

7.0 Communications Strategy for FMU E8

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The intent of this Communication Strategy is to define the public involvement and referral component for the management plan of Forest Management Unit E8. Communications staff will be familiar with the intent and objectives of the management plan as well as the communication strategies outlined for the referral strategy.

7.1 Overview

The E8 Forest Management Unit (FMU) is a crown managed forest management unit and is located in the foothills east of the Rocky Mountains. Directly to the west lies Willmore Wilderness Park. The Foothills Forest Products Inc. (FFP) portion of the FMU encompasses 219 648 hectares which is surrounded by three Forest Management Areas. Industrial Development, including timber harvesting, oil and gas exploration, coal mining and sand and gravel exploration have been occurring for approximately 50 years. Recreation is prevalent in E8 and adjoining areas due to the proximity to Willmore Wilderness Park, lakes and rivers, and the presence of mountains and foothills.

Historically, wildfire, disease and insect outbreaks have been the primary form of natural disturbance agents in the area. This resulted in a landscape containing a variety of age class groups and forest types. Wildfire suppression over the past century has changed this landscape, leaving an old, even aged forest in E8. Lodgepole pine is the most common tree species in the area. Due to these two factors, there is a serious threat of a Mountain Pine Beetle infestation. Over the past 40 years, various forest operators have harvested the mature pine, somewhat reducing the threat through partial removal of the primary food source.

Foothills Forest Products Inc. is the primary timber operator in E8. This company holds a Coniferous Timber Quota (CTQ) and a Deciduous Timber Allocation (DTA) which encompasses the majority of the Annual Allowable Cut (ACC). Precision Forest Products also holds a small CTQ. Previous to this, Weyerhaeuser Canada was the FMA holder in this area.

Currently, there is no Forest Management Agreement between the Alberta Government and FFP in E8. This FMP was developed by Sustainable Resource Development with the assistance and input from Foothills Forest Products Inc. and all applicable stakeholders and community groups. The main goals and desired outcomes of this plan are to:

1. Determine spatially, operable and sustainable supplies of timber;
2. Reduce the susceptibility of pine forests to future mountain pine beetle infestations by following the “Healthy Pine Strategy”;
3. Manage habitat supplies for Woodland Caribou and Grizzly Bear;
4. Ensure that traditional use of the management unit can continue;
5. To create a forest management plan that balances values of the forest based on current information and public input.

7.2 Goal

The goal of this strategy is to provide meaningful public consultation opportunities in a way that allows the stakeholders to be involved proactively in sustainable forest management practices for the purpose of meeting expectations as per Section 5.0 of “Z809-02 Sustainable Forest Management: Requirements and Guidance” and the *Alberta Forest Management Planning Standard*.

7.3 Objectives

There are six main objectives which must be achieved for this strategy to be a success. These are listed below:

1. Two open houses will be conducted in a busy location in partnership with Foothills Forest Products. The first will be in August and the objective is to obtain meaningful input to the draft plan. The second will be held in the fall to display the final approved plan.
2. Letters will be mailed to stakeholders inviting them to the open houses. Information about the plan will be included which will hopefully pique their interest.
3. Advertising through radio, newspaper, and word of mouth will be completed to inform as many people as possible about the plan and open houses.
4. Meetings will be held with the various stakeholders to provide information about the plan and to capture ideas and concerns in the draft version.
5. The completed version will be posted on the SRD external website to allow easy access for the public.
6. A follow up letter will be mailed out to stakeholders to acknowledge their input and offer the locations of the final plan.

7.4 Messaging

There are 3 core messages that SRD would like to deliver as part of this strategy. These are:

1. Alberta Sustainable Resource Development with Foothills Forest Products is developing a forest management plan for the forest area surrounding Grande Cache.
2. Sustainable Resource Development values the input of the public based on their local knowledge and interest in the area.
3. There will be a variety of opportunities for all stakeholders to provide this input.

