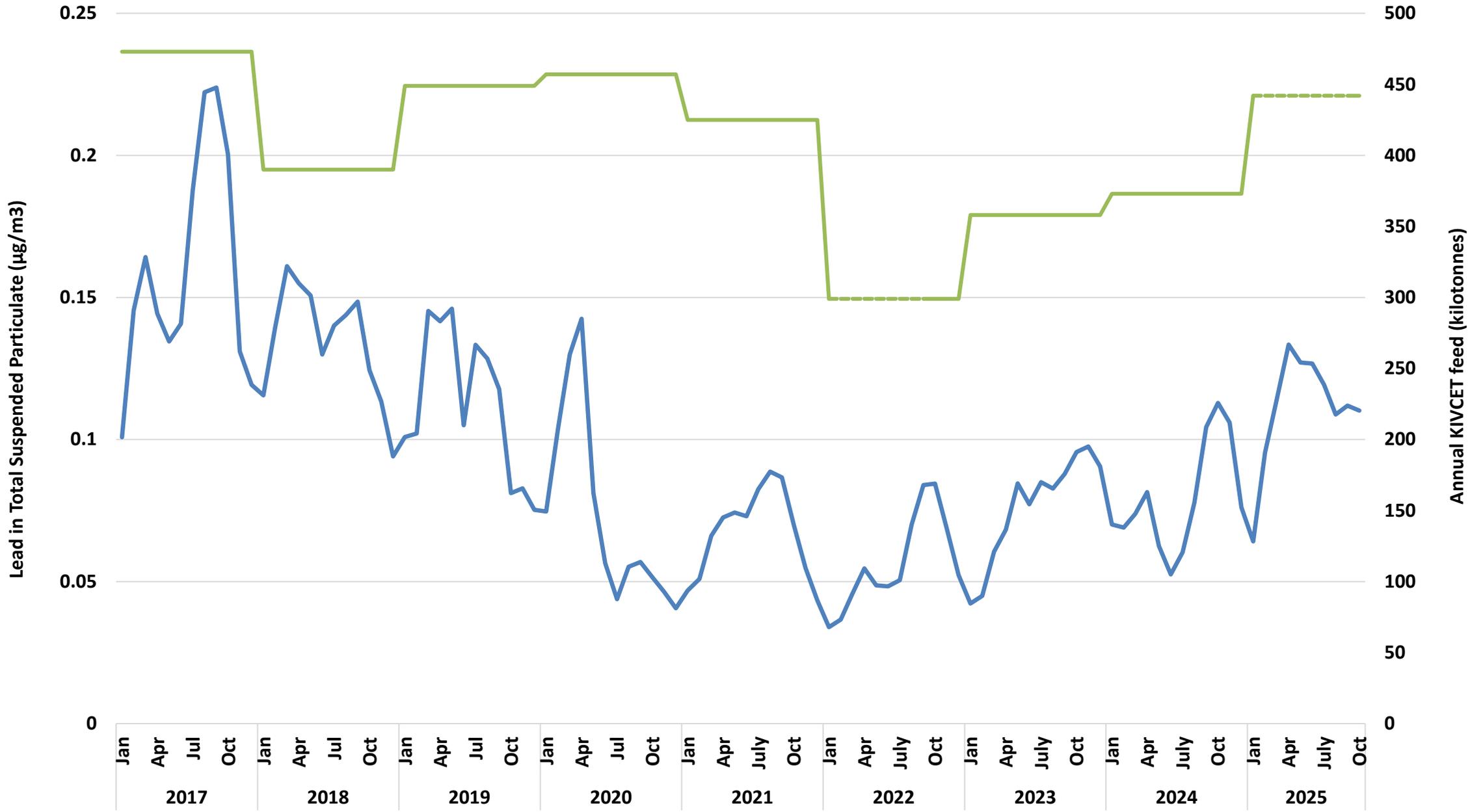


Figure 4: Distribution of Hourly SO<sub>2</sub> Levels at Warfield/Haley Park



Figure 5: Teck Community Air Monitoring Stations

Residents who have concerns about air quality are encouraged to call the Teck Community and Environment Feedback line at (250) 364-4817, a phone line answered 24 hours a day.



— Butler Park Pb in TSP 3-month rolling average      — Annual KIVCET Feed (kt)

# FAMILY HEALTH REPORT

Dec 4, 2025

## RECENT HIGHLIGHTS

1. Healthy Family Visits
2. Community Outreach
3. Blood Lead Clinics

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## ADDITIONAL DETAILS

1. Healthy Family Visits
  - 76 Healthy Family Visits completed so far in 2025
2. Community Outreach
  - Cecilee attended Amazing and Aging Seniors Fair on Oct 1<sup>st</sup>
  - Muffins and Munchkins reopened in November. Cecilee has resumed attending monthly.
  - Building Beautiful Babies reopened in November. Meghan has resumed attending monthly.
  - Cecilee facilitated session of Baby Talk Program at Public Health.
3. Blood Lead Clinics
  - Enhanced Support follow-up offered to all children with results >3.5ug/dL from Fall 2025 clinic.
  - Planning underway for Winter 2026 Blood Lead Clinics. Dates will be February 23 and March 3, 2026.

