

B.C. Spills Regulation Engagement

Week 5 Trending Report: March 28 to April 3, 2018

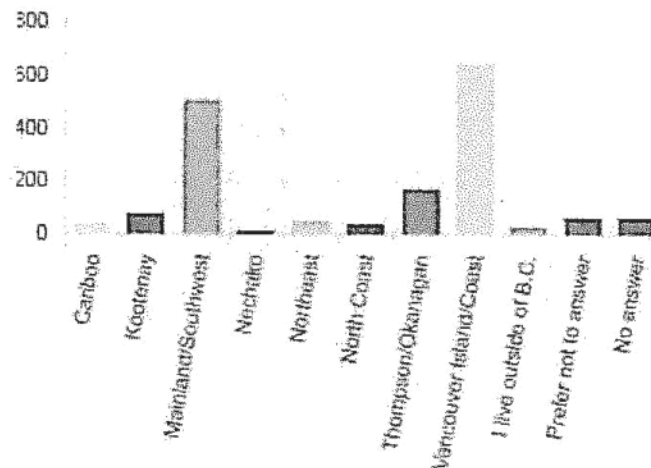
1. Site statistics

These statistics are based on visits to the home page of the engagement site. Site visits are not unique visitors, so may include repeat visitors.

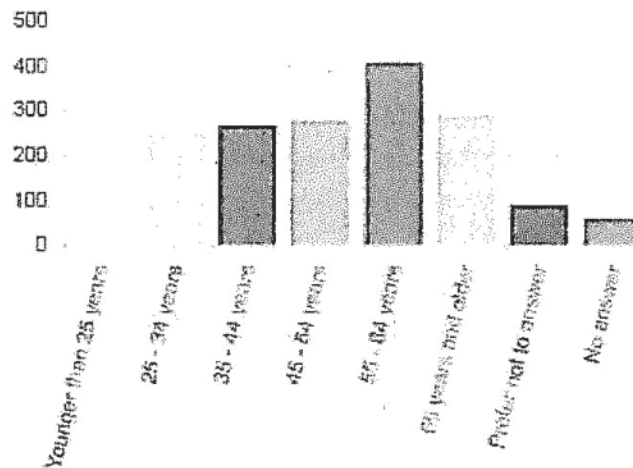
	Launch Day (Feb 28)	Week 1 (Feb 27 - Mar 6)	Week 2 (Mar 7 - 13)	Week 3 (Mar 14 - 20)	Week 4 (Mar 21 - 27)	Week 5 (Mar 28 - Apr 3)	TOTAL:
Site Visits	1,081	13,478	2,620	1,241	419	852	18,839
Average Site Visit Duration	11m48s	10m48s	10m40s	9m27s	13m29s	8:22	11m14s
Average Questionnaire Duration	13m58s	14m18s	14m16s	14m12s	14m17s	14m12s	14m12s
Number of Questionnaires Incomplete*	126*	496*	80*	73*	23*	48*	846*
Number of Questionnaires Completed	181	1,078	197	95	40	71	1,666

*a significant number of people are not completing the questionnaire, which may be attributed to the level of difficulty of the questions.

Responses by region:



Responses by age:



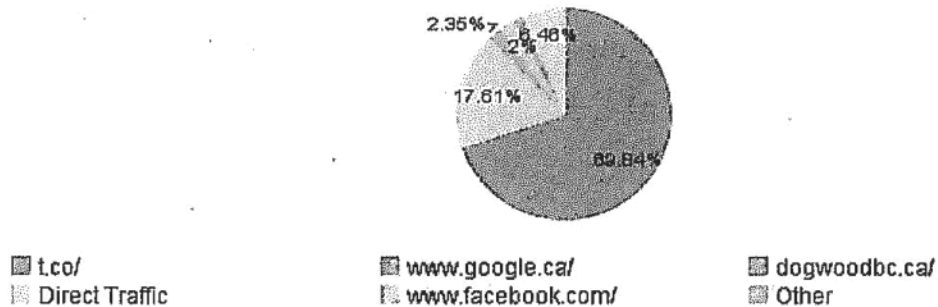
2. Comparison to other engagements:

In comparison, the Professional Reliance Review engagement had received **2,463 feedback forms** and had **9,524 site visits** by the end of the third week.

3. Top referring sites

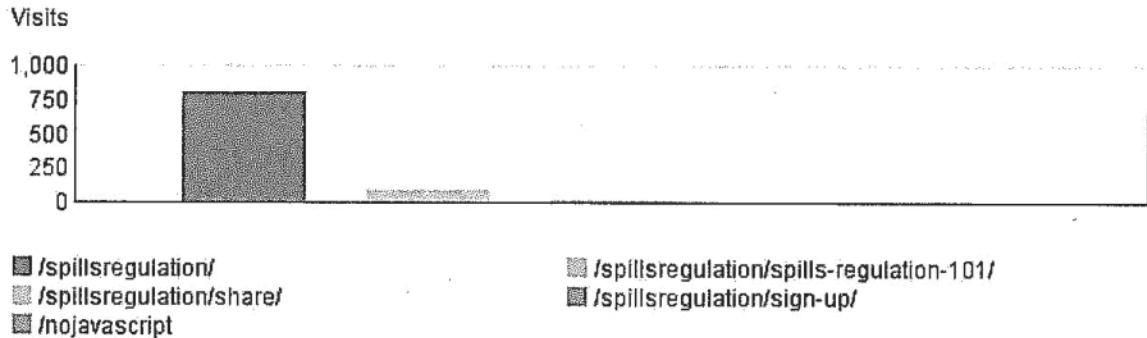
Nearly **70%** of citizens came to the site from Twitter, with only **17%** coming to the site directly.

Visits



4. Most popular pages

The most popular page on the site was the home page, followed by the Share page, and the Spills Regulation 101 page.



5. Sample quotes from the comments:

"Self Responsibility: Where a company has no technology to effectively clean up after itself -- say with a bitumen spill (and "effective" meaning recapturing the same volume spillt, or at least over 80%) then the company has no right to pursue its business, and must be denied the right to operate."

"Industry paying for committee members will lead to corruption"

"Increasing the amount of compensation available following a marine spill (of dil-bit) from a ship is irrelevant. It doesn't matter if it's \$1M or \$100M, there is no technology that exists to clean it up. Zero! It. Stays. Forever."

6. This week's news articles

No new articles this week on the public engagement.

7. Twitter Advertisement boosted between March 29 – 31, 2018:



BC Government News

@BCGovNews

Following

We are taking steps to defend our land, waters and coast from the threat of a catastrophic spill.



Have your say on spill response

Do you have thoughts on the way BC prepares for, responds to, and recovers from environmental emergencies?

engage.gov.bc.ca

1:42 PM - 28 Feb 2018

291 Retweets 680 Likes



317 291 680

<https://twitter.com/BCGovNews/status/968964629861949440>

From: Twynstra, Tanya L GCPE:EX
To: "a.rose@malatest.com" (a.rose@malatest.com); Ralph, Jamie GCPE:EX; Steilo, Sandra ENV:EX; Guiney, Lisa GCPE:EX; Brach, Pader W ENV:EX; Bell, Danielle L GCPE:EX; Vander Steen, Benjamin ENV:EX; Michelle Vanchu-Orosco
Cc: Summers, Katrina GCPE:EX
Subject: RE: Check in Spill Response engagement
Date: Friday, March 9, 2018 10:42:00 AM

Happy Friday everyone, here are today's action items from this morning's call

1. Katrina will set up 30 minute weekly meetings to discuss status of the project. That meeting should happen after the weekly trending report goes out so that we can discuss the data.
2. Tanya confirmed that the ads ended on March 8, 2018.
3. Katrina will provide Andreas and Michelle with access to the data.
4. Katrina will do a double check on IP addresses to see if there is anything odd happening with people from Alberta.
5. Katrina will ensure the emails we are receiving go over to Sandra (and then Malatest) for inclusion.
6. Katrina will find out and report back at which question most people are abandoning the survey.

The group agreed it was reasonable to having the report done 4 weeks after engagement.

-----Original Appointment-----

From: Twynstra, Tanya L GCPE:EX
Sent: Thursday, March 1, 2018 9:20 AM
To: Twynstra, Tanya L GCPE:EX; 'a.rose@malatest.com' (a.rose@malatest.com); Ralph, Jamie GCPE:EX; Lewis, Cameron F ENV:EX; Steilo, Sandra ENV:EX; Guiney, Lisa GCPE:EX; Brach, Pader W ENV:EX; Bell, Danielle L GCPE:EX; Vander Steen, Benjamin ENV:EX
Cc: Crebo, David GCPE:EX; Cotton, Brian GCPE:EX; Michelle Vanchu-Orosco
Subject: Check in Spill Response engagement
When: Friday, March 9, 2018 10:00 AM-10:30 AM (UTC-08:00) Pacific Time (US & Canada).
Where: GCPE R 617 Government Street, N406, Board Room 2 (Seats 14 people) GCPE:EX

I have set up a 30 minute meeting for next week to do a check in on how we are doing with spill response and what needs to happen next.

I have included Prader, Sandra and Ben but please forward to anyone else who should attend. I have included Malatest as well.

Agenda to follow.

Join online meeting

s.15,s.17

Join by Phone

Local - Victoria: s.15,s.17

Local - Vancouver: s.15,s.17

Toll-Free: s.15,s.17

Find a local number

Conference ID: s.15,s.17

Forgot your dial-in PIN? | First online meeting?

.....

From: [Summers, Katrina GCPE:EX](#)
To: [Stello, Sandra ENV:EX](#); [Brach, Pader W ENV:EX](#); [Vander Steen, Benjamin ENV:EX](#); [Twynstra, Tanya L GCPE:EX](#); [Ralph, Jamie GCPE:EX](#); [Bell, Danielle L GCPE:EX](#); [Crebo, David GCPE:EX](#)
Cc: ["Andreas Rose"](#); ["Michelle Vanchu-Orosco"](#); [McLean, Matt GCPE:EX](#); [Kelch, Kyla GCPE:EX](#)
Subject: Spills Regulation - Week 5 Trending Report
Date: Wednesday, April 4, 2018 10:41:00 AM
Attachments: [image001.png](#)
[Week 5 - B.C. Spills Regulation.docx](#)

Good morning!

Attached is the **Week 5 Trending Report**. This week Twitter was the top referring site, even surpassing the number of people that came directly to the site, which was a first for this engagement. I've included a bit of the information on the ad that was run in Twitter this week on the last page of the report.

Speak soon!

Katrina

Katrina Summers

Citizen Engagement Analyst

GDX – Government Digital Experience Division

Government Communications & Public Engagement

4th floor, 617 Government Street | Victoria BC | 250-812-4973

Find out more:



B.C. Spills Regulation Engagement

Week 1 Report: February 28 – March 6, 2018

1. Site statistics

These statistics are based on visits to the home page of the engagement site. Site visits are not unique visitors, so may include repeat visitors.

	Launch Day (February 28, 2018)	Week 1 (February 28 – March 6)
Site Visits	1,081	14,559
Average Site Visit Duration	11m48s	10m48s
Average Questionnaire Duration	13m58s	14m18s
Number of Questionnaires Incomplete*	126*	622*
Number of Questionnaires Completed	181	1259

*significant number of people are not completing the questionnaires, which may indicate the level of difficulty of the questions.

2. Milestones:

Digital Advertising Campaign launched **March 1, 2018**

3. Comparison to other engagements:

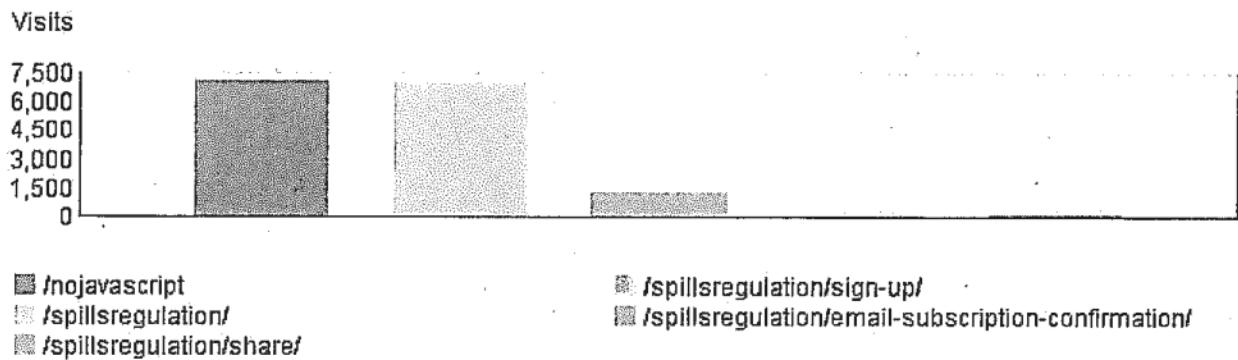
In comparison during week one, Professional Reliance Review **219 feedback forms** had been completed and **1,058 site visits**. On launch day Climate Action Leadership **953 questionnaires** had been completed and **1,492 site visits**.

4. Top referring sites

Over 63% of citizens came to the site directly. The most popular referral sites were Facebook with **16%** of referrals, and Twitter with **5%** of referrals.

5. Most popular pages

The most popular page on the site was the home page, followed by the Share page, and the Sign-Up page.



6. Sample quotes from the comments:

"Burden of proof for compensation should not be onerous. Companies should be required to maintain adequate insurance or post security large enough to adequately compensate for a large scale disaster, including the costs of long-term loss."

"All Canadians benefit from the resource revenue generated and all Canadians share the same risks. The polluter should pay for the clean up but not compensate for loss of income. If a business is not risk tolerant with respect to proximity to pipelines they should look to insurance."

"Industry should be required to post a bond for the full amount of any potential spill - worst case scenario, for example, like the Exxon Valdez costs in today's dollars. Non-refundable and payable regardless of any liability defenses raised."

7. Social Media

BC Government News Tweet received **110** comment, **137** retweets, and **292** likes.

Chek News Facebook post received **20** likes, **1** dislike, **6** comments, and **2** shares.

CBC Vancouver Facebook post received **29** likes, **1** dislike, **11** comments and **3** shares.