7.5 Tools

A multitude of tools will be used to achieve the goals of this strategy. To ensure that meaningful input is collected and considered for the FMP, ten main tools will be utilized. These include the following:

1. Stakeholder letter – invite to meeting or informational, according to Level (see stakeholder list);
2. Radio ads;
3. Newspaper ads;
4. Open house in the Grande Cache Visitors Centre
 - a. August
 - b. November
5. MPB and FireSmart info, Respect the Land materials;
6. Blank expo display;
7. Maps;
8. Pre-article in Grande Cache Mountaineer re: open house (fall);
9. Follow-up letter – summarizing process, thanking, advertising location of plan (available at GC library, website, or by request);
10. SRD website – posting of final plan.

7.6 Audiences

There are two primary groups of stakeholders which will be involved in providing input into this plan. These include Primary and Secondary Stakeholders.

Primary stakeholders are directly involved with the management of the Forest Management Unit E8 or will be asked to review or provide input into all or parts of the Management Plan and Spatial Harvest Sequence. These stakeholders include Sustainable Resource Development Staff, Foothills Forest Products Employees, and Precision Forest Industries Ltd. Employees.

Primary stakeholders include:

- Key SRD staff and Foothills Forest Products:
 - Bill Tinge (SRD)
 - Karl Peck (SRD)
 - Amanda Hamelink (SRD)
 - Stephen Wills (SRD)
 - Jeff Kneteman (SRD)
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- Foothills Forest Products Inc.
- Precision Forest Industries Ltd.

Secondary stakeholders are indirectly involved with the management of the resources in the Forest Management Unit E8 and will be provided with information for their awareness. These stakeholders include, but not limited to, surrounding FMA holders, Foothills Model Forest, the Highway 40 Project Team, local trappers, and local First Nations.

Secondary stakeholders include:

- Local First Nations;
- Town of Grande Cache;
- Municipality of Greenview;
- Highway 40 Project Team;
- Local Trappers;
- Provincial ENGO's (i.e. Canadian Parks and Wilderness Society, Alberta Wilderness Association, Wildcanada.net, Federation of Alberta Naturalists; Athabasca Bioregional Association);
- Interest Groups (i.e. local/provincial Fish & Game Association, Alberta Conservation Association, Rocky Mountain Elk Foundation, Foothills Model Forest);
- SRD staff;
- Residents of other communities in the vicinity: Grande Cache, Victor Lake, Susa Creek, and Muskeg River
- Residents of nearby communities (Grande Cache, Hinton);

7.7 Cost/Budget (see implementation schedule)

7.8 Implementation

The draft FMP was initially developed at a project team level incorporating expertise from Foothills Forest Products and Sustainable Resource Development - Forestry Division. The Referral Strategy targets primary and secondary stakeholders for referral on the draft plan or distribution of the final plan.

The referral phase gathers input from primary stakeholders through a mail out of the draft FMP, with an invitation to a presentation, and alternative opportunities to submit input.

The distribution phase provides the final approved FMP to all stakeholders either directly through mail out of final FMP to primary stakeholders and indirectly to secondary stakeholders via the SRD external website.

The Implementation Schedule outlines the specifics implementation section.

