

File No. 04-1000-20-2016-195

July 18, 2016

s.22(1)

Dear s.22(1)

Re: Request for Access to Records under the Freedom of Information and Protection of Privacy Act (the "Act")

I am writing regarding your request dated June 8, 2016 for:

The following records in regards to the website

<http://notworththerisk.vancouver.ca/> from January 1 to June 8, 2016:

- **Copies of all documents, including emails, regarding the proposal, development and production of the website and the associated campaign;**
- **Documents showing the costs for the website and campaign.**

We have located the responsive records; however, as indicated in the letter that we sent you on July 14, 2016, they contain information that may affect the business interests of a third party. As required under the Act, we are giving the third party an opportunity to make representations concerning disclosure of those records. In the meantime, we have enclosed the records in the package that are not undergoing third party review.

If you request a review of the records after you have received the entire package, please provide the Commissioner's office with: 1) the request number assigned to your request (#04-1000-20-2016-195); 2) a copy of this letter; 3) a copy of your original request for information sent to the City of Vancouver; and 4) detailed reasons or grounds on which you are seeking the review.

Please do not hesitate to contact the Freedom of Information Office at foi@vancouver.ca if you have any questions.

Yours truly,

A handwritten signature in black ink, appearing to be 'B. Van Fraassen', written in a cursive style.

Barbara J. Van Fraassen, BA
Director, Access to Information
City Clerk's Department, City of Vancouver
Email: Barbara.vanfraassen@vancouver.ca
Telephone: 604.873.7999

Encl.

:jb

From: "Kendall-Craden, Rena" <Rena.Kendall-Craden@vancouver.ca>
To: "Postma, Tobin" <Tobin.Postma@vancouver.ca>
Date: 5/27/2016 4:21:39 PM
Subject: FW: for call

From: John Manning, Proximis Digital [mailto:john@proximis.ca]
Sent: Friday, May 27, 2016 4:01 PM
To: Kendall-Craden, Rena; Robb, Katie
Subject: for call

John Manning
Principal, Proximis Digital Inc.
proximis "Advocacy for Issues & Brands"
73
john@proximis.ca



From: "Babalos, Krystie" <Krystie.Babalos@vancouver.ca>
To: "Postma, Tobin" <Tobin.Postma@vancouver.ca>
Date: 5/30/2016 9:52:43 AM
Subject: RE: gregor video - can i get a HQ file?

We should have it.

Youtube link here: <https://youtu.be/wlVqbKgbSwE>

Download link here: http://clients.cdn.goblink.com/cov/1976-City_Of_Vancouver-Branding.zip

K

From: Postma, Tobin
Sent: Friday, May 27, 2016 12:27 PM
To: Babalos, Krystie
Subject: FW: gregor video - can i get a HQ file?

Do you remember who had full HD version of that Brand video we did with VEC?

T

From: Kendall-Craden, Rena
Sent: Friday, May 27, 2016 12:14 PM
To: Postma, Tobin
Subject: FW: gregor video - can i get a HQ file?

From: John Manning, Proximis Digital [<mailto:john@proximis.ca>]
Sent: Friday, May 27, 2016 11:34 AM
To: Robb, Katie; Kendall-Craden, Rena
Subject: RE: gregor video - can i get a HQ file?

Thanks, Also – can I get an HQ video for the ‘vancouver’s brand’ video as well?



John Manning
Principal, Proximis Digital Inc.
“Digital Advocacy for Issues & Brands”
778.888.7573
john@proximis.ca

From: Robb, Katie [<mailto:Katie.Robb@vancouver.ca>]
Sent: May 27, 2016 11:33 AM
To: John Manning, Proximis Digital <john@proximis.ca>; Kendall-Craden, Rena <Rena.Kendall-Craden@vancouver.ca>
Subject: RE: gregor video - can i get a HQ file?

I will ask!

Katie Robb
Office: 604.873.7490 | Cell: 778.918.7973

From: John Manning, Proximis Digital [<mailto:john@proximis.ca>]
Sent: Friday, May 27, 2016 11:33 AM
To: Kendall-Craden, Rena; Robb, Katie
Subject: gregor video - can i get a HQ file?

So I can pull some stills out of it.

John Manning
Principal, Proximis Digital Inc.
“Digital Advocacy for Issues & Brands”
778.888.7573
john@proximis.ca

From: "[Babalos, Krystie](mailto:Krystie.Babalos@vancouver.ca)" <Krystie.Babalos@vancouver.ca>

To: "[Postma, Tobin](mailto:Tobin.Postma@vancouver.ca)" <Tobin.Postma@vancouver.ca>

"[Baas, Christopher](mailto:Christopher.Baas@vancouver.ca)" <Christopher.Baas@vancouver.ca>

Date: 6/2/2016 5:05:46 PM

Subject: RE: revised text for microsite

My thoughts:

s.13(1)



Here are some smaller tweaks in red:

Mayor's message: "...but worldwide as the downstream climate impacts from this pipeline are ten times higher than those upstream in Alberta." **Is this factually correct? We could not find the source of this information for another brief.**

Seven Times the Tankers in Our Waters

If the proposed Kinder Morgan Trans Mountain pipeline expansion is approved, the number of oil tankers in Vancouver's harbour will rise from 5 to 34 **every** month. Vancouver's harbour is already difficult to navigate as it is narrow – adding seven times the tankers will only increase the likelihood of a catastrophic oil spill that will devastate the unique environment upon which our people and economy depend.

A History of Oil Spills

The Trans Mountain **Pipeline** has a history of oil spills. In fact, there have been a total of 81 **oil spills** reported since 1961. Below is a map showing four major spills from the pipeline since 2005. Another spill could be devastating.

Oil and Tidal Waters Don't Mix

Can we link to the source/methodology of the oil spill trajectory model since we removed all mention of how the animation was created at the start? LINK:

<http://vancouver.ca/images/web/pipeline/Genwest-oil-spill-model-report.pdf>

Carbon Pollution We Can't Afford

The pipeline expansion will allow for a total of 890,000 barrels of oil to reach BC's coast each day. When used, this would release 56 times more greenhouse gas (GHG) emissions each day than what's emitted now by current **daily** activities in Vancouver, impacting ongoing efforts to prevent further climate change as well as preventing Canada from meeting its ambitious COP21 Paris Climate Conference targets.

Impact on Marine Wildlife

The Burrard Inlet and the Fraser River estuary are some of **the** most ecologically important coastal marine habitats along the entire Pacific coast of North America. More than a million sea and shorebirds seasonally inhabit the area and the Fraser River is the largest single salmon-producing river on the Pacific Coast of North America and they are a vital food source for the endangered orcas in the area.

The environmental destruction from an oil spill cannot be understated. Marine life will be severely impacted in a short period, and ecosystems will be forever changed.

A major oil spill **from a tanker** near the Fraser River estuary **or from the Trans Mountain Pipeline, that makes over 80 water-crossings along the Fraser River**, could:

Kill more than 100,000 sea and shorebirds directly and indirectly through their fish food sources.

Cause substantial numbers of marine mammals, especially Harbour seals and Harbour porpoise to perish.

Jeopardize the viability of the endangered southern resident killer whale (orca whale) population, elevating their risk of extinction.

From: Postma, Tobin
Sent: Thursday, June 02, 2016 4:37 PM
To: Baas, Christopher; Babalos, Krystie
Subject: FW: revised text for microsite

Let me know if you have any comments – hopefully only minor ones!!

T

From: John Manning, Proximis Digital [<mailto:john@proximis.ca>]
Sent: Thursday, June 02, 2016 4:36 PM
To: Postma, Tobin
Cc: Kendall-Craden, Rena; Robb, Katie
Subject: RE: revised text for microsite

Please have a look here: <http://unbouncepages.com/notworththerisk/>

Please ignore formatting issues and let me know if there is any text that needs to be changed or and edits that were not made correctly.

John Manning

Principal, Proximis Digital Inc.

“Digital Advocacy for Issues & Brands”

778.888.7573



From: Postma, Tobin [<mailto:Tobin.Postma@vancouver.ca>]

Sent: June 2, 2016 4:15 PM

To: John Manning, Proximis Digital <john@proximis.ca>

Cc: Kendall-Craden, Rena <Rena.Kendall-Craden@vancouver.ca>; Robb, Katie <Katie.Robb@vancouver.ca>

Subject: RE: revised text for microsite

I changed the oil drop image and added the oil barrel image.

The pipeline burst map needs to be credited to CRED.

T

From: John Manning, Proximis Digital [<mailto:john@proximis.ca>]

Sent: Thursday, June 02, 2016 4:14 PM

To: Postma, Tobin

Cc: Kendall-Craden, Rena; Robb, Katie

Subject: RE: revised text for microsite

It looks to me like the text is updated but the images are the same. Can I confirm there are no changes to the images?



Principal, Proximis Digital Inc.

“Digital Advocacy for Issues & Brands”

778.888.7573

john@proximis.ca

From: Postma, Tobin [<mailto:Tobin.Postma@vancouver.ca>]

Sent: June 2, 2016 3:54 PM

To: John Manning, Proximis Digital <john@proximis.ca>

Cc: Kendall-Craden, Rena <Rena.Kendall-Craden@vancouver.ca>; Robb, Katie <Katie.Robb@vancouver.ca>

Subject: revised text for microsite

Hi John,

Rena has asked me to send the revised text for the Trans Mountain microsite.

