

# **Manitoba-Minnesota Transmission Project (MMTP) communication plan**

Prepared by Manitoba Hydro



**Transmission Planning & Design Division  
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List of revisions

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| 1.01   | Added Landowner Advisory Committee | 3.0        | Manitoba Hydro | 07-Aug-2019 |
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|        |                                    |            |                |             |
|        |                                    |            |                |             |
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|        |                                    |            |                |             |

## **Preface**

Manitoba Hydro is committed to providing clear communication prior to major project milestones and welcomes opportunities to continue discussions. Discussions will continue with First Nation and Metis Engagement Program (FNMEP) participants on the Project and with landowners and the public, through identified mechanisms to facilitate ongoing and meaningful discussions regarding the Project.

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## 1.0 Introduction

The purpose of this communication plan is to outline the approach to communicating MMTP-related information including target audiences, key messages, methods of communication, milestones and related responsibilities and activities. The intent of the approach to communication for MMTP is to share information in a clear and understandable manner, to be open about the concerns heard about the Project and to explain where communications will be documented.

Manitoba Hydro is committed to continuing to facilitate an open and responsive communication process with landowners, Indigenous communities and organizations, interested parties and the public. This commitment works to support Manitoba Hydro's mission to deliver an excellent customer experience and respect & support Indigenous peoples in all aspects of our business.

The communication goals for the Project include:

- Providing an open and responsive process to address concerns and continue to build long term relationships
- Continuing to provide timely and meaningful information about Project status to landowners, Indigenous communities and organizations, interested parties and the public
- Providing consistent messaging with different audiences
- Consistently following through on commitments
- Demonstrating Manitoba Hydro's intent to be respectful of communities and landowners affected by our projects

To meet these goals, Manitoba Hydro will:

- Offer numerous opportunities for responsive two way dialogue to share concerns and communicate with Manitoba Hydro in the manner preferred by the individual or group
- Be constantly open to listening and discussing concerns regarding the Project and working together to identify solutions
- Provide information that is understandable
- Clearly and consistently communicate Project updates
- Successfully track and implement commitments
- Inform audiences how their feedback influenced the Project

The communication plan will be reviewed and updated as needed and at key milestones in the Project schedule as outlined in section 6.0. As such the key messages, audiences, and methods may change over time to meet the changing communication needs.

This communication has been developed with consideration of the recommendations of the Clean Environment Condition Report that are captured in the Environment Act Licence No.3288 for the Project, that says:

*14. The Licencee shall submit a communication plan for the Development to the Director of the Environmental Approvals Branch, prior to construction. The plan shall describe how the Licencee will communicate to individuals and communities with an interest in the Development regarding information about activities, such as commencement and completion of construction, clearing, blasting, and vegetation management.*

## 2.0 Target audiences

Manitoba Hydro has identified four key target audiences for communication for this Project:

- Indigenous communities and organizations
  - Over the course of project planning, Manitoba Hydro communicated with Indigenous communities through the First Nation and Metis Engagement Process, then later formed a Monitoring Committee in response to concerns shared. Both groups invite participation from the same 25 different Indigenous communities and organizations (Appendix 1). The MMTP Monitoring Committee is a committee of Indigenous representatives with a purpose that includes supporting Indigenous participants' effective and meaningful participation in the monitoring of the Project. Some of these communities may prefer to meet bilaterally rather than as a Committee. Manitoba Hydro will respect this preference.
- Landowners
  - There are currently 151 landowners for the Project. Manitoba Hydro has assigned each landowner a specific liaison. Landowners vary in the level and manner in which they'd prefer to be engaged in the Project. The landowner liaisons provide the opportunity for landowners to voice concerns directly with Manitoba Hydro one-on-one.
- Interested parties
  - Interested parties include groups or people who may have potential feedback to share, may be affected by Project decisions, have specific interests or mandates in the area, and have potential data to share, have an ability to disseminate information to membership / constituency or possess an interest in the Project's area that has been shared with Manitoba Hydro. Interested parties include: agricultural organizations, conservation districts, environmental non-

governmental organizations, government representatives, infrastructure and services, local authorities, local operators, identified local resources users, outfitters and recreational user associations, service providers and businesses and waterway users

- Public
  - Manitoba Hydro will continue to communicate with individuals with an interest in the outcome of the decisions for the MMTP. The public includes those who signed up for the Project specific e-campaign.

### 3.0 Methods of communication

The following describes the methods of communication that may be used for communicating Project related information. Please see Table 1.