## COMMUNITY PROGRAM OFFICE REPORT

December 4, 2025

It's been a great year! Highlights for soil management include providing soil replacement to many properties with difficult access and completing a record high number of standardized paint tests. Highlights for the Healthy Homes team include follow-up with families that qualified for Enhanced Support after the Fall 2025 IH children's lead testing clinic, in-home visiting, and attending numerous community engagement events. Finalizing a two-year review of exterior structure standardized paint testing data and continued Residential Lead Inspections are coming up next.

### 1. Soil Management Program:

- Yard Improvements:
  - Yard Improvements: 12 properties provided DIY deliveries or removal of ground cover materials in 2025
  - Lawn Care: 83 post-soil management properties and 8 Healthy Homes (HH) properties received lawn care in 2025
- Soil Assessment:
  - Soil testing: 201 properties have received soil testing; 16 properties remain
  - Ground Cover Evaluations: 71 properties completed
- Soil Replacement:
  - A total of 118 properties were offered soil management in 2025
    - Offers sometimes not accepted due to relocation, non-response, or desire to keep current landscaping/gardens
  - Full soil replacement has been completed at 71 properties to date
  - Partial soil replacement has been completed at 15 properties to date
  - Vegetable gardens have been completed at 3 properties to date
- Standardized Paint Testing<sup>1</sup>:
  - Exterior paint testing has been conducted at 244 properties that received soil management, soil assessments, or at properties receiving Ground Cover Evaluations if paint had not previously been tested.

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<sup>1</sup> Paint testing is a term used in lieu of paint screening for public communications purposes. Paint testing requires sending paint chips to a laboratory and results are more precise. For the purpose of THEP, paint testing means THEP screened viable paint in a home using XRF technology on-site. The XRF provides an immediate reading for lead levels in a painted surface.

## 2. Healthy Homes:

- Healthy Homes (HH):
  - 56 HH visits completed to date
  - Four HH families expressed interest in receiving interior paint testing in 2025: 2 are completed and 2 are on hold until January.
- Enhanced Support (ES):
  - 8 Residential Lead Inspections (RLI) and 1 repeat dust sampling have been conducted for Enhanced Support families to date.
  - Three licensed daycares have been offered a lead inspection: 1 was completed in April, 1 declined for now and the 3<sup>rd</sup> is pending consent.

## 3. Lead (Pb) Safe Renovation:

- 52 requests for free supplies have been fulfilled to date in 2025.

## 4. Outreach and Engagement:

- CPO and IH hosted a booth at the Amazing and Aging Seniors Health and Wellness Fair to share THEP messaging and discuss SO<sub>2</sub> – October 1
- CPO, the Program team and additional IH staff met with the BC CDC to share updates and discuss relevant research – October 22
- Continued participation on the Family Action Network Board and the Community Navigator meetings.

# HOMEOWNER FEEDBACK – RESULTS SUMMARY 2025

## SOIL MANAGEMENT OF RESIDENTIAL YARDS IN TRAIL



*Photo 1: Innovative method used for soil replacement on a tough access property with six steep terraces in Trail.*

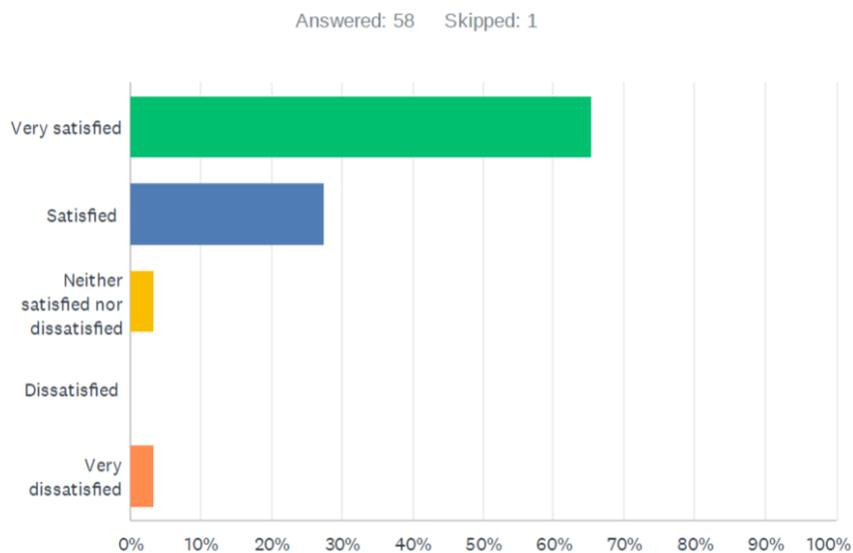
The Trail Area Health & Environment Program (THEP) completed a survey of residents who participated in the residential soil management program (SMP). The survey was conducted online through SurveyMonkey and distributed to homeowners within one month of soil-management work being completed on their property. Homeowners who didn't respond were sent an initial reminder followed by a final reminder at the end of the SMP season in November 2025. This is the first year THEP has requested homeowner feedback within a month of the work, as opposed to at the end of the season.

The survey was closed November 19<sup>th</sup>, 2025. The survey was emailed to 77 program participants and 59 people responded (77% response rate). Response rates in recent years were 47% (2024) and 64% (2023).

