

Communications Program and Media Involvement

Plains Midstream Canada has submitted a community consultation plan to the ERCB (Kim Blanchette/Trevor Dark) on May 12, 2011 in response to the Rainbow pipeline release at MP 188. Please find attached in appendix.

| Audience/ Stakeholder | Communications activity or media involvement | Effectiveness of approach, what specifically worked well | Improvements for consideration |
|--|---|---|---|
| Media Lubicon Lake Indian Nation Woodland Cree First Nation Elected officials: (Minister of Environment, Northern Sunrise County, MLA Peace River, MLA Slave Lake) | Media news releases | Provides information to all media outlets at the same time. Ability for Plains to give additional information on the current status. | Continue to provide news releases or media briefings in a timely manner. Immediately after the incident, provide the 1-800 number and Rainbow incident email as the contact information. |
| Media Local community groups Regulators/Government Plains Employees Public inquiries | PAA website updates and PMC website updates | Provides push information at the same time about the company, Rainbow pipeline, the incident and current status. Allows for a routine to be established so updates times can be anticipated. | Within 24 hours after the incident, have the update information hosted on Plains Midstream Canada website with a link off the PMC home page so the information is easy to find and navigate through. Status: Plains Midstream Canada implemented this change on May 9 th . |
| Media Local community groups Regulators/Government Plains Employees Public inquiries | Photo gallery of release site and clean up efforts | Provides up-to-date on-site photos from the ground perspective. Allows media to use our photos for news articles instead of generic photos. | Continue to have updated photos as clean up progresses. Provide context to the photos. Status: Plains continues to upload relevant photos and now includes captions on the photos on the website |
| Media Public inquiries Service providers | 1-800 telephone number | Allows Plains to have a more coordinated approach with one number for all inquiries. Having this phone line staffed during work hours. | Within 24 hours of the incident, have the 1 800 number available so all calls are directed to one number and rather than different employees. |

| Audience/ Stakeholder | Communications activity or media involvement | Effectiveness of approach, what specifically worked well | Improvements for consideration |
|--|---|---|---|
| | | | Status: Plains set up the 1-800 number on May 7 th . |
| Media Public inquiries Service providers | Rainbow incident email address | Allows Plains to have a coordinated approach with one email address. Provides ability to track all incoming messages. Various employees can access the emails to ensure that messages can be received in a timely manner | Within 24 hours of the incident, have the email set up so all inquiries can be directed to one email address and not through a different employees. Status: Plains set up the email address on May 7 th . |
| Media Local community groups Regulators/Government Plains Employees Public inquiries | Initial questions and answers on the incident placed on website | Allows Plains to direct all media to the website for the Q&A's with accurate information about the company, Rainbow pipeline and the incident. | Provide a date for the Q&A information so it's understood that information was provided for a point in time. |
| Accredited Media - Print - Radio - Television | On-camera media statement | Provides a sound bite and visual footage for many television and radio media outlets. | Ensure appropriate spokespeople are available to provide a media statement. Hold an on-camera media statement earlier on in the incident. |
| Accredited Media - Print - Radio - Television | Media briefing | Provides a consistent update to most of the major media outlets at the same time. Plains opened up the floor to address any questions from the media. | Provide a dial-in number for out-of-town media outlets. Ensure there is enough time from when the media advisory is sent out on the newswire to the actual event time. |
| Accredited Media - Print - Radio - Television | Media interviews (phone/on-camera/emailed responses) | Allows Plains to provide specific answers to address each media outlet. | Consideration to block off times for media interviews. Provide more than one spokesperson if media calls are significant. |
| Accredited Media - Print - Radio - Television | Media tours | Provides a clear perspective of the site, the incident, the effectiveness of our operational response, all equipment and personnel mobilized to date and our clean-up efforts | Try to schedule the tours when a spokesperson is available. Limit the length of the tour time so more tour groups can be accommodated. Ensure a dedicated spokesperson to provide the tours. |
| Media Local community groups | RSS feeds on the website | An RSS feed allows subscribers to see what was | Track the number of subscribers to the RSS |

| Audience/ Stakeholder | Communications activity or media involvement | Effectiveness of approach, what specifically worked well | Improvements for consideration |
|---|---|---|--|
| Regulators/Government Plains Employees Public inquiries | | added to the webpage, providing a timely solution to receive updates. | feeds. |
| Media Local community groups Tours visits | Information kits | Provides background information on Plains, numerous materials related to the incident such as fact sheets, photos, Q&A. | Keep this information current and available for on- going tours. Have the updated information easily printed on site. |
| Media Lubicon Lake Indian Nation Woodland Cree First Nation Elected officials: (Minister of Environment, Northern Sunrise County, MLA Peace River + Slave Lake), Other First Nations ERCB, AENV, AB Health Services, Industry (CEPA) | Daily email and website updates | Provides a daily update on the current status of the release and progress on the clean-up operations. | Keep this information consistent. Continue to look for new information to provide (if possible). Status: Plains continues to provide updates on a daily basis |
| ERCB AENV | Weekly email updates to regulators | Provides a more detailed compilation of the daily report for the week and additional information on each item. | Keep this information consistent. Continue to look for new information to provide (if possible). Status: Plains continues to provide weekly updates. |
| Northern Sunrise County, Lubicon Lake Indian Nation, Woodland Cree First Nation Elected officials: (Minister of Environment, Northern Sunrise County, MLA Peace River, MLA Slave Lake) | Tours for local community groups Tours for elected officials | Allows the local community groups and elected officials to see the release site first hand and to help address any concerns they may have. Provides clarity on the scope of the response and an opportunity to stay involved. | Trying to coordinate tours that all members can attend within a short timeframe. |
| Lubicon Lake Indian Nation – Chief Noskey | Community meeting with local community members | Working with local First Nation communities to address any concerns related to the release and the clean-up efforts. | Working with all groups on their timelines to be able to accommodate their schedules and organize meetings with available resources. Status: Plains continues to work on scheduling the remaining community meetings, if the groups |

| Audience/ Stakeholder | Communications activity or media involvement | Effectiveness of approach, what specifically worked well | Improvements for consideration |
|---|--|--|--|
| | | | desire to hold one |
| Industry groups Local First Nation groups Other First Nation groups | Phone calls Face-to-face meetings | Phone calls and meetings to provide updates, set up community meetings and address any outstanding concerns. This seems to work well because of the direct connection from local leaders to Plains leaders | identify specific individuals to be the main contact for the different groups so the approach is coordinated. Status: Plains has implemented this change |
| Plains Midstream Canada | Employee communications | Providing updates on the Rainbow incident and the clean-up progress. Keeping staff informed from Plains and not from other sources. Provides information to employees where to direct any inquires they've received., so they can be addressed in a timely manner. | Continue to provide updates to employees on the incident from the Company. Continue to inform employees of where to direct any inquires they've received. Status: Plains continues to update employees on the incident via email and company intranet. |