Please find it attached with some updated images.

Thanks,

Tobin

Tobin Postma | Communications Manager

Corporate Communications | City of Vancouver

453 West 12th Avenue
Vancouver BC V5Y 1V4
t. 604.871.6914
m. 604.218.5952
tobin.postma@vancouver.ca

Never miss a chance to have your say. Join TalkVancouver.com and stay in the loop on civic engagement opportunities!

From: "[Robb, Katie](mailto:Katie.Robb@vancouver.ca)" <Katie.Robb@vancouver.ca>

To: "[Postma, Tobin](mailto:Tobin.Postma@vancouver.ca)" <Tobin.Postma@vancouver.ca>

["McGregor, Marnie"](mailto:Marnie.McGregor@vancouver.ca) <Marnie.McGregor@vancouver.ca>

Date: 6/3/2016 11:08:56 AM

Subject: RE: TMP and mayor's message

This came from Jaccard – in the letter the City sent to ECCC back in April. See last paragraph on first page.

<http://vancouver.ca/files/cov/city-management-office-letter-to-mr-cauchi-impact-on-chg-emissions-and-climate-target.pdf>

Katie Robb

Office: 604.873.7490 | Cell: 778.918.7973

From: Postma, Tobin

Sent: Friday, June 03, 2016 11:08 AM

To: McGregor, Marnie; Robb, Katie

Subject: TMP and mayor's message

Where or who put together this point in the mayor's message:

Mayor's message: "...but worldwide as the downstream climate impacts from this pipeline are ten times higher than those upstream in Alberta."

Are we sure this is factually correct? What is the source of info for this as I cannot find anything to support it.

Thanks!

T

Tobin Postma | Communications Manager
Corporate Communications | City of Vancouver
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Vancouver BC V5Y 1V4
t. 604.871.6914
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From: "[Robb, Katie](mailto:Katie.Robb@vancouver.ca)" <Katie.Robb@vancouver.ca>

To: "[Postma, Tobin](mailto:Tobin.Postma@vancouver.ca)" <Tobin.Postma@vancouver.ca>

["McGregor, Marnie"](mailto:Marnie.McGregor@vancouver.ca) <Marnie.McGregor@vancouver.ca>

Date: 6/3/2016 11:08:56 AM

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Katie Robb

Office: 604.873.7490 | Cell: 778.918.7973

From: Postma, Tobin

Sent: Friday, June 03, 2016 11:08 AM

To: McGregor, Marnie; Robb, Katie

Subject: TMP and mayor's message

Where or who put together this point in the mayor's message:

Mayor's message: "...but worldwide as the downstream climate impacts from this pipeline are ten times higher than those upstream in Alberta."

Are we sure this is factually correct? What is the source of info for this as I cannot find anything to support it.

Thanks!

T

Tobin Postma | Communications Manager

Corporate Communications | City of Vancouver

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Vancouver BC V5Y 1V4

t. 604.871.6914

m. 604.218.5952

tobin.postma@vancouver.ca

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From: "Temple, Sarah \ (Ext\)" s.22(1)
To: "Postma, Tobin" <Tobin.Postma@vancouver.ca>
Date: 6/1/2016 3:06:01 PM
Subject: Re: updated copy for NEB website
Attachments: Copy - 6-1-16 3 pm ST.docx

Hi. Attached are suggested edits to two sections: 1) Carbon Emissions and 2) Marine Wildlife for your consideration. The edits track with content on the Ottawa trip fact sheets from Chris B./Krystie B. and the Mayor's office.

File is attached with changes in yellow for ease of review and deciding whether you want to include. Thanks.

From: "Postma, Tobin" <Tobin.Postma@vancouver.ca>
To: "Temple, Sarah (Ext)" s.22(1)
Cc: "Kendall-Craden, Rena" <Rena.Kendall-Craden@vancouver.ca>
Sent: Tuesday, May 31, 2016 4:41 PM
Subject: updated copy for NEB website

Attached.

I've included some draft messaging around impact on marine wildlife as well as replacing one of the other images.

Let me know if you have any questions.

T

Tobin Postma | Communications Manager
Corporate Communications | City of Vancouver
453 West 12th Avenue
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t. 604.871.6914
m. 604.218.5952
tobin.postma@vancouver.ca <mailto:tobin.postma@vancouver.ca>

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MAYOR'S MESSAGE

Kinder Morgan's [Trans Mountain](#) pipeline [expansion](#) is a bad deal for Vancouver's environment and ~~our~~ economy. It puts our coast at enormous risk with seven times the number of oil tankers transiting our harbour every year.

Comment [BK1]: May want to say at risk of what? It puts our coast at enormous risk of carbon pollution and an oil spill with seven times the number of oil tankers transiting our harbour every year

Vancouver is leading the country in economic growth, and our brand as a green, clean, and sustainable city, valued at \$31 Billion, benefits all of Canada.

This project is not in Vancouver, BC, or Canada's interest.

The environmental impacts of the pipeline expansion are severe. ~~Not~~ only in our local waters and the BC coast in the event of a catastrophic spill, but worldwide as the downstream climate impacts from this pipeline are ten times higher than those upstream in Alberta.

Comment [BK2]: If you are talking about environmental impacts, you may want to mention that the increased tanker traffic could jeopardize our beloved southern resident killer whale population which is already on the endangered species list.

Canada needs to cut climate pollution, not add to it, and Vancouver and Canada's future is with 100% renewable energy.

I won't stop making the case until Prime Minister Trudeau and his team make a definitive no decision on the Kinder Morgan pipeline proposal, and I'm calling on all of you to raise your voices and stand [with me tall here on the West Coast](#) to say no to Kinder Morgan.

Gregor Robertson
Mayor of Vancouver

2

TAKE ACTION

Email the Federal Government now using the form below.

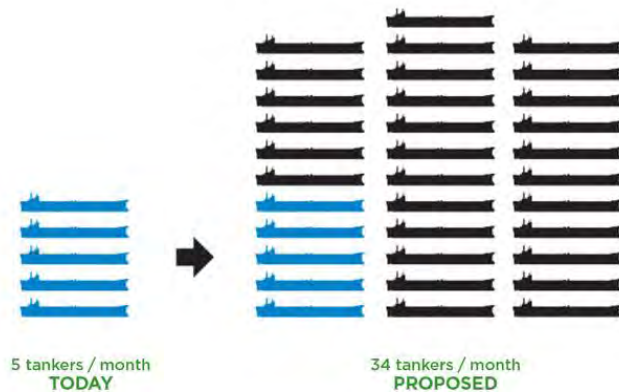
Your message will automatically be sent to ~~the~~ your local MP ~~for~~ ~~your area~~ and copied to the Prime Minister and key members of his Cabinet.

Please note that the City of Vancouver will retain a copy of the information you provide, which will be stored and deleted in accordance with our privacy policies.

Comment [TP3]: Is this true?

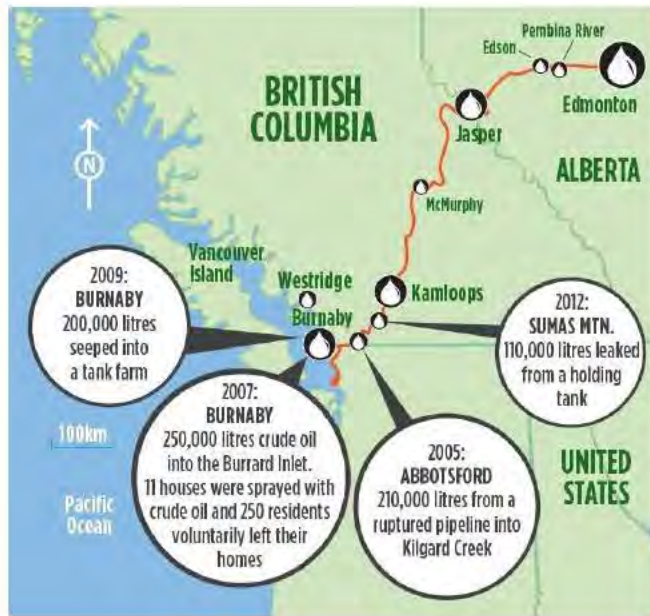
Seven Times the Tankers in Our Waters

If the proposed Kinder Morgan Trans Mountain pipeline expansion is approved, the number of oil tankers in Vancouver's harbour will rise from 5 to 34 each month, a sevenfold increase. Vancouver's harbour is already difficult to navigate as it is narrow – adding seven times the tankers will only increase the likelihood of a catastrophic oil spill that will devastate the unique pristine environment upon which our people and economy depends.



A History of Oil Spills

The Trans Mountain oil pipeline has a history of oil spills. In fact, there have been a total of 81 reported since 1961. Below is a map showing four major spills from the pipeline since 2005—all of which happened under Kinder Morgan's ownership. - Another spill could be devastating.



Comment [CB4]: This was created by CREDBC. Do we have permission to use it again?

The Nightmare ~~Scenario~~ Just Got Worse

The 2015 ~~fuel~~ oil spill in English Bay, estimated by Environment Canada to be 2,700 litres, impacted our waters, coast, and wildlife and required a coordinated response from all three levels of government. Kinder Morgan estimates that a credible worst-case spill scenario along the tanker route and outside Burrard Inlet ~~is to be~~ 16.5 million litres of oil. That's more than 6,000 times the fuel ~~that~~ spilled into English Bay and enough to devastate our waters, our marine wildlife, our shorelines and our economy a large area for years to come.