6. News Articles

B.C. environment minister unveils oil spill response paper

Vancouver Sun – February 28, 2018

B.C. government moves forward with public consultations on oil spill response following trade war scare

Spill Response - February 28, 2018

B.C. government spill response consultation 'not about Kinder Morgan'

Global News – February 28, 2018

B.C. Premier John Horgan seeks public input on oil-spill defence

The Globe and Mail – February 28, 2018

B.C. launches consultation process on oil spill response

Business Vancouver – February 28, 2018

B.C. government asks residents for feedback on oil spill prevention plans

Canadian Press – February 28, 2018

Les Leyne: Environment minister downgrades pipeline fight, for now

Times Colonist – March 1, 2018

From: [Summers, Katrina GCPE:EX](#)
To: [Steilo, Sandra ENV:EX](#); [Brach, Pader W ENV:EX](#); [Vander Steen, Benjamin ENV:EX](#); [Twynstra, Tanya L GCPE:EX](#); [Ralph, Jamie GCPE:EX](#); [Bell, Danielle L GCPE:EX](#); [Crebo, David GCPE:EX](#)
Cc: ["Andreas Rose"](#); [Michelle Vanchu-Orosco](#); [McLean, Matt GCPE:EX](#); [Kelch, Kyla GCPE:EX](#)
Subject: Spills Regulation - Week 3 Trending Report
Date: Wednesday, March 21, 2018 11:09:00 AM
Attachments: [Week 3 - B.C. Spills Regulation.docx](#)
[image001.png](#)

Attached is the Week 3 Trending Report. Clearly the ads are working to direct people to the site, this is the first time I have ever seen Instagram as a top referring site! ☺

Katrina Summers

Citizen Engagement Analyst

GDX – Government Digital Experience Division

Government Communications & Public Engagement

4th floor, 617 Government Street | Victoria BC | 250-812-4973

Find out more:



From: Kelch, Kyla GCPE:EX
 To: Summers, Katrina GCPE:EX; Jones, Ryan R GCPE:EX
 Cc: Seiterle, Dominic GCPE:EX
 Subject: RE: Web Trends: Spills Regulation
 Date: Tuesday, April 24, 2018 4:15:41 PM
 Attachments: [image.png]
 [image.png]

Yup, that's the one! Thank you, Ryan.

From: Summers, Katrina GCPE:EX
 Sent: Tuesday, April 24, 2018 4:12 PM
 To: Jones, Ryan R GCPE:EX; Seiterle, Dominic GCPE:EX; Kelch, Kyla GCPE:EX
 Subject: RE: Web Trends: Spills Regulation

I think so! ☺ Thanks so much, Ryan.

Kyla – can you confirm that's correct?

From: Jones, Ryan R GCPE:EX
 Sent: Tuesday, April 24, 2018 4:11 PM
 To: Summers, Katrina GCPE:EX; Seiterle, Dominic GCPE:EX; Kelch, Kyla GCPE:EX
 Subject: RE: Web Trends: Spills Regulation

Navigation		Search	New Calculated Measure		Query
Complete View V3.5					
1. Home					
2. Overview					
3. Overview Dashboard					
4. Marketing Dashboard					
5. Visitors Dashboard					
6. Pages Dashboard					
7. Navigation Dashboard					
8. Technical Dashboard					
9. Activity Dashboard					
10. Browser and Platform Dashboard					
11. Marketing					
12. Site Design					
13. Site Performance					
14. Custom Reports					
15. Search Phrases					
16. Social Media Marketing Campaign					

Social Media Marketing Campaign					Items Per Page: 25
1.	SP_FB_02_Kayak	3,708	20.37%	4,144	
2.	SP_FB_03_Janet	3,100	24.64%	3,489	
3.	SP_FB_04_Jahing	2,512	19.83%	2,743	
4.	SP_FB_01_Cannabis	1,628	12.87%	1,830	
5.	SP_FB_05_Jane	457	3.62%	458	
6.	SP_FB_07_Kayak	456	3.61%	500	
7.	SP_FB_06_Kayak	383	3.11%	429	
8.	SP_FB_05_Jane	375	2.97%	413	
9.	SP_FB_04_Jahing	3	0.02%	3	
10.	SP_FB_07_Kayak	2	0.02%	2	
Total		12,833	100.00%	14,132	

Showing: 1 - 10 of 10

Hey Katrina,

Is that what you are looking for? Does that look correct?

Ryan Jones

From: Summers, Katrina GCPE:EX
 Sent: Tuesday, April 24, 2018 3:37 PM
 To: Seiterle, Dominic GCPE:EX; Jones, Ryan R GCPE:EX; Kelch, Kyla GCPE:EX
 Subject: Web Trends: Spills Regulation

Hey all,

Kyla and I are just trying to figure out how I track how many people have come to the site using the advertisements? She has added code to the of the URL so that we should be able to see when someone is clicking on the ads, but I am not sure where to find this in Web Trends? I looked under the Marketing Tab but I couldn't find it (I may just be blind...)

Dominic - how did you do it for Cannabis?

Ryan – where should I see this being tracked?

Thanks!

Katrina

Katrina Summers
 Citizen Engagement Analyst
 GDx – Government Digital Experience Division
 Government Communications & Public Engagement
 4th floor, 617 Government Street | Victoria BC | 250-812-4973

Find out more:

govTogetherBC

Subject: RE: LIVE: Spills Regulation Engagement Ads

Date: Friday, April 20, 2018 at 11:05:06 AM Pacific Daylight Time

From: Kelch, Kyla GCPE:EX

To: GCPE Digital Services

Updated FB Carousel link: <https://www.facebook.com/203652059653094/posts/2123830110968603>

From: Kelch, Kyla GCPE:EX

Sent: Thursday, April 19, 2018 12:30 PM

To: Smith, Mat GCPE:EX; GCPE Digital Services

Cc: Summers, Katrina GCPE:EX

Subject: RE: LIVE: Spills Regulation Engagement Ads

Here you go ☺

<https://www.facebook.com/203652059653094/posts/2123630384321909>

<https://www.facebook.com/203652059653094/posts/2122654307752850>

<https://www.facebook.com/203652059653094/posts/2122812031070411>

<https://www.facebook.com/203652059653094/posts/2122831337735147>

<https://www.facebook.com/203652059653094/posts/2122825907735690>

<https://www.instagram.com/p/Bhu1g0GDmzx/>

<https://www.instagram.com/p/Bhuz9Npjvyl/>

<https://www.instagram.com/p/Bhu0al9gqUu/>

From: Smith, Mat GCPE:EX

Sent: Thursday, April 19, 2018 11:50 AM

To: Kelch, Kyla GCPE:EX; GCPE Digital Services

Cc: LeSueur, Kathryn GCPE:EX; Watt, Adrienne GCPE:EX; Summers, Katrina GCPE:EX

Subject: RE: LIVE: Spills Regulation Engagement Ads

Hey Kyla,

Thanks for this. Having a Q&A will be a big help.

Are you able to send the links to actual ads themselves, rather than the ad previews?

Thanks,

Mat

From: Kelch, Kyla GCPE:EX

Sent: Thursday, April 19, 2018 10:43 AM

To: GCPE Digital Services <GCPENEWSRM@Victoria1.gov.bc.ca>

Cc: LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca>; Watt, Adrienne GCPE:EX <Adrienne.Watt@gov.bc.ca>; Summers, Katrina GCPE:EX <Katrina.Summers@gov.bc.ca>

Subject: LIVE: Spills Regulation Engagement Ads

Good morning,

Just a heads up that the spills regulation engagement ads are now live.

Links below:

<https://fb.me/1I5yO2uZEHa29Pp>
<https://fb.me/1HM8xKWc3GR2fYs>
<https://fb.me/1GuZBYFDMCylxLd>
<https://fb.me/aXy3RRq3Csl42j>
<https://fb.me/2e5NDclIS0pN4AE>
<https://fb.me/1Lw8jBL4LYhcX7p>
<https://fb.me/2eBzFxjgWVuWBvp>
<https://fb.me/1LaSczBM6qOjfNy>

I've included the Q&A doc here to help with moderation. David Crebo and Brian Cotton are your point people from the shop for any questions it can't answer.

Thanks for helping us with these!

Kyla Kelch

Marketing Coordinator | Advertising and Marketing Services
Government Communications and Public Engagement
Phone: (250) 896-6348

Subject: BC Spills
Date: Wednesday, April 18, 2018 at 7:55:29 AM Pacific Daylight Time
From: Hardin, Karl GCPE:EX
To: Aaron, Sage PREM:EX
Attachments: Screen Shot 2018-04-17 at 11.16.24 AM.png, Screen Shot 2018-04-17 at 11.16.38 AM.png, Screen Shot 2018-04-17 at 11.16.48 AM.png, Screen Shot 2018-04-17 at 11.17.08 AM.png, Screen Shot 2018-04-17 at 11.18.46 AM.png, Spills Regulation Digital Ad Plan.docx, 18025 GCPE Spills Engagement STORYBOARDS - REVISED.pdf

This is not final copy. Will discuss final copy in person.

--

Karl Hardin

Executive Director | Digital Communications
Government Communications and Public Engagement
Cell: (778) 584 1251

Subject: Re: FOR REVIEW: Draft Static Ads - 18026 GCPE Spills Engagement

Date: Tuesday, April 17, 2018 at 1:25:39 PM Pacific Daylight Time

From: Ash Arden

To: Kelch, Kyla GCPE:EX

CC: Hardin, Karl GCPE:EX

Cool, they do have some suggestions for creative ways of engaging folks sans landing page if the survey engagement isn't extended Karl. I'll just flip you their notes on that in case it is useful - if not for this, for something else.

Cheers,

Ash

On 17 April 2018 at 13:11, Kelch, Kyla GCPE:EX <Kyla.Kelch@gov.bc.ca> wrote:

Hi Ash,

I seem to recall us chatting about not needing a paid strategy for this campaign. I think we've got it covered on our end given our current budget and timeline.

Thank you,
Kyla

From: Ash Arden [mailto:ash@pointblankcreative.ca]
Sent: Tuesday, April 17, 2018 12:08 PM
To: Kelch, Kyla GCPE:EX; Hardin, Karl GCPE:EX
Subject: Re: FOR REVIEW: Draft Static Ads - 18026 GCPE Spills Engagement

Hi Kyla and Karl,

For sure - here's a [Dropbox link](#) to all of the static art. Let me know if you have any difficulty downloading them.

Should also have those recommendations for you Karl from Tyler and Michael re: paid strategy later this afternoon.

Cheers,

Ash

On 17 April 2018 at 10:55, Kelch, Kyla GCPE:EX <Kyla.Kelch@gov.bc.ca> wrote:

Hi Ash,

We've gone through these and are planning to use most of the assets here. Are you able to send me the creative from ads 1, 3, 4, 5, 6 and the first two images of carousel 2 for Facebook as well as the assets for ad 1 for Instagram?

We're hoping to get these shipped to the media buyer today if possible.

Get in touch if you have any questions.

Thank you,

Kyla

Kyla Kelch

Marketing Coordinator | Advertising and Marketing Services

Government Communications and Public Engagement

Phone: (250) 896-6348

From: Ash Arden [mailto:ash@pointblankcreative.ca]

Sent: Friday, April 13, 2018 1:30 PM

To: Hardin, Karl GCPE:EX; Kelch, Kyla GCPE:EX

Subject: FOR REVIEW: Draft Static Ads - 18026 GCPE Spills Engagement

Hi Karl & Kyla,

Attached are the draft static ads for review.

Cheers,

Ash

--

Ash Arden

SENIOR DIRECTOR, CAMPAIGNS
POINT BLANK CREATIVE

Suite 300, [722 Cormorant St, Victoria, BC V8W 1P8](#)

(TEL) [778-316-7233](tel:778-316-7233) | pointblankcreative.ca

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Ash Arden

SENIOR DIRECTOR, ORGANIZING & STRATEGIC COMMUNICATIONS
POINT BLANK CREATIVE

Suite 300, 722 Cormorant St, Victoria, BC V8W 1P8

(TEL) 778-316-7233 | pointblankcreative.ca

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Ash Arden

SENIOR DIRECTOR, ORGANIZING & STRATEGIC COMMUNICATIONS
POINT BLANK CREATIVE

Suite 300, 722 Cormorant St, Victoria, BC V8W 1P8

(TEL) 778-316-7233 | pointblankcreative.ca

Subject: Re: Spills Regulation Ad Spend/Results

Date: Tuesday, April 17, 2018 at 12:53:06 PM Pacific Daylight Time

From: Hardin, Karl GCPE:EX

To: Kelch, Kyla GCPE:EX

Thank you so much!

--

Karl Hardin

Executive Director | Digital Communications

Government Communications and Public Engagement

Cell: (778) 584 1251

From: "Kelch, Kyla GCPE:EX" <Kyla.Kelch@gov.bc.ca>

Date: Tuesday, April 17, 2018 at 12:10 PM

To: "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>

Subject: Spills Regulation Ad Spend/Results

Hi Karl,

Facebook/Instagram

Budget: \$2,000

Reach: 234,634

Impressions: 333,000

Link Clicks: 2,929

Twitter

Budget: \$4,000

Impressions; 550,000

Link Clicks: 2,760

To date:

- Spent \$6,000 on advertising the engagement on social media (another \$25,000 planned until April 30th).
- Ads were served to British Columbians 883,300 times
- Resulting in over 5,500 clicks back to the engagement

Kyla Kelch

Marketing Coordinator | Advertising and Marketing Services

Government Communications and Public Engagement

Phone: (250) 896-6348

Subject: Ash Arden shared "Final Delivery - 18025 GCPE Spills Engagement" with you

Date: Tuesday, April 17, 2018 at 12:06:39 PM Pacific Daylight Time

From: Ash Arden (via Dropbox)

To: Hardin, Karl GCPE:EX

Hi there,

Ash Arden (ash@pointblankcreative.ca) invited you to edit the folder "**Final Delivery – 18025 GCPE Spills Engagement**" on Dropbox.

[Go to folder](#)

Enjoy!

The Dropbox team

© 2018 Dropbox

Subject: For Approval: Spills Regulation Digital Ads
Date: Tuesday, April 17, 2018 at 11:01:40 AM Pacific Daylight Time
From: Kelch, Kyla GCPE:EX
To: Crebo, David GCPE:EX
CC: Hardin, Karl GCPE:EX
Attachments: Spills Regulation Digital Ad Plan.docx

Hi David,

We are planning on launching some ads tomorrow on Facebook and Instagram to promote the Spills Regulation engagement. Are you able to review the attached post copy and let us know if there are any issues?

Thank you,

Kyla Kelch

Marketing Coordinator | Advertising and Marketing Services
Government Communications and Public Engagement
Phone: (250) 896-6348

Subject: RE: BC Spills static creative - comments
Date: Monday, April 16, 2018 at 4:45:58 PM Pacific Daylight Time
From: Kelch, Kyla GCPE:EX
To: Hardin, Karl GCPE:EX
Attachments: Spills Response_Digital Ad Plan.xlsx

Hi Karl,

I've a few minor changes here. I think we can pull an image from carousel 2 and use it for ad 6.

We can discuss tomorrow morning if you'd like.

KK

From: Kelch, Kyla GCPE:EX
Sent: Monday, April 16, 2018 3:43 PM
To: Hardin, Karl GCPE:EX
Subject: RE: BC Spills static creative - comments

Hi Karl,

Let me know your comments on this. Your team's organic posts are included at the bottom for reference. If you're good I'll get this over to the shop for review. Do you any feedback on the creative or can I go ahead and ask Ash for the files?