- Meetings
  - Manitoba Hydro remains open to meeting with Rural Municipalities, First Nations, the Manitoba Metis Federation (MMF) and Indigenous organizations to discuss concerns that can be used to inform the Environmental Protection Program (EPP) for the Project. Manitoba Hydro will continue to provide opportunities for communities to participate in the MMTP Monitoring Committee and will be asking landowners if they are interested in participating in a landowner advisory committee.
- Tours
  - Manitoba Hydro remains open to organizing tours with First Nations, the Manitoba Metis Federation (MMF) and Indigenous organizations to discuss concerns that can be used to inform the Environmental Protection Program (EPP) for the Project. Tours may also be organized with landowners or interested parties.
- Landowner site visits
  - Manitoba Hydro will conduct landowner site visits on request or as needed, to learn about site-specific features of concern and discuss mitigation measures.
- Phone calls
  - Manitoba Hydro staff phone and receive phone calls from landowners, First Nations, the MMF, Indigenous organizations, public and interested parties to schedule meetings, discuss the Project and provide updates.
- e-campaigns

- Email campaign recipients can unsubscribe from the email campaign service at any time, forward to other individuals, post on Twitter or share on Facebook. This is a notification mechanism targeted to self-identified interested parties. Over 700 people have subscribed for Project updates.
- Emails
  - Manitoba Hydro staff regularly sends and receives emails regarding project updates
- Social media
  - Manitoba Hydro may also use different social media platforms to communicate information to its customers. Information updates (status and upcoming events) relating to the Project may be posted on Facebook, Twitter and Instagram.
- Project Information Line and dedicated email address
  - Both the Project Information Line (1-800) and dedicated email address (mmtp@hydro.mb.ca) are available for external audiences and the public to share concerns and pose questions.
- MMTP monitoring committee website
  - A MMTP monitoring committee webpage currently exists for the project ([www.mmtpmonitoring.com](http://www.mmtpmonitoring.com)). This site will continue to share project information, act as a document library and a place to seek input on draft documents, for the monitoring committee members. The MMTP monitoring committee will continue to update the website with key milestones and at key stages in the Project, such as key regulatory milestones and construction progress updates.
- Landowner Advisory Committee (LAC)
  - The potential Landowner Advisory Committee may be a mechanism for landowners to share Project information and concerns with each other and Manitoba Hydro.
- Website
  - A project-specific webpage currently exists for the project. This site will continue to share project information, act as a document library and a place to seek input on draft documents. Manitoba Hydro will continue to update the Project website with key milestones and at key stages in the Project, such as key regulatory milestones and construction progress updates.
- Newspapers



- Manitoba Hydro advertises planned herbicide treatments on transmission ROWs for the upcoming year in the Winnipeg Free Press and local newspapers as part of the Manitoba Sustainable Development Pesticide Use Permit Application requirements.
- Postcards
  - Manitoba Hydro plans to send postcards to postal codes in close proximity to the Project regarding implode conductor splicing. Delivery areas are typically identified using a Canada Post Unaddressed Admail Distribution Plan that selects addresses within a targeted area based on the carrier routes
- Letters
  - Manitoba Hydro sends letters to individuals, Indigenous communities and organizations and interested parties that include Project information and updates, requests for meetings, and notification of upcoming Project activities. Letters typically include the contact information for the Project, including the toll-free phone number, the Project email address, and the Project webpage address to provide recipients with additional sources of information on the Project or methods for contacting Manitoba Hydro.
- Printed materials including FAQs and reports
  - Manitoba Hydro routinely creates printed materials containing project related updates including FAQs and reports.
- Herbicide notification signs
  - Prior to herbicide treatment, signs will be posted in locations so that they are clearly visible and legible within the treatment area and/or at the access routes to the transmission ROW.
- Future project signs
  - Manitoba Hydro installs large blue signs that indicate that the area is the site of future transmission corridor development and include the toll free phone number
- Navigation Restriction Bulletin
  - A Navigational Restrictions bulletin outlining the timing and location of navigational restrictions will be sent to waterway users and will be posted at existing public boat launches, recreational river access points (as identified during the engagement process), posted on the Project website and sent out by email.

## 4.0 Milestones, methods, dates

Table 1 below includes a list of key project milestones, target audience, the proposed method of communication, anticipated dates and frequency.