Among respondents who indicated where they lived, 39% were in East Trail<sup>1</sup>, 22% in Glenmerry, 14% in Sunningdale, 10% in West Trail, 5% in Tadanac, 3% in Rivervale, 2% in Gulch, 2% in Warfield, 2% from Waneta, and 2% from other. 56% of respondents previously participated in the Healthy Families Healthy Homes program, up from 41% in 2024.<sup>2</sup>

The vast majority of respondents were satisfied with the soil management program. When asked to rate their overall experience, 93% of respondents said they were either very satisfied or satisfied (up from 88% in 2024) and 3% indicated they were dissatisfied or very dissatisfied (down from 12% in 2024). All homeowners who provided contact information, and were dissatisfied, will receive follow-up communications.

Figure 1: Respondents' answers to "When telling friends and family about your experience with soil management, how would you rate your overall experience?"



## Satisfaction with THEP Community Program Office (CPO) Coordination and Communication

Respondents were generally very positive about the soil management program. 97% of respondents said they were satisfied with the work plan they developed for their yards, 88% said that the THEP Community Program Office (CPO) team responded to questions in a reasonable timeframe, 90% said that the CPO communicated well and in a timely manner, 81% said that their questions about the new yard and maintenance were addressed, 88% had enough time to prepare for the soil management work, 92%

<sup>1</sup> East Trail includes the neighbourhood of Shavers Bench in this survey.

<sup>2</sup> Discrepancies in values may exist in the summarized data due to rounding.

said they would likely recommend that friends and family contact the CPO to have their soil tested, 83% said they were provided with information about health and safety considerations prior to work, and 85% thought the finished yard product was the same or better than before.

Fifteen respondents left positive comments about the CPO, such as: “his handling of all matters pertaining to my property were exemplary. He provided detailed information, responded immediately to all inquiries, including those I made while the project was already in progress, and was quick to ensure that any changes requested were implemented where possible.” “Super and appreciative.” The team I worked with was very professional and easy to deal with. I have nothing but praise for them.” “Friendly knowledgeable staff.” “I found the communication excellent and the number of meetings was exactly what was needed.”

Four respondents commented on negative aspects: desired follow up for deficiencies, communication dropping off near the end, not receiving a walk through or information about sod maintenance. One of the respondents with negative comments had substantive complaints about the work, as well as the contractor doing the work. Specific claims were related to the quality of grass and soil and poor communications and misunderstandings between contractor and homeowner. Follow-up with these homeowners was completed to respond to their concerns.

## **Soil Management Contractors**

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Most respondents were generally satisfied with the soil management contractor who worked on their yard. 49% of respondents worked with Alpine Contracting, 29% worked with Simm Excavating, 8.5% worked with Cascade Ventures, and 13.5% didn't know which company worked on their yard. 95% said the contractors facilitated safe access to their home during the work, 92% of respondents said the contractors completed the work safely, 86% said the contractors worked efficiently, 86% said the contractors contained soil and dust as it moved in and out of the yard, 78% said the contractors provided valuable advice during planning and work, 88% of respondents said that they had enough time to prepare for the work, and 81% of respondents said the contractors communicated well and in a timely manner.

Seventeen respondents left positive comments about the contractor, such as: “The people on site were very courteous, polite and open to discussion”, “These contractors were excellent to work with. They were helpful and ensured we were happy every step of the way.” “They worked extremely efficiently and were always there to ensure good communication.”

Four respondents commented on some negative aspects related to the contractor: poor communication, not cleaning up after each visit, leftover dust and dirt, damaged plants, leaving exposed exacto blades after cutting sod, and damage to a fence.

## Irrigation

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58% of respondents had their sprinklers replaced. 68% of respondents who had their sprinklers replaced were informed about new requirements for sprinkler maintenance, while 24% were not (other respondents neither agreed nor disagreed), 71% of respondents thought the irrigation contractor responded in a reasonable timeframe, whereas 15% did not think the contractor responded in a reasonable timeframe (other respondents neither agreed nor disagreed), and 71% of respondents thought the irrigation contractor communicated well, compared to 18% of respondents who did not think the irrigation contractor communicated well (other respondents neither agreed nor disagreed).

Ten respondents left positive comments, such as: “Provided good communication, was fast and efficient based on a very tight timeline.” “Very professional, and respectful of time.” “So fast and efficient.” “He was very knowledgeable and an excellent worker.”

Ten respondents left negative comments, with specific concerns related to payment for extra services, communication of the plan as well as quality of the work. Follow-up with these homeowners was completed to respond to their concerns. Many of the irrigation concerns were from early in the season and were related to a sub-contractor that is no longer used for SMP work.

## Changes in Survey Results Over Time

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A similar survey was also administered by THEP from 2019 to 2024. As in previous years, 2025 survey respondents were generally positive about the program. Many ratings were higher in 2025 than 2024. Overall satisfaction went from 88% in 2024 to 93% in 2025. In 2025, 85% thought the finished yard product was the same or better than before (with 10% saying they disagree or strongly disagree), compared with 67% of respondents who thought the quality was better in 2024.

Overall satisfaction with the soil management experience remained high, with 93% saying they were satisfied or very satisfied in 2025, compared to 88% in 2024, 93% in 2023, and between 90 and 96% in 2020 through 2022. Satisfaction with the finished yard product improved from a dip in satisfaction in 2024. In 2025, 85% were satisfied or very satisfied that their yard was the same or better than before, compared to 67% in 2024, 90% in 2023, 96% in 2022 and 94% in 2021.

