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# PLAN

## PHAI PHASE 2 PUBLIC INFORMATION PROGRAM

### PORT HOPE AREA INITIATIVE (PHAI)

4500-513000-PLA-004

### Revision D4

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Effective date:

\_\_\_\_\_  
2020/03/05

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**REVISION HISTORY**

<b>Rev. No.</b>	<b>Date</b>	<b>Details of Rev.</b>	<b>Prepared By</b>	<b>Reviewed By</b>	<b>Approved By</b>
4	2020/03/05	Issued for Review and Comment under 4500-513000-REPT-004. Issued as "Approved for Use"	S. Weeks	B. Daly	A. Mahabir
3	2019/06/19	Issued for Review and Comment under 4500-513000-REPT-003. Issued as "Approved for Use"	S. Weeks	B. Daly	A. Mahabir
2	2016/08/22	Correction made to Section 6. Issued as "Approved for Use"	A. Mahabir	J. Herod	C. Hebert
1	2016/08/11	Issued as "Approved for Use"	A. Mahabir	J. Herod	C. Hebert
1D1	2016/07/12	Revised per CNSC review comments	A. Mahabir	J. Herod	C. Hebert
0	2016/03/02	Issued for Review and Comment under 4500-513000-REPT-002. Issued as "Approved for Use"	A. Mahabir	J. Herod	C. Hebert

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## 1. PURPOSE

The purpose of this document is to describe the Port Hope Area Initiative (PHAI) Public Information Program, which sets out the protocol for ongoing, timely and accurate public communication about the activities of the PHAI. It is reviewed and updated as necessary while the PHAI is being implemented to ensure it continues to provide appropriate direction.

The Public Information Program supports Canadian Nuclear Laboratories' (CNL) overall mission to lead the cleanup of historic low-level radioactive waste in Port Hope and Port Granby in an environmentally responsible and cost-effective manner. As the program also supports the Port Hope Project Waste Nuclear Substance Licence and Port Granby Project Waste Nuclear Substance Licence issued to CNL by the Canadian Nuclear Safety Commission (CNSC), this document is guided by CNSC regulatory document REGDOC-3.2.1 Public Information and Disclosure, and is aligned with the principles of CNL's corporate public information program.

The Director, Communications & Stakeholder Relations has overall responsibility for the delivery of the PHAI Public Information Program and may be reached at 905.885.0291 or info@phai.ca.

## 2. BACKGROUND

The PHAI represents the Government of Canada's commitment to respond to the community-recommended solutions for the cleanup and local, safe, long-term management of historic low-level radioactive waste in the municipalities of Port Hope and Clarington in southern Ontario. The waste is the result of the refining practices of the former Crown Corporation, Eldorado Nuclear Ltd., and its private sector predecessors.

A legal agreement, finalized in March 2001, between the Government of Canada and the municipalities of Port Hope and Clarington, launched the PHAI by defining the framework and setting out the responsibilities for the Port Hope Project and the Port Granby Project. CNL is implementing these projects on behalf of Atomic Energy of Canada Limited, a federal Crown corporation.

Phase 2 of the Port Hope Project involves the cleanup of approximately 1.2 million cubic metres of historic low-level radioactive waste from various sites in Port Hope, the construction of an engineered aboveground mound where the waste will be safely contained. Phase 3 will involve the long-term maintenance and monitoring of the facility.

The Port Granby Project involved the cleanup of approximately 1.3 million tonnes of historic low-level radioactive waste from a legacy waste management facility on the shoreline of Lake Ontario in the Municipality of Clarington, the construction of an engineered aboveground mound approximately 700 metres north of the lake where the waste will be safely contained. Phase 3 will involve the long-term maintenance and monitoring of the facility. The cleanup of the waste was completed in 2020, with the project expected to move into Phase 3 in 2020/2021.

The Legal Agreement stipulates that CNL develop and administer programs and/or processes to support the:

- Dissemination of public information about the project (PHAI Public Information Program (PIP))
- Resolution of public complaints resulting directly from PHAI physical activities (PHAI Complaints Resolution Process (CRP))
- Availability of compensation to eligible property owners within a designated area if they experience a loss on sale, mortgage renewal difficulties, or loss on rental income as a result of the activities of the project (PHAI Property Value Protection (PVP) Program)

### 3. OBJECTIVES

The objectives of the PHAI Public Information Program are to:

1. Provide the public and other stakeholders with effective access to timely information in order to prepare them for upcoming work and help them understand project activities, programs, timing, environmental protection and mitigation measures, long-term benefits and economic opportunities.
2. Build and maintain active support for and confidence in the PHAI with the public and all levels of political leadership in the host communities by ensuring that stakeholders are fully briefed on the background, goals and current developments of the projects.
3. Position CNL as the primary source for accurate project information to reduce the potential for externally generated project delays that may result from misinformation and misconceptions.
4. Provide open and transparent public disclosure about unplanned project activities and events, proportionate with the public’s perception of risk and the level of public interest in PHAI activities.

### 4. TARGET AUDIENCES

The target audiences for the PHAI Public Information Program include, but are not limited to, those described in Table 4-1.

