
Appendix 2 Mountain Pine Beetle Communication Plan

1 COMMUNICATION PLAN

1.1 Objectives:

1. To present the forest management activities as part of a long-term coordinated plan whose goal is to reduce the potential threat of a MPB infestation.
2. To provide timely, coordinated communications to help stakeholders prepare for potential impacts from forest management activities.
3. To ensure staff and stakeholders are enabled to obtain more information on forest management activities

Between November 2006 and February 2007, Sundre Forest Products and Alberta Sustainable Resource Development, jointly communicated the goals and implications of this forest management plan amendment to an agreed to range of stakeholders. This included providing a link to the provincial forest health web site.

1.2 Stakeholder Involvement

The Stakeholders consist of:

- Quota Operators – Coniferous and Deciduous
- Commercial Timber Permit Program Operators
- Sundre Forest Products Public Advisory Group (SPIRT)
- First Nations
- Sundre Forest Products Staff
- Sustainable Resource Development Staff

1.3 Public Benefit and Key Messages

The consistent message throughout the communication initiative is *the risk to the pine forest in the SFP FMA from MPB will be reduced by the implementation of this Detailed Forest Management Plan amendment.*

1.3.1 KEY MOUNTAIN PINE BEETLE MESSAGES:

Alberta's pine forests are threatened by an infestation of Mountain Pine Beetle.

Currently, there is a major mountain pine beetle infestation in British Columbia and outbreaks along Alberta's Eastern Slopes including; both Banff and Jasper National Parks, the the Bow corridor in Kananaskis Country, Crowsnest Pass and the Grande Prairie Region. With beetle infestations to the north, south and west of the Sundre Forest Products (SFP) Forest Management Area (FMA) there is a high risk that the FMA will come under attack.

Alberta has developed an action plan which will reduce the risk to the pine forests of Alberta.

In response to the MPB threat, the Alberta Government has developed a Mountain Pine Beetle Action Plan which will guide forest companies in the preparation of future forest plans. Stands have been ranked based on the stand susceptibility to MPB, climate suitability and the proximity of current MPB infestations. The government target is to reduce these high ranking stands by 75% over 20 years.

Pine on the Sundre Forest Products FMA is at risk

The Mountain Pine Beetle is always in our forests, however the risk of an epidemic increases as the amount and age of the pine increases. Also, it is normally kept under control by cold winters which kill off the larva lying under the bark. The accumulation of older pine and the warmer than normal winters in recent years are significant factors contributing to the MPB infestation which has spread throughout B.C. and parts of Alberta and is threatening the SFP FMA. Mature pine provides prime habitat for the MPB and the SFP FMA is comprised of more than 70% pine, much of which is mature and over-mature.

SFP's Proposed Action Plan will increase the pine harvest.

The provincial goal of reducing the susceptible pine by 75% would mean an increase in harvest of 73% which is beyond the milling capacity of the forest operators in the FMA at this time.

SFP has evaluated their fibre sources and current mill capacity and has developed an action plan with the harvest level increasing. Based on the current annual allowable cut (AAC), harvest levels will increase 44% for the next twenty years. It will then decrease to 29% less than the current AAC.

If, in the future, SFP can increase milling capacity to meet the provincial goal of reducing the susceptible pine by 75%, it is prepared to develop appropriate plans.

Sustainability

At the epidemic level existing in B.C., the reforestation, of areas that will not be harvested, presents a serious problem to that province.

All areas harvested under this plan will be reforested to Alberta Government standards. harvesting operations will meet or exceed

Other resource values will be protected.

SFP remains committed to its current audited environmental standards which meet or exceed provincial regulations and ground rules. As well, Grizzly Bear habitat and the impacts to water yield have been specifically evaluated in this plan amendment.

As operations are implemented, the effectiveness and long-term impacts of the plan will be monitored by the Alberta Government and Sundre Forest Products.

SFP remains committed to its people and communities.

Following the completion of this 20 year government initiative, the AAC will be reduced. SFP's intention is to continue to run operations at capacity and resume purchasing fibre from other sources as it is currently doing. The SFP operations are currently highly competitive. Continued investment in technology will ensure the long term viability of the SFP facilities in the area.

1.4 Communication Responsibilities:

Communication of the Provincial Mountain Pine Beetle Action Plan and Interpretative Bulletin is a provincial responsibility. The responsibility to develop an amended Detailed forest Management which meets the intent of the Provincial Mountain Pine Beetle Action Plan is the responsibility of Sundre Forest Products.