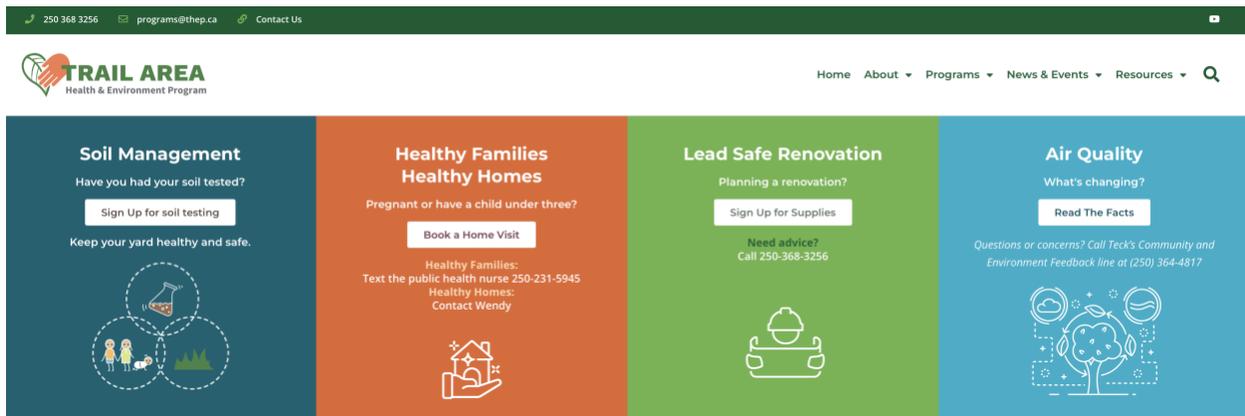
## More Information

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A summary of the feedback results with comments removed to protect anonymity and maintain privacy is available upon request. Please contact the THEP community program office: [programs@thep.ca](mailto:programs@thep.ca) with questions.

# THEP WEBSITE ANALYTICS REPORT (THEP.CA)

Data from October 1, 2021 to September 30, 2025 with a focus on 2024-2025.



The Trail Area Health & Environment Program (THEP) supports the community of Trail and surrounding areas to live, work and play in an area influenced by smelter air emissions for more than 125 years.



Data analytics and reporting by Broadleaf Consulting  
in consultation with THEC's Lead Facilitator.

November 28, 2025.

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## THEP Website Analytics

Reporting Period: October 1 2022 to September 30 2025

### Overview

The following report includes THEP web analytics from **October 1, 2021 to September 30, 2025**, sourced from Google Analytics. Data from 2023-2024 is not presented because Google switched to a different module part-way through the year and data was not available for the full year.

The **number of active users has increased by just under 500 users** from the last report in 2023. Spikes in engagement were generally associated with THEP activities such as soil testing signup, Blood Lead Clinics, and the release of the Annual Blood Lead Report.

In addition to the home page, the **top three pages** over time with the greatest number of users were:

- Soil Management Program | Trail Area Health & Environment Program
- FAQs | Trail Area Health & Environment Program
- Form | Consent to Access Property for Residential Yard Assessment | Trail Area Health & Environment Program

**In 2024-2025, *Soil* continues to be the most visited area of the website followed by *About the Program* and *Air Quality Lead*.**

The **top five cities** where users who used the site for more than one minute were located in:

- Trail
- Vancouver
- Kelowna
- Castlegar
- Rossland

The **number of users accessing reports, media releases, and meetings is relatively small**, between 8 and 56. More people access forms online (between 28 and 313 users, depending on the form), but in general, **fewer users accessed forms in 2025 than in past years**. This may suggest that there are opportunities for more outreach to share important content.

This year, for the first time, **user numbers nearly doubled from referral sources which appear to be bots**. These were excluded from the numbers presented, but engagement time was challenging to interpret as bots accessing the site for 5 seconds or less impacted averages. Generally, engagement time for specific pages is more accurate, as the bots were associated most with the THEP homepage.

**Chat GPT** was a new referral source this year, and may grow over time.

## THEP Website Analytics

Reporting Period: October 1 2022 to September 30 2025

### User Engagement

Several events generally relate to spikes in traffic throughout the year. These are included below, with notes about anomalies in the most recent year (2024-2025).

Table 1. Key annual events correlated with spikes in THEP website traffic.

Date	THEP Event	Anomalies in 2024-2025
February 23	There was no spike at this time of year in prior years.  In 2025, there was a THEC meeting on Feb 12, and an unusual number of children (over 80) who attended the blood lead clinic in February. Many families were from neighbouring communities out of the area who may have kids in daycare in Trail or were curious/concerned.	A spike in February 2025 occurred, unlike in past years. There were 84 viewers on February 23 when 6 were expected based on past numbers.
Spring (May-June)	Soil testing signup	
September	Blood Lead Clinic	There was some traffic but no noticeable spike in September 2025.  The engagement activities were the same as usual: good outreach, social media, and nurses phoning to make appointments.
November (end)	Release of Annual Blood Lead Report	

Table 2. The number of active users increased significantly in 2024-2025 but the engagement time went down. Pages with core information and documents had the greatest engagement time.