**Table 4-1  
 PHAI Target Audiences**

Categories	Target Audiences
<b>Public</b>	
<b>Affected property owners and neighbouring residents</b>	<ul style="list-style-type: none"> <li>• Owners/tenants of properties to be surveyed/remediated</li> <li>• Residents and businesses near long-term waste management facilities, small-scale sites and major sites, and along designated transportation routes</li> </ul>
<b>Host community populations</b>	<ul style="list-style-type: none"> <li>• In particular, households and businesses within Port Hope and the southeastern portion of Ward 4, Clarington, in the vicinity of Port Granby</li> </ul>
<b>Business and community groups</b>	<ul style="list-style-type: none"> <li>• Port Hope and District Chamber of Commerce</li> <li>• Clarington Board of Trade and Office of Economic Development</li> <li>• Port Hope Heritage Business Improvement Area</li> <li>• Northumberland Hills Association of Realtors</li> <li>• Durham Association of Realtors</li> <li>• Local service clubs</li> </ul>
<b>Indigenous groups</b>	<ul style="list-style-type: none"> <li>• Alderville First Nation</li> <li>• Hiawatha First Nation</li> <li>• Curve Lake First Nation</li> <li>• Mississaugas of Scugog Island First Nation</li> </ul>
<b>Project-related citizen groups</b>	<ul style="list-style-type: none"> <li>• Port Granby Project Citizen Liaison Group</li> <li>• Port Granby Discussion Group</li> <li>• Port Hope residents and business owners</li> </ul>
<b>Canadian population</b>	<ul style="list-style-type: none"> <li>• Members of the public across Canada</li> </ul>
<b>Government</b>	
<b>Municipal governments</b>	<ul style="list-style-type: none"> <li>• Municipality of Port Hope</li> <li>• Municipality of Clarington</li> </ul>

<b>Regional governments and related agencies</b>	<ul style="list-style-type: none"> <li>• Northumberland County</li> <li>• Region of Durham</li> <li>• Ganaraska Region Conservation Authority</li> <li>• Durham Nuclear Health Committee</li> </ul>
<b>Regulatory authority</b>	<ul style="list-style-type: none"> <li>• Canadian Nuclear Safety Commission</li> </ul>
<b>Federal departments</b>	<ul style="list-style-type: none"> <li>• Atomic Energy Canada Limited</li> <li>• Canadian Nuclear Safety Commission</li> <li>• Health Canada</li> <li>• Environment &amp; Climate Change Canada</li> <li>• Fisheries and Oceans Canada</li> <li>• Transport Canada</li> </ul>
<b>Member of Parliament</b>	<ul style="list-style-type: none"> <li>• MP, Northumberland – Peterborough South</li> </ul>
<b>Provincial ministries</b>	<ul style="list-style-type: none"> <li>• Ministry of the Environment, Conservation &amp; Parks</li> <li>• Ministry of Labour</li> <li>• Ministry of Transportation</li> <li>• Ministry of Natural Resources and Forestry</li> </ul>
<b>Members of Provincial Parliament</b>	<ul style="list-style-type: none"> <li>• MPP, Northumberland – Peterborough South</li> </ul>
<b>Education and Science &amp; Technology Communities</b>	
<b>Local elementary, senior public and high school community</b>	<ul style="list-style-type: none"> <li>• Ganaraska Trail Public School</li> <li>• Beatrice Strong Public School</li> <li>• St. Anthony Catholic Elementary School</li> <li>• Dr. Hawkins Senior Public School</li> <li>• Port Hope High School</li> <li>• Trinity College School</li> <li>• St. Mary Catholic Secondary School</li> <li>• Cobourg Collegiate Institute</li> <li>• Courtice Secondary and Intermediate School</li> <li>• The Pines Senior Public School</li> <li>• Kawartha Pine Ridge District School Board</li> <li>• Peterborough, Victoria, Northumberland and Clarington Catholic District School Board</li> <li>• Peterborough, Victoria, Northumberland and Clarington French Language Catholic School Board</li> <li>• Local school councils</li> <li>• Student Transportation Services of Southern Ontario</li> </ul>
<b>Post-secondary institutions with PHAI-related interests</b>	<ul style="list-style-type: none"> <li>• Ontario Tech University</li> <li>• Fleming College</li> <li>• Trent University</li> <li>• Ryerson University</li> <li>• Loyalist College</li> </ul>
<b>National and international science &amp; technology community</b>	<ul style="list-style-type: none"> <li>• National/international education institutions</li> <li>• National/international industry and associations</li> <li>• Industry conferences</li> </ul>
<b>Public Interest Groups</b>	
<b>Non-governmental organizations and interest groups</b>	<ul style="list-style-type: none"> <li>• Port Hope Community Health Concerns Committee</li> <li>• Families Against Radiation Exposure</li> <li>• South East Clarington Ratepayers Association</li> <li>• Lake Ontario Waterkeeper</li> <li>• Restore the Port Hope West Beach</li> <li>• Willow Beach Field Naturalists</li> </ul>



<b>Media</b>	
<b>News outlets and trade publications</b>	<ul style="list-style-type: none"> <li>• Local</li> <li>• Provincial</li> <li>• National</li> <li>• International</li> </ul>
<b>Health and Emergency Services</b>	
<b>Physicians and health agencies</b>	<ul style="list-style-type: none"> <li>• Local physicians and family health teams</li> <li>• Haliburton Kawartha Pine Ridge District Health Unit</li> <li>• Durham Nuclear Health Committee</li> </ul>
<b>Emergency services and First Responders</b>	<ul style="list-style-type: none"> <li>• Northumberland Hills Hospital</li> <li>• Lakeridge Health Bowmanville</li> <li>• Local emergency medical services</li> <li>• Local police services</li> <li>• Local emergency preparedness and fire services</li> </ul>
<b>Industry</b>	
<b>Business and trade</b>	<ul style="list-style-type: none"> <li>• Contractors</li> <li>• Potential bidders</li> <li>• International nuclear industry</li> </ul>
<b>Corporate</b>	<ul style="list-style-type: none"> <li>• Cameco Corporation (adjacent to major sites)</li> </ul>
<b>National and international organizations</b>	<ul style="list-style-type: none"> <li>• Canadian Nuclear Association</li> <li>• Canadian Nuclear Society</li> <li>• International Atomic Energy Agency</li> <li>• International nuclear associations</li> </ul>
<b>CNL Employees</b>	
<b>Employees</b>	<ul style="list-style-type: none"> <li>• CNL employees</li> </ul>

**5. PUBLIC INFORMATION STRATEGY**

**5.1 Tactical Approach**

The objectives of the PHAI Public Information Program are supported by the tactics, products and activities in Table 5-1. A description of the primary tactics is provided in Section 5.2.

