



Coalition of Canadian Municipalities for Energy Action

Direct Senate and Public Engagement Strategy

February 2019





THE IMPACT STORY

Founded in 1997, Impact Public Affairs is a full-service, boutique firm based in Ottawa with offices in Toronto, Montreal and Québec City.

Our firm specializes in providing organizations with innovative and wide-ranging services that deliver long-term results. No other firm has the depth of experience and track record of success in ensuring its clients deliver effective communications to government officials, the public, and key stakeholders. We have an exceptional track record of delivering campaigns that exceed our clients' expectations.

Impact's advocacy and public relations work has been recognized among the best, both domestically and internationally. Our campaigns and projects have won multiple accolades through PR News Awards, the Canadian Society of Association Executives (CSAE) Awards, and the Summit International Awards—While the awards are appreciated, our clients appreciate the results even more.





OVERVIEW

1. Background
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BACKGROUND

Bill C-69 is one of the most polarizing pieces of legislation that has come forward since the Trudeau government took power in 2015. Industries that will be affected by the changes it proposes have ramped up lobbying efforts in an attempt to kill the bill, or have it amended.

Energy companies and other organized interests in the oil and gas, extractive and construction industries will be lining up to appear before the Standing Senate Committee on Energy, the Environment, and Natural Resources, which is studying the Bill. At the same time, communities that depend on these industries for high levels of local economic activity will need to have their voices heard.

Major municipal organizations have skin in the game across departments, bills and regulations and may lack the sense of urgency needed to put forward a unified message on behalf of cities and towns that will be harmed by C-69 if it passes without significant changes.

This proposal offers an overview of activities that should be performed to ensure the Coalition of Canadian Municipalities for Energy Action is able to secure an audience with that committee. At the same time, the plan will demonstrate ways to engage private citizens and other stakeholder partners to support a united response to Bill C-69.





PUBLIC OPINION CLIMATE

Public opinion on Bill C-69 is split across Canada, across interest groups, and across partisan lines. However, in a recent poll from the Angus Reid Institute, 58 percent of Canadians said the lack of new oil pipeline capacity constitutes a crisis. Bill C-69 would exacerbate these concerns, which we know extends far beyond Alberta and Saskatchewan.

The federal government knows that in an election year it must take action to curb the sense that it is “anti-development” and opposed to expansion in the natural resources sector. Many competing priorities in the mandate letters of its Ministers are vying to take centre stage during the final legislative sprint before the election.

At the same time, Canadians are expressing concern about the government’s ability to initiate projects and get shovels in the ground after committing infrastructure funding and investing in mega projects across the board.

The Senate of Canada currently holds all of the power to amend, defeat, or pass Bill C-69. The institution is focused on its public perception and will be motivated to make the public happy ahead of doing the bidding of the House of Commons. We can expect *a lot* of sober second thought to occur.





STRATEGY

- Initiate coalition of concerned "Energy Towns"
- Brand the group and unify its message
- Emerge as the strongest municipal voice representing communities that will be hardest hit by Bill C-69
- Leverage existing relationships in the Senate of Canada, while focusing on creating new ones as well
- Focus efforts on the leadership of the Senate from all represented parties (Liberal, Conservative, Independent)
- Focus efforts on the Senate Standing Committee on Energy, the Environment and Natural Resources
- Elevate the media presence of municipalities affected by Bill C-69 both in Western Canada and across the country





TACTICS

- Develop Campaign Microsite
- Submit Brief and Meeting Request to Standing Committee on Energy, the Environment and Natural Resources
- Request to appear at Senate Standing Committee on Energy, the Environment and Natural Resources
- Train spokespeople to appear at Committee in Ottawa and hold face-to-face meetings with Senators on the same trip
- Generate media attention through press conference on Parliament Hill associated with committee appearance and in solicited media appearances on national and regional political talk shows
- Encourage coalition members to submit responses as part of the process and encourage committee meetings to take place in affected communities



TEAM

HUW WILLIAMS

PRESIDENT, IMPACT PUBLIC AFFAIRS



For over 20 years, Huw has worked with all levels of government on issues related to finance, health and budgetary asks. His extensive career in government - including as acting Chief of Staff to the Deputy Prime Minister of Canada - has made him highly successful at advancing the campaign objectives of organizations he represents.