	October 1, 2021 to September 30, 2022	October 1, 2022 to September 30, 2023	October 1, 2024- September 30, 2025
Active users (or just "users") is the number of people who engaged with the THEP website	3,500	3,600	4,066*
Average engagement time for all users	1m 41s	1m 50s	30s**

## THEP Website Analytics

Reporting Period: October 1 2022 to September 30 2025

\*Note that there were 10,650 active users in 2024-2025, but 6,584 of these were referred by ads.brandcdn.com, and appear to be bots. If these users are excluded, the number of active users in 2024-2025 was 4,066, an increase of 466 active users from 2022-2023.

\*\*The engagement time in 2024-2025 also dropped significantly, because the number of active users referred by ads.brandcdn.com accessed the site for 5 seconds or less, and were likely bots. This reduced the engagement time in a way that does not accurately reflect the actual engagement time of legitimate users. See engagement times for specific pages below, which appear to be more accurate.

Table 3. Several pages had more than one minute of engagement time per active user.

Page	Number of active users	Average engagement time per user
Consent form to access property for residential soil assessment	313	3m 43s
Programs- air quality- lead (pb)	223	1m 24s
Category- resources/reports	107	2m 04s

## YouTube

Video title	Oct 1 2023- Sep 30 2024	Oct 1 2024- Sep 30 2025
Home Gardening in the community of Trail BC	51	44
Review of Trail Community Lead Task Force Work 2021	14	25
Teck Trail Operations Ambient S02 Reduction and Control Update 2022	41	18
THEP 2024	N/A	15
Reducing children's exposure to lead and other smelter metals in the community of Trail	18	11
Lead Risks from Renovations - Lead Safe Renovation #1 (Introduction)	19	11
Indoor Projects - Lead Safe Renovation #3	7	10
Lead (Pb) fugitive dust reduction – December 2022	24	10
THEP Knowledge Sharing April 2023	10	9
Knowledge Sharing and Learning Trail Group Onboarding, June 18-19 2025	N/A	8
Living and thriving in communities with Pb smelters	8	8
Soil Excavation - Lead Safe Renovation #6	10	7
Tips for Contractors - Lead Safe Renovation #8	4	6
Flooring Removal - Lead Safe Renovation #4	4	6
Outdoor Projects - Lead Safe Renovation #5	13	6
Roofing - Lead Safe Renovation #7	4	5
Setting up Indoor Work Areas - Lead Safe Renovation #2	6	5
"Made in Trail" Series Trailer	7	1
Updating THEP Knowledge Base ( <i>*this is an internal team video</i> )	1	0
<b>TOTAL</b>	<b>241</b>	<b>205</b>

## THEP Website Analytics

Reporting Period: October 1 2022 to September 30 2025

### Top THEP Pages

Table 4. Comparison of top ten THEP pages by year. Three new pages came into the top ten in 2024-2025: residential yards & gardens, reports, and health.

Page Title	2021 - 2022		2022 - 2023	2024-2025		
	# of active users	Views per active user	# of active users	Views per active user	# of active users	Views per active user
Home   Trail Area Health & Environment Program	2,029	1.9	1,747	2.3	1,876*	1.11
Soil Management Program   Trail Area Health & Environment Program	435	1.4	500	1.5	222	1.29
FAQs   Trail Area Health & Environment Program	410	1.4	369	1.4	N/A	N/A
Form   Consent to Access Property for Residential Yard Assessment   Trail Area Health & Environment Program	376	1.8	298	2.3	313	2.27
Air Quality Program: Lead (Pb)   Trail Area Health & Environment Program	144	1.8	280	1.6	223	1.52
About the Program   Trail Area Health & Environment Program	219	1.5	189	2.0	236	1.56
Air Quality   Trail Area Health & Environment Program	143	2.1	154	1.6	192	1.44
Air Quality Program: Sulphur Dioxide (SO2)   Trail Area Health & Environment Program	105	2.0	150	1.5	N/A	N/A
Governance & History   Trail Area Health & Environment Program	109	1.7	149	1.9	N/A	N/A
Contact   Trail Area Health & Environment Program	145	1.3	132	1.3	146	1.42
<b>Residential Yards &amp; Gardens - Trail Area Health &amp; Environment Program</b>					479	1.37
<b>Reports - Trail Area Health &amp; Environment Program</b>					107	2.94
<b>Health - Trail Area Health &amp; Environment Program</b>					177	1.40

Note: Pages in bold came into the top ten in 2024-2025. Pages with N/A may still have had views but are no longer in the top ten.

## THEP Website Analytics

Reporting Period: October 1 2022 to September 30 2025

\* Given the number of likely bots (6,584), number has been reduced from 8,460 as showing in the analytics, to 1,876, which is likely more realistic, and in line with past numbers.

## THEP Reports

Table 5. Reports and presentations viewed in 2024-2025.

