

From: "Johnston, Sadhu" <Sadhu.Johnston@vancouver.ca>
To: "Direct to Mayor and Council - DL" <CCDTMACDL@vancouver.ca>
Date: 10/12/2016 2:07:25 PM
Subject: Trans Mountain Pipeline Expansion Project Update
Attachments: [CMO - Mayor & Council - Trans Mountain Pipeline Expansion Project Update - 2016.10.11.pdf](#)

Dear Mayor and Council,

Please see attached pdf of memo from Rena Kendall-Craden, Director of Communications in response to a request in Council on October 6th regarding the digital and social media advocacy campaign.

A short summary of the Memo is as follows:

- This memo outlines the strategic approach utilizing our social channels during the period between June 14th to early October. The campaign was called Not Worth The Risk and it will culminate in mid-December when the federal government makes its final decision.
- For years, the City of Vancouver has led an advocacy campaign to raise awareness of the Trans Mountain pipeline expansion, and give voice to Vancouver residents. On December 16, 2013, Trans Mountain Pipeline ULC applied to the National Energy Board (NEB) to expand its existing pipeline - a 1,150 km route between the Edmonton area and Burnaby, BC.
- After 3 years of NEB process, the NEB recommended approval of the Trans Mountain Pipeline project subject to 157 conditions in May of this year and the federal government will make a final decision by December 19 of this year. In the interim, a ministerial panel was tasked with meeting with communities during the summer, along the 1,000-kilometre route between Edmonton and the lower Mainland. The City of Vancouver presented at the Ministerial Panel August 16th in Vancouver.

If you have any questions, please contact Rena Kendall-Craden @ rena.kendall-craden@vancouver.ca.

Best
Sadhu

Sadhu Aufochs Johnston | City Manager
City of Vancouver | 453 W 12th Avenue
Vancouver | BC V5Y 1V4
604.873.7627 | Sadhu.johnston@vancouver.ca
Twitter: sadhuajohnston



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CORPORATE COMMUNICATIONS
Rena Kendall-Craden, Director

VanRIMS No.: 01-9000-20

MEMORANDUM

October 11, 2016

TO: Mayor and Council

CC: Sadhu Johnston, City Manager
Paul Mochrie, Deputy City Manager
Janice MacKenzie, City Clerk
Lynda Graves, Manager, Administration Services, City Manager's Office
Kevin Quinlan, Chief of Staff, Mayor's Office
Katie Robb, Director, Communications, Mayor's Office
Emma Lee, Director, Community Relations, Mayor's Office
Doug Smith, Acting Director of Sustainability

FROM: Rena Kendall-Craden, Director, Corporate Communications

SUBJECT: Trans Mountain Pipeline Expansion Project Update

Dear Mayor and Council,

I am writing in response to a request at Council on October 04, 2016, regarding the digital and social media advocacy campaign (Notworththerisk.vancouver.ca) to support the City of Vancouver's opposition to the Trans Mountain Pipeline/ NEB from August 1 to December 19th 2016.

Our strategic approach provides an avenue for public participation that was never afforded to residents/businesses through the NEB's public participation process. The website gave users a direct avenue to higher levels of government to showing their concerns (or support) for the pipeline facilitated by the City. Additionally we wanted to strengthen our social media campaign targeting the lower mainland to highlight opposition to the project using Notworththerisk.vancouver.ca as home base as well as continuing to liaise with environmental groups and First Nations. We highlighted panel visits to Vancouver and Lower Mainland, reinforced meetings in Ottawa with social and digital buys and used earned media with targeted pitches on key dates including presentation of final report to Cabinet and public decision expected December 19th.

City of Vancouver
453 West 12th Avenue
Vancouver, British Columbia V5Y 1V4 Canada
tel: 3-1-1, Outside Vancouver 604.873.7000
website: vancouver.ca



Not Worth The Risk - Campaign Overview

Website

Since the website launched on June 14, 2016 there have been 5,993 visits to the site by 4,971 unique visitors. The form that sends an email to local MPs has been filled out 896 times.

Website Traffic Summary		
<u>Source</u>	<u>Unique visitors</u>	<u>% of visits</u>
Facebook Ads	3,062	51.09%
Post Media Ads	492	8.21%
Direct traffic	388	6.47%
Facebook	347	5.79%
Google	208	3.47%
Twitter	188	3.13%
Hill Times Ads	51	0.85%
All other traffic	235	3.92%
Total	4971	82.93%

The large majority of visits to the site have been new visits. This is what we are looking for since users only need to visit the site once.

Facebook ads have driven the large majority of new visits and have been the source of the majority of form completions (62%).

Facebook Ads

Multiple messages were run targeting a wide variety of individuals across Canada who would support the Not Worth The Risk campaign. These users were identified by:

- Interests
- Some of these included: climate change, renewable energy, alternative energy, electric vehicle, sustainable energy, climate change mitigation.
- Geography (Canada)

25% of this spend was targeted towards decision-makers in Ottawa as an awareness piece that the City of Vancouver was running this campaign. They were not expected to fill out the form on the site.

Digital ads buys on online news outlets sent traffic to notworththerisk.vancouver.ca

- Postmedia
- Hill Times.com

Twitter

On average content on Twitter had higher impressions and similar engagement rates.

- Average impressions for all tweets was 7,960. Average for the channel is about 5,000.
- Average engagement for all tweets was 0.89%. Average engagement for same period was 0.9%.

Sysomos

Since July this campaign has been using a hashtag on all posts to help track the reach of all posts.

Hashtag summary:

- 433 mentions
- 6.4 million impressions
- 25 tweets sent with hashtag in less than a month

Summary

The Not Worth The Risk campaign has been successful in reaching users across Canada, with a strong focus on those in the Lower Mainland, to ask them to speak out against the pipeline expansion. Total spend so far \$13,498.

The content has covered topics that included:

- Environmental impacts
- Inability to meet global commitments
- Risk of expansion does not outweigh the benefits.

If you have any questions, please reach out to Rena Kendall-Craden at rena.kendall-craden@vancouver.ca

All the best,



Rena Kendall-Craden
Director, Corporate Communications
City of Vancouver
T: 604 673 8121
Have your say: <http://www.talkvancouver.com>

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