A multiple-award winner, Huw Williams was named worldwide Public Affairs Professional of the Year finalist by PRNews Magazine. Williams' other accolades include being named one of The Hill Times' Top 100 lobbyists in Canada, and the Ottawa Business Journal's "Top Forty under 40 Award" for professional success and community involvement.

Mr. Williams authored "A Government Relations Guide For Directors of Non-Profit Organizations" and "Media Relations for Canadian Associations", both published by the Canadian Society of Association Executives. Mr. Williams holds a Masters of Business Administration from the University of Ottawa and a Bachelor of Arts (Political Science) from the University of Calgary. He has also completed studies at the Université de Tours in France and is bilingual.



TEAM

CHRISTIAN VON DONAT

DIRECTOR, GOVERNMENT RELATIONS AND STRATEGY



Christian has extensive experience working in the public sector on Parliament Hill, with a proven track record of delivering results. Through this time, he specialized in communications, policy development, navigating the parliamentary process, and stakeholder engagement.

Christian is a well-travelled political strategist, having worked in senior roles on Federal, Provincial, Municipal, and internal leadership campaigns. He also regularly liaised with national and local media, coordinated major events, and planned tours. Christian is proud of his accomplishments in Indigenous affairs, advancing the case for government to government dialogue and working to expand business opportunities with Indigenous partners.

Christian also previously worked at the Liberal Party of Canada as well as at Queen's Park. He graduated from Western University with a Bachelor of Arts with combined Honours in Political Science and German Language and Literature. He is currently pursuing a double Masters of Business Administration from Cornell University and Queens University.



TEAM

MATHIEU O'BRIEN

GRAPHIC DESIGNER AND WEB SPECIALIST



Mathieu O'Brien is an expert in multimedia design and is highly qualified for web marketing as well as being bilingual. He has vast experience in project production on a variety of social media platforms such as YouTube, Twitter, Instagram, and Snapchat. He has lead programs to create and engage audiences, most notably from generation "Y".

Mathieu distinguishes himself with his vast competencies in design and being able to work with a variety of softwares to produce creative designs for any project. He has expertise in video production, as well as conceptualizing, designing and producing user interfaces for games, mobile apps, and websites. He holds a Bachelor's degree from the Interactive Multimedia and Design program at Carleton University.





PROPOSAL

Our team will assist the Coalition of Canadian Municipalities for Energy Action in recruiting members, developing standard key messages, appearing before the appropriate committees, and meeting with the right politicians to effect change. We will ensure a high level of brand consistency and deliver strategic messages to the public that will turn support into action from residents in your communities.

We propose to undertake this work for a base fee of \$3000.

We will not only make sure your voice is heard, but we will ensure that you are always prepared to deliver the right message. Whether it is to committee, for face-to-face meetings, or in front of the media, our team will support you in putting the best arguments to the forefront of the discussion on C-69.

We have the right relationships and strategy to ensure Canada's Energy Towns have an effective response to this bill and are looking forward to working with you.





Bill C-69 An Overview

Overview

- **Bill C-69 presentation of concerns and proposed solutions**
- **Overview of Senate engagement**
- **Save Canadian Jobs**
- **Opportunities**

Bill C-69 – 7 major concerns

1. **Approvals and path to construction** – Lack of clarity around approvals and vulnerability to judicial challenge
2. **Overly broad public participation process** – brings delays due to volume and drowns out the voices of those directly affected
3. **Timeline certainty** – or rather uncertainty
4. **Project planning uncertainty** – barrier to indigenous engagement
5. **Decision making/public interest** – ministerial powers and more
6. **Involvement of lifecycle regulators** – and other offshore concerns
7. **Navigable waters act** – bad and overly broad definitions

Issuance of Approvals and the Path to Construction

Proposed amendments seek to:

- Clarify at the earliest stage the required considerations, information and stakeholders to be consulted.
- Clarify requirements and sources of guidance related to policy issues that are in the law (sustainability, the intersection of sex and gender, etc.)
- Give judicial resilience to scoping decisions by the regulator – if they exclude something, then that is final.
- Bring discipline to potential judicial review – deadlines to challenge a decision; deadlines for appeal, etc.