Kyla

From: Hardin, Karl GCPE:EX
Sent: Monday, April 16, 2018 3:13 PM
To: Kelch, Kyla GCPE:EX
Subject: BC Spills static creative - comments

--

Karl Hardin
Executive Director | Digital Communications
Government Communications and Public Engagement
Cell: (778) 584 1251

Subject: FYI: Updated timeline - 18025 GCPE Spills Engagement
Date: Tuesday, April 10, 2018 at 12:42:13 AM Pacific Daylight Time
From: Ash Arden
To: Hardin, Karl GCPE:EX, Kelch, Kyla GCPE:EX

Hi Karl & Kyla,

We're on track to deliver the static ads on the [timeline](#) we discussed previously - final delivery EOD Friday.

You'll receive draft, designed ads from us to review Wednesday afternoon.

Would it be possible to extend our standing ABE call on Thurs morning by 20min to discuss your feedback? If not, we can make anytime work on Thurs except 10:30-11:30.

Happy to send a calendar invite, unless you prefer to Kyla? On our end it would be:

ash@pointblankcreative.ca
michael.erdmann@pointblankcreative.ca
graeme@pointblankcreative.ca
sam@pointblankcreative.ca

I'll have a revised quote over to you in the morning - and Natalie's started on the 2nd work order.

Cheers,

Ash

--

Ash Arden

SENIOR DIRECTOR, CAMPAIGNS

POINT BLANK CREATIVE

Suite 300, 722 Cormorant St, Victoria, BC V8W 1P8

(TEL) [778-316-7233](tel:778-316-7233) | pointblankcreative.ca

Subject: Delivery: Style Frames

Date: Friday, March 2, 2018 at 7:59:55 PM Pacific Standard Time

From: Ashley Fehr

To: Hardin, Karl GCPE:EX

CC: Nathan Lusignan, Ashley Arden

Hi Karl,

Please find our intentions paper style frames

here: https://www.dropbox.com/s/wqfz6kng91yy66k/BCgovt_IntentionsPaper_CampaignStyle-v01.pdf?dl=0

Please note that the text used in the graphic examples is placeholder and not reflective of final, approved copy or even a recommended direction from Point Blank.

We look forward to your feedback.

Best,

Ashley

--

Ashley Fehr

CLIENT PARTNER, POINT BLANK CREATIVE

Suite 301, 505 Hamilton St, Vancouver, BC V6B 2R1
(TEL) 778-552-8178 | pointblankcreative.ca

STRATEGIC BRIEF: BC Spill Response Campaign

Last updated: March 20, 2018

CLIENT GOAL: Be seen as defending BC's coast, waters and lands by ensuring world leading spill response standards for B.C.

CAMPAIGN OBJECTIVES:

1. Ensure British Columbians know what's at stake in the event of a catastrophic spill and are aware of the BC government's plan to address this by defining and uphold world-leading spill response standards.
2. Invite British Columbians to help shape these standards by participating in the public consultation.

PRIMARY AUDIENCE: British Columbians who are concerned about the threat of a spill.

- Skews women, aged 18-34 / 35-54, Vancouver Islanders and Metro Vancouverites, middle class and well educated. They have a high level of information and education around bitumen transport in BC.
- Concerned with both the immediate and long-term economic, environmental, and cultural impacts of an oil spill on BC's coast, such as tourism, real estate, agriculture, hunting, fisheries, First Nations land use, and species at risk.

KEY INSIGHTS:

Unlike many audiences who want to know that the facts exist, but likely won't read them, this audience is going to spend time with the facts to make sure the BC government is getting it right. They have a high level of issue literacy. They want evidence that the government is taking substantive action and they want to be engaged and heard on the issue.

FRAMING: Our risk, our standard.

- A catastrophic spill would devastate local economies, putting thousands of jobs and iconic species like salmon and orca, etc. at risk
- So much of BC is irreplaceable.
- We have a right to defend our home and our livelihoods.
- We need to ensure that everything possible is being done to mitigate the risk of a spill, and safeguard the places where we live, work and play should the worst occur.
- British Columbians are holding all of the risk, so we should set the standard for spill response.
- Help us shape this standard. Have your say, take the survey.

PARAMETERS:

- Reflect back the public's questions and concerns to ensure our audience knows they have been heard.
- Make it clear how British Columbians can engage in shaping these standards.
- Ensure the threats throughout the province are reflected
- Depictions of First Nations (or other identifiable groups') people or culture should be flagged for review as to their accuracy and appropriateness.
- The ads may need to depend heavily on organic reach, so they need to be impactful and shareable.

METRICS:

- # shares and engagements
- # of click-throughs to the consultation page
- Anecdotal feedback from influential concerned citizens

DELIVERABLES

Launch ads:

- Banner image (4 variations)
- Carousel image (2 variations)
- Facebook ad (3 variations)
- Facebook share image (2 variations)
- Instagram image (4 variations)
- Scrape image (1 variation)
- Twitter image (2 variation)

Strategy & creative:

- Discovery & research review
- Strategic brief
- Art design*
- Ad concept*

Animated video ad—1:00-1:30:

- Casting
- Voiceover recording & edit*
- Script*
- Storyboard*
- Rough cut
- Fine cut
- Picture lock cut
- Sound design
- Final delivery

Additional static ads:

- Suite of supporting static display ads for Facebook*, # and dimensions TBD post-creative.

**Two rounds of revisions*

CAMPAIGN TIMELINE

[Instagantt master link*](#)

Blue: PB's working

Black: PB's delivering

Green: We need your feedback/approval

BUDGET

Launch ads	\$9,000.00
Strategy & creative	\$10,000.00
Video ad and static ads	\$30,000.00
	<hr/>
	\$49,000.00 + GST

18025 GCPE Spills Engagement Campaign

STATIC CONCEPTS

April 6, 2018

ART

We'll produce a series of custom illustrations drawn from the following animated video storyboards shots:

- **FAMILY FARM (Shot #1)**
- **DIP NETTING (Shot #3)**
- **SALMON STREAM (Shot #4)**
- **KELP FOREST SCUBA (Shot #5)**
- **ORCA TOUR (Shot #6)**
- **KAYAK CAMPING FAMILY (Shot #7)**
- **PIPELINE (Shot #10)**
- **TANKER SPILL RESPONSE (Shot #12)**

For all but the TANKER SPILL RESPONSE image, we'll produce a positive still version and a negative still version splattered with black ink.

We'll also produce GIFs of these that show the pristine still image being splattered with black ink and a couple of sets of stills for carousel-style ads.

CONCEPTS

We'll write a series of ads that pull messaging from the animated video script to pair with the above images. CTA for all will be consistent across all ads: "Have your say. Take the survey."

1. **"We have a right to defend our way of life"** / responsibility to protect our home and livelihoods.
 - a. **FAMILY FARM**
 - i. Pristine still
 - ii. Splattered still
 - iii. Gif

2. Our way of life is at risk. "A catastrophic oil spill puts XXX at risk."

a. DIP NETTING

- i. Pristine still
- ii. Splattered still
- iii. Gif

b. KAYAK CAMPING FAMILY

- i. Pristine still
- ii. Splattered still
- iii. Gif

c. FAMILY FARM

- i. Pristine still
- ii. Splattered still
- iii. Gif

3. Tourism is at risk. A single spill could mean thousands of jobs lost, billions in damage to the economy, and incalculable harm to our ecosystems.

a. ORCA TOUR

- i. Pristine still
- ii. Splattered still
- iii. Gif

b. KELP FOREST SCUBA

- i. Pristine still
- ii. Splattered Still
- iii. Gif

4. Fisheries are at risk. A single spill could mean thousands of jobs lost, billions in damage to the economy, and incalculable harm to our ecosystems.

a. SALMON STREAM

- i. Pristine still
- ii. Splattered still
- iii. Gif

b. DIP NETTING

- i. Pristine still
- ii. Splattered still
- iii. Gif

5. Our children's future is at risk. "A catastrophic oil spill puts XXX at risk."

a. SALMON STREAM

- i. Pristine still
- ii. Splattered still
- iii. Gif

b. DIP NETTING

- i. Pristine still
- ii. Splattered still
- iii. Gif

6. The impacts of a catastrophic spill land squarely on our shoulders. We should set the standard for spill prevention, safety and clean-up.

a. TANKER RESPONSE

- i. Single still
- ii. Set of carousel stills

b. PIPELINE

- i. Pristine still
- ii. Splattered still
- iii. Gif
- iv. Set of carousel stills

7. Current spill response plans/technology are inadequate. We need world-leading standards for prevention, safety and clean-up.

a. TANKER RESPONSE

- i. Single still
- ii. Set of carousel stills

18025 GCPE Spills Engagement Campaign

STATIC ADS - DRAFT

April 13, 2018

AD #1 - "A Single Spill" Carousel Ad

VIEW MOCK-UP

Post text: A single oil spill could devastate our wilderness, farmland, and fisheries for decades. Shape the standards to protect our future. ~~Take the survey at engage.gov.bc~~

Headline(s):
1) How do we put a price on who we are?
2) BC's natural wonders are irreplaceable
3) A catastrophic oil spill risks all of this
4) The risk is ours. The decision should be, too.

Link descript.: ~~Have your say.~~

AD #2 - "Our Right" Carousel Ad

VIEW MOCK-UP

Post text: ~~British Columbians~~ have a right to defend our livelihoods and way of life. ~~Take the official survey on oil spills at engage.gov.bc~~

Headline(s):
1) A catastrophic oil spill risks all of this
2) BC's natural resources = 300,000+ jobs
3) The risk is ours. The decision should be, too.
4) ~~We deserve to~~ set the standards

Link desc.: Have your say



AD #3 - "Tourism" Post Ad

VIEW MOCK-UP

Post text: We must protect our environment from a catastrophic oil spill or risk BC's economic prosperity. ~~Share your priorities at engage.gov.bc~~

Headline: Our vibrant tourism industry is at risk

Link descript.: ~~Take the official survey on oil spills to have your say.~~

AD #4 - "Fisheries" Post Ad

VIEW MOCK-UP

Post text: An oil spill would be a catastrophic blow to BC's fisheries. Shape the standards to protect our future. ~~Take the survey at engage.gov.bc~~

Headline: An oil spill puts good BC jobs at risk.

Link descript.: ~~Take the survey and have your say.~~

AD #5 - "Generations" Post Ad

VIEW MOCK-UP

Post text: A single oil spill could impact British Columbia for generations. It's about our way of life – ~~so~~ have your say at ~~engage.gov.bc~~

Headline: We can't put a price on who we are.

Link descript.: ~~Take the survey and have your say.~~

AD #6 - "Our way of life" Post Ad

VIEW MOCK-UP

Post text: Oil spills threaten a way of life that has existed for untold millennia. Shape the standards to protect that. Take the survey at engage.gov.bc.ca

Headline: We have a responsibility ~~to our future...~~

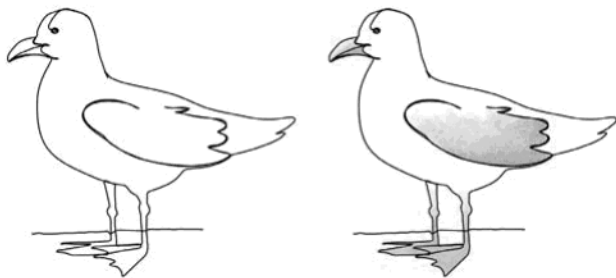
Link descript.: ~~Take the survey, and have your say.~~

BC GOVT | Intentions Paper

Style Frames - Version 01

March 2, 2018

The style of the campaign and video is designed to build on the thematic tension between BC's beautiful coastline and the threat of a catastrophic oil spill. Stylistically, this tension is reinforced by contrasting the soft, flowing lines of the illustrations with bold typographic treatment. As the narrative shifts towards the threat of an accident, the application of colour and texture both become heavier.



COLOUR PALETTE

Designed to coordinate well with the Government's official brand colours, the campaign colour palette favours bright primaries (along with plenty of green).

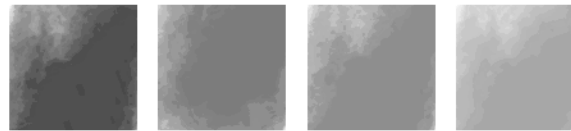


ILLUSTRATION STYLE & TEXTURES

The foundation of the illustration style is the line work—black lines which, in single strokes, create scenes that are then filled out with washes of colour. The watercolour medium echoes both the beauty and delicacy of BC's natural landscapes. The softer colour palette is susceptible to the intense and dominating black ink which represents the oil spills. The colours' soft edges are also contrasted by the spills' violent and messy splatter shapes. Finally, a canvas texture overlay helps to fully establish the watercolour and ink aesthetic.



TYPOGRAPHY

Drawing from the Government of BC's official typefaces, the campaign utilizes a selection of fonts that echo the theme of tension.

The sturdy and impactful Black weights of Myriad are used to make bold, declarative statements. The width of the font—from Condensed to Semi-Expanded may be selected based on the amount of copy and available space.

Softening the type somewhat and adding interest, Garamond Italic is used for supportive text or calls-to-action.

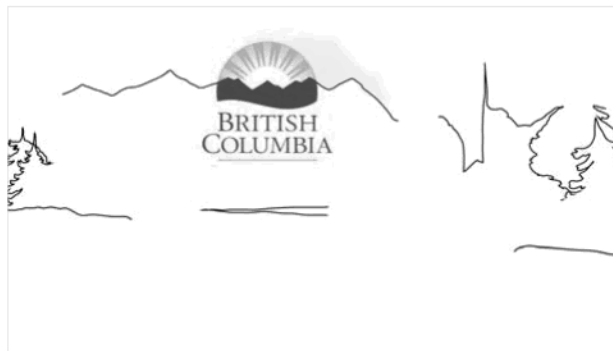
White knockout text over dark backgrounds is the preferred type treatment; however, blue or green type may be used over lighter backgrounds when required.

