

## **PORT HOPE AREA INITIATIVE SEEKS PUBLIC INPUT**

**Port Hope, ON. (October 26, 2012)** – The Port Hope Area Initiative Management Office (PHAI MO) is launching its 11th annual public attitude survey in Port Hope beginning today.

Conducted by Intellipulse Research, an independent public affairs and marketing research firm, the telephone survey will require just a few minutes of respondents' time. Three hundred and fifty people in Port Hope (250 in Ward 1 and 100 in Ward 2) will be polled to find out how knowledgeable residents are about efforts to clean up and manage the historic low-level radioactive waste and how confident they are that the work can be done safely.

The data collected will help the PHAI MO better understand Port Hope residents' attitudes about the Project's plans and how best to keep the community informed.

"We want to hear the views of local residents so that we can continue to identify which elements of the project are most important to the community," said Judy Herod, Acting Manager, Stakeholder Relations and Communications for the PHAI MO. "We appreciate the time people take to participate in the survey because the results will help us communicate more effectively with the community."

As part of its ongoing efforts to enhance communications, the PHAI MO launched a redesigned website ([www.phai.ca](http://www.phai.ca)) this past June. The new design, which features the most current project information, has been organized to make finding information easier and to provide a more user-friendly experience. In 2011, the PHAI MO also joined social media networking sites Facebook and Twitter to encourage and participate in two-way dialogue. Information sessions, open houses, newsletters and other forms of communication are regularly employed to engage the community and keep people informed about the Project's activities.

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### **ABOUT THE PHAI**

The Port Hope Area Initiative is dedicated to the safe cleanup, transportation and long-term management of historic low-level radioactive waste in the municipalities of Port Hope and Clarington. The PHAI MO is a partnership of Natural Resources Canada, Atomic Energy of Canada Limited, and Public Works and Government Services Canada.

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