Public Participation

Proposed amendments seek to:

- Provide appropriate discretion to the regulator to determine the participation process and the degree of engagement of different intervenors.
- Makes the decisions of the regulator with respect to participation final (protect from court challenge)

Timeline Certainty

Proposed amendments seek to:

- Eliminate unnecessary process steps
- Increase transparency – as to when Cabinet can extend timelines
 - Provisions allow the Governor-in-council to extend timelines without providing reasons, unlimited times.
- Propose a legislated timeline of 730 days – which with early planning brings the total timeline to 2.5 years maximum.
- Impose deadlines for informing proponents that they are subject to a review.

Project Planning Certainty

- **ISSUE:** The Act prohibits a proponent from doing “any act or thing” in connection with a designated project that may cause any change to the health, social or economic conditions of the indigenous peoples of Canada.
- This clause unintentionally captures “acts or things” that have a positive impact on the conditions of Indigenous groups (e.g. Impact benefit agreements).

The Act should be amended to have this clause tied to “change to the environment”

Decision Making/Public Interest

Proposed amendments seek to:

- Ensure that when making public interest determinations, the act requires consideration of the economic benefits of a project.
- Creates boundaries around the Minister's discretion when designating a project to the "project list" and introduce the language of economic considerations into the calculus.

Involvement of Lifecycle Regulators in Review Panels

Propose amendments seek to:

- “Right size review” act currently triggers maximum assessment for anything in the offshore (e.g. 30-day exploration wells)
- Allow experts from life-cycle regulators to be a majority of review panel members or the chair of the review panel – currently their expertise is marginalized.

Navigation Protection Act

- **ISSUE:** The Act has changed how “interference with navigation” is defined by including changes to water flows and water levels in the text.
- The changes will be onerous to all parties regulated under the act and could have significant consequences for proponents (as an example) that operate water intakes.

The Act must remove references to water levels and water flows.



Senate Engagement

Moving Forward: *Amendments*

- **Bill has been sent to the Senate Standing Committee on Energy, the Environment and Natural Resources (ENEV)**
 - Review of C-69 legislation begins February 4, 5, 6, 2019
- **Timeline**
 - Committee expected to review legislation at least until May
 - Senate expected to vote on legislation before Senate adjourns for the summer (expected in June)
- **Current Senate breakdown of votes**
 - 105 Senators in total
 - 54 ISG votes total
 - 31 Conservative votes total
 - 10 Liberal Senators total
 - 10 Non-affiliated total
 - 53 votes needed for majority

Senate Engagement

- **Amendments:**
 - Openness to amendments
 - Seeking a sense of which are more priority
 - Interested in what amendments the government would support
 - Majority want to make the bill better don't want to delay
- **Pathway to amendments:**
 - Ensuring senators understand the concerns and possible solutions
 - Getting amendments put forward at the committee stage
- **Advocacy:**
 - Since October 25, each Senator, has received 41,170 emails from Energy Citizens in every province and territory
 - Plus letters over 35 municipalities; from indigenous groups; industry groups, and others.
 - Senators have had an unprecedented level of meeting requests.

Save Canadian Jobs Campaign

- **Objectives:**

- Raise awareness about negative effects of current Bill C-69
- Mobilize a coalition of stakeholder groups and their members
- Mobilize voters to pressure Senators and MPs to amend C-69 and ensure it does not pass in its current form.

- **Results to date:**

- 15 organizational members
- +8,700 individuals; +13,400 letters sent since Nov 22 soft launch;