**Table 5-1  
 Tactics, Products and Activities**

Tactics	Products/Activities	Targeted Stakeholders
<p><b>Online Communications</b></p> <ul style="list-style-type: none"> <li>• Provide information on the Port Hope and Port Granby projects including descriptions of current and upcoming work, environmental monitoring reports, and information on CNSC licences and the PVP Program</li> <li>• Provide public disclosure of unplanned project events</li> </ul> <p><b>Availability</b></p> <ul style="list-style-type: none"> <li>• 24-hour-a-day access</li> </ul>	<ul style="list-style-type: none"> <li>• Website – <a href="http://PHAI.ca">PHAI.ca</a></li> <li>• PHAI Facebook</li> <li>• PHAI Twitter</li> <li>• PHAI LinkedIn</li> <li>• PHAI Instagram</li> </ul>	<ul style="list-style-type: none"> <li>• Public</li> <li>• Media</li> <li>• Schools</li> <li>• Public interest groups</li> <li>• Indigenous groups</li> <li>• National/international education, industry and professional groups</li> </ul>

Tactics	Products/Activities	Targeted Stakeholders
<p><b>Public Information Office</b>  <b>25 Henderson Street, Port Hope, Ontario</b></p> <ul style="list-style-type: none"> <li>• Provide information on planning, design, implementation, environmental assessment, monitoring and mitigation of the Port Hope and Port Granby projects and the CRP and PVP programs</li> </ul> <p><b>Availability</b></p> <ul style="list-style-type: none"> <li>• Open and staffed Monday to Friday, 8:30 a.m. to 4:30 p.m.</li> </ul>	<ul style="list-style-type: none"> <li>• Variety of printed material such as:                             <ul style="list-style-type: none"> <li>○ Fact sheets</li> <li>○ Brochures</li> <li>○ Project newsletters</li> <li>○ Environmental assessments and related screening reports</li> <li>○ Health and safety information including Canadian Nuclear Safety Commission Health Synthesis Report</li> <li>○ Public attitude survey results</li> <li>○ Canadian Nuclear Safety Commission licence conditions documents</li> <li>○ Other reports of interest</li> </ul> </li> <li>• 3-D models of:                             <ul style="list-style-type: none"> <li>○ PHAI long-term waste management facilities</li> <li>○ PHAI engineered aboveground mounds</li> </ul> </li> <li>• Aerial photographs and maps</li> </ul>	<ul style="list-style-type: none"> <li>• Public</li> <li>• Media</li> <li>• Schools</li> <li>• Public interest groups</li> <li>• Indigenous groups</li> <li>• National/international education, industry and professional groups</li> </ul>
<p><b>After-Hours Telephone Access</b></p> <ul style="list-style-type: none"> <li>• Provides access to designated, on-call CNL staff for prompt response to calls of an urgent nature</li> <li>• Provides next business day follow-up for non-urgent calls</li> </ul> <p><b>Availability</b></p> <ul style="list-style-type: none"> <li>• Before/after business hours, including weekends and holidays</li> </ul>	<ul style="list-style-type: none"> <li>• After-hours telephone service provided by external agency; calls of an urgent nature are routed to a single point of contact for efficiency</li> </ul>	<ul style="list-style-type: none"> <li>• Public</li> <li>• Media</li> </ul>
<p><b>Project newsletters/bulletins</b></p> <ul style="list-style-type: none"> <li>• Provide updates on current project work, descriptions of upcoming work and information about the PVP Program</li> <li>• Shorter news bulletins may be distributed to provide updates when a full-length newsletter is not required</li> </ul>	<ul style="list-style-type: none"> <li>• Port Hope Project Newsletter</li> <li>• Port Granby Project Newsletter</li> </ul>	<ul style="list-style-type: none"> <li>• Every household in Municipality of Port Hope and southeast Clarington</li> <li>• Municipal, federal and provincial stakeholders</li> <li>• Indigenous groups</li> </ul>
<p><b>Presentations/Demonstrations</b></p> <ul style="list-style-type: none"> <li>• Provide information on current and planned project activities and the PVP Program</li> <li>• Ensure all community sectors have the opportunity to receive information and updates on the PHAI</li> <li>• Strengthen connections with education and industry community</li> <li>• Promote and support science, technology, engineering and math (STEM) education</li> <li>• Share information with other groups/communities undertaking similar initiatives</li> </ul> <p><b>Occurrence</b></p> <ul style="list-style-type: none"> <li>• Regularly scheduled for key stakeholders; on request for others</li> </ul>	<ul style="list-style-type: none"> <li>• PowerPoint slide shows, related handouts</li> <li>• Information panels</li> <li>• Fact sheets</li> <li>• Brochures</li> <li>• Pop-up displays</li> <li>• 3-D models</li> </ul>	<ul style="list-style-type: none"> <li>• Public</li> <li>• Media</li> <li>• Local elementary, secondary and post-secondary schools</li> <li>• Public interest groups</li> <li>• Business community groups</li> <li>• Government (municipal councils/staff, local MP/ MPP)</li> <li>• Health and emergency services</li> <li>• Indigenous groups</li> <li>• Industry</li> <li>• National/international education, industry and professional groups</li> </ul>