2,700 litres*
2015 Vancouver oil spill



16,500,000 litres
of oil in a large spill



80,000,000 litres
of oil in a tanker



2,700 litres*
2015 Vancouver oil spill



* estimation from Environment Canada

16,500,000 litres
Kinder Morgan
Canada's worst-case
oil spill scenerio



80,000,000 litres
of oil in a tanker



A History of Oil Spills

The Trans Mountain oil pipeline has a history of oil spills. In fact, there have been a total of 81 reported since 1961. Below is a map showing four major spills from the pipeline—all of which happened under Kinder Morgan's ownership. Another spill could be devastating.



Oil and Tidal Waters Don't Mix

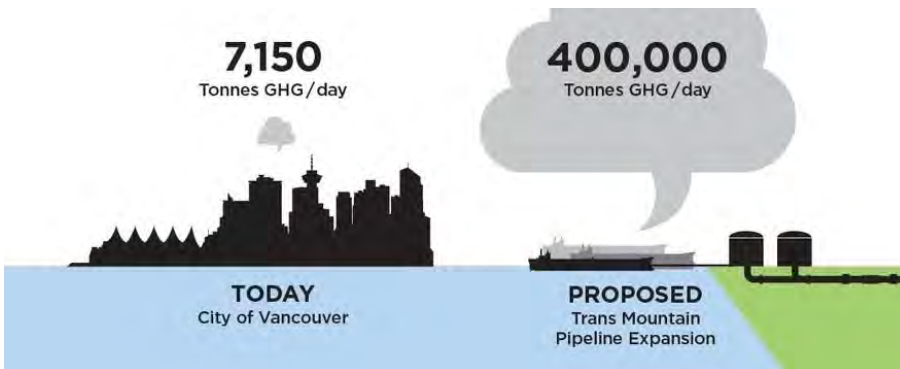
The complex tidal system and winds of the Burrard Inlet mean that if a spill were to happen in this area, it ~~may not~~ ~~would not simply~~ be confined to the point of spill. Instead, ~~oil could~~ ~~it would be~~ spread all through the region, impacting multiple municipalities and ~~corroding much of~~ the most vital areas of our coast. The animation below models the ~~72 hour~~ ~~60 day~~ spread of a ~~small~~ ~~(XXX litres~~ ~~16,500,000 litre)~~ spill within Burrard Inlet.



Carbon Pollution We Can't Afford

The pipeline expansion will allow for a totaly of 890,000 barrels of oil to reach BC's coast each day. When used, this would release 56 times more greenhouse gas (GHG) emissions each day than what's emitted now by current activities in Vancouver, impacting ongoing efforts to prevent further climate change as well as preventing Canada from meeting its ambitious COP21 Paris Climate Conference targets.

s



Impact on Marine wildlife

The Burrard Inlet and the Fraser River estuary are some of most ecologically important coastal marine habitats along the entire Pacific coast of North America. More than a million sea and shorebirds seasonally inhabit the area. The Fraser River is the largest single salmon-producing river on the Pacific Coast of North America and salmon is a food source for the endangered orcas in the area.

The environmental destruction from an oil spill cannot be understated. Marine life will be severely impacted in a short period, and ecosystems will be forever changed.

A major oil spill near the Fraser River estuary could:

- Kill more than 100,000 sea and shorebirds directly and indirectly through their fish food sources.
- Cause substantial numbers of marine mammals, especially Harbour seals and Harbour porpoise to perish.
- Jeopardize the viability of the endangered southern resident killer whale (orca whale) population, elevating their risk of extinction. According to experts at the Vancouver Aquarium, increased noise and disturbances from tankers reduces the orca's ability to feed and communicate. In addition, orcas will be more at risk of being hit by a vessel with more tankers going through their habitat.

The Trans Mountain Pipeline makes over 80 water-crossings within the Lower Fraser River watershed, putting millions of salmon that use that river at risk from a pipeline accident or malfunction. Any impact on salmon and their habitat could also have severe knock-on effects for the commercial fisheries worth millions of dollars and subsistence harvest for First Nations that depend on them for maintaining their cultural heritage as well as for nutrition.

**MORE WAYS
YOU
CAN HELP**

Contact your MP again by email or letter

Phone your MP and let them know what you think

Share this on Facebook, Twitter and Instagram

About the information on this page

This page contains information, estimates, and calculations provided by third parties. <CoV to provide text>

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MAYOR'S MESSAGE

Kinder Morgan's Trans Mountain pipeline expansion is a bad deal for Vancouver's environment and economy. It puts our coast at enormous risk of an oil spill with seven times the number of oil tankers transiting our harbour every year.

Vancouver is leading the country in economic growth, and our brand as a green, clean, and sustainable city, valued at \$31 Billion, benefits all of Canada.

This project is not in Vancouver, BC, or Canada's interest.

The environmental impacts of the pipeline expansion are severe. Not only in our local waters and the BC coast in the event of a catastrophic spill, but worldwide as the downstream climate impacts from this pipeline are ten times higher than those upstream in Alberta.

Canada needs to cut climate pollution, not add to it, and Vancouver and Canada's future is with 100% renewable energy.

I won't stop making the case until Prime Minister Trudeau and his team make a definitive no decision on the Kinder Morgan pipeline proposal, and I'm calling on all of you to raise your voices and stand with me to say no to Kinder Morgan.

Gregor Robertson
Mayor of Vancouver

2

TAKE ACTION

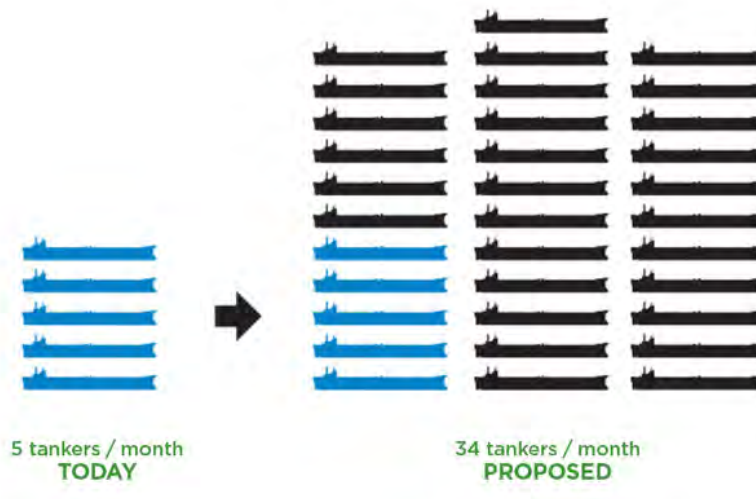
Email the Federal Government now using the form below.

Your message will automatically be sent to your local MP and copied to the Prime Minister and key members of his Cabinet.

Please note that the City of Vancouver will retain a copy of the information you provide, which will be stored and deleted in accordance with our privacy policies.

Seven Times the Tankers in Our Waters

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A History of Oil Spills

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*Map was originally produced by CREDBC.CA

The Nightmare Just Got Worse

The 2015 fuel spill in English Bay, estimated by Environment Canada to be 2,700 litres, impacted our waters, coast, and wildlife and required a coordinated response from all three levels of government. Kinder Morgan estimates that a credible worst-case spill scenario along the tanker route and outside Burrard Inlet is 16.5 million litres of oil. That's more than 6,000 times the fuel spilled into English Bay and enough to devastate our waters, our marine wildlife, our shorelines and our economy for years to come.

2,700 litres*
2015 Vancouver oil spill



* estimation from Environment Canada

16,500,000 litres
Kinder Morgan
Canada's worst-case
oil spill scenerio



80,000,000 litres
of oil in a tanker



Oil and Tidal Waters Don't Mix

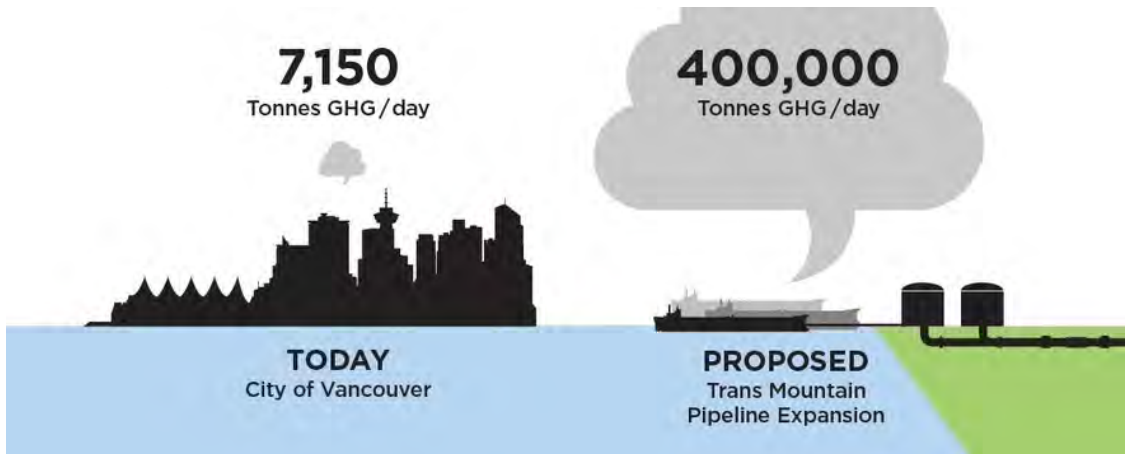
The complex tidal system and winds of the Burrard Inlet mean that if a spill were to happen in this area, it may not be confined to the point of spill. Instead, oil could spread all through the region, impacting multiple municipalities and the most vital areas of our coast. The animation below models the 72 hour spread of a 16,500,000 litre spill within Burrard Inlet.

