



Stakeholder Engagement Program

The purpose of the Stakeholder Engagement Program is to build and sustain an exchange of timely information about Trans Mountain's pipeline expansion project.

The program's milestones and other achievements are detailed in Volume 3A of Trans Mountain's Application to the National Energy Board, titled Public Consultation.

Providing information about the Project, along with collecting feedback, are priorities for Trans Mountain Pipeline (TMPL), and we have employed both conventional and innovative methods to achieve this objective.

The engagement program keeps stakeholders informed throughout the Application process and it seeks meaningful input regarding the proposed pipeline corridor, environmental effects and socio-economic effects and benefits of the Project. Trans Mountain has provided, and will continue to provide, information on how stakeholders can present comments to the NEB.

Consultation

Prior to launching the program, Trans Mountain consulted with local governments and community leaders to seek input. These early conversations provided Trans Mountain with direction on areas of greatest interest to local communities along the pipeline corridor. Issues identified include:

- Marine tankers and the impacts of increased tanker traffic
- Oilsands development and global warming
- Pipeline safety
- Routing of the proposed pipeline
- Socio-economic benefits and impacts of the project
- Spills and emergency response, both on land and at sea
- Engagement process and activities

Trans Mountain Expansion Project

Engagement with stakeholders has brought forward many ideas, comments and concerns about potential impacts from Trans Mountain's proposed expansion. Information from stakeholders will be used to support the development of studies, plans and design for the proposed expansion project.

Interest in the pipeline expansion extends beyond those directly along the route. We divided our communications and engagement activities into pipeline corridor communities that could potentially be affected directly by the proposed pipeline and related facilities, and marine corridor communities that could potentially be affected by the incremental increase in Project-related marine vessel traffic. We are focusing on five regions: Alberta; BC Interior; Lower Mainland/Fraser Valley; Mainland Coastal; and Island Coastal Communities.

Innovative Engagement

The stakeholder engagement program went beyond the stakeholder engagement methods identified in the NEB Filing Manual (NEB 2013), using social media to disseminate information as well as seek feedback from stakeholders. Digital engagement opportunities parallel and complement the in-person engagement opportunities. Trans Mountain launched a project-specific Twitter account and YouTube channel to engage audiences that may have not been reached through traditional avenues.

Highlights of the stakeholder engagement program through July 2013 include:

- 63 engagement open houses or workshops along the pipeline route and the marine corridor, attracting a total attendance of 2,761 individuals
- 527 meetings between project team members and stakeholder groups
- 264 interviews with news media outlets
- 1,530 tweets from the @TransMtn Twitter account
- 409 Feedback Forms submitted either as printed copies or online
- Distributed 2,500 printed copies of our Discussion Guide
- 326 copies of our Discussion Guide downloaded from our website
- 12,471 downloads of project documents from our website
- 12 videos posted on YouTube generating 9,278 views
- 585 emails to the project email address and 162 phone calls to the toll-free info line
- Online engagement through the project website (transmountain.com) generated:
 - 53,647 visits from June 2012 through July 2013, 69 per cent of which (32,724) represented new visitors
 - 120 questions posted to our Question & Answer board, 87 of which were answered publicly on the website, 22 privately via email and 11 were comments not requiring an answer

Trans Mountain Expansion Project

Engagement Continues

Commencing January 2014, additional engagement and communications phases will be developed to support the regulatory process and, if successful, the construction phases of the project. The goals of this engagement and communication phase will include sharing results of any new studies or work being completed on the project, communicating any changes and or updates to project plans, sharing information with stakeholders on the regulatory process and engaging with stakeholders about construction effects and mitigation measures.

Concerns Identified



In an effort to best inform the environmental and socio-economic assessment, engagement with environmental groups was formally initiated in April 2012, beginning with key sustainability opinion leaders, clean technology proponents and environmentalists. The full scope of environmental concerns about pipeline expansion from Alberta to the West Coast was identified with the help of a major environmental think tank that had expertise in the oil and gas sector.

From the beginning, environmental groups (particularly on the West Coast) have expressed concern about the properties of heavy oil and any increase in the marine-based transit of heavy oil after it leaves the TMPL via Westridge Marine Terminal. They also expressed concern related to climate change and greenhouse gas, resulting from upstream developments.

Many of the marine issues identified were out of Trans Mountain's jurisdiction and control; however, every conversation provided an opportunity to engage with environmental groups to understand the reasons behind their concerns. Information was shared within the marine shipping industry in an effort to address stakeholder concerns and improve the knowledge and awareness of the tanker safety and marine spill response regime in place.

This brief is intended as a general review of content from the December 16, 2013, Trans Mountain Expansion Project submission to the National Energy Board, and not a substitute for the actual content of the submission. Please refer to the submission for a full description of the Project.