<b>Tactics</b>	<b>Products/Activities</b>	<b>Targeted Stakeholders</b>
<p><b>Site Tours</b></p> <ul style="list-style-type: none"> <li>Led by expert CNL staff</li> <li>Illustrate the scope of project planning and implementation including environmental protection, compliance with occupational health and safety requirements and conformance with environmental assessment and licensing obligations practices</li> <li>Facilitate understanding and appreciation for complexity and importance of projects</li> </ul> <p><b>Occurrence</b></p> <ul style="list-style-type: none"> <li>On request</li> </ul>	<ul style="list-style-type: none"> <li>Tour guide handouts</li> <li>Site information panels</li> </ul>	<ul style="list-style-type: none"> <li>Public</li> <li>Media</li> <li>Schools</li> <li>Public interest groups</li> <li>Government (Municipal councils/staff, local MP/ MPP)</li> <li>Health and emergency services</li> <li>Indigenous groups</li> <li>STEM Industry</li> <li>National/international education, industry and professional groups</li> </ul>
<p><b>Information Sessions – Public</b></p> <ul style="list-style-type: none"> <li>Inform community about upcoming PHAI work and related monitoring, mitigation and health and safety measures in place that protect people and the environment</li> <li>Provide updates on planned or changed project activity and programs</li> <li>Receive feedback from public and discuss issues specific to neighbourhoods in proximity to PHAI work</li> <li>Provide disclosure of unplanned project events</li> </ul> <p><b>Occurrence</b></p> <ul style="list-style-type: none"> <li>In advance of PHAI work, as required; increased frequency during construction and remediation; as required for disclosure</li> </ul>	<ul style="list-style-type: none"> <li>Presentation slide shows</li> <li>Information handouts</li> <li>Information panels</li> <li>Fact sheets</li> <li>Brochures</li> <li>Displays and exhibits</li> <li>3-D models</li> <li>Two-way dialogue through question-and-answer opportunities with CNL and contractors subject matter experts</li> <li>Event evaluation/comment sheets</li> </ul>	<ul style="list-style-type: none"> <li>Public</li> <li>School populations in close proximity to PHAI work</li> <li>Indigenous groups</li> <li>Media</li> </ul>
<p><b>Participation in External Events</b></p> <ul style="list-style-type: none"> <li>Provide broader public with information about PHAI activities and health and safety measures in place to protect people and the environment</li> <li>Provide opportunity for CNL staff to act as project ambassadors and broaden awareness and understanding of the projects</li> </ul> <p><b>Occurrence</b></p> <p>As required, to support the objectives of this plan</p>	<ul style="list-style-type: none"> <li>Events include:                             <ul style="list-style-type: none"> <li>Port Hope Fall Fair</li> <li>Port Hope and District Chamber of Commerce events</li> <li>Cameco events</li> <li>Clarington Board of Trade events</li> <li>Host community municipal events</li> <li>Take Our Kids to Work Day</li> <li>Local science fairs</li> <li>Junior Achievement World of Opportunities</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Public</li> <li>Schools</li> <li>Indigenous groups</li> <li>Industry</li> </ul>

Tactics	Products/Activities	Targeted Stakeholders
<p><b>Media Relations</b></p> <ul style="list-style-type: none"> <li>• Brief the media and inform the community and broader audiences about:                             <ul style="list-style-type: none"> <li>○ Imminent project activities</li> <li>○ Project achievements</li> <li>○ Changes to schedule, nature of work or PHAI programs</li> </ul> </li> <li>• Reinforce CNL as primary source of accurate, timely information by:                             <ul style="list-style-type: none"> <li>○ Building and maintaining relationships with media</li> <li>○ Providing media with access to CNL technical experts</li> </ul> </li> <li>• Demonstrate transparency by disclosing unplanned project events</li> </ul> <p><b>Occurrence</b></p> <ul style="list-style-type: none"> <li>• In advance of PHAI work, as required; increased frequency during construction and remediation; as required for disclosure</li> </ul>	<ul style="list-style-type: none"> <li>• Media conferences and events</li> <li>• Media releases</li> <li>• Media interviews with CNL subject matter experts</li> <li>• Project newsletters/bulletins</li> <li>• FAQs</li> </ul>	<ul style="list-style-type: none"> <li>• Media</li> <li>• Public</li> </ul>
<p><b>Community Notifications</b></p> <ul style="list-style-type: none"> <li>• Provide notification about near-term PHAI-related activity and/or notable changes to schedule or nature of work to residents and businesses and others located in close proximity to planned work</li> <li>• Provide advance notification of longer-term project plans</li> <li>• Provide disclosure of unplanned project events</li> </ul> <p><b>Occurrence</b></p> <ul style="list-style-type: none"> <li>• In advance of PHAI work, as required; increased frequency during construction and remediation; as required for disclosure</li> </ul>	<ul style="list-style-type: none"> <li>• Phone calls</li> <li>• Emails</li> <li>• Door-to-door visits/information drop-offs</li> <li>• Website/social media postings</li> <li>• Project newsletters/bulletins</li> <li>• Advertising – print and/or radio</li> <li>• Signage</li> </ul>	<ul style="list-style-type: none"> <li>• Residents, businesses and schools in affected area</li> <li>• Public</li> <li>• First Responder organizations</li> <li>• Municipal staff</li> </ul>
<p><b>Port Hope Small-Scale Sites Communications</b></p> <ul style="list-style-type: none"> <li>• Inform property owners about Property Radiological Survey (PRS)</li> <li>• Provide information and obtain consent for participation in survey</li> <li>• Inform property owners of survey results</li> <li>• Provide information on remediation plans for properties with LLRW requiring remediation</li> <li>• Provide updates and address issues during remediation/restoration</li> <li>• Prepare property owners and neighbours for upcoming remediation work in the neighbourhood; provide them with regular updates on progress</li> </ul> <p><b>Occurrence</b></p> <ul style="list-style-type: none"> <li>• In conjunction with survey and remediation progress</li> <li>• As required</li> </ul>	<ul style="list-style-type: none"> <li>• PRS Consent &amp; Scheduling Package (follow-up phone calls, reminder postcards, in-person visits as required to obtain consent)</li> <li>• Phone calls to book survey appointments</li> <li>• Phone calls to provide results (for properties with LLRW requiring remediation)</li> <li>• Responsive phone/email/in-person contact to respond to property owner questions/concerns</li> <li>• Design meetings for properties with LLRW requiring remediation</li> <li>• Communications field staff site visits during remediation/restoration process</li> <li>• Neighbourhood information sessions</li> <li>• Resident notifications</li> </ul>	<ul style="list-style-type: none"> <li>• Port Hope property owners</li> </ul>