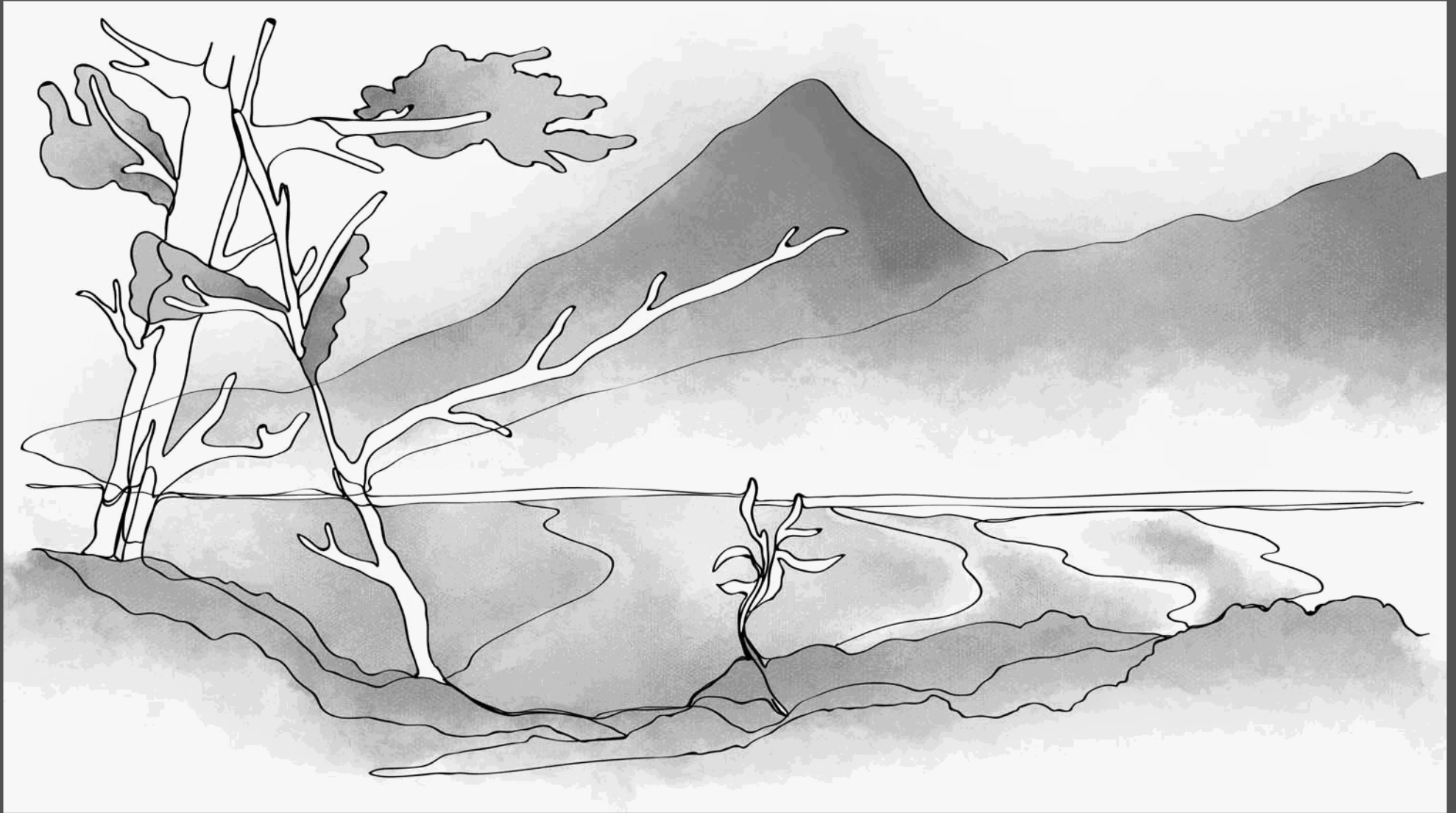


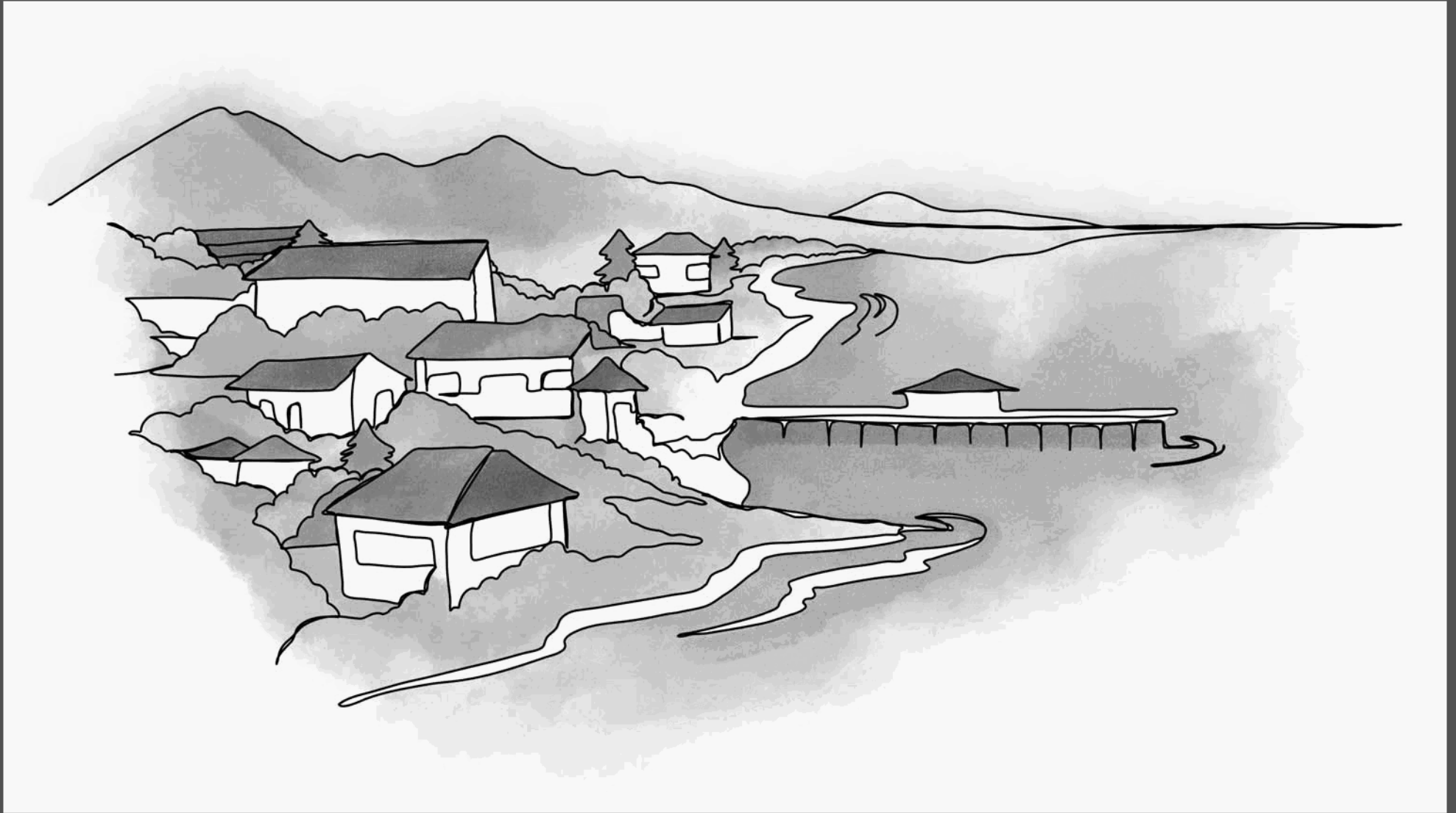
ANIMATION STYLE

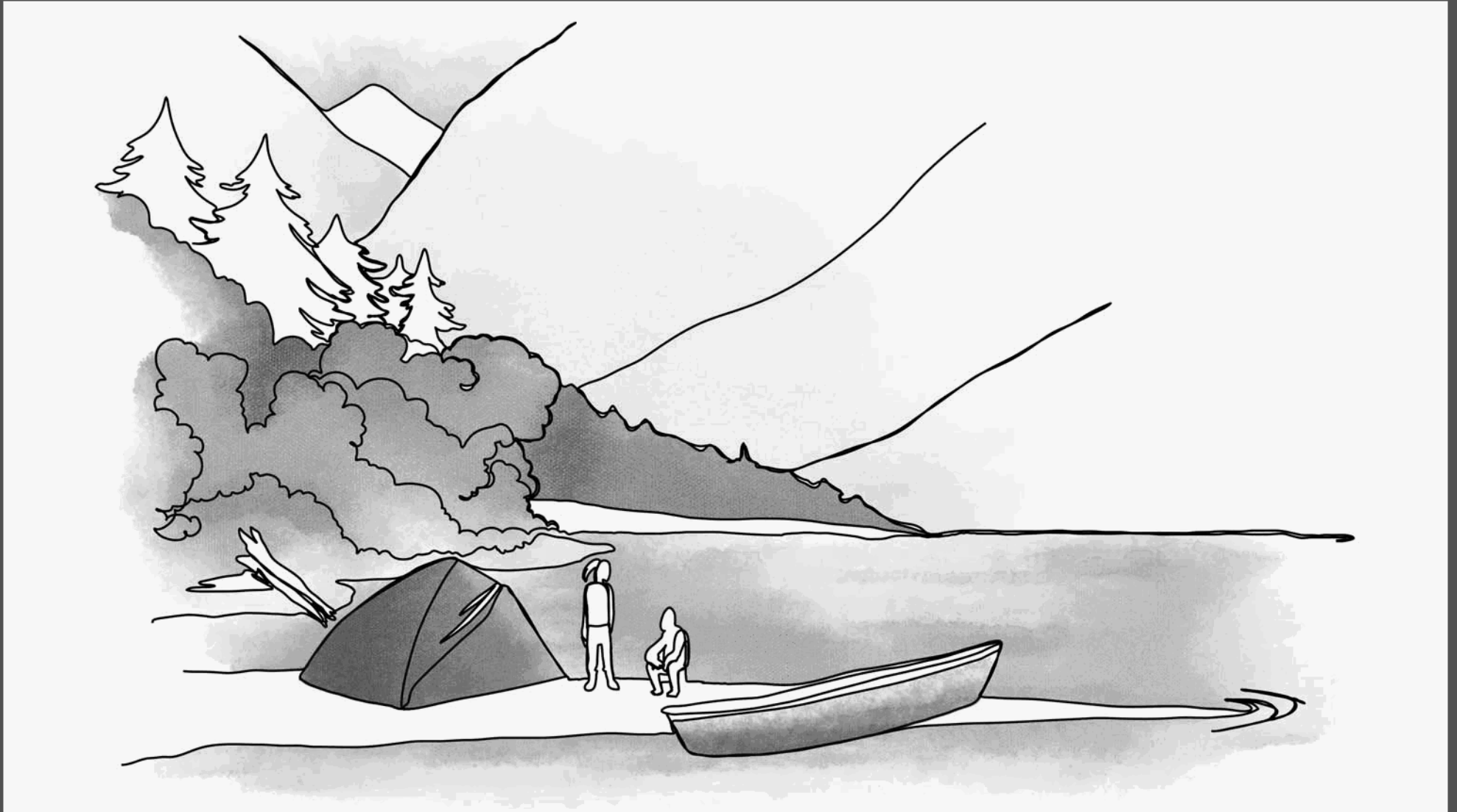
The animation style would primarily be based around the 'drawing on' of the illustrations over a white background. The line drawings would appear as complex, single brush strokes, while the watercolours would be rendered using a softer, ink bleed technique. The scenes would transition together without any hard cuts, but rather smooth cross-fades and camera moves. Subtle 3D techniques and camera zooms will also help immerse the viewer inside of the illustrated environments.

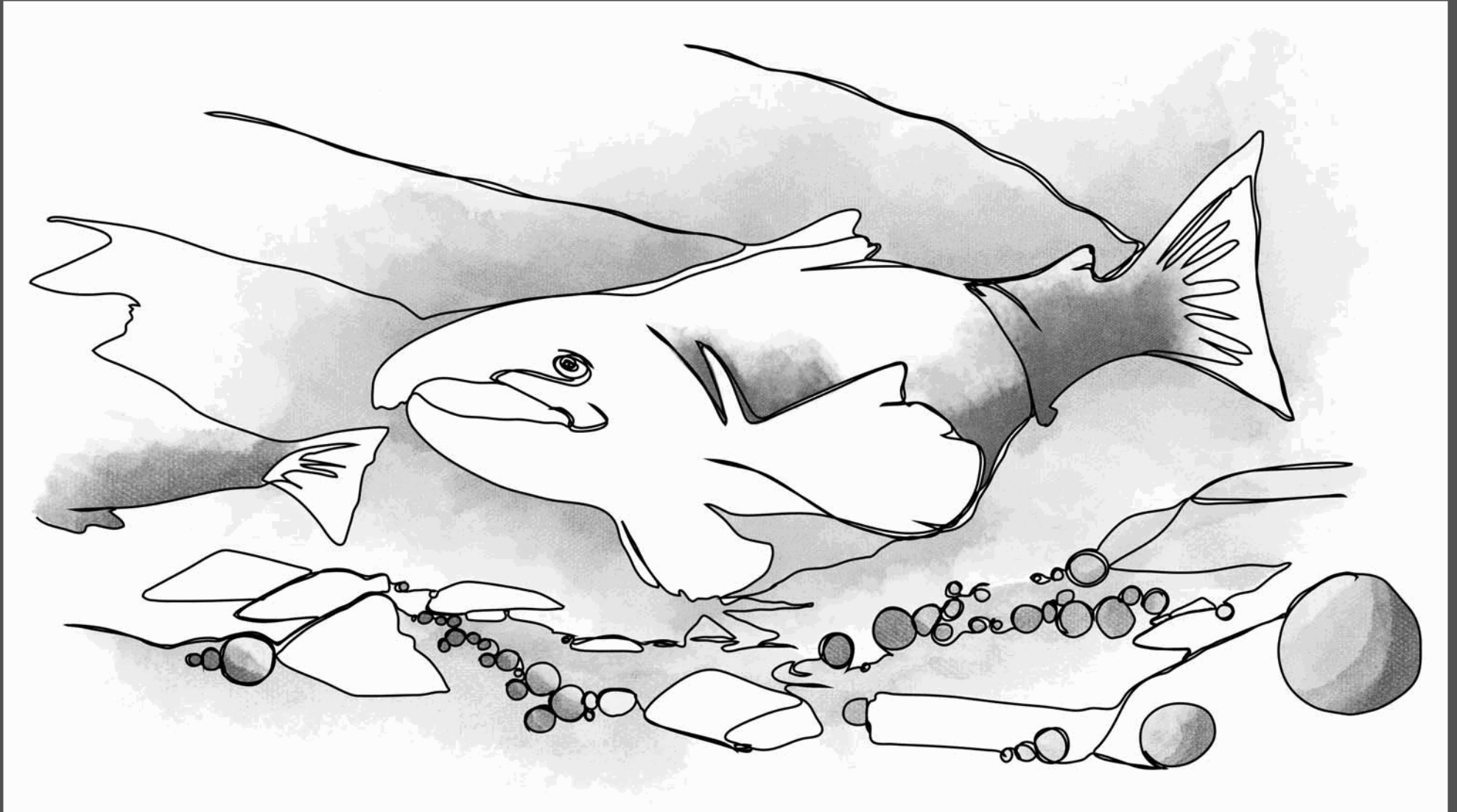
To see the animated clip shown in the stills at right, please visit - https://www.dropbox.com/s/lmb-4wli7loox3o1/BCgovt_OilSpill_AnimTestA_01.mp4?dl=0