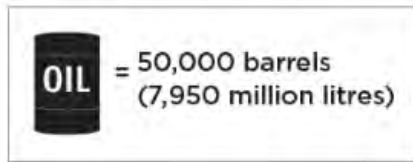


Carbon Pollution We Can't Afford

The pipeline expansion will allow for a total of 890,000 barrels of oil to reach BC's coast each day. When used, this would release 56 times more greenhouse gas (GHG) emissions each day than what's emitted now by current activities in Vancouver, impacting ongoing efforts to prevent further climate change as well as preventing Canada from meeting its ambitious COP21 Paris Climate Conference targets.

S





300,000 barrels / day
TODAY



890,000 barrels / day
PROPOSED

Impact on marine wildlife

The Burrard Inlet and the Fraser River estuary are some of most ecologically important coastal marine habitats along the entire Pacific coast of North America. More than a million sea and shorebirds seasonally inhabit the area and the Fraser River is the largest single salmon-producing river on the Pacific Coast of North America and they are a vital food source for the endangered orcas in the area.

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- Jeopardize the viability of the endangered southern resident killer whale (orca whale) population, elevating their risk of extinction.

MORE WAYS

YOU

CAN HELP

Contact your MP again by email or letter

Phone your MP and let them know what you think

Share this on Facebook, Twitter and Instagram

About the information on this page

This page contains information, estimates, and calculations provided by third parties.

These are taken from the evidence-based reports prepared by independent subject-matter experts and can be found by visiting Vancouver.ca/NEBevidence

LANDING PAGE COPY

MAYOR'S MESSAGE

Kinder Morgan's [Trans Mountain](#) pipeline [expansion](#) is a bad deal for Vancouver's environment and ~~our~~ economy. It puts our coast at enormous risk [of an oil spill](#) with seven times the number of oil tankers transiting our harbour every year.

Vancouver is leading the country in economic growth, and our brand as a green, clean, and sustainable city, valued at \$31 Billion, benefits all of Canada.

This project is not in Vancouver, BC, or Canada's interest.

The environmental impacts of the pipeline expansion are severe. ~~Not only~~ in our local waters and the BC coast in the event of a catastrophic spill, but worldwide as the downstream climate impacts from this pipeline are ten times higher than those upstream in Alberta.

Canada needs to cut climate pollution, not add to it, and Vancouver and Canada's future is with 100% renewable energy.

I won't stop making the case until Prime Minister Trudeau and his team make a definitive no decision on the Kinder Morgan pipeline proposal, and I'm calling on all of you to raise your voices and stand [with me tall here on the West Coast](#) to say no to Kinder Morgan.

Comment [BK1]: If you are talking about environmental impacts, you may want to mention that the increased tanker traffic could jeopardize our beloved southern resident killer whale population which is already on the endangered species list.

Gregor Robertson
Mayor of Vancouver

2

TAKE ACTION

Email the Federal Government now using the form below.

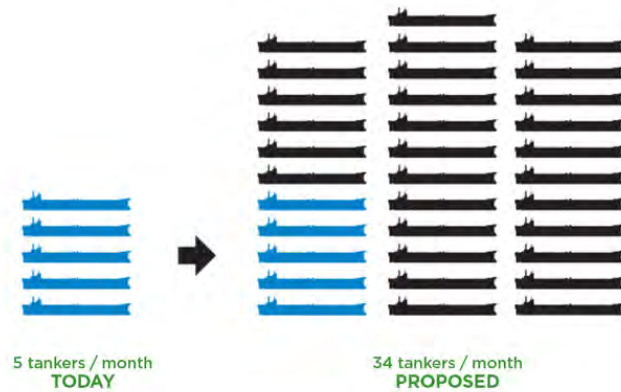
Your message will automatically be sent to ~~the~~ your local MP ~~for~~ your area and copied to the Prime Minister and key members of his Cabinet.

Please note that the City of Vancouver will retain a copy of the information you provide, which will be stored and deleted in accordance with our privacy policies.

Comment [TP2]: Is this true?

Seven Times the Tankers in Our Waters

If the proposed Kinder Morgan Trans Mountain pipeline expansion is approved, the number of oil tankers in Vancouver's harbour will rise from 5 to 34 each month, a sevenfold increase. Vancouver's harbour is already difficult to navigate as it is narrow – adding seven times the tankers will only increase the likelihood of a catastrophic oil spill that will devastate the unique pristine environment upon which our people and economy depends.



A History of Oil Spills

The Trans Mountain oil pipeline has a history of oil spills. In fact, there have been a total of 81 reported since 1961. Below is a map showing four major spills from the pipeline since 2005—all of which happened under Kinder Morgan's ownership. - Another spill could be devastating.



Comment [CB3]: This was created by CREDBC. Do we have permission to use it again?

The Nightmare ~~Scenario~~ Just Got Worse

The 2015 ~~fuel~~ oil spill in English Bay, estimated by Environment Canada to be 2,700 litres, impacted our waters, coast, and wildlife and required a coordinated response from all three levels of government. Kinder Morgan estimates that a credible worst-case spill scenario along the tanker route and outside Burrard Inlet ~~is to be~~ 16.5 million litres of oil. That's more than 6,000 times the fuel ~~that~~ spilled into English Bay and enough to devastate our waters, our marine wildlife, our shorelines and our economy a large area for years to come.

2,700 litres*
2015 Vancouver oil spill



16,500,000 litres
of oil in a large spill



80,000,000 litres
of oil in a tanker



2,700 litres*
2015 Vancouver oil spill



* estimation from Environment Canada

16,500,000 litres
Kinder Morgan
Canada's worst-case
oil spill scenerio



80,000,000 litres
of oil in a tanker



A History of Oil Spills

The Trans Mountain oil pipeline has a history of oil spills. In fact, there have been a total of 81 reported since 1961. Below is a map showing four major spills from the pipeline—all of which happened under Kinder Morgan's ownership. Another spill could be devastating.



Oil and Tidal Waters Don't Mix

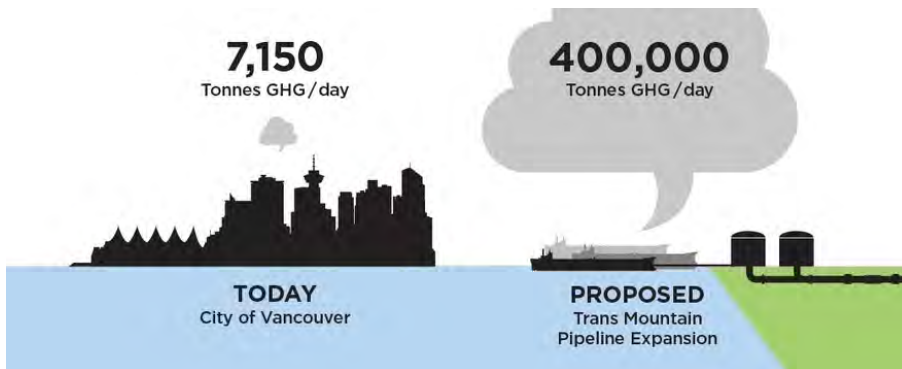
The complex tidal system and winds of the Burrard Inlet mean that if a spill were to happen in this area, it ~~may not~~ ~~would not simply~~ be confined to the point of spill. Instead, ~~oil could~~ ~~it would be~~ spread all through the region, impacting multiple municipalities and ~~corroding much of~~ the most vital areas of our coast. The animation below models the ~~72 hour~~ ~~60 day~~ spread of a ~~small~~ ~~(XXX litres~~ ~~16,500,000 litre)~~ spill within Burrard Inlet.



Carbon Pollution We Can't Afford

The pipeline expansion will allow for a totaly of 890,000 barrels of oil to reach BC's coast each day. When used, this would release 56 times more greenhouse gas (GHG) emissions each day than what's emitted now by current activities in Vancouver, impacting ongoing efforts to prevent further climate change as well as preventing Canada from meeting its ambitious COP21 Paris Climate Conference targets.

s



Impact on Marine wildlife

The Burrard Inlet and the Fraser River estuary are some of most ecologically important coastal marine habitats along the entire Pacific coast of North America. More than a million sea and shorebirds seasonally inhabit the area. The Fraser River is the largest single salmon-producing river on the Pacific Coast of North America and salmon is a food source for the endangered orcas in the area.

The environmental destruction from an oil spill cannot be understated. Marine life will be severely impacted in a short period, and ecosystems will be forever changed.

A major oil spill near the Fraser River estuary could:

- Kill more than 100,000 sea and shorebirds directly and indirectly through their fish food sources.
- Cause substantial numbers of marine mammals, especially Harbour seals and Harbour porpoise to perish.
- Jeopardize the viability of the endangered southern resident killer whale (orca whale) population, elevating their risk of extinction. According to experts at the Vancouver Aquarium, increased noise and disturbances from tankers reduces the orca's ability to feed and communicate. In addition, orcas will be more at risk of being hit by a vessel with more tankers going through their habitat.

