



PORT METRO  
**vancouver**

# Fostering Positive Relationships with Local Communities

**Duncan Wilson**

Vice President, Corporate Social  
Responsibility

*June 27, 2012*

# Overview

- About Port Metro Vancouver
- Our approach to working with communities
- Three examples of success

# About the Port

- **Non shareholder, financially self-sufficient corporation established by the Government of Canada**
- **Arms-length board of directors**

# Our Jurisdiction

- 640 kilometres of shoreline
- 16 municipalities
- Region of 2.3 million people

# Operations and Assets

- 28 major marine cargo terminals
- 3,024 vessel calls in 2011
- Serviced by 3 major railways
- Administration of 16,000 hectares of water and nearly 1,000 hectares of land and assets

# License to Grow

- Containers
- Petroleum
- Coal
- Potash
- Grain

# Commitment to Corporate Social Responsibility

- ***Mission:***

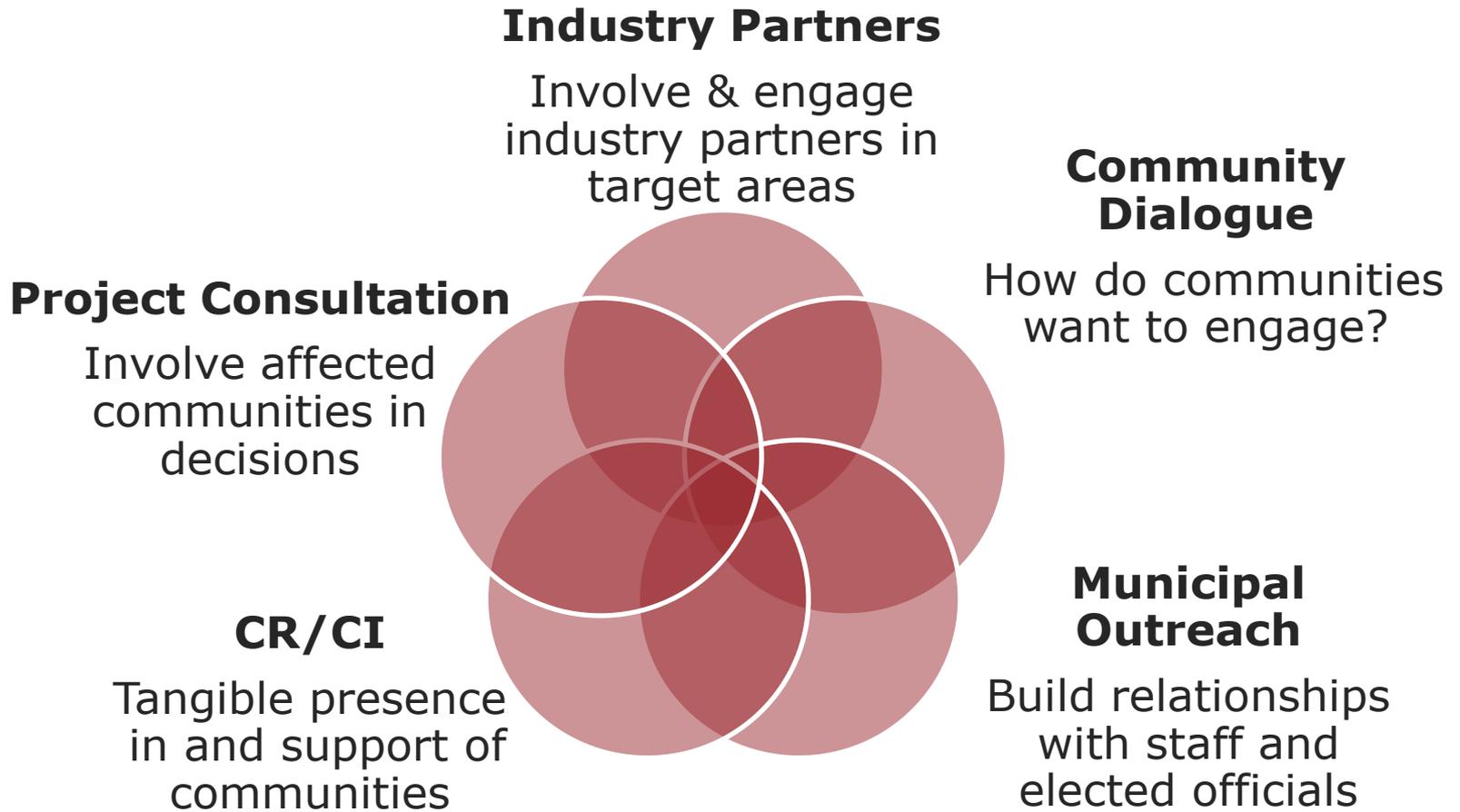
To be the most sustainable Gateway for the customers we serve, benefitting communities locally and across the nation