<b>Tactics</b>	<b>Products/Activities</b>	<b>Targeted Stakeholders</b>
<p><b>Radiological Information about Port Hope Properties</b></p> <ul style="list-style-type: none"> <li>• Provide to property owners: confirmation of current investigation activities/results to assist in listing a property for sale</li> <li>• Provide to potential purchasers: information about remediation/restoration plans on a specific property</li> </ul> <p><b>Occurrence</b></p> <ul style="list-style-type: none"> <li>• On request</li> </ul>	<ul style="list-style-type: none"> <li>• Radiological Status Letter with all currently available results of any radiological investigation and remediation activities to date</li> <li>• Information (with permission of property owner) about remediation plans for properties with LLRW requiring remediation</li> </ul>	<ul style="list-style-type: none"> <li>• Port Hope property owners</li> <li>• Potential purchasers of Port Hope property</li> </ul>
<p><b>Key Stakeholder Relations</b></p> <ul style="list-style-type: none"> <li>• Through presentations and representation on working groups and committees:                             <ul style="list-style-type: none"> <li>○ Fully brief key stakeholders and project partners on the background, goals and current developments of the projects</li> <li>○ Build and maintain active support for and confidence in the PHAI to complete the projects safely</li> </ul> </li> </ul> <p><b>Occurrence</b></p> <ul style="list-style-type: none"> <li>• According to meeting schedules; with increased frequency, as necessary, during construction and remediation</li> </ul>	<ul style="list-style-type: none"> <li>• Quarterly project updates to Municipality of Port Hope council</li> <li>• Annual project updates to Municipality of Clarington council</li> <li>• CNL/Municipality of Port Hope Communications Working Group</li> <li>• CNL/Cameco Communications Working Group</li> <li>• CNL/Haliburton, Kawartha, Pine Ridge District Health Unit – Ontario Ministry of the Environment, Conservation &amp; Parks – Municipality of Port Hope Liaison Committee</li> <li>• CNL/Northumberland Hills Association of Realtors Working Group</li> <li>• Updates and educational sessions for Northumberland Hills Association of Realtors and Durham Region Association of Realtors</li> <li>• Annual update to Durham Nuclear Health Committee</li> </ul>	<ul style="list-style-type: none"> <li>• Host community municipal governments</li> <li>• Public interest groups</li> <li>• Business groups</li> <li>• Health and Emergency Services</li> <li>• Public</li> <li>• Cameco Corporation</li> <li>• Indigenous groups</li> </ul>
<p><b>Port Granby Project-Related Citizen Groups</b></p> <p><b>Port Granby Citizen Liaison Group</b></p> <ul style="list-style-type: none"> <li>• Provides a regular forum for volunteer citizens and CNL staff to exchange information and provide input about the PHAI Public Information Program</li> <li>• Brings together broad cross-section of local residents and organizations in key sectors such as business, health, the environment, conservation and community life</li> </ul> <p><b>Port Granby Discussion Group</b></p> <ul style="list-style-type: none"> <li>• Provides a unique opportunity for CNL to continue to build on and maintain its relationship with members of the Port Granby community most affected by construction activities of the Port Granby Project</li> </ul>	<ul style="list-style-type: none"> <li>• Port Granby Project Citizen Liaison Group meetings</li> <li>• Port Granby Discussion Group meetings</li> </ul>	<ul style="list-style-type: none"> <li>• Public</li> <li>• Residents</li> <li>• Business and community groups</li> <li>• Health sector</li> <li>• Indigenous groups</li> </ul>

Tactics	Products/Activities	Targeted Stakeholders
<p><b>Port Hope Project-Related Participation Opportunities</b></p> <ul style="list-style-type: none"> <li>Provides varied opportunities for those directly impacted by project-related construction and remediation activities in residential and business neighbourhoods to provide feedback related to the PHAI Public Information Program</li> </ul>	<ul style="list-style-type: none"> <li>Focus groups</li> <li>Neighbourhood information sessions</li> <li>Opportunities to observe remediation activities</li> </ul>	<ul style="list-style-type: none"> <li>Owners of properties with LLRW and associated residents and tenants</li> <li>Property owners and residents in clean-up neighbourhoods</li> <li>Business owners and staff</li> <li>Community members</li> </ul>
<p><b>Internal Communications</b></p> <ul style="list-style-type: none"> <li>Ensure CNL employees are fully apprised of CNL business and PHAI project activities on an ongoing basis</li> <li>Enable CNL employees to share timely public information with relatives, friends and neighbours</li> </ul> <p><b>Occurrence</b></p> <ul style="list-style-type: none"> <li>Weekly, monthly, quarterly and as required with increased frequency, as necessary during remediation</li> </ul>	<ul style="list-style-type: none"> <li>Information updates via General Manager, President, CEO and Executive Committee</li> <li>Ongoing management meetings and Site Safety and Health Committee meetings</li> <li>Employee All-Staff meetings (corporate, division and project-specific) and myCNL TV engagements</li> <li>Employee updates via intranet and staff email</li> <li>Weekly project updates via intranet</li> <li>Monthly Lunch &amp; Learn opportunities on wide variety of topics</li> <li>Regulatory meetings/hearings updates via the intranet site myCNL</li> <li>Surveys to gauge employee awareness and measure messaging effectiveness</li> <li>New Employee Orientation - presentation and tour for new employees</li> <li>Integrated messaging on CNL initiatives and activities through the employee handbook and intranet</li> </ul>	<ul style="list-style-type: none"> <li>CNL employees</li> </ul>
<p><b>Monitoring Public Opinion and Media</b></p> <ul style="list-style-type: none"> <li>Record public understanding, perceptions, concerns and opinions about the PHAI and project-related impacts</li> <li>Gauge stakeholder support for and awareness of the PHAI</li> <li>Be aware of trends in public opinion, social media and/or media coverage and how they may affect public perception of the PHAI</li> <li>Respond promptly and effectively to media coverage and social media posts when necessary</li> </ul>	<ul style="list-style-type: none"> <li>Media monitoring/analysis</li> <li>Social media monitoring</li> <li>PHAI-related community groups</li> <li>Public Attitude Survey</li> <li>Tracking and monitoring complaint types, frequency and complainant satisfaction</li> <li>Targeted focus groups</li> <li>Informal/formal comment/satisfaction reports</li> </ul>	<ul style="list-style-type: none"> <li>Media outlets</li> <li>Social media channels</li> <li>Public</li> <li>Participating citizens</li> </ul>
<p><b>Reporting and Disclosure</b></p> <ul style="list-style-type: none"> <li>Provide open and transparent public disclosure of unplanned events</li> <li>Provide information regarding environmental impact including environmental monitoring program results.</li> </ul> <p><b>Occurrence</b></p> <ul style="list-style-type: none"> <li>Weekly, monthly, quarterly, annually and as required</li> </ul>	<ul style="list-style-type: none"> <li>Media Releases</li> <li>Website posts</li> <li>Communications activity reports</li> <li>Environmental performance reports</li> </ul>	<ul style="list-style-type: none"> <li>Employees</li> <li>Public</li> <li>Media</li> <li>AECL</li> <li>CNSC</li> </ul>