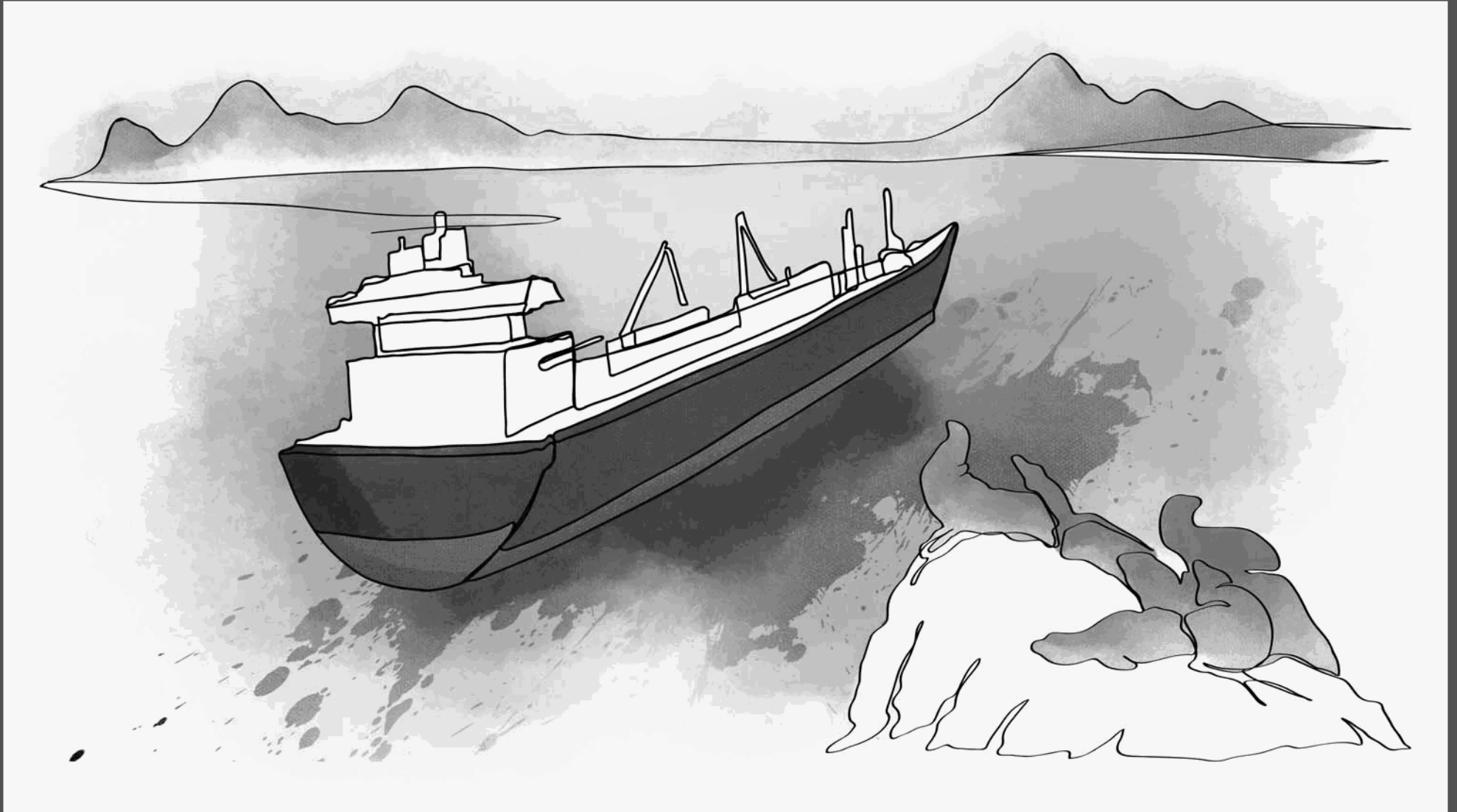


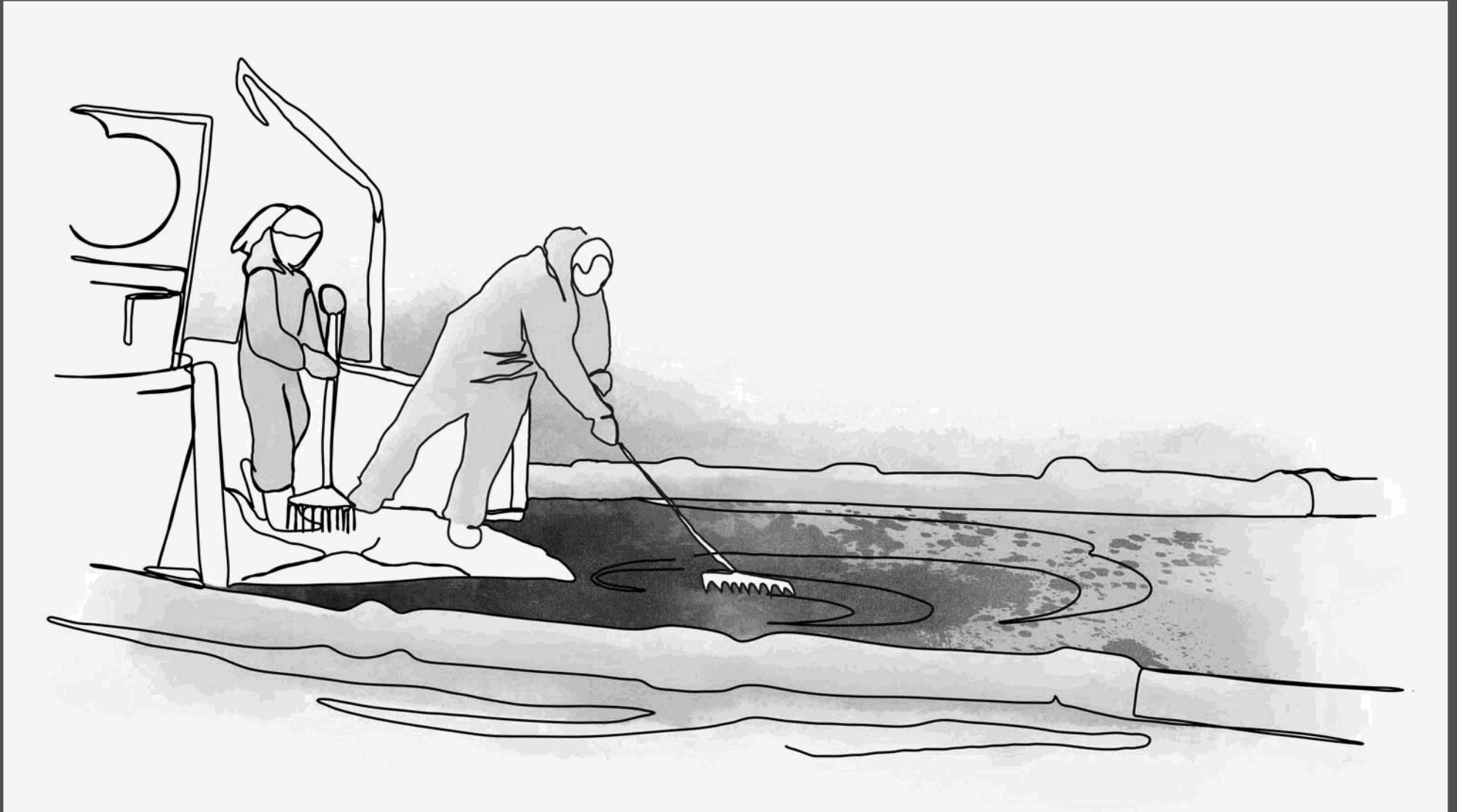














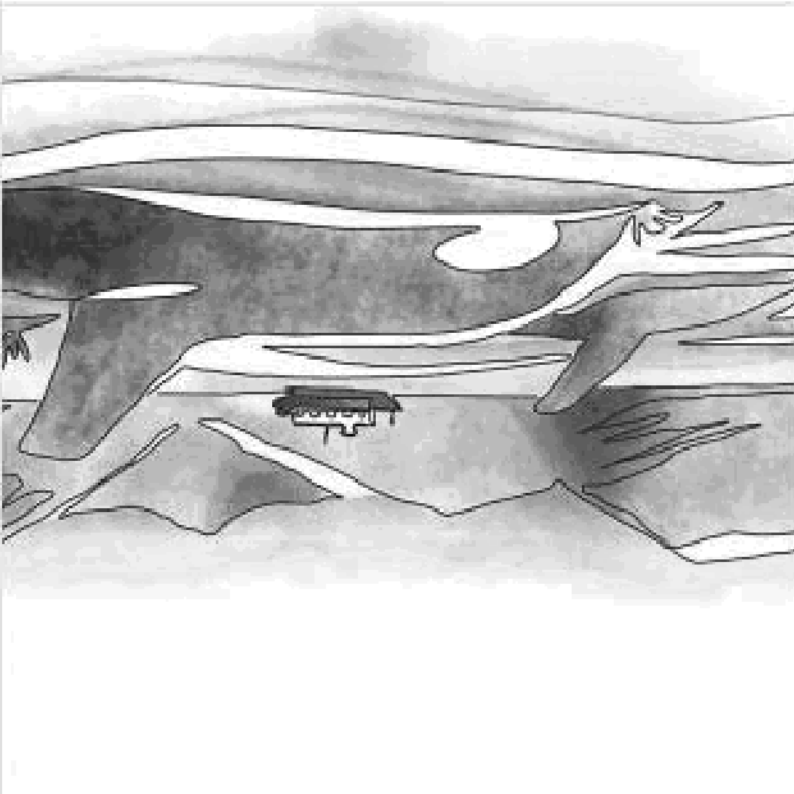
Spills Response Digital Ad Plan								
Platform	Ad #	Post Copy	Creative	Headline (FB only)	Description (FB only)	Location Targeting	Demographic Targeting	Display URL
Facebook	1	A single spill could devastate our wilderness, farmland, and fisheries for decades. Shape the standards to defend the coast.	TBD	Have your say on spill response.	1) How do we put a price on who we are? 2) BC's natural wonders are irreplaceable. 3) A catastrophic oil spill risks all of this. 4) The risk is ours.	BC	18+	engage.gov.bc.ca/spillsregulation
Facebook	2	We're working to defend the coast from the risk of a catastrophic oil spill.	TBD	Have your say on spill response	Help set the standards for prevention, response and cleanup.	BC	18+	engage.gov.bc.ca/spillsregulation
Facebook	3	An oil spill would be a catastrophic blow to BC's fisheries. Help shape the standards to protect our future.	TBD	Have your say on spill response	Get involved at engage.gov.bc.ca/spillsregulation	BC	18+	engage.gov.bc.ca/spillsregulation
Facebook	4	A single oil spill could hurt BC communities, businesses and local economies.	TBD	Have your say on spill response	Help set the standards for prevention, response and cleanup.	BC	18+	engage.gov.bc.ca/spillsregulation
Facebook	5	We are taking steps to defend our land, waters and coast from the threat of a catastrophic spill.	TBD	Have your say on spill response	Help set the standards for prevention, response and cleanup.	BC	18+	engage.gov.bc.ca/spillsregulation
Instagram	6	Do you have thoughts on the way BC prepares for, responds to, and recovers from environmental emergencies? Have your say on spill response.	TBD			BC	18+	engage.gov.bc.ca/spillsregulation



Government of British Columbia
Sponsored · 

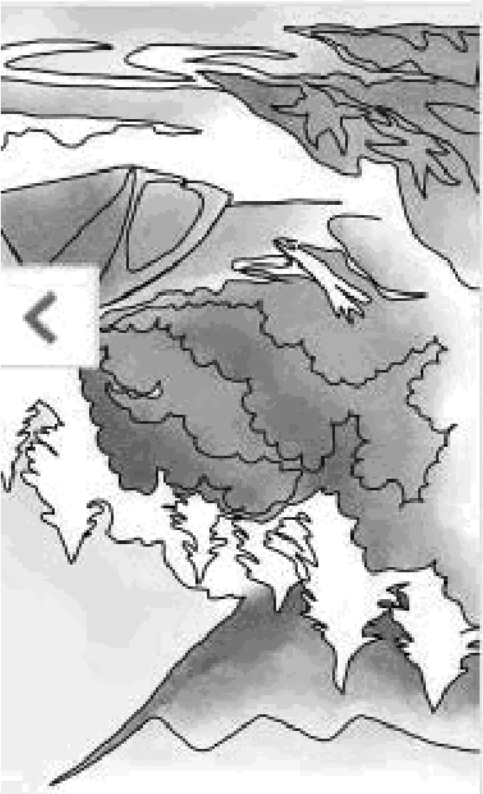
 Like Page

A single oil spill could devastate our wilderness, farmland, and fisheries for decades. Shape the standards to protect our future. Take the survey at engage.gov.bc





How do we put a price on who we are?

[Learn More](#)



BC's natural wonders are irreplaceable



 Like

 Comment

 Share



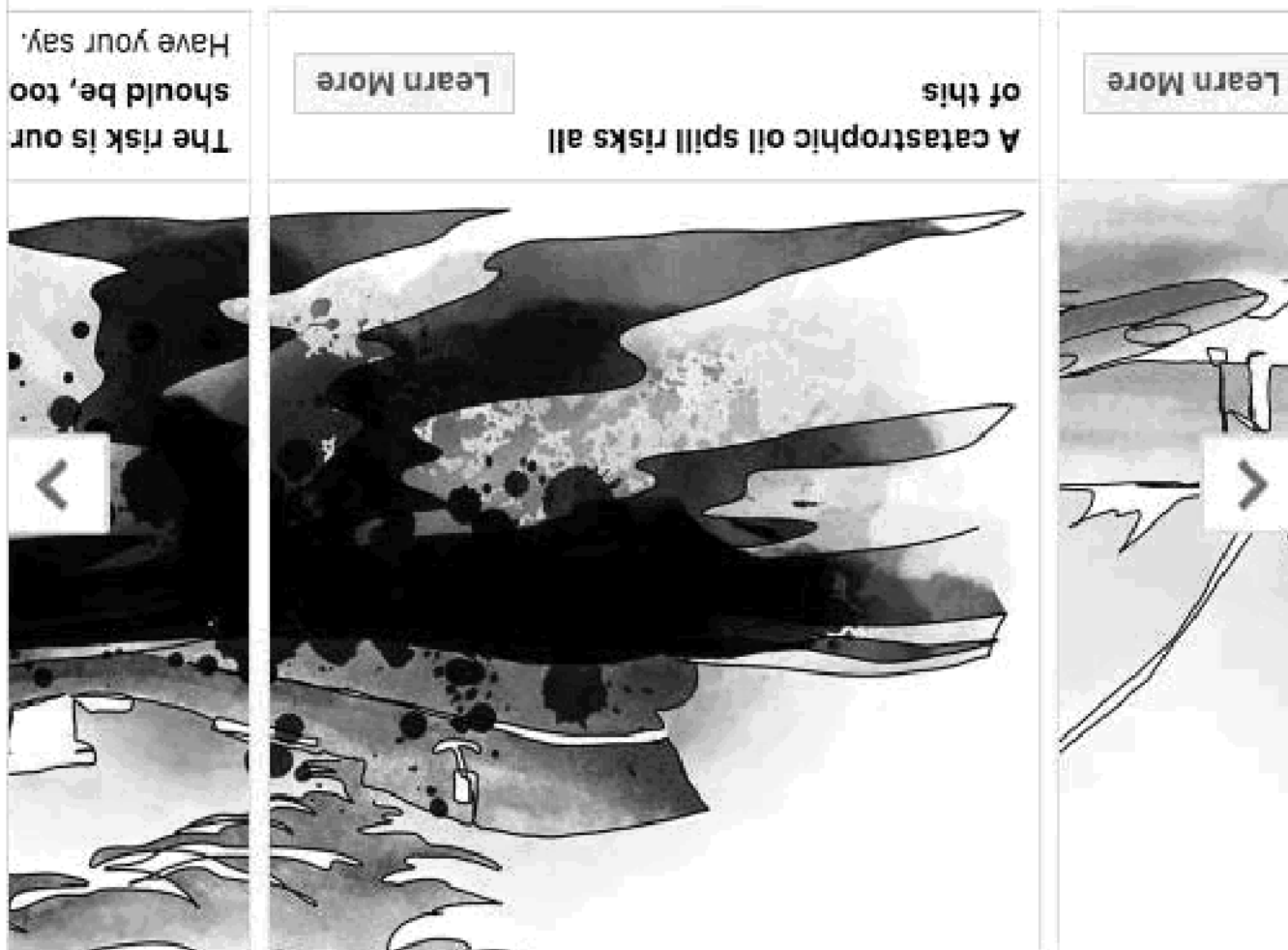
Government of British Columbia

Sponsored by

A single oil spill could devastate our wilderness, farmland, and fisheries for decades. Shape the standards to protect our future. Take the survey at engage.gov.bc