- ***Vision:***

To lead the growth of Canada's pacific Gateway in a manner that enhances the well-being of Canadians.



# Community Engagement Strategy



# Municipal Outreach

- **Build relationships with staff and elected officials**

## Onjectives

- **Listen**
- **Inform**
- **Clarify**
- **Build trust & credibility**
- **Build relationships**



# Community Dialogue Case Example

## Deltaport Third Berth Liaison Committee

- *Community dialogue on impacts of expansion*
- *Exploration of opportunities*
- *Committee's work a best practice*

# Community dialogue

- Talk with over 800 people in more than 200 multi-stakeholder meetings, community open houses and municipal discussions



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# Community Relations & Investment

- Invest one per cent of net income back into neighbouring communities
- Reach more than 400,000 people at 40 community events

# Project Consultation

- **Involve affected communities in decision-making**
- **Recognize needs and interests**
- **Facilitate input**

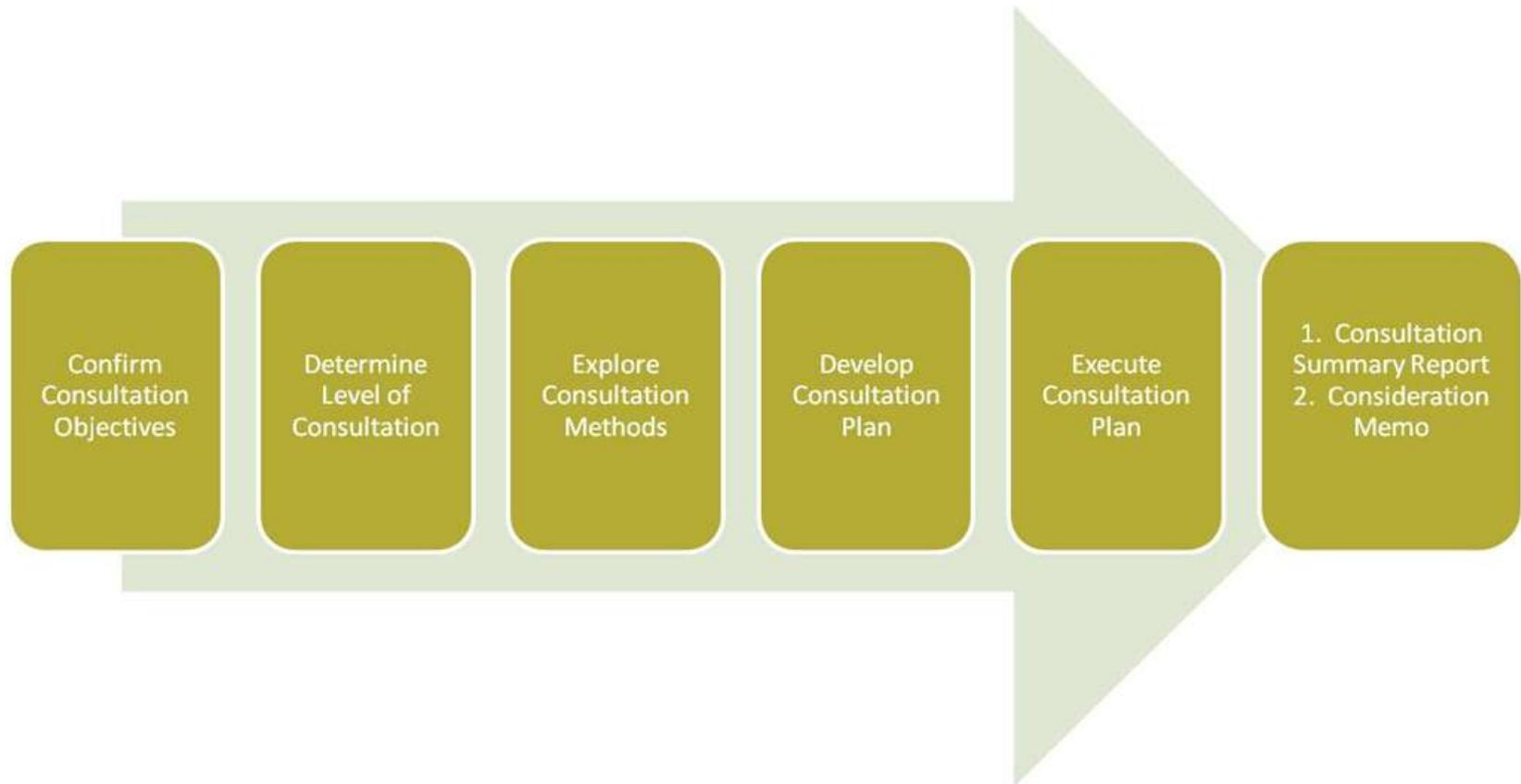
# PMV Engagement Spectrum

\*Adapted from the International Association of Public Participation (IAP2)

Increasing level of community engagement

	Inform	Consult	Engage	Collaborate	Empower
<b>Engagement Goal</b>	PMV provides balanced and objective information to assist community members in understanding a project or issue, possible alternatives, opportunities and/or solutions.	PMV requests community feedback on analysis, alternatives or decisions.	PMV works directly with the community throughout a process to ensure that public concerns and aspirations are consistently understood and considered.	PMV partners with the community in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	PMV places final decision-making power in the hands of the community.
<b>Promise to Public or Community</b>	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how community input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how community input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