## 5.2 Primary Communication Tactics

The primary tactics used to communicate information about the PHAI are described below.

### 5.2.1 General Communications Tactics

- *Website*

The PHAI website – [PHAI.ca](http://PHAI.ca) – provides information on the Port Hope and Port Granby projects, including descriptions of current and upcoming work, environmental monitoring reports, public disclosures and the PVP Program. The website also provides telephone and email points of contact for public enquiries.

- *Social Media*

The PHAI Facebook, Twitter, LinkedIn and Instagram social media accounts are used to engage the community and drive users to the PHAI website for more complete information about current construction progress or events. CNL responds to questions or comments posted by members of the public on PHAI social media accounts as expeditiously as possible, to reflect the rapid response of internet communications. Dialogue of relevance to the PHAI on other social media accounts is monitored and consideration given to posting timely corrections to inaccurate information about the PHAI.

- *Public Information Office*

The Public Information Office is open Monday to Friday, 8:30 a.m. to 4:30 p.m. Printed material provides information on the planning, design, implementation, environmental assessment, monitoring and mitigation of the projects, and on the CRP and the PVP programs. Three-dimensional models of the Port Hope and Port Granby long-term waste management facilities are also on display.

Staff members are available to provide information and answer questions. CNL staff also responds to inquiries and requests for information through email, telephone and social media. After-hours calls are received by an external agency and routed to a single-point of contact for follow-up.

- *Project Newsletters*

Port Hope Project and Port Granby Project newsletters update the community on the status of the projects, upcoming work and changes to planned work or programs. They are distributed to every household in the Municipality of Port Hope, the southeastern part of the Municipality of Clarington and to an extensive list of federal, provincial, regional and municipal stakeholders; newsletters are also available online at [PHAI.ca](http://PHAI.ca).

- *Presentations*

Presentations are provided on current and planned project activities, and the PVP Program, to varied stakeholders including elected officials and staff at all levels of government, community groups, service clubs, Indigenous groups and local/national/international education, scientific, technical and business communities.

- *Site Tours*

Guided tours of project remediation sites and construction areas, led by expert CNL staff, provide a first-hand look at PHAI work, promoting a heightened understanding and appreciation for the complexity and importance of the projects. Tours illustrate the scope of project planning and implementation including environmental protection, compliance with occupational health and safety requirements, and conformance with Environmental Assessment monitoring obligations and adaptive management practices.

Tours are provided in response to requests from residents, all levels of government, community, local/national/international education and scientific/technical and business communities.

- *Information Sessions*

Information sessions are held as required to inform the community about upcoming PHAI work, provide updates on planned or changed project activity and programs, and receive feedback from the public. As remediation continues, information sessions are held for targeted, smaller groups to convey information and discuss concerns specific to the neighbourhood in proximity to the PHAI work.

- *Participation in External Events*

As project ambassadors, CNL staff participates in external events to provide information about PHAI activities to a broader audience and increase awareness and understanding of the projects.

- *Media Releases*

Media releases are issued to inform the community and brief the media about imminent project activities, project milestones, and changes to PHAI programs or the schedule or nature of the work.

- *Community Notifications*

Residents and business owners in close proximity to PHAI-related activity are notified in advance of planned work and of notable changes to the schedule or nature of the work. Notification can occur through website postings, phone calls, emails or door-to-door visits / information drop-offs, depending on the timeframe and the capacity of to receive the notification.

## **5.2.2 Small-Scale Site Communications**

- *Consent & Scheduling Package*

All property owners in the urban Port Hope area receive a Consent & Scheduling Package that explains the PRS process and confirms their participation. Individual phone calls are made to schedule survey appointments and provide testing results for those properties with LLRW requiring remediation.

- *Design Meetings*

In-person design meetings are held to review remediation and restoration plans for each individual property to explain the process and review the Remedial Action Plan.

- *Responsive Communications*

Communications staff is available by phone, email and in person to respond to property owner inquiries and concerns, and communications field staff are on site to address emerging issues.

- *Property Information*

On request by a property owner, CNL provides a Radiological Status Letter confirming available results of any radiological investigation and remediation activities on the property to date.

- *Neighbourhood Information*

Prior to the start of PHAI construction work, a Neighbourhood Information Session is held for property owners and adjacent residents where CNL and contractor staff, explain work plans, answer questions and address



concerns. Ads are placed in local newspapers to advise the broader community of upcoming work, and notification cards are hand delivered to residents in the immediate area outlining planned work and providing CNL contact information.

### **5.2.3 Key Stakeholder Relations**

- *Municipal Liaison*

CNL regularly liaises with elected officials and staff of the host municipalities. As part of an agreed-upon framework for dialogue to keep municipalities abreast of PHAI plans and progress, CNL provides regular project and communications updates to municipal councils, committees and staff through a variety of media, as well as topical presentations upon request.

- *Agreement Monitoring Group*

Quarterly meetings of the Agreement Monitoring Group bring together representatives of both municipalities, as signatories to the Legal Agreement, and representatives of Atomic Energy of Canada Limited (AECL) and CNL to provide updates on project activities, budget and schedule and to ensure project commitments outlined in the agreement are reviewed and actioned.