<b>Report/Presentation</b>	<b># active users</b>	<b>Views per active user</b>
THEP Strategic Directions Plan 2022-2027 - Trail Area Health & Environment Program	30	1.53
INTERVIEW with Dr. Nelson Ames - Trail Area Health & Environment Program	26	1.08
Trail Community Lead Task Force Final Report (2001) - Trail Area Health & Environment Program	16	1.81
THEP 2023 Lessons Learned Highlights - Trail Area Health & Environment Program	14	1.43
THEC Presentation – Air Quality – SO2 and Fugitive Dust 2024 - Trail Area Health & Environment Program	14	1.36
Trail Lead Study Report (1990) - Trail Area Health & Environment Program	14	1.07
Air Quality Report – May 2025 - Trail Area Health & Environment Program	13	1.08

Note that the Fall 2025 Blood Lead Report was not online during this reporting period.

Note THEP Strategic Directions Plan had a name change part way through the reporting period. # of active users were combined into one entry rather than showing as two separate entries.

See a more comprehensive list of documents and their web traffic in Appendix A.

## THEP Website Analytics

Reporting Period: October 1 2022 to September 30 2025

### Website Traffic and Access Channels

Table 6. Users per channel group.

Session primary...Channel Group) ▾ +	↓ Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events ▾
Total	12,528 100% of total	2,761 100% of total	22.04% Avg 0%	25s Avg 0%	3.96 Avg 0%	49,586 100% of total
1 Referral	6,988 (55.78%)	214 (7.75%)	3.06%	5s	3.13	21,875 (44.12%)
2 Organic Search	2,823 (22.53%)	1,607 (58.2%)	56.93%	1m 05s	5.37	15,158 (30.57%)
3 Direct	2,605 (20.79%)	831 (30.1%)	31.9%	36s	4.45	11,594 (23.38%)
4 Organic Social	207 (1.65%)	113 (4.09%)	54.59%	29s	4.54	939 (1.89%)
5 Unassigned	8 (0.06%)	0 (0%)	0%	47s	2.00	16 (0.03%)

As noted in the overview above, it appears that the **referral** source was ads.brandcdn.com, accounting for nearly seven thousand of the sessions, but these were likely bots as they spent less than 5 seconds on the site. This was unlike users from other sources, who spent more than 30 seconds.

Visitors from sources other than **referral** spent time on the site. These are more likely to be legitimate users of the site. The most common channels for legitimate users were organic searches and direct links.

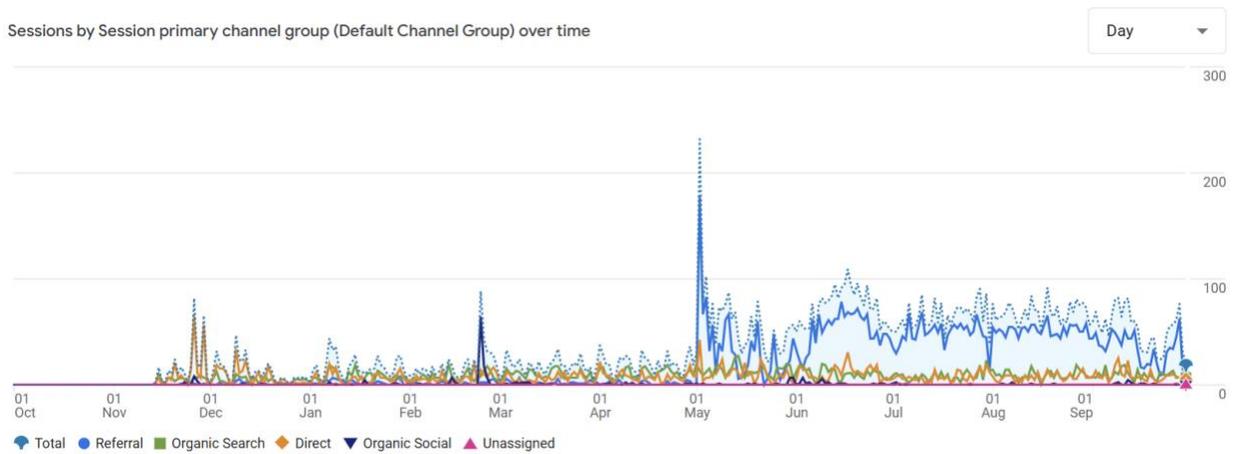
# THEP Website Analytics

Reporting Period: October 1 2022 to September 30 2025

Session manual source <span>+</span>		Active users	↓ Sessions	Engaged sessions	Average engagement time per session
Total		10,650 100% of total	12,528 100% of total	2,761 100% of total	25s Avg 0%
1	ads.brandcdn.com	6,584 (61.82%)	6,532 (52.14%)	2 (0.07%)	0s
2	(not set)	1,925 (18.08%)	2,613 (20.86%)	831 (30.1%)	36s
3	google	1,593 (14.96%)	2,488 (19.86%)	1,404 (50.85%)	1m 05s
4	bing	136 (1.28%)	259 (2.07%)	156 (5.65%)	1m 12s
5	m.facebook.com	97 (0.91%)	101 (0.81%)	58 (2.1%)	19s
6	teck.com	33 (0.31%)	95 (0.76%)	56 (2.03%)	44s
7	trail.ca	24 (0.23%)	68 (0.54%)	35 (1.27%)	3m 00s
8	statics.teams.cdn.office.net	27 (0.25%)	66 (0.53%)	39 (1.41%)	2m 32s
9	lm.facebook.com	48 (0.45%)	48 (0.38%)	25 (0.91%)	54s
10	chatgpt.com	15 (0.14%)	29 (0.23%)	11 (0.4%)	36s

**Chat GPT** is a new source, and this may be a growing channel for THEP as more people use AI.

The **referral** sessions from ads.brandcdn.com began in May 2025.