at engage.gov.bc

Like Page



Like

Comment 

Share

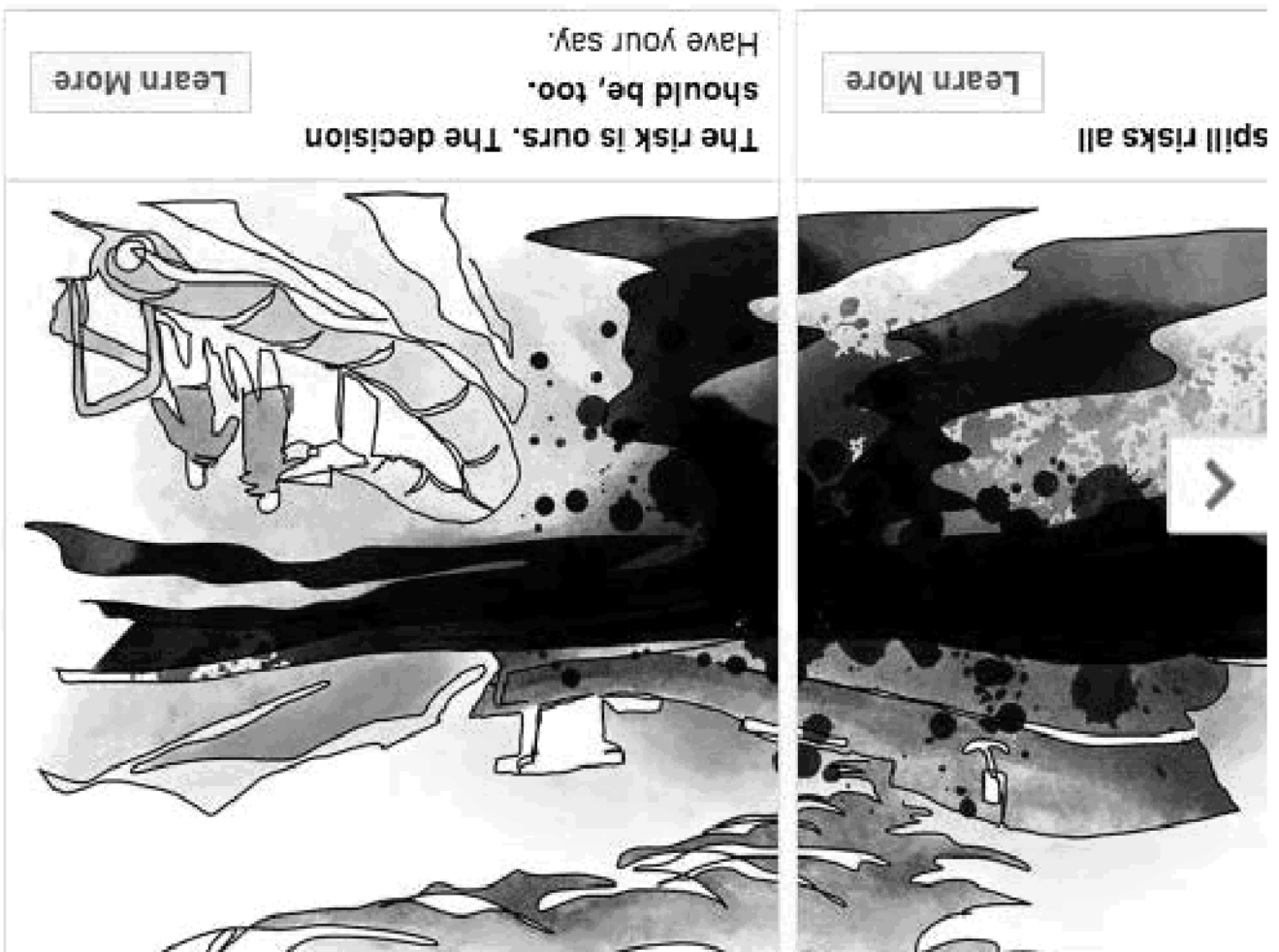
A single oil spill could devastate our wilderness, farmland, and fisheries for decades. Shape the standards to protect our future. Take the survey at engage.gov.bc



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Government of British Columbia

 Like Page





spill risks all


Learn More

The risk is ours. The decision should be, too. Have your say.

Learn More

 Like

 Comment

 Share

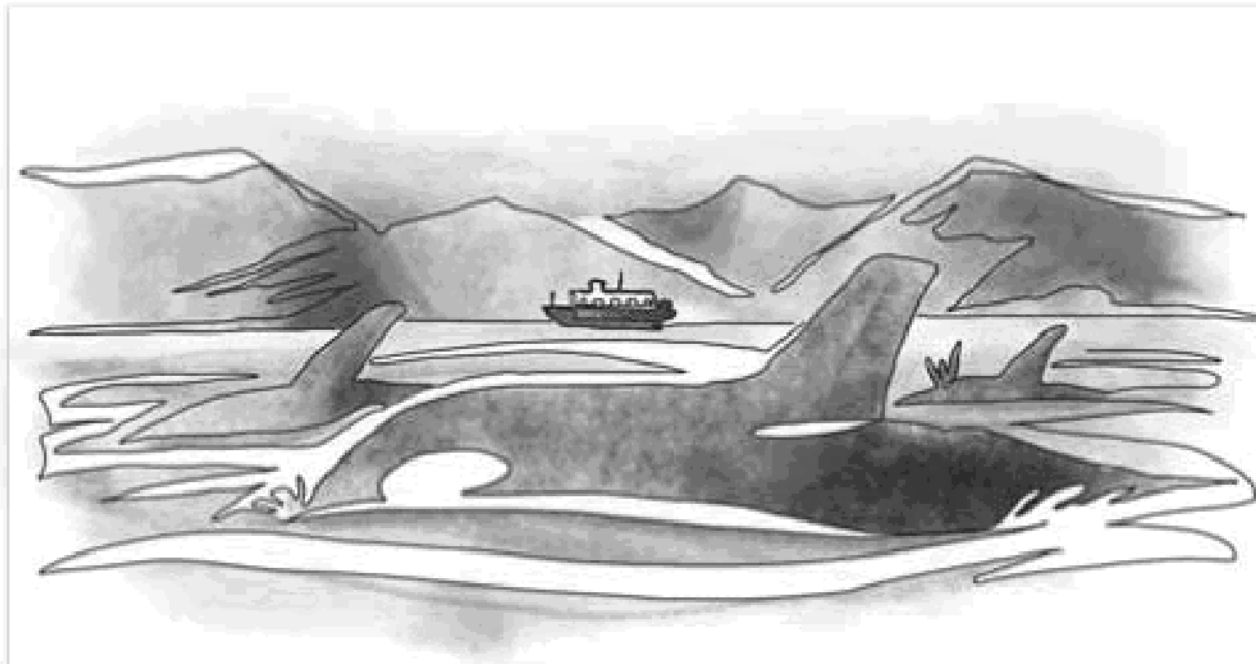


Government of British Columbia

Sponsored ·

Like Page

We must protect our environment from a catastrophic oil spill or risk BC's economic prosperity. Share your priorities at [engage.gov.bc](https://engage.gov.bc.ca)



Our vibrant tourism industry is at risk.

Take the official survey on oil spills to have your say.

[ENGAGE.GOV.BC.CA](https://engage.gov.bc.ca)

Learn More

Like

Comment

Share

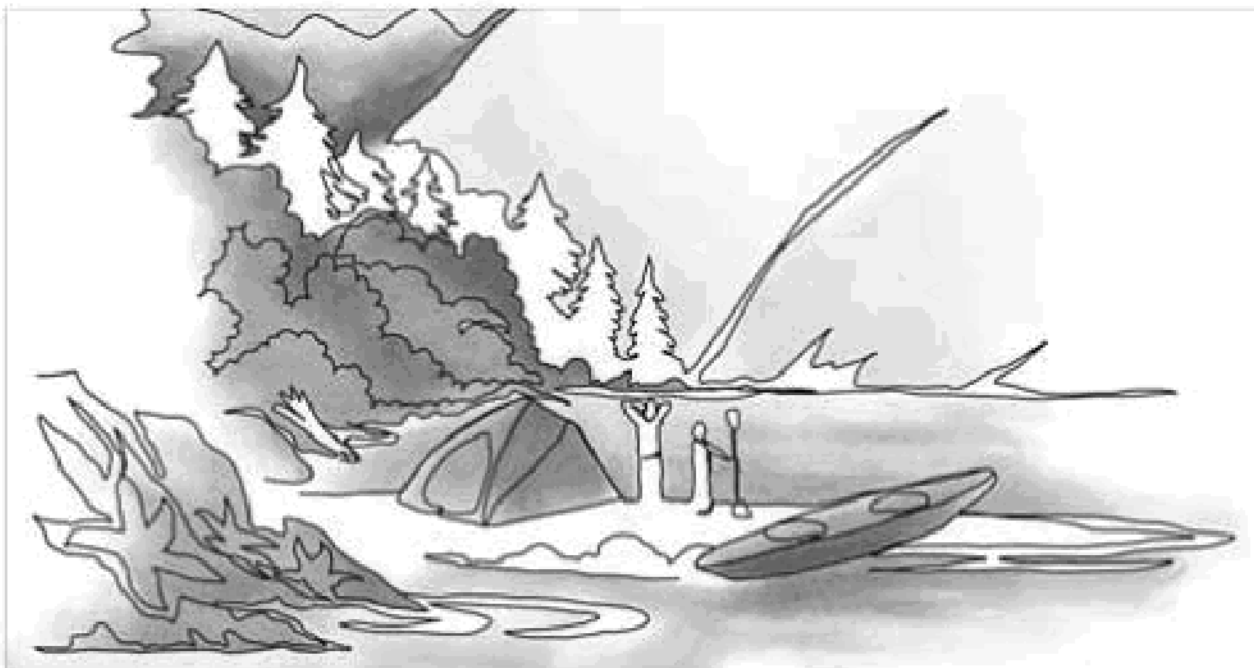


Government of British Columbia

Sponsored ·

Like Page

A single oil spill could impact British Columbia for generations. It's about our way of life – so have your say at engage.gov.bc



We can't put a price on who we are.

Take the survey and have your say.

ENGAGE.GOV.BC.CA

[Learn More](#)

Like

Comment

Share

COMMUNICATIONS PROJECT APPROVAL

CPA NO.

Note: Form must be completed and approved before proceeding. A marketing brief must be submitted first for projects over \$10,000. Attach sample if applicable. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY Finance		BRANCH GCPE	DATE YYYY-MM-DD 2018-04-01
PROJECT CONTACT NAME Karl Hardin		CONTACT TEL. (778) 584-1251	CONTACT FAX
PROJECT			
TITLE Oil Spills Response Engagement		START DATE 2018-04-01	COMPLETION DATE 2018-05-31
DESCRIPTION Opportunity to provide feedback on proposed regulations		SCOPE <input checked="" type="radio"/> Campaign <input type="radio"/> Series <input type="radio"/> Single	
THEME / MESSAGE Defending our land, coast and waters	AUDIENCE BC	REGION <input checked="" type="radio"/> B.C. <input type="radio"/> Canada <input type="radio"/> Internat'l	
OBJECTIVE Collect public feedback via engage.gov.bc.ca/spillsregulation		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? <input type="radio"/> Yes <input checked="" type="radio"/> No	

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES <input type="checkbox"/> Strategic Planning <input type="checkbox"/> Marketing Planning <input checked="" type="checkbox"/> Media Planning / Media Purchasing <input type="checkbox"/> Website Development / Hosting <input checked="" type="checkbox"/> Social Media Development <input type="checkbox"/> Audio / Video / Photography <input type="checkbox"/> Translation Services <input type="checkbox"/> Other (explain)	ADVERTISING & MARKETING MATERIALS <input checked="" type="checkbox"/> Paid Advertising <input type="checkbox"/> Print Materials <input type="checkbox"/> Promotional Items <input checked="" type="checkbox"/> Display (static or digital) <input type="checkbox"/> Online Content & Advertising <input type="checkbox"/> Other (explain) <input type="checkbox"/> Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES <input type="checkbox"/> Graphic Design Services (advertising, etc) <input type="checkbox"/> Print Publication (reports, poster, etc) <input type="checkbox"/> Digital Publication (PDF, DVD, e-pub, etc) <input type="checkbox"/> Display (static or digital) <input type="checkbox"/> Information Graphics <input type="checkbox"/> Web Design and Online Graphics <input type="checkbox"/> Promotional Items <input type="checkbox"/> Presentation (PowerPoint, PDF) <input type="checkbox"/> Video / Motion Graphics <input type="checkbox"/> Stock Photography <input type="checkbox"/> Branding, New Mark Development <input type="checkbox"/> Signage <input type="checkbox"/> Other (explain)
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ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase	Jungle	67	\$ 35,000.00
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	Point Blank Creative	67	\$ 32,000.00
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$ \$ 67,000.00

CONTENT	
<input type="checkbox"/> New	<input type="checkbox"/> Update / Reprint
<input type="checkbox"/> Draft	<input type="checkbox"/> Final / Approved
PRODUCTION	
<input type="checkbox"/> Online	<input type="checkbox"/> Print (STOB required)
DISTRIBUTION	
<input type="checkbox"/> Ministry	<input type="checkbox"/> BC Mail Plus (STOB required)
OTHER	

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME	SIGNATURE	DATE YYYY-MM-DD
MINISTRY EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME N/A	SIGNATURE N/A	DATE YYYY-MM-DD
GCPE MARKETING & SUPPORT SERVICES NAME K. LESNICK	SIGNATURE <i>[Signature]</i>	DATE YYYY-MM-DD 2018-04-04
GCPE EXPENSE AUTHORITY NAME R. GIBBS	SIGNATURE <i>[Signature]</i>	DATE YYYY-MM-DD 2018-04-04

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM

COMMUNICATIONS PROJECT APPROVAL

CPA NO.