- *Municipal Communications Working Group*

The CNL/Port Hope Communications Working Group provides a forum to provide updates and ensure alignment on common communications interests of CNL and the Municipality of Port Hope.

- *Cameco Communications Working Group*

The CNL/Cameco Communications Working Group is a forum to provide updates and ensure alignment on common communications interests of CNL and Cameco.

- *Health and Emergency Services*

Information sessions are held regularly with health and emergency services personnel and updates are provided to keep contacts apprised of project developments and a plan is in place to outline communication procedures in case of emergencies.

- *Business Community Liaison*

CNL is a member of the Port Hope and District Chamber of Commerce and staff provide monthly updates related to project progress, communications and Port Hope project-related economic opportunities. To provide access to CNL supply chain opportunities the PHAI website includes links to a Contractor Portal, Supply Chain Registration and Vendor Portal to connect potential or current suppliers with information on procurement opportunities for goods, services, equipment, decommissioning and construction.

#### **5.2.4 PHAI-Related Citizen Groups**

- *Port Granby Citizen Liaison Group*

The Port Granby Citizen Liaison Group (CLG) supplements other communications avenues for the exchange of information and perspectives that can assist CNL when planning activities that affect the Port Granby and surrounding communities. The CLG brings together a broad cross-section of residents and organizations in key sectors such as business, health, the environment/ conservation and community life. The CLG is not a decision-making body, and members are volunteers.

- *Port Granby Discussion Group*

The Port Granby Discussion Group provides a forum for CNL to update residents and other interested parties on Port Granby Project plans and activities and discuss community concerns. CNL consults the South East Clarington Ratepayers Association, which represents the interests of residents in the hamlet of Port Granby, on meeting frequency and schedule and agenda topics.

- *Port Hope Project-Related Participation Opportunities*

CNL provides varied opportunities for property owners and community members directly impacted by project-related construction and remediation activities to provide feedback related to the PHAI Public Information Program through:

- Targeted focus groups
- Neighbourhood information sessions
- Opportunities to observe remediation activities

#### **5.2.5 Indigenous Engagement**

CNL provides project information and updates on a regular basis to interested Indigenous groups. Special engagement opportunities in areas such as environmental protection, economic development and heritage resource protection are offered as opportunities arise.

### **5.2.6 Education and Science & Technology Communities**

CNL offers presentations, site tours and program-specific information and demonstrations to students at the elementary, high school, college and university level, and participates on program advisory committees to provide industry perspective on the development of new programs and courses.

CNL actively participates in the annual Take Our Kids to Work Day event and other education events including the Junior Achievement World of Opportunity program and judging local science fairs.

CNL regularly responds to requests from national and international education, industry and professional groups to provide presentations and site tours and continues to develop outreach activities related to STEM education.

### **5.2.7 Emergency Preparedness**

CNL is committed to providing the safest environment for our public and employees and follows the industry and Canadian comprehensive all-hazards approach to safeguard the public from any potential incidents. In the unlikely scenario that an event does occur, CNL has plans to ensure these events are properly managed and risks to people as well as the environment are minimized.

Emergency preparedness is a highly integrated process. Documentation and plans are aligned and communications interfaces are clearly established between CNL, the municipalities, the provinces, and the federal government.

### **5.2.8 CNL Employees**

As representatives of the PHAI, CNL employees must be aware of PHAI project activities on an ongoing basis. A wide variety of opportunities are provided to update employees on a weekly, monthly and quarterly basis.

### **5.2.9 Atomic Energy of Canada Limited (AECL)**

CNL's client, AECL, is kept apprised of CNL communications activities through ongoing engagement and weekly and monthly updates, and informed of relevant communications issues and public disclosures as they arise.

### **5.2.10 Canadian Nuclear Safety Commission (CNSC)**

CNL keeps the CNSC apprised of activities through quarterly and annual reporting and ongoing engagement on relevant regulatory issues. CNL is required to notify the CNSC of any public disclosures at the same time as or prior to the disclosure. CNSC and CNL interactions are supplemented by regular meetings with regulatory, licensing, project and program staff.

### **5.2.11 Monitoring Public Opinion and Media Coverage**

CNL monitors and analyzes public opinion, including social media and media coverage to:

- Record public understanding, perceptions, concerns and opinions about the PHAI and project-related impacts
- Gauge stakeholder support for and awareness of the PHAI
- Be aware of trends in public opinion, social media and/or media coverage and how they may affect public perception of the PHAI
- Respond promptly and effectively to media coverage and social media posts when necessary

The methods used to monitor and analyze community and public views, opinions and concerns related to the PHAI projects, programs and supporting activities include:

- *Public attitude surveys*

Through public attitude surveys, CNL regularly monitors and records public understanding and perceptions of the projects and public opinion about community impacts. Feedback from surveys helps CNL gauge stakeholder understanding and awareness of the projects and identify stakeholders' knowledge gaps, types of information that are of public interest and preferred means of receiving updates and other project-related information.

- *Media and social media monitoring and analysis*

CNL media analysis is used to monitor the amount and nature of media coverage related to the project generally or to any specific project activity, the type of media involved (e.g. television, print, social media) and the support or concern that has been expressed with relation to the project or activity. Local, provincial, national, international and social media coverage of issues related to the PHAI is monitored and analyzed, enabling CNL to understand trends, respond to media coverage when necessary and identify effective ways to work with the media.

- *PHAI-related community groups*

Regular meetings with a variety of interested groups, such as the Port Granby Citizen Liaison Group, the Port Granby Discussion Group and Indigenous groups, facilitate the exchange of information and perspectives that can help CNL understand current and specific community concerns and influence the planning of activities that may affect those communities.

- *Targeted focus groups*

Focus groups are held with specific audiences to inform and evaluate CNL communications tactics on a variety of topics. Residents directly impacted by project activities in a particular area have the opportunity to ask questions, offer observations and provide insights and suggestions to help inform CNL communication strategies, ensuring that Port Hope residents, business owners and visitors remain well informed about the day-to-day impact of project activities.