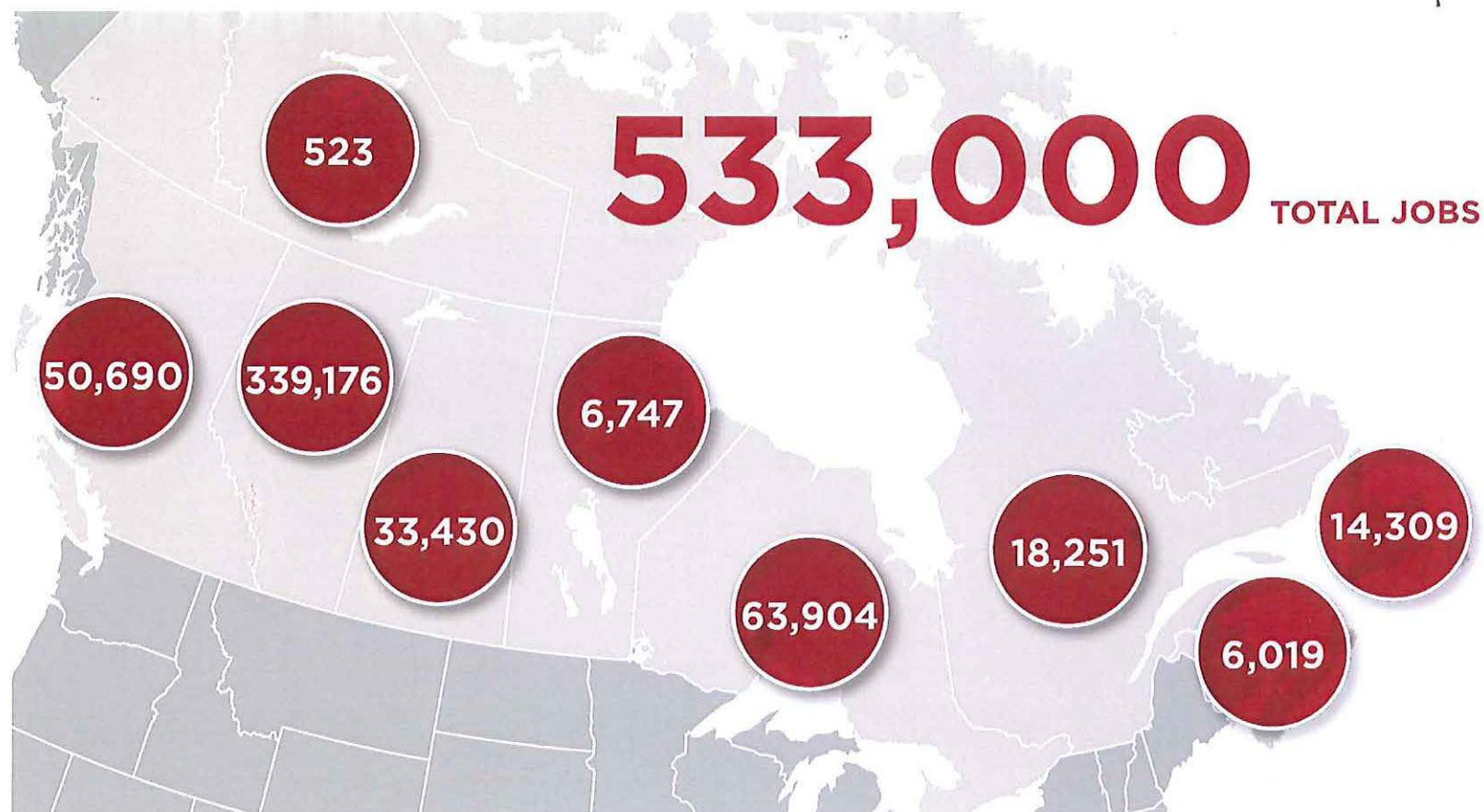
- <https://www.savecanadianjobs.com/>

Opportunities and next steps

- **The Municipal Voice is an important one:**
 - With considering speaking at an information session
 - Consider possible public visibility for your presence in Ottawa
- **FCM Engagement**
 - Possible Resolution at upcoming March Board meeting
- **Who do meet at the Senate:**
 - Members of the ENEV (priority)
 - Senator Wetston – an ISG resource on the Bill
 - Senators from the Prairies (ISG, LIB)
 - Senator Tkachuck – for insight into Conservative's approach to the Bill

Canada's Oil and Natural Gas Industry Creates Jobs

NUMBER OF JOBS ACROSS CANADA IN 2017 (DIRECT AND INDIRECT)



Source: Prism Economics and Statistics Canada, 2017

Economic Impact of Canada's Oil and Natural Gas Industry



\$10 Billion Other (Includes New Brunswick, Northwest Territories, Nova Scotia, Nunavut, Prince Edward Island and Yukon.)

Source: CERI 2017 - GDP Impact*

*The economic impact to provinces, with the exception of Alberta, from 2017 to 2027.