The Trans Mountain Pipeline makes over 80 water-crossings within the Lower Fraser River watershed, putting millions of salmon that use that river at risk from a pipeline accident or malfunction. Any impact on salmon and their habitat could also have severe knock-on effects for the commercial fisheries worth millions of dollars and subsistence harvest for First Nations that depend on them for maintaining their cultural heritage as well as for nutrition.

**MORE WAYS
YOU
CAN HELP**

Contact your MP again by email or letter

Phone your MP and let them know what you think

Share this on Facebook, Twitter and Instagram

About the information on this page

This page contains information, estimates, and calculations provided by third parties. <CoV to provide text>

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

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From: ["John Manning, Proximis Digital" <john@proximis.ca>](mailto:john@proximis.ca)

To: ["Robb, Katie" <Katie.Robb@vancouver.ca>](mailto:Katie.Robb@vancouver.ca)

["Kendall-Craden, Rena" <Rena.Kendall-Craden@vancouver.ca>](mailto:Rena.Kendall-Craden@vancouver.ca)

Date: 5/31/2016 12:07:19 PM

Subject: ads - risk theme

For consideration. I prefer TMAR but both could work.

John Manning

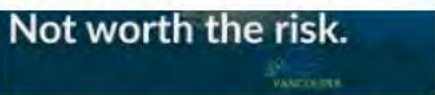
Principal, Proximis Digital Inc.

"Digital Advocacy for Issues & Brands"



Vancouver Says No. | Find out why and add your name.

SAYNO.VANCOUVER.CA



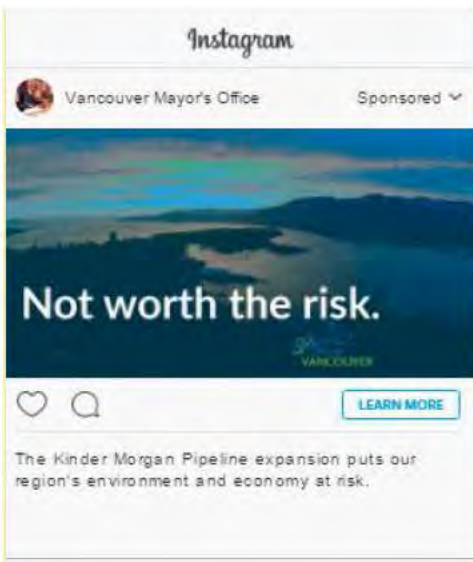
Vancouver Says No. | Find out why and add your name.

SAYNO.VANCOUVER.CA

Like Comment Share

Instagram

Vancouver Mayor's Office Sponsored

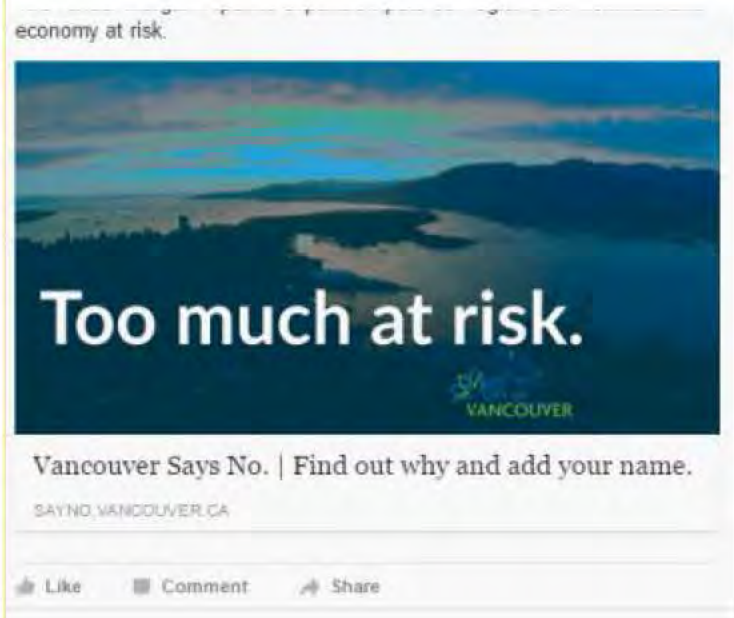


Not worth the risk.

LEARN MORE

The Kinder Morgan Pipeline expansion puts our region's environment and economy at risk.

economy at risk.



Too much at risk.

Vancouver Says No. | Find out why and add your name.

SAYNO.VANCOUVER.CA

Like Comment Share

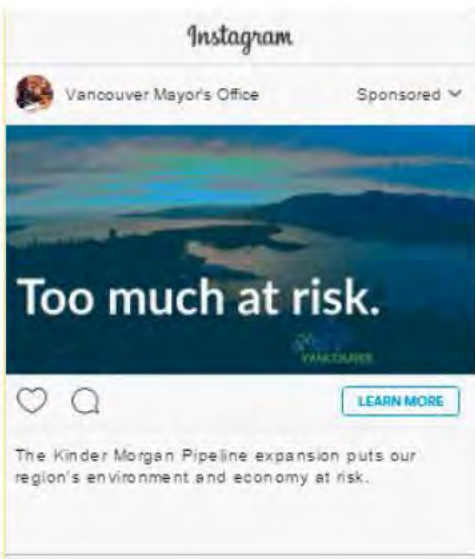


Too much at risk.

Vancouver Says No. | Find out why and add your name.

SAYNO.VANCOUVER.CA

Like Comment Share



From: "Robb, Katie" <Katie.Robb@vancouver.ca>
To: "Zaharia, Sarah" <Sarah.Zaharia@vancouver.ca>
"Henry, Molly" <Molly.Henry@vancouver.ca>
"Quinlan, Kevin" <Kevin.Quinlan@vancouver.ca>
Date: 6/3/2016 4:34:30 PM
Subject: FW: revised text for microsite

Almost ready!!

Katie Robb
Office: 604.873.7490 | Cell: 778.918.7973

From: John Manning, Proximis Digital [mailto:john@proximis.ca]
Sent: Friday, June 03, 2016 4:19 PM
To: Postma, Tobin
Cc: Kendall-Craden, Rena; Robb, Katie
Subject: RE: revised text for microsite

Please see

<http://notworththerisk.vancouver.ca/>

I am doing final bug fixes (ie: form not rendering properly on mobile yet)

Let me of changes

proximis **ining**

Principal, Proximis Digital Inc.
"Digital Advocacy for Issues & Brands"
778.888.7573
john@proximis.ca

From: Postma, Tobin [mailto:Tobin.Postma@vancouver.ca]
Sent: June 3, 2016 10:58 AM
To: John Manning, Proximis Digital <john@proximis.ca>
Cc: Kendall-Craden, Rena <Rena.Kendall-Craden@vancouver.ca>; Robb, Katie <Katie.Robb@vancouver.ca>
Subject: RE: revised text for microsite

Thanks John,

A couple comments:

"A History of Oil Spills" – please add in text in red.

The Trans Mountain oil pipeline has a history of oil spills. In fact, there have been a total of 81 reported since 1961. Below is a map showing four major spills from the pipeline since 2005. **Kinder Morgan is not proposing to replace this pipeline, instead it wants to build a bigger pipeline near this one.** Another spill could be devastating particularly one at any of the over 80 river crossings the pipeline makes in the Lower Fraser watershed.

"Take action"

Can we please make the following text less intimidating? Perhaps reduce size or put it near bottom of page in a footnote or something...

Please note that the City of Vancouver will retain a copy of the information you provide, which will be stored and deleted in accordance with our privacy policies.

I'm getting an infographic made for the wildlife content but it won't be ready for at least a week.

Thanks!
Tobin

From: John Manning, Proximis Digital [<mailto:john@proximis.ca>]
Sent: Thursday, June 02, 2016 4:36 PM
To: Postma, Tobin
Cc: Kendall-Craden, Rena; Robb, Katie
Subject: RE: revised text for microsite

Please have a look here: <http://unbouncepages.com/notworththerisk/>

Please ignore formatting issues and let me know if there is any text that needs to be changed or and edits that were not made correctly.

John Manning
 Proximis Digital Inc.
"Digital Advocacy for Issues & Brands"
778.888.7573
john@proximis.ca

From: Postma, Tobin [<mailto:Tobin.Postma@vancouver.ca>]
Sent: June 2, 2016 4:15 PM
To: John Manning, Proximis Digital <john@proximis.ca>
Cc: Kendall-Craden, Rena <Rena.Kendall-Craden@vancouver.ca>; Robb, Katie <Katie.Robb@vancouver.ca>
Subject: RE: revised text for microsite

I changed the oil drop image and added the oil barrel image.

The pipeline burst map needs to be credited to CRED.

T

From: John Manning, Proximis Digital [<mailto:john@proximis.ca>]
Sent: Thursday, June 02, 2016 4:14 PM
To: Postma, Tobin
Cc: Kendall-Craden, Rena; Robb, Katie
Subject: RE: revised text for microsite

It looks to me like the text is updated but the images are the same. Can I confirm there are no changes to the images?

