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# Stakeholder Engagement Plan

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# 2016



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## Overview

Shell Scotford is located 12 km outside the City of Fort Saskatchewan and within the municipal boundary of Strathcona County. The site includes the Upgrader (base plant and expansion), the Quest Carbon Capture and Storage (CCS) Project (currently in operation), the Refinery and adjacent Chemical plant. They are grouped into two classes of business, with the Upgrader and Quest CCS under the Athabasca Oil Sands Project<sup>1</sup> in Heavy Oil and Refinery and Chemicals under Manufacturing.

From the community's perspective, Shell Scotford is "Shell" and they do not differentiate between the facilities or businesses.

## Scotford Community Sensing

Scotford uses a number of tools measure and monitor stakeholder concerns including:

- Shell Scotford Community Survey: conclusions are that there is room for improvement in communication of our performance and knowledge of our contributions to the community through taxes, SI and volunteering and being accessible to residents
- Ground-truthing: 2013 consultant visits to each neighbour within Scotford's emergency planning zone revealed that Shell's reputation in the community remains status quo
- [Quest](#) Community Survey: conclusions are that there is room for improvement in communication with the community; Shell's contributions through SI, knowing how to contact Shell, more about the work Shell is doing in the area
- Scotford Chemicals Responsible Care Re-verification (2017 Results will be linked when available)
- Fort Saskatchewan Community Survey
- Bruderheim Community Satisfaction Survey
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## Goals

- Maintain and improve on existing stakeholder relationships and build trust with stakeholders and neighbours;
- Address or mitigate stakeholder issues and concerns and maximize opportunities and benefits; responding to neighbour concerns within 72 hours;
- Ensure Scotford is a visible and active member of the community; and
- Build trust in the Quest MMV program

## Objectives

- Stakeholders are informed of Scotford plans in an integrated and timely fashion (timelines, regulatory/approvals decision-making process, identify potential impacts, environmental and socioeconomic, both short and long term)

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<sup>1</sup> Shell Canada Energy is 60% owner and operator of the Athabasca Oil Sands Project (AOSP) along with Chevron Canada Limited (20%) and Marathon Oil Canada Corporation (20%). AOSP includes Shell Albian Sands, the mining operation and the Shell Scotford Upgrader, where the bitumen is upgraded. The Refinery and Chemical Plant are 100% Shell owned.

- Maintain/ increase two-way communication between Scotford and neighbours and track through the commitment tracking and stakeholder engagement (CTSE) tool
- Increase participation in Shell events (community meetings, open houses, coffee sessions, tours)

## **Stakeholder Engagements & Action Plan**

The following summarizes engagements planned for the 2016 calendar year.

### ***Community Meetings***

Shell presents to the community bi-annually as part of a commitment to Scotford near neighbours. Typically, presentations occur in the spring at the Life in the Heartland (LITH) joint industry community meeting and again in the fall at a Shell hosted meeting.

The LITH meetings showcase multiple industry presenters and are open to the public. In 2016, Shell will present at the spring meeting and have a booth at the fall meeting. In the spring, the focus will be around the ongoing Upgrader turnaround, with a Quest update.

### ***Quest Coffee Sessions***

Coffee on Shell is an informal event ad hoc in the communities of Thorhild and Radway. The event is advertised through local newspaper *The Review* 2-3 weeks before the event. The Coffee sessions are an opportunity for community members to meet with Shell representatives and ask questions. This event was developed from feedback that Shell is not present in the communities and sends contractors to do the work; it allows Shell to build trust in the community.

Sessions should be attended by the Community Liaison Office and a member of the MMV team; optionally, another local Shell representative can attend such as someone from Emergency Response or operations.

### ***Quest MMV Community Advisory Panel***

The Community Advisory Panel (CAP) is made up of a cross-section of members of the local community and includes academics, representation from Alberta Energy Regulator, Thorhild County Councilors and Thorhild Emergency Services. The CAP's mission is to help communicate updates about Quest, including the reporting from the MMV program.

### ***Strategic Local Events***

Local events provide an opportunity for consultation and relationship building while demonstrating Shell's good neighbour policy. In 2016 Shell will endeavor to participate only in strategic local events where there is a focus on delivering industry messaging. The following lists strategically selected local events for Shell to attend:

<b>Community</b>	<b>Event</b>	<b>Dates &amp;</b>	<b>Format</b>
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		<b>Times</b>	
Fort Saskatchewan	Fort Sask Trade Show	April 24-26	2014 presenting sponsor with booth
Fort Saskatchewan	Canada Day Festivities and Parade	July 1	ES in parade, sponsorships, volunteers, water
Strathcona	Light Up Heartland Hall	November	Chili sponsorship with volunteers
Josephburg	Josephburg Presents – potential to move away from attendance toward event sponsorship for the 2015-2016 series	Sept-Apr	Concert series, table sponsored by Shell

### ***Council Updates***

Scotford site and Quest council updates will be combined for Strathcona, Fort Saskatchewan and Bruderheim. These will take place annually, unless an additional update is deemed necessary.

As for councils near the Quest injection area, the Quest team will provide an annual update to Thorhild County in 2016.

### ***Mail outs***

*Community Connections* – newsletter will be published bi-annually and will be distributed via [mail drop](#) to the community surrounding Scotford, including Bruderheim, Josephburg and Fort Saskatchewan.

*Direct Mail* – communications with neighbours within the Scotford/Quest EPZ will continue as needed with updates and notification on projects.

*Quest Cards* – “Thank You” cards have been developed for use with the Quest MMV program, whereby the contracting company (ex. Golder) will leave a thank you cards with residents visited directing them to follow up with the Shell Community Liaison Officer should they have any concerns.

## **HSSE Considerations for External Events**

Although the likelihood of protests is low for Scotford hosted community events, the following outlines security measures ahead of an event:

- It is recommend letting RCMP or police of jurisdiction know of the events ahead of time. Unless there is identified detractor, disgruntled person or a known security risk, notifying local police ahead that Shell is hosting an event in the area would be sufficient.
- Often helpful is having on hand the local emergency numbers for police, fire and ambulance for each specific event. It gives the CLO easy access to these numbers. Note smaller jurisdictions may have different telephone numbers for day and night time calls (see 2014 Quest Open House materials for examples – all Shell representatives were given contact

phone numbers for team and local authorities however only one member was designed lead to call in case of emergency)

The following is the formal process developed should something occur:

- Community Liaison Officer would immediately notify local authorities of the 'protest'
- Community Liaison Officer would notify the Scotford Security Coordinator & External Relations
- Scotford Security Coordinator would notify Corporate Security

## **Evaluation**

The plan will be measured by:

- Survey results from engagement activities (open houses, community meetings & informal feedback from local events)
- Number of people participating in Shell events
- Improved long-term community survey results (every 2-3 years) with action plan developed
- Number of formal complaints & public concerns responded to within 72 hours
- Number of Quest related inquiries/concerns directed to CLO (2014 set to be baseline)
- All 1-800 and email inquiries responded to within 72 hours
- All stakeholder engagement activities are documented through CTSE. Outstanding commitments to be tracked and managed through CTSE