At the initial Plan Development Team meeting, communication responsibilities associated with the Sundre Forest Products plan were identified as regional and coordination responsibilities were assigned to Regional ASRD Staff. Appendix 1 is the communication plan jointly developed by SFP and Regional ASRD. The communication plan is divided into *Project Introduction* and *Project Implementation*. The introduction phase of the plan is complete, the implementation phase will be ongoing following submission of the SFP MPB Action Plan.

The SFP FMA has historically received substantial stakeholder and media scrutiny regarding many of its forest management practices. SFP and ASRD staff have worked together to complete the introduction phase and will continue to work together to deliver the implementation phase and to respond to further scrutiny if it arises.

1.5 Communications Roll-out:

Table 1, below, tracks the communication activities associated with the *Project Introduction*. An important part of communication plan relates to SFP's public advisory group (SPIRT). This group continues to be an important source of advice on forest management practices and communications with the numerous groups that it represents. Communications with SPIRT have been ongoing since 1991 and more recently, meeting agendas have included a staged explanation of the calculation of the annual allowable cut for the FMA. As identified in table 1, in October 2006, meetings became focused on a MPB Action Plan and Appendix 2 contains the advise and SFP actions coming from the subsequent meetings. The final draft of the SFP MPB Action Plan was presented to SPIRT on February 22, 2007.

Briefings to the other identified interest groups and individuals are also identified in table 1. The briefings have been an effective and timely way to communicate both the provincial MPB Plan and the SFP Plan. The agreed to process of presenting the provincial strategy and the company plan as one presentation done by both parties was well received.

1.6 Table 1: Communication and Input Tracking:

Briefings			
Target	Materials Used	Who	Comments
SPIRT Members	<ul style="list-style-type: none"> - Mountain Pine Beetle Mania Primer – pages 1-4 - Provincial MPB Risk maps - Information on: <ul style="list-style-type: none"> -<i>Mountain Pine Beetle Action Plan</i> - <i>Interpretative Bulletin</i>, September 2006 -Key Messages -Staged explanation of Annual Allowable Cut calculations. -Ongoing review of the Mountain Pine Beetle Action Plan. -Final Review of the Mountain Pine Beetle Action Plan 	SRD Staff SFP Staff	Ongoing explanation, discussion and consultation throughout plan development. Advice provided by members is included in Appendix 3. SPIRT Members given the opportunity to comment and provide advise.
SFP Admin & Supervisory Staff & Strachan LVL Supervisory Staff SFP Production and Maintenance Staff	<ul style="list-style-type: none"> - Provincial MPB Risk maps <i>Mountain Pine Beetle Action Plan</i> - <i>Interpretative Bulletin</i>, September 2006 - Key Messages. <p>Up-dated presentation including current MPB situation and action plan</p>	SFP Staff	Supervisory and administration staff briefed at both facilities. Common questions were <ul style="list-style-type: none"> -Can pesticides be used? -will beetle only attach pine? -what is considered a susceptible tree? -why can't we plan to consume more volume? All questions were responded to.
SFP Contractors	<ul style="list-style-type: none"> - Provincial MPB Risk maps - Information on: <ul style="list-style-type: none"> <i>Mountain Pine Beetle Action Plan</i> - <i>Interpretative Bulletin</i>, September 2006 - Key Messages 	SFP Staff	Presented to KMD Contracting Presented to Coleman Forest Products
SRD Staff	<ul style="list-style-type: none"> - Review of SFP plans - Provincial MPB Risk Maps - Information on: <ul style="list-style-type: none"> <i>Mountain Pine Beetle Action Plan</i> - <i>Interpretative Bulletin</i> – September 2006 - Key Messages 	SRD Staff SFP Staff	Complete
CTP Holders Quota holders	<ul style="list-style-type: none"> - Provincial MPB Risk maps - Information on: <ul style="list-style-type: none"> <i>Mountain Pine Beetle Action Plan</i> - <i>Interpretative Bulletin</i> - September 2006 - SFP Risk Analysis - Harvest Level Options 	SRD Staff SFP Staff	Harvest level options were explained and participants were asked to identify the volume increases they were prepared to commit to.

Briefings			
Target	Materials Used	Who	Comments
NGO's	Meeting with local NGO member	SRD Staff	complete
Other Ministries - CD, Parks Canada	- Provincial MPB Risk maps <i>Mountain Pine Beetle Action Plan</i> - <i>Interpretative Bulletin</i> of Sept. 2006	SRD Staff	complete
First Nations -Big Horn -Ochiese -Sunchild	Regional ASRD Staff to consult with Provincial ASRD Coordinator SFP to follow provincial guidelines	SRD Staff SFP Staff	complete in progress

Information Package				
Target	Materials Used	Date	Who	Comments
- Counties and town councils - Other ministries – CD, Parks Canada - Schools - Watershed Alliances	Key Messages, maps and photos	Nov. 2006	SFP Staff SRD Staff	Key Messages with supporting pictures ready for mail-out