Note: Form must be completed and approved before proceeding. A marketing brief must be submitted first for projects over \$10,000. Attach sample if applicable. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY Finance		BRANCH GCPE	DATE YYYY-MM-DD 2018-03-01
PROJECT CONTACT NAME Karl Hardin		CONTACT TEL (778) 584-1251	CONTACT FAX
PROJECT			
TITLE Oil Spills Response Engagement		START DATE 2018-02-20	COMPLETION DATE 2018-03-31
DESCRIPTION Opportunity to provide feedback on proposed regulations		SCOPE <input checked="" type="radio"/> Campaign <input type="radio"/> Series <input type="radio"/> Single	
THEME / MESSAGE Defending our land, coast and waters	AUDIENCE BC	REGION <input checked="" type="radio"/> B.C. <input type="radio"/> Canada <input type="radio"/> Internat'l	
OBJECTIVE Creative Development		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? <input type="radio"/> Yes <input type="radio"/> No	

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES

- ☐ Strategic Planning
- ☐ Marketing Planning
- ☐ Media Planning / Media Purchasing
- ☐ Website Development / Hosting
- ☒ Social Media Development
- ☐ Audio / Video / Photography
- ☐ Translation Services
- ☐ Other (explain)

ADVERTISING & MARKETING MATERIALS

- ☐ Paid Advertising
- ☐ Print Materials
- ☐ Promotional Items
- ☒ Display (static or digital)
- ☐ Online Content & Advertising
- ☐ Other (explain)
- ☐ Public Service Announcement (no funding required)

GRAPHIC COMMUNICATION SERVICES

- ☐ Graphic Design Services (advertising, etc)
- ☐ Print Publication (reports, poster, etc)
- ☐ Digital Publication (PDF, DVD, e-pub, etc)
- ☐ Display (static or digital)
- ☐ Information Graphics
- ☐ Web Design and Online Graphics
- ☐ Promotional Items
- ☐ Presentation (PowerPoint, PDF)
- ☐ Video / Motion Graphics
- ☐ Stock Photography
- ☐ Branding, New Mark Development
- ☐ Signage
- ☐ Other (explain)

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	Point Blank Creative	67	\$ 20,000.00
Distribution			
Other			

GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68

**TOTAL COST \$
\$ 20,000.00**

CONTENT

- ☐ New ☐ Update / Reprint
- ☐ Draft ☐ Final / Approved

PRODUCTION

- ☐ Online ☐ Print (STOB required)

DISTRIBUTION

- ☐ Ministry ☐ BC Mail Plus (STOB required)

OTHER

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME	SIGNATURE	DATE YYYY-MM-DD
MINISTRY EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME N/A	SIGNATURE N/A	DATE YYYY-MM-DD
GCPE MARKETING & SUPPORT SERVICES NAME K. LESURE	SIGNATURE [Signature]	DATE YYYY-MM-DD 2018-04-04
GCPE EXPENSE AUTHORITY NAME R. GIBBS	SIGNATURE [Signature]	DATE YYYY-MM-DD 2018-04-04

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM

**MINISTRY OF FINANCE
BC Spills Response Campaign
March – May 2018**

BACKGROUND: On January 30, 2018, the Minister of Environment and Climate Change Strategy announced a proposed second phase of regulations to improve preparedness, response and recovery from potential spills. The first phase of regulations, approved in October 2017, established a standard of preparedness, response and recovery necessary to protect B.C.'s environment. For phase 2 of the process, the Province is seeking input on four areas: Spills response times; Geographic Response Plans; Addressing loss of public use from spills; and Maximizing application of regulations to marine spills.

The public is invited to provide input on the four policy areas online by completing a questionnaire during the consultation process. Feedback will be received up until 4 p.m. on April 30, 2018.

A summarized "What we Heard" report is set to be released later in 2018.

OBJECTIVES: Drive traffic to the Spills Regulation engagement site where the public can submit their feedback.

KEY MESSAGES – OVERALL:

- The provincial government is seeking input from British Columbians on its next steps to protect B.C.'s land, coast and waters from land and water-based oil spills.
- The government is working to protect the economy and the environment by having effective spills prevention, response and recovery in place, while making sure that those responsible for spills are also made responsible for fixing the environmental damage they've caused.
- These regulations will build on the first phase of regulations and will continue to strengthen our rules around preparedness, response and recovery from potential spills.

TARGET AUDIENCE: British Columbians

CREATIVE APPROACH: Watercolour illustrations representing scenes that are at risk of land and water-based oil spills.

RECOMMENDED CAMPAIGN TACTICS: Facebook, Instagram and Twitter will be used as they provide the ability to:

- Directly link to the engagement website
- Social shareability and relevance of this topic with audience on these platforms

SCHEDULE: March – May, 2018

CAMPAIGN MEASUREMENT: Reach, link clicks, video views

ESTIMATED COSTS:***Subject to change***

All costs are estimates only. A detailed breakdown will be made available once the project and its campaign elements are complete. The actual spend will be released with Public Accounts.

Activity	Creative & Production	Media Buy	Total
Creative Development & Production	\$52,000	\$	\$52,000
New Media Buy (online, mobile, social media)	\$	\$35,000	\$35,000
Total	\$52,000	\$35,000	\$87,000

CORE POLICY AND PROCEDURES MANUAL: CHAPTER 22.3

Government Communications & Public Engagement (GCPE) may set standards to mandate the use of specific communications and public engagement services or practices (i.e. advertising, research, online development, etc.). Ministries must follow these standards in the execution of all activities listed on GCPE's website, unless an exemption has been approved by GCPE. Exemptions will be time-bound and reviewed regularly.

All advertising initiatives must meet the following criteria before project approval. Advertisements must:

- Be fact-based;
- Point to, or provide information on, government priorities, programs, services or policies; and
- Engage the public, providing an opportunity to interact or comment.

Public funds must not be used to purchase advertising in support of a political party.

Any materials prepared for public consumption, regardless of the medium used, must be approved by GCPE, through the Communications Director assigned to the ministry.

CAMPAIGN CRITERIA:

What Ministry data/research is available to validate the messages of the campaign?

Feedback submissions

What government program/service/policy/priority does this campaign promote?

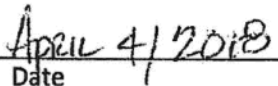
Proposed regulations under the Environmental Management Act

What public engagement mechanisms are in place to support the campaign?

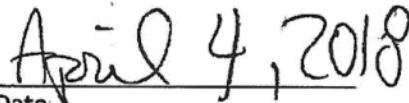
The public will be able to submit their comments on the engagement site as well as comment on, "like" and share the posts on social media

Approvals: (Please email approvals to the Project Manager at GCPE Advertising and Marketing Services)

X 
Marketing and Communications Support
Services Director


Date

X 
Digital Communications Executive Director


Date

Kelch, Kyla GCPE:EX

From: Summers, Katrina GCPE:EX
Sent: Wednesday, April 4, 2018 10:49 AM
To: Twynstra, Tanya L GCPE:EX; Guiney, Lisa GCPE:EX; Seiterle, Dominic GCPE:EX; Ralph, Jamie GCPE:EX; Massoud, Simone GCPE:EX
Cc: McLean, Matt GCPE:EX; Kelch, Kyla GCPE:EX
Subject: FW: Spill Response

A little bit of info from the Spills Regulation engagement regarding the cost and timelines of social media advertisements. I'm hoping to put together some info based on engagements where we have used ads and stats from WebTrends to see where we have the biggest impact. But just for context, this week there was a Twitter boost for 3 days resulting in nearly 70% of the traffic to the engagement site. Pretty impressive!

Thanks, Matt and Kyla for putting together this info for us!

From: McLean, Matt GCPE:EX
Sent: Wednesday, April 4, 2018 10:34 AM
To: Summers, Katrina GCPE:EX
Cc: Kelch, Kyla GCPE:EX
Subject: Spill Response

Hi Katrina,

Here are the numbers and dates you asked for. The dollar amounts are not for reporting right now but just for context for you to know the amounts.

Campaign	Campaign Schedule	Promotion type	Objective	Audience	Budget	Actual spent	Post info
Oil Spill Response	Mar 1 – 7, 2018	Facebook boost	Website traffic	BC 18-65	\$700	\$700	Link
		Instagram boost	Website traffic	BC 18-65	\$300	\$298.36	Link
		Twitter boost	Website traffic & Awareness	BC 18-65	\$1,000	\$1,000	Link
	March 16 – 19, 2018	Instagram boost	Website traffic	BC 18-65	\$1,000	\$997.38	Link
		Twitter boost	Website traffic & Awareness	BC 18-65	\$1,000	\$1,000	Link
	March 29 – 31, 2018	Twitter boost	Website traffic & Awareness	BC 18-65	\$1,000	\$1,000	Link

Thanks

Matt McLean

250.812-6589

Marketing Officer – Advertising and Marketing
Government Communications and Public Engagement
Province of BC

[BC Gov News site](#)

[@BCGovNews](#)

[BC Gov Facebook](#)

Kelch, Kyla GCPE:EX

From: Cotton, Brian GCPE:EX
Sent: Thursday, April 19, 2018 9:07 AM
To: Crebo, David GCPE:EX; Kelch, Kyla GCPE:EX
Cc: Ferguson, Stephanie GCPE:EX
Subject: RE: Social Media Q&A - Spills Regulation Engagement Ads
Attachments: QA_SpillsIP_Feb28_ENV.docx

Here you go. Let me know if you need anything else.

From: Crebo, David GCPE:EX
Sent: Thursday, April 19, 2018 9:00 AM
To: Kelch, Kyla GCPE:EX
Cc: Ferguson, Stephanie GCPE:EX; Cotton, Brian GCPE:EX
Subject: Re: Social Media Q&A - Spills Regulation Engagement Ads

Yep. Brian, can you pls send over? (Pls double check that it's "FAQ-ish".).

Dave Crebo
Communications Director
Ministry of Environment and Climate Change Strategy.
(250) 812-5747 (cell)

On Apr 19, 2018, at 8:54 AM, Kelch, Kyla GCPE:EX <Kyla.Kelch@gov.bc.ca> wrote:

Hi David,

Do you have a Q &A doc, or something similar, related to the Spills Regulation Engagement or spills response in general that might help Stephanie moderate the Facebook ads?

Thank you,

Kyla Kelch
Marketing Coordinator | Advertising and Marketing Services
Government Communications and Public Engagement
Phone: (250) 896-6348

<SMQA_NAME OF CAMPAIGN_DATE_TEMPLATE.docx>

Spills Intentions Paper
Ministry of Environment and Climate Change Strategy
February 2018

KEY MESSAGES:

- **Our government is working to protect our economy and our environment by having effective spills prevention, response and recovery in place, while making sure that those responsible for spills are also made responsible for fixing the environmental damage they've caused.**
- **The provincial government is seeking input from British Columbians on its next steps to protect B.C.'s land, coast and waters from land and water - based oil spills.**
- **We understand the personal connection British Columbians have with their natural environment and how passionate we all are in making sure it, along with our fish and wildlife, is not put at undue risk from potential spills.**
- **These regulations will build on the first phase of regulations and will continue to strengthen our rules around preparedness, response and recovery from potential spills.**

QUESTIONS & ANSWERS:

1. What is this intentions paper seeking feedback on?

- The intentions paper provides an overview of the proposed regulations, to improve preparedness, response and recovery from potential spills.
- The Province is looking for feedback in four policy areas:
 - Response times, to ensure timely responses following a spill;
 - Geographic response plans, to ensure resources are available to support an immediate response that take into account unique characteristics of a given sensitive area;
 - Compensation for loss of public use from spills, including economic, cultural, and recreation impacts and
 - Maximizing application of regulations to marine spills.

2. Why is there no opportunity to provide feedback on the scientific advisory panel?

- The science panel will be independent; and tasked with filling the existing gaps in knowledge around how bitumen behaves when spilled.
- We will have further details on this going forward.

3. What will be done with the feedback gathered from the intentions paper? What are the next steps?

- Once the engagement period closes, ministry staff will analyze all feedback, and summarize it in a report to be posted online.
- The feedback will help inform spills regulation development, with final recommendations for the Minister of Environment and Climate Change Strategy expected later in 2018 or early 2019.

4. How are we preventing people outside of British Columbia, who may not have the Province's best interests at heart, from weighing in?

- There are a number of technical safeguards in place to help prevent duplicate entries or to identify submissions originating from outside of British Columbia.
- Additionally, following the close of the engagement, ministry staff will also review responses for indications of this type of activity.

5. In the interest of transparency, why is the Province not posting every submission received?

- All feedback will be read and considered as part of the public engagement process. Public feedback will be summarized in a public report that will be posted online.
- In addition, as part of the engagement process, the ministry will hold regional meetings with indigenous peoples throughout April and May 2018.
- Working groups, comprised of members from interested and impacted agencies and organizations, will also be established.

6. How long is the public consultation period? How can people participate?

- The online engagement for the proposed spills regulations will be carried out from Feb. 28 to April 30, 2018.
- The public is invited to participate by completing an online questionnaire, which can be found here: engage.gov.bc.ca/spillsregulation
- Organizations and experts are invited to email their written submissions to spillresponse@gov.bc.ca

7. What is the earliest we can expect these regulations may come into effect?

- Once the public consultation process is completed, any recommendations stemming from the process will be thoroughly reviewed before approval.
- It is expected that final regulations would come into force in spring 2019.

Kelch, Kyla GCPE:EX

From: Alexis Waggott <alexis.waggott@jungle-media.ca>
Sent: Thursday, April 19, 2018 12:18 PM
To: Kelch, Kyla GCPE:EX
Subject: Re: Spills Response - Digital Ad Plan
Attachments: Spills Response_Digital Ad Plan.xlsx

Thanks Kyla, we are live! And live links are in the attached document for you.

Alexis

Alexis Waggott Media Supervisor
1085 Homer Street, Suite 500, Vancouver, British Columbia V6B 1J4 Canada
T [236-982-0103](tel:236-982-0103) / F [604 669 2765](tel:604-669-2765)



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On Thu, Apr 19, 2018 at 11:55 AM, Kelch, Kyla GCPE:EX <Kyla.Kelch@gov.bc.ca> wrote:

Hi Alexis,

Are you able to send us the live links for the ads rather than the previews?

Thank you,
Kyla

From: Alexis Waggott [mailto:alexis.waggott@jungle-media.ca]
Sent: Thursday, April 19, 2018 11:40 AM

To: Kelch, Kyla GCPE:EX
Subject: Re: Spills Response - Digital Ad Plan

Hi Kyla, is the facebook carousel okay to go live?

Thank you.