Product	Description	Person Responsible	Due Date/ Rollout	Completion Date	Budget
Information Letter	Initial contact	Amanda		Spring 2005	
Open House #1	FFP hosted	Erik Kok		Fall 2007	
VOIT's	AWN Consultation meeting	Amanda		October 2007	
Invitation Letter	Invite to August open house	Amanda	August 6		
Invitation Letter	Distribution	Amanda	August 6		
AWN Invitation Letter	Invite to meet, hand over map.	Amanda	August 6		
AWN Invitation Letter	Distribution	Amanda	August 6		
Radio ad	Open house info	LA	3 days prior		\$342 (9 spots @38.00 per)
Newspaper ad	Open house info	LA	2 weeks prior		\$252 ¼ page B&W @ \$126 per wk
Local news article	Primer article in GC Mountaineer	LA/Amanda	October 2008		
Map	For info at open house	Amanda	August 21	April 16	
MPB and FireSmart brochures etc	For info at open house	LA			
Open House #2	Open house in GC mall.	Amanda/LA	August 2008		TBD
Radio ad	Open house info	LA	3 days prior		\$342 (9 spots @38.00 per)
Newspaper ad	Open house info	LA	2 weeks prior		\$252 ¼ page B&W @ \$126 per wk
Presentation	E8 FMP presentation to AWN Elders	Amanda / Kevin	September 2008		
Distribution of Draft Plan - Website	Final plan posted on SRD external	Edmonton	Fall 2008		
Distribution of Final plan - Library	Deliver to library	Amanda	October		
Follow-up Letter	Thank you & directions to plan; invite to open house	Amanda	September		
Map	For info at open house	Amanda	September 2008	April 16	
MPB and FireSmart brochures etc	For info at open house	LA	September 2008		
Open House #3	Open house in GC on final plan.	Amanda/LA	November 2008		TBD

7.9 Stakeholders (in Alphabetical Order)

Position	Organization	Address	Phone	E-mail
President	Metis Nation of Alberta Local #1994	Box 1468, Grande Cache, AB T0E 0Y0	780-827-2002	
District Conservation Officer	Tourism, Parks and Recreation- Parks and Protected Areas		780-265-8394	Andy.VanImshoot@gov.ab.ca
Forestry Program Manager	Forestry Division- SRD		780-723-8384	Bill.Tinge@gov.ab.ca
President	Susa Creek Cooperative	Box 1724, Grande Cache, AB T0E 0Y0	780-827-4805	
	Grande Cache Coal Company	Box 8000 Grande Cache, AB T0E 0Y0	780-827-4646	
	Canadian Death Race Organizing Committee	Box 477, Grande Cache, Alberta T0E 0Y0	780-827-3539	www.canadiandeathrace.com
President	Aseniwuche Winewak Nation of Canada	Box 1808, Grande Cache, AB T0E 0Y0	780-827-5510	david@aseniwuche.com
Administrator	Town of Grande Cache	Box 300, Grande Cache AB, T0E 0Y0	780-827-3362	duane.dukart@grandecache.ca
Woodlands Manager	Foothills Forest Products Inc.	Box 180, Grande Cache, AB T0E 0Y0	780-827-2225	ekok@foothillsforestproducts.com
President	Muskeg Seepee Cooperative	Box 606, Grande Cache, AB T0E 0Y0	780-827-2693	
President	Joachim Enterprises	Box 493, Hinton, AB T7B 1X7	780-865-3027	
Area Manager	Sustainable Resource Development (SRD)		780-723-8204	Brent.Schleppe@gov.ab.ca
Director	Precision Forest Industries Ltd.			
Protective Services Coordinator	MD of Greenview		780-524-7642	rick@mdgreenview.ab.ca
Fish & Wildlife Officer (Local Contact)	Fish & Wildlife		780-827-3626	Shane.Ramstead@gov.ab.ca
Lands Program Manager	Lands Division- SRD		780-723-8504	Stuart.Taylor@gov.ab.ca

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President	Alberta Trappers Association Grande Cache Local 1066	Box 366, Grande Cache, AB T0E 0Y0	780-827-2569	www.albertatrappers.com
President	Kamisak Enterprises	Box 1091, Grande Cache, AB T0E 0Y0	780-827-5796	
President	Wanyandie Flats Cooperative	Box 394, Grande Cache, AB T0E 0Y0	780-827-2152	
President	Victor Lake Cooperative	Box 766, Grande Cache, AB T0E 0Y0	780-827-3023	
	Grande Cache Fish & Game Association	Box 255, Grande Cache, AB T0E 0Y0	780-827-2719	