1.7 Designated Spokes People

SFP Staff	SRD staff
Greg Neale Woodlands Manager Phone 403 638 6221 Greg.neale@westfraser.com	Kevin Gagne Senior Forester Phone: (403) 845-8250 Email: kevin.gagne@gov.ab.ca
Bob Held Project Lead and Timber Supply Analyst 403 638 6218 Bob.held@westfraser.com	A.H. (Butch) Shenfield Forestry Manager Phone: (403) 845-8250 Email: butch.shenfield@gov.ab.ca
Peter Denney Communications Coordinator and Harvest Planning Manager 403 638 6210 Peter.denney@westfraser.com	Rita Stagman Information Co-ordinator Phone: (780) 542-6616 Email: rita.stagman@gov.ab.ca

1.7.1 APPENDIX 1: PROJECT INTRODUCTION

Activity	Target	Required Materials	Who
Briefing	Key stakeholders: SPIRT members	- Mountain Pine Beetle Mania Primer – pages 1-4 - Provincial MPB Risk maps - Information on: <i>Mountain Pine Beetle Action Plan - Interpretative Bulletin</i> September 2006 -Key Messages	SFP staff SRD staff
	Key stakeholders: SFP staff	- Mountain Pine Beetle Mania Primer – pages 1-4 - Provincial MPB Risk maps - Information on: <i>Mountain Pine Beetle Action Plan - Interpretative Bulletin</i> September 2006 - Key Messages	SFP staff
	Key stakeholders: SRD staff	- Review of SFP plans - Provincial MPB Risk maps - Information on: <i>Mountain Pine Beetle Action Plan - Interpretative Bulletin</i> September 2006 - Key Messages	SRD staff
	Key Stakeholders: CTP holders Quota holders	- Mountain Pine Beetle Mania Primer – pages 1-4 - Provincial MPB Risk maps - Information on: <i>Mountain Pine Beetle Action Plan - Interpretative Bulletin</i> September 2006 -FAQ sheets	SRD & SFP staff
	Key Stakeholders: MLA's	- Briefing Note to Minister - Meeting with Ty Lund, MLA -Meeting with Richard Martz	SRD staff
	NGO's	Meeting with local NGO member	SRD staff
Preparatio Informatio package	Counties and town councils Other ministries -CD, Parks Canada - Schools - Watershed Alliances	Key Messages, maps and photos	ASRD & SFP
Informatio Package - mail	Counties and town councils Other ministries -CD, Parks Canada - Schools - Watershed Alliances	- Mountain Pine Beetle Mania Primer – pages 1-4 - Provincial MPB Risk maps - Information on: <i>Mountain Pine Beetle Action Plan - Interpretative Bulletin</i> September 2006 -FAQ sheets	SRD staff

	Target	Required Materials	Who
Meetings	SPIRT Members Schools	- Power Point presentation - Maps - MPB Primer - FAQ sheets	SFP staff SRD staff
Media Rel	- General Public - Towns of RMH, Sundre, Nordegg, Olds & Caroline. - City of Red Deer - Other commercial & industrial operators	- Information bulletin in local newspapers	SRD Staff -Communications SFP staff

1.7.2 APPENDIX 2 : PROJECT IMPLEMENTATION

Activity	Target	Required Materials	Date	Who
Pre-project information	SRD staff - senior	Briefing note	1 week prior to plan's approval	SRD Staff
	SRD & SFP staff	Project fact sheet	Upon plan's approval	SFP staff
	Key Stakeholders SPIRT CTP and Quota holders	Power Point presentation Site visit (varies with project) One-on-one discussions maps photo examples project fact sheet	Draft planning stage and upon plan's approval	
Project Updates	SFP & SRD staff MLA's SPIRT External Stakeholders	Project fact sheet Email notices/info bulletins Site tours	Start of work Ongoing as required End of work	SRD & SFP staff
	Affected stakeholders	Project fact sheet Email notices/info bulletins Site tours (larger projects)	Ongoing as required	SFP staff
	- General Public - Towns of RMH, Sundre, Nordegg, Olds & Caroline. - City of Red Deer - Other commercial & industrial operators	Public notice (local newspapers) Signage Media package Site tours	Start of work Ongoing as required End of work	SRD Communications SFP & SRD staff