Alexis Waggott Media Supervisor

1085 Homer Street, Suite 500, Vancouver, British Columbia V6B 1J4 Canada

T 236-982-0103 / F 604 669 2765



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On Thu, Apr 19, 2018 at 10:13 AM, Alexis Waggott <alexis.waggott@jungle-media.ca> wrote:

No problem, I have made the swap. Please see proof below for the facebook carousel and let me know if this is approved. All other ads are now live for this campaign.

Thanks!

<https://fb.me/1I5yO2uZEH29Pp>

Alexis Waggott Media Supervisor

1085 Homer Street, Suite 500, Vancouver, British Columbia V6B 1J4 Canada

T 236-982-0103 / F 604 669 2765



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On Thu, Apr 19, 2018 at 10:06 AM, Kelch, Kyla GCPE:EX <Kyla.Kelch@gov.bc.ca> wrote:

Yes. I don't like how the description gets cut off so I think it would be better to have it up top and then "have your say" underneath.

From: Alexis Waggott [mailto:alexis.waggott@jungle-media.ca]

Sent: Thursday, April 19, 2018 9:54 AM

To: Kelch, Kyla GCPE:EX

Subject: Re: Spills Response - Digital Ad Plan

Hi Kyla, sorry do you mean for the facebook Carousel, so that each headline is unique and they all have the "have your say" description?

Alexis Waggott Media Supervisor

1085 Homer Street, Suite 500, Vancouver, British Columbia V6B 1J4 Canada

T 236-982-0103 / F 604 669 2765



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On Thu, Apr 19, 2018 at 9:45 AM, Kelch, Kyla GCPE:EX <Kyla.Kelch@gov.bc.ca> wrote:

Hi Alexis,

The statics are great but are you able to swap the headline for the description in the carousel ad? Good to go after that!

Kyla

From: Alexis Waggott [mailto:alexis.waggott@jungle-media.ca]

Sent: Wednesday, April 18, 2018 4:53 PM

To: Kelch, Kyla GCPE:EX
Subject: Re: Spills Response - Digital Ad Plan

Hi Kyla, here are the facebook proofs. Instagram coming shortly.

Carousel: <https://fb.me/1LDYTi6QpQY87RN>

Kayak: <https://fb.me/1HM8xKWc3GR2fYs>

Salmon: <https://fb.me/1GuZBYFDMCylxLd>

Orcas: <https://fb.me/2e5NDcllS0pN4AE>

Fishing: <https://fb.me/aXy3RRq3Csl42j>

Alexis Waggott Media Supervisor
1085 Homer Street, Suite 500, Vancouver, British Columbia V6B 1J4 Canada
T 236-982-0103 / F 604 669 2765



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On Wed, Apr 18, 2018 at 3:58 PM, Alexis Waggott <alexis.waggott@jungle-media.ca> wrote:

Yes, thank you!

Alexis Waggott Media Supervisor

1085 Homer Street, Suite 500, Vancouver, British Columbia V6B 1J4 Canada

T 236-982-0103 / F 604 669 2765



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On Wed, Apr 18, 2018 at 2:55 PM, Kelch, Kyla GCPE:EX <Kyla.Kelch@gov.bc.ca> wrote:

I think this is the one you're missing.

<https://www.dropbox.com/s/otufjtm3t6zr0ya/TankerSpill-FB-Ads-1080x1080-v03.jpg?dl=0>

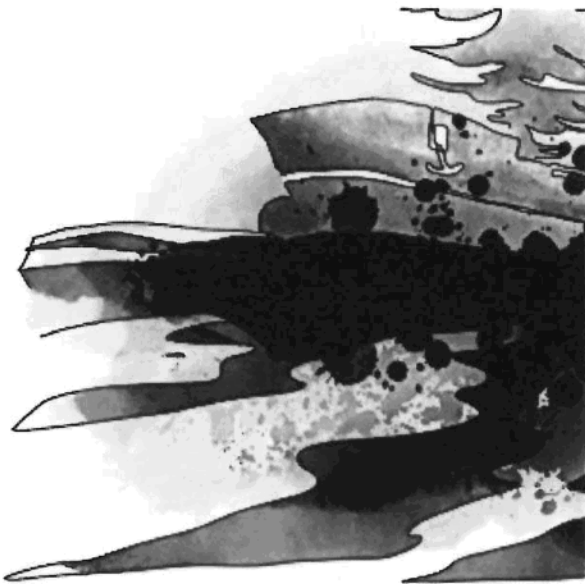
From: Alexis Waggott [mailto:alexis.waggott@jungle-media.ca]

Sent: Wednesday, April 18, 2018 1:01 PM

To: Kelch, Kyla GCPE:EX

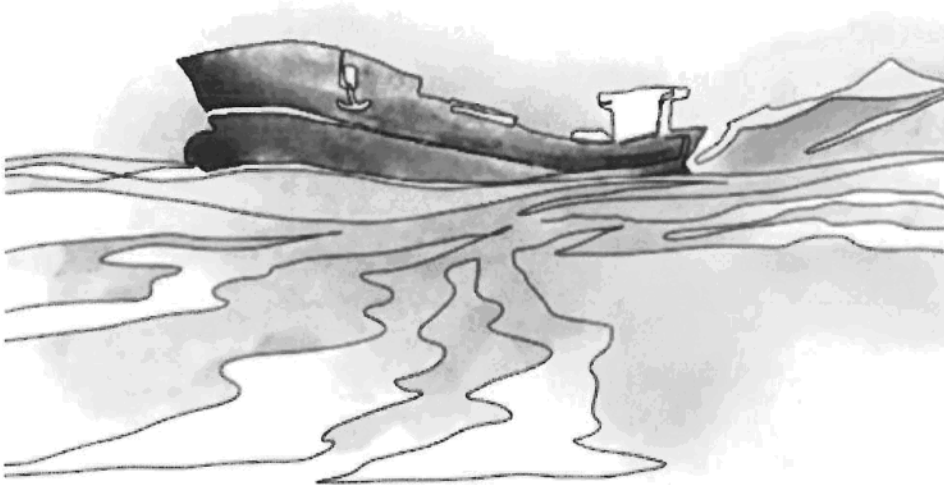
Subject: Re: Spills Response - Digital Ad Plan

Hi Kyla, sorry I'm just a little confused with the carousel creative. It looks like we're missing the below image. There is an image labelled "tanker/spill" that looks like this image but with a little boat on the right side. I cannot however, see just the image below in the files that were sent.



Is the image supposed to be the tanker without the spill, followed by with the spill? The below was not in the mock up, but please let me know.

Thanks!



1085 Homer Street, Suite 500, Vancouver, British Columbia V6B 1J4 Canada
T 236-982-0103 / F 604 669 2765



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On Wed, Apr 18, 2018 at 11:10 AM, Alexis Waggott <alexis.waggott@jungle-media.ca> wrote:

Hi Kyla, thanks for sending! Yes, I will send proofs prior to going live. I'll start setting these up now.

Thanks again.

Alexis Waggott Media Supervisor

1085 Homer Street, Suite 500, Vancouver, British Columbia V6B 1J4 Canada
T 236-982-0103 / F 604 669 2765



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On Wed, Apr 18, 2018 at 10:16 AM, Kelch, Kyla GCPE:EX <Kyla.Kelch@gov.bc.ca> wrote:

Hi Alexis,

Here's the digital plan and [Dropbox link](#) to the creative. There's a few different sizes in there, some of which I believe to be right for Instagram but have FB titles but it looks like everything is there. The carousel ad should look like [this mockup](#) but with the text I provided in the excel sheet. We're not using the farm creative for this campaign so you can ignore that image. Is there a way for me to check the posts before they go live?

Thank you,

Kyla Kelch

Marketing Coordinator | Advertising and Marketing Services

Government Communications and Public Engagement

Phone: (250) 896-6348

Spills Response Digital Ad Plan											
Ad Name	Platform	Ad #	Post Copy	Creative	Headline (FB only)	Description (FB only)	CTA	Location Targeting	Demographic Targeting	Display URL	Live Links
Facebook Carousel_Ad 1	Facebook	1	A single spill could devastate our wilderness, farmland, and fisheries for decades. Shape the standards to defend the coast.	Orca, Kayak, Tanker/Spill, Spill/Clean up	Have your say on spill response.	1) How do we put a price on who we are? 2) BC's natural wonders are irreplaceable. 3) A catastrophic oil spill risks all of this. 4) The risk is ours.	Learn More	BC	18+	engage.gov.bc.ca/spillsregulation	https://www.facebook.com/20365209653094/posts/2123830110968603
Facebook "Tourism" Ad_1	Facebook	2	We're working to defend the coast from the risk of a catastrophic oil spill.	Kayak	Have your say on spill response	Help set the standards for prevention, response and cleanup.	Learn More	BC	18+	engage.gov.bc.ca/spillsregulation	https://www.facebook.com/20365209653094/posts/2122654307752850
Facebook "Fisheries" Ad	Facebook	3	An oil spill would be a catastrophic blow to BC's fisheries. Help shape the standards to protect our future.	Salmon	Have your say on spill response	Get involved at engage.gov.bc.ca/spillsregulation	Learn More	BC	18+	engage.gov.bc.ca/spillsregulation	https://www.facebook.com/20365209653094/posts/2122812031070411
Facebook "Generations" Post Ad_1	Facebook	4	A single oil spill could hurt BC communities, businesses and local economies.	Dip (Fishing)	Have your say on spill response	Help set the standards for prevention, response and cleanup.	Learn More	BC	18+	engage.gov.bc.ca/spillsregulation	https://www.facebook.com/20365209653094/posts/2122831337735147
Facebook "Tourism" Post Ad_2	Facebook	5	We are taking steps to defend our land, waters and coast from the threat of a catastrophic spill.	Orca	Have your say on spill response	Help set the standards for prevention, response and cleanup.	Learn More	BC	18+	engage.gov.bc.ca/spillsregulation	https://www.facebook.com/20365209653094/posts/2128092630542351
Instagram Carousel_Ad 1	Instagram	6	Do you have thoughts on the way BC prepares for, responds to, and recovers from environmental emergencies? Have your say on spill response.	Orca, Kayak, Tanker/Spill, Spill/Clean up			Learn More	BC	18+	engage.gov.bc.ca/spillsregulation	https://www.instagram.com/p/Bhuc1gQGDmze/
Instagram "Tourism" Ad_1	Instagram	7	We're working to defend the coast from the risk of a catastrophic oil spill. Have your say on spill response.	Kayak			Learn More	BC	18+	engage.gov.bc.ca/spillsregulation	https://www.instagram.com/p/Bhuc2Np0vYI/
Instagram "Tourism" Ad_2	Instagram	8	We are taking steps to defend our land, waters and coast from the threat of a catastrophic spill. Have your say on spill response.	Orca			Learn More	BC	18+	engage.gov.bc.ca/spillsregulation	https://www.instagram.com/p/Bhuc2aBgaUu/

Kelch, Kyla GCPE:EX

From: Stewart, Dawn M GCPE:EX
Sent: Friday, April 13, 2018 1:20 PM
To: Kelch, Kyla GCPE:EX
Cc: Hardin, Karl GCPE:EX; LeSueur, Kathryn GCPE:EX
Subject: RE: For Approval: Social Media Boost - Spill Response Engagement

Hi Kyla,

Approved.

Thanks
Dawn

From: Kelch, Kyla GCPE:EX
Sent: Friday, April 13, 2018 1:01 PM
To: Stewart, Dawn M GCPE:EX
Cc: Hardin, Karl GCPE:EX; LeSueur, Kathryn GCPE:EX
Subject: For Approval: Social Media Boost - Spill Response Engagement

Hi Dawn,

We're looking to boost a post over the weekend that would fall under Dynamic Social Media. I haven't completed a new CPA for this fiscal yet but will have one to you early next week. Do we have your approval to move forward with this?

Campaign	Campaign Schedule	Promotion type	Objective	Audience	Budget
Oil Spill Response	April 13 – 16, 2018	Twitter boost	Website traffic & Awareness	BC 18-65	\$1,000

This is due to run until Monday afternoon. The system will generate an invoice which Duncan has access to and it is being charged to the MasterCard^{s.17} Please let me know if there is any other information you need at this time.

Please outline the facts being presented in this campaign

- The provincial government is considering several policy concepts to ensure effective spill management across the province.

Which government priorities, programs, services or policies are being promoted

- Proposed regulations under the Environmental Management Act

What warrants this promotion at this time?

- Citizens have an opportunity to provide feedback on the proposed regulations on a citizen engagement site.

In what ways will the public have an opportunity to engage, interact or comment with respect to this update?

- The public will be able to comment on, "like" and share the posts on social media

Kyla Kelch

Marketing Coordinator | Advertising and Marketing Services
Government Communications and Public Engagement

Phone: (250) 896-6348

Kelch, Kyla GCPE:EX

From: Stewart, Dawn M GCPE:EX
Sent: Thursday, April 19, 2018 11:09 AM
To: Kelch, Kyla GCPE:EX
Cc: Hardin, Karl GCPE:EX; LeSueur, Kathryn GCPE:EX; Watt, Adrienne GCPE:EX; Russell, Duncan GCPE:EX
Subject: RE: For Approval: Social Media Boost - Spill Response Engagement

Please proceed.

Thanks
Dawn

From: Kelch, Kyla GCPE:EX
Sent: Thursday, April 19, 2018 10:23 AM
To: Stewart, Dawn M GCPE:EX
Cc: Hardin, Karl GCPE:EX; LeSueur, Kathryn GCPE:EX; Watt, Adrienne GCPE:EX; Russell, Duncan GCPE:EX
Subject: For Approval: Social Media Boost - Spill Response Engagement

Hi Dawn,

We're boosting the Oil Spill Response post again on Twitter. This time it will fall under the Spills Response CPA. Do we have your approval to move forward with this?

FYI – We aren't going through our media buyer for this because they weren't set-up to boost on Twitter and couldn't get set-up in time to get this going. We will work on this for next time.

Let me know if you have any questions.

Campaign	Campaign Schedule	Promotion type	Objective	Audience	Budget
Oil Spill Response	April 20 – 29, 2018	Twitter boost	Website traffic & Awareness	BC 18-65	\$3,200

This is due to run from Friday, April 20th until Sunday, April 29th. The system will generate an invoice which Duncan has access to and it is being charged to the MasterCard^{s.17}. Please let me know if there is any other information you need at this time.

Please outline the facts being presented in this campaign

- The provincial government is considering several policy concepts to ensure effective spill management across the province.

Which government priorities, programs, services or policies are being promoted

- Proposed regulations under the Environmental Management Act

What warrants this promotion at this time?

- Citizens have an opportunity to provide feedback on the proposed regulations on a citizen engagement site.
- In what ways will the public have an opportunity to engage, interact or comment with respect to this update?
 - The public will be able to comment on, "like" and share the posts on social media

Kyla Kelch
Marketing Coordinator | Advertising and Marketing Services
Government Communications and Public Engagement
Phone: (250) 896-6348