John Manning
Principal, Proximis Digital Inc.
"Digital Advocacy for Issues & Brands"
778.888.7573
john@proximis.ca



From: Postma, Tobin [<mailto:Tobin.Postma@vancouver.ca>]
Sent: June 2, 2016 3:54 PM
To: John Manning, Proximis Digital <john@proximis.ca>
Cc: Kendall-Craden, Rena <Rena.Kendall-Craden@vancouver.ca>; Robb, Katie <Katie.Robb@vancouver.ca>
Subject: revised text for microsite

Hi John,

Rena has asked me to send the revised text for the Trans Mountain microsite.

Please find it attached with some updated images.

Thanks,
Tobin

Tobin Postma | Communications Manager
Corporate Communications | City of Vancouver
453 West 12th Avenue
Vancouver BC V5Y 1V4
t. 604.871.6914
m. 604.218.5952
tobin.postma@vancouver.ca

Never miss a chance to have your say. Join TalkVancouver.com and stay in the loop on civic engagement opportunities!

From: "Van Mayor's Office"

To: "Quinlan, Kevin" <Kevin.Quinlan@vancouver.ca>

Date: 6/7/2016 10:18:38 AM

Subject: Ottawa



Kevin,

This week I'm in Ottawa with representatives from the Tsleil-Waututh, Squamish and Musqueam First Nations urging the federal government to say no to Kinder Morgan's Trans Mountain Pipeline expansion.

Over the next few days, I'll be meeting with Members of Parliament who will be making the final decision later this year. With a 600% increase in tanker traffic and the threat of an oil spill that could cover much of Vancouver's shoreline, including Stanley Park, the seawall, beaches, and marinas, it's clear that the expansion is not worth the risk to Vancouver's environment or economy. That's why I won't stop making the case. I hope Trudeau and his team say a definitive 'no' to Kinder Morgan's pipeline expansion proposal.

You can read our open letter to Prime Minister Trudeau at www.mayorofvancouver.ca/letter.



If we're going to achieve a Canada-wide framework for clean growth and fighting climate change, a heavy oil pipeline expansion simply does not make sense. Together, let's tell the federal government that the clear decision on the Kinder Morgan pipeline expansion is 'no'.

Thanks for your engagement,

Gregor Robertson
MayorofVancouver.ca

[follow on Twitter](#) | [find the Mayor on Facebook](#) | [forward to a friend](#)



Mailing address: c/o Vancouver Mayor's Office, Vancouver City Hall, 453 West 12th Avenue, Vancouver, BC V5Y1V4
E-mail: gregor.robertson@vancouver.ca Phone: 604.873.7621 Website: www.mayorofvancouver.ca

[unsubscribe from this list](#) | [update subscription preferences](#)

From: "[John Manning, Proximis Digital](mailto:John.Manning@proximis.ca)" <john@proximis.ca>
To: "[Robb, Katie](mailto:Katie.Robb@vancouver.ca)" <Katie.Robb@vancouver.ca>
Date: 6/6/2016 12:23:18 PM
Subject: RE: final edits to the microsite

Thanks Katie. On the logo – given that the CoV's Facebook page, which will be where the ads come from, uses the old logo, I'd be inclined to leave it for all Facebook items.

John Manning

Principal, Proximis Digital Inc.

"Digital Advocacy for Issues & Brands"



From: Robb, Katie [<mailto:Katie.Robb@vancouver.ca>]

Sent: June 6, 2016 12:21 PM

To: John Manning, Proximis Digital <john@proximis.ca>

Cc: Postma, Tobin <Tobin.Postma@vancouver.ca>; Kendall-Craden, Rena <Rena.Kendall-Craden@vancouver.ca>

Subject: Re: final edits to the microsite

Thanks John, that looks good to me, I'll defer to Rena and Tobin for final ok.

The only thing I'd modify on the auto post is the logo, to match the other one on the page. Again, I'll defer to Rena for final thought on that one too.

Katie Robb
778.918.7973

On Jun 6, 2016, at 3:18 PM, John Manning, Proximis Digital <john@proximis.ca> wrote:

Okay I have made the changes. Please take a final review. I want to note that a few of the things you highlighted were unchanged.

I have configured the page's meta data to pull the following auto-post into facebook whenever someone shares a link to the page. It will look similar in Twitter. Please let me know if any issues here – the image is from the ad creative and the text is straight from the page.

<image001.png>

John Manning

Principal, Proximis Digital Inc.

"Digital Advocacy for Issues & Brands"

778.888.7573

john@proximis.ca

<image002.png>

From: Postma, Tobin [<mailto:Tobin.Postma@vancouver.ca>]

Sent: June 6, 2016 12:01 PM

To: John Manning, Proximis Digital <john@proximis.ca>

Cc: Robb, Katie <Katie.Robb@vancouver.ca>; Kendall-Craden, Rena <Rena.Kendall-Craden@vancouver.ca>

Subject: final edits to the microsite

Hi John,

Please find some final (small) edits to the microsite.

Let me know if you have any questions:

When I submit my letter there is no button on the thank you screen that takes you back to the website (you have to manually go backwards, taking you through the letter) – might be nice to have a button or icon (similar to the one that takes you to the COV website on that page).

Also some of the text looks centred and some of it looks justified – can you please check to make sure it is consistent.

When I open the website on my PC there appears to be a few instances of one word hanging on its own line (highlighted in yellow in the content below) – not sure if this is a formatting thing or it changes depending on what device the site is viewed.

I've also added in a few commas and an 's' as well as changing how we write 16.5 million - which are highlighted in yellow too.

Seven Times the Tankers in Our Waters

If the proposed Kinder Morgan Trans Mountain pipeline expansion is approved, the number of oil tankers in Vancouver's harbour will rise from 5 to 34 every month. Vancouver's harbour is already difficult to navigate as it is narrow – adding seven times the tankers will only increase the likelihood of a catastrophic oil spill that will devastate the unique environment upon which our people and economy depend.

A History of Oil Spills

The Trans Mountain Pipeline has a history of oil spills. In fact, there have been a total of 81 oil spills reported since 1961. Below is a map showing four major spills from the pipeline since 2005. Kinder Morgan is not proposing to replace this pipeline, instead it wants to build a bigger pipeline near this one. Another spill could be devastating, particularly one at any of the over 80 river crossings the pipeline makes in the Lower Fraser watershed.

The Nightmare Just Got Worse

The 2015 fuel spill in English Bay, estimated by Environment Canada to be 2,700 litres, impacted our waters, coast, and wildlife and required a co-ordinated response from all three levels of government. Kinder Morgan estimates that a credible worst-case spill scenario along the tanker route and outside Burrard Inlet is 16.5 million litres of oil.

That's more than 6,000 times the fuel spilled into English Bay and enough to devastate our waters, our marine wildlife, our shorelines and our economy for years to come.

Oil and Tidal Waters Don't Mix

The complex tidal system and winds of the Burrard Inlet mean that if a spill were to happen in this area, it may not be confined to the point of spill. Instead, oil could spread all through the region, impacting multiple municipalities and the most vital areas of our coast. The animation below models the 72 hour spread of a 16.5 million litre spill within Burrard Inlet.

Impact on Marine Wildlife

The Burrard Inlet and the Fraser River estuary are some of the most ecologically important coastal marine habitats along the entire Pacific coast of North America. More than a million sea and shorebirds seasonally inhabit the area and the Fraser River is the largest single salmon-producing river on the Pacific Coast of North America and they are a vital food source for the endangered orcas in the area.

The environmental destruction from an oil spill cannot be understated. Marine life will be severely impacted in a short period, and ecosystems will be forever changed.

A major oil spill from a tanker near the Fraser River estuary, or from the Trans Mountain Pipeline, that makes over 80 water-crossings along the Fraser River, could:

Kill more than 100,000 sea and shorebirds directly and indirectly through their fish food sources.

Cause substantial numbers of marine mammals, especially Harbour seals and Harbour porpoises to perish.

Jeopardize the viability of the endangered southern resident killer whale (orca whale) population, elevating their risk of extinction.

Tobin Postma | Communications Manager
Corporate Communications | City of Vancouver
453 West 12th Avenue
Vancouver BC V5Y 1V4
t. 604.871.6914
m. 604.218.5952
tobin.postma@vancouver.ca

Never miss a chance to have your say. Join TalkVancouver.com and stay in the loop on civic engagement opportunities!

From: "[Magee, Michael](mailto:michael.magee@vancouver.ca)" <michael.magee@vancouver.ca>

To: "[Robb, Katie](mailto:Katie.Robb@vancouver.ca)" <Katie.Robb@vancouver.ca>

Date: 5/30/2016 12:16:49 PM

Subject: Re: Kinder creative

Are there more options on the creative? I don't love it using his last name line that. Maybe add "mr" before Trudeau. But usually we get some options on creative.

On May 30, 2016, at 11:55 AM, Robb, Katie <Katie.Robb@vancouver.ca> wrote:

Any objections?

Katie Robb

Office: 604.873.7490 | Cell: 778.918.7973

From: John Manning, Proximis Digital [<mailto:john@proximis.ca>]

Sent: Monday, May 30, 2016 11:53 AM

To: Robb, Katie; Kendall-Craden, Rena

Subject: update and theme

Importance: High

We are closing in on the landing page, but I want to update you on where we are with a proposed theme and add creative. Please see the attached ad mockup and snapshot of the hero section. I'm available to discuss, just let me know when.

More material to follow throughout the day.

John Manning

Principal, Proximis Digital Inc.

