

File No. 04-1000-20-2016-404

January 27, 2017

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 responding to your request of November 1, 2016 for:

A breakdown or itemized list of the spending on the City of Vancouver's campaign on pipelines: (<http://www.inews880.com/syn/112/237646/vancouver-mayor-stands-behind-city-spending-over-300000-on-anti-pipeline-campaign>), including the amounts paid and who they were paid to/what they were paid for.

All responsive records are attached. Some information in the records has been redacted, (blacked out), under s.14 and s.16(1)(b) of the Act. You can read or download this section here: http://www.bclaws.ca/EPLibraries/bclaws_new/document/ID/freeside/96165_00

Background:

City of Vancouver participated in the Trans Mountain Kinder Morgan Pipeline expansion project as an intervenor for over 3 years. The City participated in the public National Energy Board hearing process and then the public consultation process from April of 2013 to August 2016. During that time the City aimed to represent those who live, work, and play in Vancouver by helping the NEB evaluate the project's effects and risks, and the likelihood of an oil spill. Additionally the participation was about providing an avenue for public participation that was never afforded to residents/businesses (who were not among the select few intervenors) through the NEB's flawed process.

Over the last three years, the City worked with experts and local partners to submit evidence to the NEB on May 27, 2015. Our legal team presented this evidence to the NEB at the oral summary hearings on February 5, 2016.

Some of the items the City was involved in over the past three years are:

- Participated in the public panel in the summer of 2016.

- Created an evidence library with research evidence from 13 researchers on various aspects of the impacts of pipeline expansion to the BC coast. For instance, climate change, oil spill modelling, impact on marine and bird life, and other effects and risk. <http://vancouver.ca/green-vancouver/neb-evidence-library.aspx>
- Engagement: Created “Talk Tankers” June 2014. Talk Tankers was an “open space” event that provided youth the opportunity to learn more about the pipeline and exchange information and ideas around the proposed expansion with each other.
- Created a website: Notworththerisk.ca to inform the public about the potential impacts of spill and enable people to raise their concerns about the the Kinder Morgan pipeline expansion to the federal government.
- Created a social/digital campaign using video and digital graphics to drive awareness to the website notworththerisk.ca

Spending on the City of Vancouver's campaign on pipelines:

1. \$273,000 spent on research which was used in the City evidence to the NEB hearings during 2014 and 2015 and to the public panel and provided the basis of the digital/visual social campaign: <http://vancouver.ca/green-vancouver/neb-evidence-library.aspx>
2. \$24,000 on website development for Notworththerisk.ca (Proximis Digital)
3. \$13,496 on digital social campaign amplification using Facebook ads (Vancouver and Ottawa) used to raise awareness about the notworththerisk.ca website
 - a. Facebook ads:
Total spent: \$1,998.99
An additional \$1,498.99 was spent on ads targeted towards individuals who would support the Not Worth The Risk campaign.
 - b. Digital ads buys on online news outlets:
Postmedia \$5,000
The Hill Times \$5,000

Responsive Records Provided:

1. Memo to Mayor and Council from the Director of Corporate Communications;
2. Invoice from Proximus Digital;
3. Invoice from BMD Multi-Lingual Technology Ltd. for translation service; and
4. List of experts consulted and amounts spent - some of this information has been severed.

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.

If you request a review, please provide the Commissioner’s office with: 1) a copy of your original request for information that you sent to us; 2) the file numbers assigned to your

request (04-1000-20-2016-404); 3) a copy of this letter; and 4) detailed reasons or grounds upon which you are seeking a 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.

:cf

From: Johnston, Sadhu
Sent: Wednesday, October 12, 2016 2:07 PM
To: Direct to Mayor and Council - DL
Cc: City Manager's Correspondence Group - DL; Smith, Doug (Sustainability); Sandhu, Jag
Subject: Trans Mountain Pipeline Expansion Project Update

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 Afochs 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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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.

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		
Source	Unique visitors	% of visits
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>



From **Proximis Digital Inc.**
2033 Comox St
Suite 303
Vancouver, BC
V6G 1S1

Invoice ID **1106**
PO Number **4500566098**
Issue Date **08/09/2016**
Due Date **09/08/2016 (Net 30)**
Subject **Not Worth The Risk Invoice**

Invoice For **City of Vancouver**
453 West 12th Avenue
Vancouver, B.C. V5Z 1V4
Email:
Magdalena.gatus@vancouver.ca
Phone: 604-8737677
Fax: 604-873-7057

Item Type	Description	Quantity	Unit Price	Amount
Product	File management and strategy	1.00	\$3,000.00	\$3,000.00
Product	Landing page development (RUSH)	1.00	\$7,000.00	\$7,000.00
Product	Elected-official communications tool (1-year license)	1.00	\$9,500.00	\$9,500.00
Product	Advertising plan	1.00	\$1,000.00	\$1,000.00
Product	Advertising management and reporting	1.00	\$1,000.00	\$1,000.00
Product	Advertising creative	1.00	\$1,000.00	\$1,000.00
Product	Hosting costs: June, July at \$200/month	1.00	\$400.00	\$400.00
			Subtotal	\$22,900.00
			Tax (5.00%)	\$1,145.00
			Amount Due	\$24,045.00

Notes

Services delivered in the Province of Ontario are subject to 13% HST while services delivered in the Province of British Columbia are subject to 5% GST.

GST/HST number: 82670 7796 RT0001

Project contact for City of Vancouver: Rena Kendall Craden, tel. 604.673.8121

Please direct any questions to john@proximis.ca



BMD Multi-Lingual Technology Ltd.

Suite 101
 3920 Norland Avenue
 Burnaby, British Columbia V5G 4K7
 Canada

(604) 736-8932
 www.mltek.com

INVOICE

Invoice No.: 14369
 Date: 06/06/16
 Client PO #:
 BMD WO #: 166230
 Terms: Net 14. Due 06/20/16.

Sold to:

City of Vancouver

Accounts Payable
 PO Box 7757
 349 West Georgia Street
 Vancouver, British Columbia V6B 0L5
 Canada

Item No.	Quantity	Unit	Language Pair	Tax	Unit Price	Amount
1100	1	Each	English to French PO#4500560604 Requester/Coordinator/Approver: Marnie McGregor GS - GST 5% HST	GS	770.00	770.00
						38.50
BMD Multi-Lingual Technology Ltd. HST: #82302 2827 RT0001						
PO number 4500560604 - "Kinder Morgan Canada's proposed Trans Mountain Pipeline expansion"					Total Amount	808.50

TMP Experts Consulted

Prepared by Liz Jones from SAP data provided by Amada Cooke

Consultant	2014	2015	2016	TOTAL
s.14	s.14, s.16(1)(b)			s.14, s.16(1)(b)
Brand Finance				
s.14				
s.14				
s.14				
Etkin				
s.14				
Jaccard				
Jeremy Stone				
Karen MacWilliam				
Kathryn Harrison				
MacWilliam				
s.14				
Nuka				
s.14				
s.14				
s.14				
UBC				
s.14				
York				
TOTAL				\$ 347,633