## THEP Website Analytics

Reporting Period: October 1 2022 to September 30 2025

### Website Visitors by City

The majority of users whose location is known were from Trail and Vancouver. Other top cities by engagement time were Kelowna, Castlegar and Rossland.

Cities with more than fifteen users are included. Locations that show that users spent five seconds or less on the site were excluded.

Table 7. Number of users per city and average engagement times in seconds. Cities with more than a minute engagement time are in bold.

City	Active users	Engaged sessions	Average engagement time per active user (seconds)
(not set)	2351	106	3.2
<b>Trail</b>	581	544	148.3
<b>Vancouver</b>	499	658	146.4
Toronto	305	75	13.2
New York	153	13	7.7
Sydney	145	23	27.6
<b>Kelowna</b>	133	105	140.2
Montreal	97	11	6.5
<b>Castlegar</b>	89	73	183.0
Calgary	87	41	38.9
Nelson	63	70	82.2
<b>Rossland</b>	57	46	102.2
Quebec City	55	14	13.2
Surrey	52	38	51.2
Ottawa	45	20	49.0
<b>Adelaide</b>	39	35	163.4
<b>Burnaby</b>	38	27	66.0
<b>Victoria</b>	35	33	85.3
Salmon Arm	31	25	34.9
<b>Vanderhoof</b>	31	25	64.9
Edmonton	30	13	18.6
Osoyoos	28	18	27.1
<b>Richmond</b>	27	23	90.2
Coquitlam	26	6	39.8
Powell River	25	13	49.9
Chilliwack	22	16	59.2
<b>Gibsons</b>	22	14	65.0
<b>Nanaimo</b>	22	10	62.0
<b>Roberts Creek</b>	20	18	96.2

## THEP Website Analytics

Reporting Period: October 1 2022 to September 30 2025

Whistler	20	15	40.9
Dublin	19	14	21.0
Prince George	18	6	48.1
Terrace	17	10	27.3
Kamloops	16	7	21.6
<b>Seattle</b>	16	13	106.9
<b>Smithers</b>	16	13	68.4
<b>Vernon</b>	15	10	62.4

## Users By Device Category and Operating System

Figure 2. Users by device category.

Oct 2021 – Sept 2022	Oct 2022 – Sept 2023	Oct 2024-Sept 2025																
Users ▾ by <u>Operating system</u>	Users ▾ by Operating system <span style="float: right;">U</span>	<table border="1"> <thead> <tr> <th><u>DEVICE MODEL</u></th> <th><u>ACTIVE USERS</u></th> </tr> </thead> <tbody> <tr> <td>iPhone</td> <td>1.5K</td> </tr> <tr> <td>iPad</td> <td>536</td> </tr> <tr> <td>Firefox for Android</td> <td>330</td> </tr> <tr> <td>SM-S911U</td> <td>193</td> </tr> <tr> <td>one 5G ace</td> <td>99</td> </tr> <tr> <td>SM-G955U</td> <td>84</td> </tr> <tr> <td>FIG-LX1</td> <td>79</td> </tr> </tbody> </table>	<u>DEVICE MODEL</u>	<u>ACTIVE USERS</u>	iPhone	1.5K	iPad	536	Firefox for Android	330	SM-S911U	193	one 5G ace	99	SM-G955U	84	FIG-LX1	79
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Given the number of bots in 2024-2025, it is difficult to know which devices are used by legitimate users versus bots.

## THEP Website Analytics

Reporting Period: October 1 2022 to September 30 2025

### Recommendations

Overall, results are consistent with past years and show that THEP pages are being accessed by local users.

There are two main areas for recommendations:

#### **Address the high number of bots accessing the site.**

1. If possible, remove THEP site from the referral source ads.brandcdn.com.

#### **Increase promotion of the site to maximize exposure of relevant communities to important information from THEP.**

1. Consider ways to optimize the THEP site to get referrals from chat GPT as this will be a growing opportunity.
2. Consider ways to share important information (reports, newsletters, media releases) more effectively within THEP communities.
3. Consider using the word “children” in titles and keywords, as documents with this word have a relatively higher number of views.

## THEP Website Analytics

Reporting Period: October 1 2022 to September 30 2025

### APPENDIX A

Table A-1. Blood Lead Report engagement data shows 6 to 30 users accessed Blood Lead Reports.

<b>Blood Lead Report</b>	<b>2021-2022</b>		<b>2022-2023</b>		<b>2024-2025</b>	
	# of Users	Views per User	# of Users	Views per User	# of Users	Views per User
Fall 2024 Blood Lead Report   Trail Area Health & Environment Program					30	1.3
Fall 2023 Blood Lead Report   Trail Area Health & Environment Program					6	1.5
Fall 2022 Blood Lead Report   Trail Area Health & Environment Program	-	-	-	-		
Fall 2021 Blood Lead Report   Trail Area Health & Environment Program	33	1.5	25	1.8		
Fall 2020 Blood Lead Report   Trail Area Health & Environment Program	3	1.3	8	2		
Fall 2019 Blood Lead Report   Trail Area Health & Environment Program	3	1	4	1.3		
Fall 2018 Blood Lead Report   Trail Area Health & Environment Program	3	2	1	7		
Fall 2017 Blood Lead Report   Trail Area Health & Environment Program	4	1.5	3	1.3		
Fall 2016 Blood Lead Report   Trail Area Health & Environment Program	2	1	0	0		