"Digital Advocacy for Issues & Brands"

778.888.7573

john@proximis.ca

<image001.png>

<1.png>

<IG.PNG>

<FB-desktop.png>

<FB-mobile.png>

From: "[John Manning, Proximis Digital](mailto:John.Manning@proximis.ca)" <john@proximis.ca>
To: "[Robb, Katie](mailto:Katie.Robb@vancouver.ca)" <Katie.Robb@vancouver.ca>
"[Postma, Tobin](mailto:Tobin.Postma@vancouver.ca)" <Tobin.Postma@vancouver.ca>
Date: 6/3/2016 5:41:57 PM
Subject: RE: revised text for microsite

Two other things to note:

- 1) I removed the contact email address at the bottom as I don't think it was correct. Probably not necessary as there are links back to the main site
- 2) I made the CoV emblem at top into a link to main site (tadgh suggestion)

John Manning

Principal, Proximis Digital Inc.

proximis "Digital Advocacy for Issues & Brands"

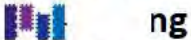


john@proximis.ca

From: John Manning, Proximis Digital
Sent: June 3, 2016 5:37 PM
To: 'Robb, Katie' <Katie.Robb@vancouver.ca>; Postma, Tobin <Tobin.Postma@vancouver.ca>
Cc: Kendall-Craden, Rena <Rena.Kendall-Craden@vancouver.ca>
Subject: RE: revised text for microsite

Please just make sure that someone does a careful read of the material to make sure all of the changes were incorporated correctly

proximis



Principal, Proximis Digital Inc.

"Digital Advocacy for Issues & Brands"

778.888.7573

john@proximis.ca

From: Robb, Katie [<mailto:Katie.Robb@vancouver.ca>]
Sent: June 3, 2016 5:36 PM
To: John Manning, Proximis Digital <john@proximis.ca>; Postma, Tobin <Tobin.Postma@vancouver.ca>
Cc: Kendall-Craden, Rena <Rena.Kendall-Craden@vancouver.ca>
Subject: RE: revised text for microsite

Awesome, thanks. The site looks sweet....pretty much good to go in my books, unless there are objections?

Katie Robb

Office: 604.873.7490 | Cell: 778.918.7973

From: John Manning, Proximis Digital [<mailto:john@proximis.ca>]
Sent: Friday, June 03, 2016 5:30 PM
To: Robb, Katie; Postma, Tobin
Cc: Kendall-Craden, Rena
Subject: RE: revised text for microsite

Okay that change is made and I have most of the bugs fixed. Please let me know of any additional changes.

John Manning

Principal, Proximis Digital Inc.

"Digital Advocacy for Issues & Brands"

778.888.7573



From: Robb, Katie [<mailto:Katie.Robb@vancouver.ca>]

Sent: June 3, 2016 4:36 PM

To: John Manning, Proximis Digital <john@proximis.ca>; Postma, Tobin <Tobin.Postma@vancouver.ca>

Cc: Kendall-Craden, Rena <Rena.Kendall-Craden@vancouver.ca>

Subject: RE: revised text for microsite

Yes please if possible.

Katie Robb

Office: 604.873.7490 | Cell: 778.918.7973

From: John Manning, Proximis Digital [<mailto:john@proximis.ca>]

Sent: Friday, June 03, 2016 4:35 PM

To: Robb, Katie; Postma, Tobin

Cc: Kendall-Craden, Rena

Subject: RE: revised text for microsite

Yes, do you want this same one used on the footer as well?



Principal, Proximis Digital Inc.

"Digital Advocacy for Issues & Brands"

778.888.7573

john@proximis.ca

From: Robb, Katie [<mailto:Katie.Robb@vancouver.ca>]

Sent: June 3, 2016 4:34 PM

To: John Manning, Proximis Digital <john@proximis.ca>; Postma, Tobin <Tobin.Postma@vancouver.ca>

Cc: Kendall-Craden, Rena <Rena.Kendall-Craden@vancouver.ca>

Subject: RE: revised text for microsite

Looks great!!

I have one small request – can we replace the COV logo on the header with the attached?

Katie Robb

Office: 604.873.7490 | Cell: 778.918.7973

From: John Manning, Proximis Digital [<mailto:john@proximis.ca>]

Sent: Friday, June 03, 2016 4:19 PM

To: Postma, Tobin

Cc: Kendall-Craden, Rena; Robb, Katie

Subject: RE: revised text for microsite

Please see

<http://notworththerisk.vancouver.ca/>

I am doing final bug fixes (ie: form not rendering properly on mobile yet)

Let me of changes

John Manning

Principal, Proximis Digital Inc.

“Digital Advocacy for Issues & Brands”



From: Postma, Tobin [<mailto:Tobin.Postma@vancouver.ca>]

Sent: June 3, 2016 10:58 AM

To: John Manning, Proximis Digital <john@proximis.ca>

Cc: Kendall-Craden, Rena <Rena.Kendall-Craden@vancouver.ca>; Robb, Katie <Katie.Robb@vancouver.ca>

Subject: RE: revised text for microsite

Thanks John,

A couple comments:

“A History of Oil Spills” – please add in text in red.

The Trans Mountain oil pipeline has a history of oil spills. In fact, there have been a total of 81 reported since 1961. Below is a map showing four major spills from the pipeline since 2005. **Kinder Morgan is not proposing to replace this pipeline, instead it wants to build a bigger pipeline near this one.** Another spill could be devastating **particularly one at any of the over 80 river crossings the pipeline makes in the Lower Fraser watershed.**

“Take action”

Can we please make the following text less intimidating? Perhaps reduce size or put it near bottom of page in a footnote or something...

Please note that the City of Vancouver will retain a copy of the information you provide, which will be stored and deleted in accordance with our privacy policies.

I’m getting an infographic made for the wildlife content but it won’t be ready for at least a week.

Thanks!

Tobin

From: John Manning, Proximis Digital [<mailto:john@proximis.ca>]

Sent: Thursday, June 02, 2016 4:36 PM

To: Postma, Tobin

Cc: Kendall-Craden, Rena; Robb, Katie

Subject: RE: revised text for microsite

Please have a look here: <http://unbouncepages.com/notworththerisk/>

Please ignore formatting issues and let me know if there is any text that needs to be changed or and edits that were not made correctly.

John Manning

Principal, Proximis Digital Inc.

“Digital Advocacy for Issues & Brands”

778.888.7573



From: Postma, Tobin [<mailto:Tobin.Postma@vancouver.ca>]

Sent: June 2, 2016 4:15 PM

To: John Manning, Proximis Digital <john@proximis.ca>

Cc: Kendall-Craden, Rena <Rena.Kendall-Craden@vancouver.ca>; Robb, Katie <Katie.Robb@vancouver.ca>

Subject: RE: revised text for microsite

I changed the oil drop image and added the oil barrel image.

The pipeline burst map needs to be credited to CRED.

T

From: John Manning, Proximis Digital [<mailto:john@proximis.ca>]

Sent: Thursday, June 02, 2016 4:14 PM

To: Postma, Tobin

Cc: Kendall-Craden, Rena; Robb, Katie

Subject: RE: revised text for microsite

It looks to me like the text is updated but the images are the same. Can I confirm there are no changes to the images?



Principal, Proximis Digital Inc.

“Digital Advocacy for Issues & Brands”

778.888.7573

john@proximis.ca

From: Postma, Tobin [<mailto:Tobin.Postma@vancouver.ca>]

Sent: June 2, 2016 3:54 PM

To: John Manning, Proximis Digital <john@proximis.ca>

Cc: Kendall-Craden, Rena <Rena.Kendall-Craden@vancouver.ca>; Robb, Katie <Katie.Robb@vancouver.ca>

Subject: revised text for microsite

Hi John,

Rena has asked me to send the revised text for the Trans Mountain microsite.

Please find it attached with some updated images.

Thanks,
Tobin

Tobin Postma | Communications Manager
Corporate Communications | City of Vancouver
453 West 12th Avenue
Vancouver BC V5Y 1V4
t. 604.871.6914
m. 604.218.5952
tobin.postma@vancouver.ca

Never miss a chance to have your say. Join TalkVancouver.com and stay in the loop on civic engagement opportunities!

From: "[John Manning, Proximis Digital](mailto:john@proximis.ca)" <john@proximis.ca>
To: "[Postma, Tobin](mailto:Tobin.Postma@vancouver.ca)" <Tobin.Postma@vancouver.ca>
Date: 6/2/2016 3:56:45 PM
Subject: RE: revised text for microsite

Excellent, thank you.

John Manning

Principal, Proximis Digital Inc.

"Digital Advocacy for Issues & Brands"



From: Postma, Tobin [<mailto:Tobin.Postma@vancouver.ca>]
Sent: June 2, 2016 3:54 PM
To: John Manning, Proximis Digital <john@proximis.ca>
Cc: Kendall-Craden, Rena <Rena.Kendall-Craden@vancouver.ca>; Robb, Katie <Katie.Robb@vancouver.ca>
Subject: revised text for microsite

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Never miss a chance to have your say. Join TalkVancouver.com and stay in the loop on civic engagement opportunities!

From: "[Kendall-Craden, Rena](mailto:Rena.Kendall-Craden@vancouver.ca)" <Rena.Kendall-Craden@vancouver.ca>

To: "[Robb, Katie](mailto:Katie.Robb@vancouver.ca)" <Katie.Robb@vancouver.ca>

Date: 5/27/2016 11:18:53 AM

Subject: RE: URL structure

agreed

From: Robb, Katie

Sent: Friday, May 27, 2016 11:04 AM

To: John Manning, Proximis Digital; Kendall-Craden, Rena

Cc: Healy, Tadhg

Subject: RE: URL structure

My initial thought is let's settle on a 'call to action' and derive from it?

