

Columbia River Treaty Outreach & Public Engagement

Presented to CBRAC
May 15, 2018 Ainsworth Hot Springs, B.C.

By Brooke McMurchy
Policy Advisor, B.C. Columbia River Treaty Team

Canada-B.C. Outreach & Advocacy Plan

- Global Affairs Canada and B.C. developed a joint plan to reach U.S. and Canadian stakeholders
- **Primary Outreach Team:** Global Affairs Canada, B.C. CRT Team, B.C. Intergovernmental Relations Secretariat
- Meet weekly to ensure all parties are updated on issues and opportunities for communication/outreach

Outreach Goals

Key influencers and stakeholders:

- appreciate the diversity of benefits to the U.S. (e.g. agriculture, navigation, fish, recreation)
- understand ongoing impacts to B.C. to meet U.S. interests
- understand how the CRT benefits their sector
- understand, support and advocate for Canada/B.C.'s interests and priorities

Key Messages

- **Canada and B.C. are aligned** on their interests and position for the CRT.
- Canada envisions the renewal of the Treaty based on the original principle of the creation and **equitable sharing of benefits.**
- Coordination and management of water flows under the Treaty provides **significant benefits to U.S. interests.**
- Canada's focus will be on ensuring the interests of **Canada, B.C. and Indigenous Nations are addressed.**

Canadian Columbia Basin Engagement

What We've Heard From You

- Need proactive, regular communication with the public on the Treaty
- Need one source of factual information on the Treaty
- CBRAC should not be the source of factual information
- Public meetings, regular emails, e-newsletters, conference calls and social media (esp. Facebook) have worked in the past
- Video, photos and apps are effective education and engagement tools
- Allow opportunities for community discussion
- Keep information simple in volume and content to avoid overloading the audience
- Youth need to be engaged
- Many people in the Basin don't know or care about the Treaty – that needs to change

Engagement Goals

Canadian Columbia Basin residents:

- are more aware of, and better understand, the CRT
- are informed of the CRT negotiation progress
- know where to find information on the CRT
- know how to engage with the Province on the CRT
- have opportunities to share their local knowledge & expertise
- have opportunities to engage in discussion on the key issues around the CRT
- feel they have been fairly consulted, communicated and engaged with

Target Audiences

- General public – knows little to nothing about the CRT
- Interested public – moderately to well informed about the CRT
- Those involved in the 2012 – 2013 B.C. CRT Review Public Consultation
- Those affected by CRT hydro operations
- Youth

Planned Engagement Activities

- **Provincial Columbia River Treaty Website** – main stop for up-to-date, factual information on the Treaty and negotiations
- **Social media** – share updates, engage in conversation with the public, drive people to the website, increase reach
- **Print/Radio/TV** – share updates, generate interest in Treaty negotiations, correct misinformation
- **Community meetings** – share updates, engage with people in person, gather feedback
- **Conferences/events** – share Canada/B.C.'s messaging around the importance of the Treaty to Canada and the U.S., the impacts felt in Canada and the benefits received by the U.S.
- **Regular Communication with the LGC and CBRAC** – meetings and conference calls to share info and seek input

Communication Tools

- Provincial Columbia River Treaty website
- Social media (Facebook, Twitter)
- Public meetings (June 2018)
- Media coverage (print, web, radio, tv)
- Advertising – print, online, posters in communities
- Basin tours for key stakeholders
- Private meetings with key stakeholders
- Conferences/events (presenting or attending)
- Cross-promotion with aligned organizations (share Treaty news with their communities)
- Regular email updates/newsletters

Upcoming Events

- **May 28: Canadian Water Resources Association Symposium, Victoria & online**
 - Panels on overview of CRT issues, technical consideration and 'what next'
 - Minister Katrine Conroy to provide an overview of Treaty issues from a local perspective
 - Presentation by reputable indigenous representatives, academic, scientific experts and the Province
 - Livestream available – on CRT Facebook this week or search the event
- **June 11 - 21: Canadian Basin Community Meetings**
 - Return to communities visited during Treaty Review Public Consultation
 - Review key issues gathered during Public Consultation (reiterate that these are guiding Canada and B.C.'s position)
 - Describe the negotiating process and who is involved, share how to stay connected/up to date, share whatever other information possible.
- **July 22 – 27: PNWER Summit and Tour, Spokane and Canadian Basin**
 - Full day session on the CRT – in development
 - Tour targeting U.S. legislators
 - Show them Canadian Basin impacts and geography
 - Focus on Castlegar and Nakusp with specialty guests joining along the way

Questions for our breakout session

1. Any other suggestions for engagement activities? If yes, what and for which target audience?
2. Are any target audiences missing? If yes, what are appropriate activities for these audiences?
3. What activities in the plan should not be done? Why?

Thoughts?
Questions?