1.7.3 APPENDIX 3 SPIRT ADVICE TRACKING

ACTION	Completion Target	To be completed by:	Completed y/n	Comments
Communicate message to SRD regarding their communication: More emphasis should now be placed on their pine and beetle strategy rather than beetle awareness	Nov. 2006	SFP communicate to SRD	Complete Nov. 2006	As of Nov. 23,
Develop handouts for issuance at trade shows, etc.		SRD Staff SFP Staff	complete complete	SRD will have material to address their policy. SFP has developed a draft package as of Nov 23.
Inform Hiker Rep. of possible dates of presentations for attendance by hikers		SFP Staff	complete	Presentation to group was offered. Decision was, that this was not necessary at this time.
Presentation to Outfitters	Dec 8	SFP Staff ASRD Staff	In progress Complete	Decision to place messages in AOA News Letter Made presentation at Feb. 10, 2007 Annual Meeting. One question was, why cut down a tree to save it from being kill by the beetle. All questions were addressed.
Presentation to RMH Town Council		SFP Staff SRD Staff	Complete Nov. 21, 2006	Council members asked several questions which were answered adequately. Closing remark from council was support for the project as it was described.
Presentation to Clearwater County	Nov. 28	SFP Staff SRD Staff	Complete Nov. 28, 2006	Council members asked several questions which were answered adequately. Closing remark from council was support for the project as it was described.
Presentation to Town of Sundre		SFP Staff -P. Denney SRD Staff -K Gagne	Complete Jan. 8, 2007	Presentation was given but a tight meeting agenda limited questions and comments.
Presentation at annual Fish & Game Meeting .	Feb. 2007	SFP or SRD staff	In progress	Possibility, being explored, that SRD staff closer to Lethbridge provide information on the Provincial Pine Strategy.
Add Fish & Game to information dispersal; Andy Boyd – Edmonton		SFP staff	In progress	Emailed Andy Boyd with a request to initiate ongoing communication.

ACTION	Completion Target	To be completed by:	Completed y/n	Comments
Get information onto website -progression of MPB -fire risk -reforestation -simple stats -gov links -pictures pictures pictures		SFP staff	In progress	Request for posting sent Jan. 12, 2007 Commitment received from SFP IT Dept. To have key messages posted by March 2007.
Publish Key Messages in newspapers		SFP staff	complete	Informative articles have been published in The Mountaineer and Sundre Round-Up.
Check out current status of website Can you access information? Address gaps with West Fraser		SFP staff	In progress	West Fraser website can be accessed on the internet, links to a Sundre Forest Products MPB plan are being pursued.
Send out Key Messages to group	ASAP	SFP staff	complete	Distributed at the SPIRT Christmas Party
Presentation to MVC		SFP staff SRD staff	in progress	Sent key messages for distribution to council, included address to SRD Forest Health web site and offered to provide a presentation. SFP & ASRD made present to MVC Ag. Advisory Board Feb. 20, 2007-02-17
Follow up with CW Councillor regarding Nordegg Community Assoc Meeting (Nov 28)	Nov 30	SFP staff	in progress	Initiated only
Red Deer River Watershed Alliance – request update/presentation (Earl)	Spring 2007	SFP staff	in progress	MPB issue communicated to Red Deer River Watershed Alliance by ASRD. Date of the communication of the SFP Plan to be discussed.
Regular newspaper update articles - Talk to Vickie regarding provincial plan for weekly newspaper updates		SFP staff	complete complete in progress	Coverage of the issue and the SFP plan has occurred twice in the Sundre Round-Up and once in The Mountaineer. Radio 95.5 conducted MPB interviews with SRD (Christy Ward) and SFP (Peter Denney) in Nov. 2006 Re larger cities, SFP spoke with ASRD
Barring non-response by province – implement weekly local newspaper communication – beetle & strategy updates		SFP staff SRD staff SFP staff	complete	P. Denney provided email address of the Provincial Forest Health and Beetle Bulletin to Sundre Round-Up and The Mountaineer. Queries from CH News, Red Deer were responded to and a copy of the MPB DVD was forwarded.

ACTION	Completion Target	To be completed by:	Completed y/n	Comments
Call Beetle Advisory Committee member re meeting results (Dec 15)	Dec 20	SFP staff	complete Jan. 10, 2007	Ministers Advisory Committee is generally supportive of the province's current initiatives.
Distribute 10 minute provincial beetle presentation to Hiker Rep.	Nov 24	SFP staff	complete Feb. 25, 07	complete
Send Shell information		SFP staff	complete Dec. 21, 2006	The Red Deer River MPB Harvest Plan was discussed with numerous Shell representatives
Forward recent press release (province) to Tourism rep.		SFP staff	complete Jan. 11, 2007	Sent address of the SRD Forest Health web site to all SPIRT with email
Make presentation to trappers		SFP staff SRD staff	complete Dec. 13, 06 Jan. 18, 07	Presentation to the trappers on the northern portion of the FMA Presentation to southern trappers Jan. 18, 2007. Sent maps to 38 trappers in Feb. 07.