Katie Robb

Office: 604.873.7490 | Cell: 778.918.7973

From: John Manning, Proximis Digital [<mailto:john@proximis.ca>]

Sent: Friday, May 27, 2016 11:03 AM

To: Kendall-Craden, Rena; Robb, Katie

Cc: Healy, Tadhg

Subject: URL structure

Hi rena and Katie

Filling you in on my conversation with Tadhg

Preference is to use the subdomain structure, which is www.WORD.vancouver.ca

I agree with this as it means the URL will communicate both the message and the official CoV ownership, which I think strengthens the campaign.

So we need a word or phrase that will go in there. We can determine at any time.

Thx



John Manning

Principal, Proximis Digital Inc.

"Digital Advocacy for Issues & Brands"

778.888.7573

john@proximis.ca

File No. 04-1000-20-2016-195

August 4, 2016

s.22(1)

Dear s.22(1)

Re: **Request for Access to Records under the Freedom of Information and Protection of Privacy Act (the "Act")**

I am writing regarding your request dated June 8, 2016 for:

The following records in regards to the website <http://notworththerisk.vancouver.ca/> from January 1 to June 8, 2016:

- Copies of all documents, including emails, regarding the proposal, development and production of the website and the associated campaign;
- Documents showing the costs for the website and campaign.

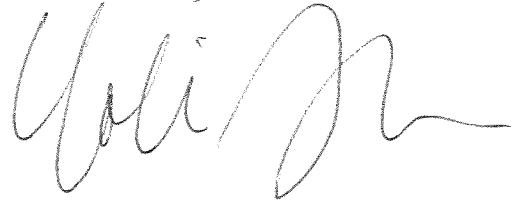
All responsive records that were sent to a third party for review are now attached.

Under section 52 of the Act you may ask the Information & Privacy Commissioner to review any matter related to the City's response to your request. The Act allows you 30 business days from the date you receive this notice to request a review by writing to: Office of the Information & Privacy Commissioner, info@oipc.bc.ca or by phoning 250-387-5629.

Please do not hesitate to contact the Freedom of Information Office at foi@vancouver.ca if you have any questions.

Yours truly,

Cobi Falconer, FOI Case Manager, for
Barbara Van Fraassen



Barbara J. Van Fraassen, BA
Director, Access to Information
City Clerk's Department, City of Vancouver
Email: Barbara.vanfraassen@vancouver.ca
Telephone: 604.873.7999

Encl.

:jb

From: ["John Manning, Proximis Digital" <john@proximis.ca>](mailto:john@proximis.ca)

To: ["Robb, Katie" <Katie.Robb@vancouver.ca>](mailto:Katie.Robb@vancouver.ca)

Date: 5/11/2016 9:39:59 AM

Subject: draft proposal

Attachments: 2016-05-11 - VMO - campaign scope of work.pdf

Hi Katie,

Thank-you for the opportunity to present you with a proposal to assist with your communications efforts. Please see the attached draft document for our vision of this engagement.

I am available for further discussion at your convenience.

Thanks

John

John Manning

Principal, Proximis Digital Inc.

Proximis
Agency for Issues & Brands™

110.888.1515

john@proximis.ca



PROJECT PROPOSAL

PROJECT	Digital Communications Campaign
PREPARED BY	John Manning
FOR	Vancouver Mayor's Office
DATE	May 11, 2016
VERSION	1

Context

The Vancouver Mayor's Office is seeking external support in order to effectively execute on Council's communications priorities with respect to the Federal Government. There are two specific elements to the required work:

1. A microsite or landing page, with information on an issue and functionality that allows a user to quickly and intuitively contact their MP
2. A highly-targeted, high-frequency (HTHF) online ad buy in order to communicate with elected officials, decision-makers, and other key influencers in the Ottawa area

Scope of Work – Microsite

Overview

We understand that your team already has most of the required creative assets, such as images, graphics, videos, and copy. This is advantageous as it will allow us to expedite the development process.

Specifically, we propose to build a landing page, designed to live on a sub-domain of one of your existing web properties. For example, the page could reside at www.ACTION.mayorofvancouver.ca (where ACTION can be replaced with a word of your choosing) and integrated seamlessly with your current site (although the styling and back-end will be different). The page will integrate a proprietary elected-official communications tool licensed from one of our partners, which we have used previously and believe to be one of the top tools available in the industry.

We believe that the combination of a modern landing page platform, combined with an industry-leading communications tool will provide your team with the best combination of functionality, visual appeal, speed of deployment, and value for money.

Page structure

The landing page is expected to have 4-6 sections, including:

- Hero image with call-to-action
- Email automation tool (see below)
- Detailed information about the issue
- Additional ways you can help
- Latest updates (snippets and links only; this platform does not support a CMS)

Elected-official communications tool

The tool we propose using has the following functionality:

- User enters name, postal code, and email address
- Correct MP is automatically determined based on postal code
- There is an option for certain members of cabinet to be cc'd
- A form-message is pre-populated, which can be randomized from several options, if required
- The user has the ability to edit the message by adding, removing, or changing text
- Once ready, the user clicks on the send button, and the email is sent to the correct officials
- The email is sent from the user, with his/her name and email address in the FROM field.
- The end of the message contains the user's name and postal code
- Additional customization of the process may be possible

Scope of Work – Ad Buy

Highly-targeted, high-frequency (HTHF) ad buying has become one of the most effective ways to reach decision-makers on issue campaigns. Our team has extensive experience in this field, particularly as it has evolved over the last few years with new and different ad platforms, placements, and options.

For this campaign, we anticipate that the primary digital channels for online advertising will be some or all of the following:

- Facebook (and their subsidiary, Instagram)
- LinkedIn
- Twitter
- Banner (through Google Adwords or other)
- Banner on premium news sites, such as the Hill Times or Postmedia



The targeting is likely to be a mixture of geo, employer, job title, interest, and possibly other unique factors.

Our team is experienced in buying ads across all of these platforms.

We will work with you to identify the specifics of your campaign, and then build out a detailed ad plan, including blocking chart and projected metrics. We will also help you determine if your existing creative is suitable, and if not, we can either consult on new creative or produce it for you.

Once the ad buy has begun, our team will actively monitor, adjust, and report back to you. For a campaign of this nature, the reporting will need to be daily for the first few days while we see which of our strategies work, and which are less effective, and re-allocate budget on this basis.

We will also set up best-in class tracking, measurement, and re-targeting tools, subject to your approval.

Proposed Work – Misc

In addition to the work described above, our team is available to provide additional bandwidth to you on other needs as required:

- Design
- Copywriting
- Coding/website development
- Strategy & consultations on other items

Cost and Resource Usage

Due to the immediate nature of the work, and the nature of our proposed engagement as an augmentation to your existing efforts, we have provided estimates only at this time. Prior to launch, we will work with your team to determine a more accurate estimation of cost.

ITEM	COST ESTIMATE	NOTES
File management and strategy	\$3,000	Meetings, correspondence and strategic recommendation
Landing page development (RUSH)	\$4,500 - \$7,000 depending on detail & design requirements	Assumes that graphics, images, and copy will be provided. We will consult on all elements, provide wireframes, and then go straight to the build, where we will provide the ability to make revisions



Elected-official communications tool (1-year license)	\$9,500	This is the license cost from our partner. While the cost is high, this is a tool we trust and believe to be industry-leading. The cost includes 1 year of use across unlimited campaigns, which could be used to contact other officials on other issues.
Advertising plan	\$1,000	Research, consultation, and build-out of detailed targeting plan and ad blocking chart. Revisions as needed.
Advertising management and reporting	\$2,000	Based on a projected 2-4 week advertising buy, where higher than average management will be required as this is a complex buy with a difficult-to-reach target audience. A lower level of ad management is not recommended.

Timeline

Our team is available to begin undertaking this work immediately. All work will be undertaken on a RUSH basis.

Based on our discussions with you, our projected timeline is as follows:

May 16 (or sooner): meet with your team to review design elements, copy, strategy, and logistics

May 18: wireframes delivered

May 20: Draft landing page available for review; feedback required ASAP

**May 23 (or sooner):* landing page goes live

TBD: Timeline for advertising works is TBD, and can be tailored to match your schedules

**If launching the page by May 20 is an objective, we can likely hit this by moving the entire timeline forward, subject to your availability and the timeliness of our reception of required assets and feedback*



About Proximis Digital

Proximis Digital Inc. is a communications and advertising agency specialized in high-impact digital advocacy campaigns for issues and brands.

Our core business involves using online advertising, websites, social media, and email marketing to help our clients move minds and influence change.

We're pretty good at it, too.

Incorporated in 2014, we have emerged as a national leader within our field with experience on more than two dozen engagements, ranging from organization branding to leading six-figure campaigns. We are regularly sought out for our expertise and unique approach, which is both cutting-edge and obsessively data-driven.

Our clients include some of the most influential minds in the country. And while you may not have heard of us, chances are you've seen our work by now.

Proximis is led by John Manning, Principal & Owner, and is headquartered in downtown Vancouver.

Visit us online at www.proximis.ca