<b>Tactics</b>	<ul style="list-style-type: none"> <li>• Fact sheets</li> <li>• Newsletters</li> <li>• Websites</li> <li>• News releases</li> <li>• Open houses</li> </ul>	<ul style="list-style-type: none"> <li>• Public comment</li> <li>• Focus groups</li> <li>• Surveys</li> <li>• Public meetings</li> </ul>	<ul style="list-style-type: none"> <li>• Workshops</li> <li>• Deliberative polling</li> <li>• Community Liaison Committees</li> </ul>	<ul style="list-style-type: none"> <li>• Citizen advisory panels</li> <li>• Consensus-building initiatives</li> <li>• Participatory decision making</li> </ul>	<ul style="list-style-type: none"> <li>• Citizen juries</li> <li>• Ballots</li> <li>• Delegated decision</li> </ul>
<b>Current PMV Examples</b>	<ul style="list-style-type: none"> <li>• Deltaport Project Update</li> <li>• Interpretive Centre</li> <li>• Community Relations</li> <li>• Community Investment</li> </ul>	<ul style="list-style-type: none"> <li>• Northwest Ports Clean Air Strategy Open Houses</li> <li>• PMV Annual General Meeting</li> <li>• Project Consultation</li> </ul>	<ul style="list-style-type: none"> <li>• Deltaport Third Berth Community Liaison Committee (DCLC)</li> <li>• North Shore Waterfront Liaison Committee (NSWLC)</li> </ul>	<ul style="list-style-type: none"> <li>• EVPL Landscape Plan Liaison Group</li> </ul>	<ul style="list-style-type: none"> <li>• No examples</li> <li>• Strive "nuggets of empowerment"</li> <li>• No matter how small, they will go a long way to increasing trust and building social capital,</li> </ul>

# Consultation Planning Process



# Project Consultation Case Example

## Low Level Road

- **Important corridor in North Shore Trade Area**
- **\$100 million in improvements by 2014**

# Industry partnerships

- Leverage supply chain value for industry, communities and our nation

# Integrated Approach Case Example

## Port 2050 Initiative



- Strategic visioning process
- Engaged nearly 100 individuals from stakeholder groups, customers, First Nations
- Resulted in new Port Mission & Vision
- Sets context for new land use plan



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