## THEP Website Analytics

Reporting Period: October 1 2022 to September 30 2025

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Fall 2015 Blood Lead Report   Trail Area Health & Environment Program	2	2	1	1
Fall 2014 Blood Lead Report   Trail Area Health & Environment Program	4	2.3	2	1
Fall 2013 Blood Lead Results   Trail Area Health & Environment Program	3	2.3	2	1
Fall 2012 Blood Lead Report   Trail Area Health & Environment Program	2	3	1	1
Fall 2011 Blood Lead Report   Trail Area Health & Environment Program	2	2	1	1
Fall 2010 Blood Lead Report   Trail Area Health & Environment Program	1	1	1	1
Fall 2009 Blood Lead Report   Trail Area Health & Environment Program	2	2.5	1	1
Fall 2008 Blood Lead Report   Trail Area Health & Environment Program	0	0	1	1
Fall 2007 Blood Lead Report   Trail Area Health & Environment Program	2	4.5	2	1

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Note that the 2025 Blood Lead Report is generally released at the end of the year and is not included in this report.

## THEP Website Analytics

Reporting Period: October 1 2022 to September 30 2025

Table A-2. Users continued to access forms on the THEP website. There was a reduction in the number of all forms accessed in 2025.

Form Name	2021-2022		2022-2023		2024-2025	
	# of Users	Views per User	# of Users	Views per User	# of Users	Views per User
Form   Consent to Access Property for Residential Yard Assessment   Trail Area Health & Environment Program	376	1.8	384	2.1	313	2.27
Form   Lead Safe Renovation Online Registration   Trail Area Health & Environment Program	89	2.3	66	1.8	61	2.05
Form   Book a Home Visit   Trail Area Health & Environment Program	58	1.4	62	1.2	40	1.1
Form   Contact Wendy   Trail Area Health & Environment Program	31	1.3	29	1.1	28	1.21

Table A-3. Media Releases received from 8 to 56 users. The highest engagement has been with media releases that mentioned “children” and lead levels.

Media Release	2021-2022		2022-2023		2024-2025	
	# of Users	Views per User	# of Users	Views per User	# of Users	Views per User
Media Release – 2024 Children’s Lead Levels Steady, Participation Rates Rising - Trail Area Health & Environment Program					56	1.34
Media Release – Global Conversation on Reducing Lead Exposure Comes to Trail, May 2025 - Trail Area Health & Environment Program					8	1.13
Media Release “2022 Children Lead Levels Continue to Decline”   Trail Area Health & Environment Program	3	1.0	34	1.2		
Media Release “Trail Area Health & Environment Program Leading the Way!”   Trail Area Health & Environment Program	17	1.2	12	1		

## THEP Website Analytics

Reporting Period: October 1 2022 to September 30 2025

Table A-4. Engagement was relatively stable for the THEP newsletters.

Newsletter edition	2021-2022		2022-2023		2024-2025	
	# of Users	Views per User	# of Users	Views per User	# of Users	Views per User
Fall 2025 Newsletter - Trail Area Health & Environment Program					31	1.32
Spring 2025 Newsletter - Trail Area Health & Environment Program					51	1.33
Fall 2024 Newsletter - Trail Area Health & Environment Program					25	1.04
Spring 2024 Newsletter - Trail Area Health & Environment Program					13	1.08
Fall 2023 Newsletter   Trail Area Health & Environment Program			20	2.1		
Spring 2023 Newsletter   Trail Area Health & Environment Program			64	1.2		
Fall 2022 Newsletter   Trail Area Health & Environment Program	13	1.8	49	1.2	19	1
Spring 2022 Newsletter   Trail Area Health & Environment Program	84	1.4	15	1.5		
Fall 2021 Newsletter   Trail Area Health & Environment Program	46	1.2	6	1.2		
Spring 2021 Newsletter   Trail Area Health & Environment Program	17	1.7	13	1.2		
Fall 2020 Newsletter   Trail Area Health & Environment Program	11	1.4	5	1.2		
Spring 2020 Newsletter   Trail Area Health & Environment Program	19	1.2	56	1.1	31	1
Fall 2019 Newsletter   Trail Area Health & Environment Program	6	1	4	1.3		
Spring 2019 Newsletter   Trail Area Health & Environment Program	3	1.3	1	1		
Fall 2018 Newsletter   Trail Area Health & Environment Program	4	1.8	1	1		
Spring/Summer 2017 Newsletter   Trail Area Health & Environment Program	3	2	1	1		

Note: It is possible that a higher number of users viewed the Fall 2025 newsletter after the reporting period ending September 30th.

## THEP Website Analytics

Reporting Period: October 1 2022 to September 30 2025

Table A-5. Meeting Minutes received 15 to 35 viewers.

<b>Meeting Minutes</b>	<b># of Users</b>	<b>Views per User</b>
THEC Meeting - Trail Area Health & Environment Program	35	1.40
THEC Meeting Minutes – May 7, 2025 - Trail Area Health & Environment Program	15	1.13