- *Informal/formal comments/satisfaction indicators*

Public opinions expressed during PHAI stakeholder engagement, such as public visits to the Project Information Exchange, PHAI information sessions and CNL staff presence at external events, are recorded and tracked. PVP Program claimants are invited to provide feedback on a claimant satisfaction form.

### **5.3 Questions and Issues Management**

For the purposes of the Public Information Program, an issue is defined as something that could positively or negatively impact on CNL's operations, credibility or reputation. Where questions and issues arise, CNL attempts to identify the issue, determine its basis or cause, assess its implications, and, if possible, identify means to inform on the issue to the satisfaction of the concerned parties and the public.

### **5.3.1 Complaints Resolution Process**

The PHAI Complaints Resolution Process (CRP) is a two-tiered process to help resolve public complaints arising from tangible, physical issues caused directly by the Port Hope and Port Granby projects. The process focusses on anticipating and proactively addressing concerns before they escalate into complaints.

### **5.3.2 Crisis Communications**

CNL has a robust Crisis Communications Plan managing communications to address crisis situations, including the delivery of information to senior management and employees, AECL and CNL corporate staff, the media, stakeholders and the public.

## **6. PROGRAM EVALUATION AND IMPROVEMENT**

Using objective assessments acquired from the methods described in Section 5.2, CNL evaluates its Public Information Program on an ongoing basis to:

- Ensure messages and supporting information reach target audiences in a timely fashion and through effective channels
- Make adjustments to tactics, strategies and products as required to more successfully provide the public with access to PHAI information and maintain support and confidence in PHAI activities

### **6.1 Documentation**

To measure the effectiveness of the Public Information Program all written, telephone and electronic communications, as well as follow-up actions or requests for information, are tracked and recorded. Comments and questions at community meetings are recorded for follow up where required and responses are made available to all interested parties.

## **7. REPORTING AND DISCLOSURE**

### **7.1 Public Disclosure**

CNL is committed to providing open and transparent public disclosure, in alignment with CNSC regulatory document REGDOC-3.2.1 Public Information and Disclosure, about unplanned project activities and non-routine events such as:

- Events that have off-site effects or could result in public interest and concern and/or media attention
- Serious vehicle/industrial accidents or fires
- Operational developments that result in significant changes to facility design or operation or to project schedule
- Natural events such as floods that have an impact on project activities
- Other events that could have offsite effects or result in media attention

Information disclosed is proportionate with the public's perception of risk and the level of public interest in PHAI activities, as determined through the methods for gathering public opinion and monitoring public perception described in Section 5.2. CNL strives to maintain a balance between having fulsome, reliable information about unplanned project activities and ensuring the public and other stakeholders are kept informed in a timely manner.

Disclosure about unplanned project activities and events with little or no impact on people and the environment are posted on the PHAI website, typically within four business days, while key stakeholders may be notified through direct contact.

In addition to website postings, disclosure may also be provided using one or more of the following methods:

- Social media
- Phone calls to residents/businesses in close proximity to the event
- Door-to-door visits and distribution of PHAI printed material
- Media releases
- Media conferences with access to CNL subject matter experts
- Emails
- Information sessions
- Advertising and signage

Consistent with REGDOC 3.2.1, CNL will inform the CNSC of disclosures made under this protocol at the time of or before the disclosure.

## **7.2 Performance Reports**

Information is posted on PHAI.ca regarding environmental impact including environmental monitoring program results. In addition to routine reporting, CNL prepares and posts CNSC Annual Compliance Reports detailing the present status of the Port Hope and Port Granby projects, the long-term waste management facilities and notable activities conducted for a specific calendar year. The summary includes results of operations and monitoring programs, changes made to key procedures, equipment or structures, as well as a summary of reports made in accordance with the CNSC Long-Term Low-Level Radioactive Waste Management Waste Nuclear Substance Licence for each of the Port Hope and Port Granby projects. Summaries of the CNSC Annual Compliance Reports are posted on PHAI.ca and full reports are available on request.

## **7.3 Community Updates**

Members of the public can stay up to date on recent events and developments, learn about project progress and announcements through regular posts on the PHAI.ca Feature Feed.

## **8. DOCUMENTATION AND RECORDS**

CNL maintains records and statistics about the reach of the PHAI Public Information Program including:

- Interactions with the public and requests for information about the projects and the PVP Program, including visits to the Project Information Exchange, phone calls, emails, property owner meetings and site visits
- Website visits
- Social media posts and public interactions
- Presentations and meetings
- Site tours
- Stakeholder engagements
- Special events/external events
- Public disclosures

- Public information products and their distribution
- Community notifications
- Internal communications
- Advertising
- Media interactions

## 9. REFERENCES

- [1] Legal Agreement, *An Agreement for the Cleanup and Long-Term Safe Management of Low-Level Radioactive Waste Situate in The Town of Port Hope, The Township of Hope and the Municipality of Clarington*, 2001
- [2] Port Hope Project, *Waste Nuclear Substance Licence*, WNSL-W1-2310.00/2022, Expiry Date: 2022 December 31.
- [3] Port Granby Project, *Waste Nuclear Substance Licence*, WNSL-W1-2311.00/2021, Expiry Date: 2021 December 31.
- [4] Natural Resources Canada, Canadian Nuclear Safety Commission and Fisheries and Oceans Canada, *Screening Report, the Port Hope Long-Term Low-Level Radioactive Waste Management Project*, 2006 December.
- [5] Natural Resources Canada and Canadian Nuclear Safety Commission. *Screening Report, The Port Granby Long-Term Low-Level Radioactive Waste Management Project*, 2009 August.
- [6] CNL Disclosure, 2003, 00-008 Rev. 0
- [7] Public Information Program for Canadian Nuclear Laboratories (CNL), CW-513430-REPT-001, Revision 5
- [8] Crisis Communications Plan (CNL), 236-513400-PLA-001, Revision 2