Table 1. Key Milestone / activities

| Milestone / activities                                | Audience                                 | Methods of communication   | Start date    | Frequency                               |
|---|--|--|---------------|---|
| Landowner commitment process                          | Landowners                               | Site visits, Letters, phone calls                                  | Ongoing       | Ongoing                                 |
| Heritage work   | Indigenous communities and organizations | Meetings, MMTP Monitoring Committee, letters and emails            | Ongoing       | Prior to field work and after any finds |
|   | Site specific Landowners                 | Phone calls  | Ongoing       | Prior to field work and after any finds |
| Updated Environmental Protection and Management Plans | Indigenous communities and organizations | MMTP Monitoring Committee, emails, and letters                     | Oct-18        | Ongoing, dependent on major revisions   |
|   | Landowners                               | Letters  | Oct-18        | Ongoing, dependent on major revisions   |
|   | Interested parties                       | Emails   | Oct-18        | Ongoing, dependent on major revisions   |
|   | Public                                   | E-campaign, website  | Oct-18        | Ongoing, dependent on major revisions   |
| Federal certificate decision                          | Indigenous communities and organizations | MMTP Monitoring Committee, email, and letters                      | June 18, 2019 | Complete                                |
|   | Landowners                               | Letters  | June 18, 2019 | Complete                                |
|   | Interested parties                       | Emails   | June 18, 2019 | Complete                                |
|   | Public                                   | Website, e-campaign  | June 18, 2019 | Complete                                |
| Notifications of construction start                   | Indigenous communities and organizations | MMTP Monitoring Committee, email, letters, MMTP Monitoring website | TBD           | Once                                    |
|   | Landowners                               | Phone call, email,   | TBD           | Once                                    |

| Milestone / activities  | Audience   | Methods of communication  | Start date | Frequency   |
|---|--|---|------------|---|
|   |  | and/or letter   |            |   |
|   | Interested parties   | Email   | TBD        | Once  |
|   | Public   | Website, e-campaign   | TBD        | Once  |
|   | Local resource users   | Letters, website, e-campaign  | TBD        | Once  |
|   | Lodge operators, outfitters and recreational user associations | Letters and emails  | TBD        | Once  |
| Construction and maintenance near Sundown cemetery  | RM of Stuartburn   | Phone call  | TBD        | Annually  |
| Construction progress including helicopter use for tower installation   | Indigenous communities and organizations                       | MMTP Monitoring Committee, email, and website   | TBD        | Minimum at:<br>·Start of construction<br>·Installation of foundations<br>·Stringing |
|   | Landowners   | Website   | TBD        |   |
|   | Interested parties   | Website   | TBD        |   |
|   | Public   | Website   | TBD        |   |
|   | RMs, service providers and businesses                          | Contractor and Manitoba Hydro discussions with RMs, service providers and businesses, providers when required | TBD        |   |
| Firewood cleared from the right-of-way on Crown land will be stockpiled for public access in the vicinity of the Development        | Indigenous communities and organizations                       | MMTP Monitoring Committee and email   | TBD        | Once  |
| Potential interruption of field operations (e.g., aerial or ground spraying, manure application, need to move livestock / equipment | Landowners   | Phone call and site visits  | TDB        | Prior to interruptions  |

| Milestone / activities   | Audience                                 | Methods of communication   | Start date | Frequency                           |
|--|--|--|------------|-------------------------------------|
| during those activities.)                                      |  |  |            |                                     |
| Implode conductor splicing                                     | Indigenous communities and organizations | MMTP Monitoring Committee and email  | TDB        | Prior to implode conductor splicing |
|  | Landowners                               | Letters. There will be follow up with residents and identified resource - users in close proximity (typically within two kilometers) of a implode several days to hours ahead of the activity to provide accurate timing information.  | TDB        | Prior to implode conductor splicing |
|  | Interested parties                       | E-campaign, website, social media  | TDB        | Prior to implode conductor splicing |
|  | Public                                   | E-campaign, website, social media  | TDB        | Prior to implode conductor splicing |
|  | Identified resource users                | Website; Phone calls to inform of planned implode use to known resource users in an area. There will be follow up with identified resource - users in close proximity (typically within two kilometers) of a implode several days to hours ahead of the activity to provide accurate timing information. | TDB        | Prior to implode conductor splicing |
| Manitoba Hydro will work with local authorities to address any | Local authorities                        | Phone call and site visits   | TBD        | Once                                |

| Milestone / activities   | Audience                                 | Methods of communication  | Start date  | Frequency                       |
|--|--|---|---|---------------------------------|
| damages to roads that occur as a result of the Project               |  |   |   |                                 |
| Navigation restrictions  | Waterway users                           | Navigational restrictions bulletin outlining the timing and location of navigational restrictions will be sent to waterway users and will be posted at existing public boat launches, recreational river access points (as identified during the engagement process), email and posted on the project website | TBD   | Prior to water way restrictions |
| Copy of the draft Operational EPP will be shared prior to in-service | Indigenous communities and organizations | MMTP Monitoring meetings, MMTP Monitoring website, email  | TBD   |                                 |
|  | Landowners                               | Letters   | TBD   |                                 |
|  | Interested parties                       | Emails  | TBD   |                                 |
|  | Public                                   | Website   | TBD   | Once                            |
| Completion of Project (in service)                                   | Indigenous communities and organizations | Community preferred event   | TBD   |                                 |
|  | Landowners                               | Letters   | TBD   |                                 |
|  | Interested parties                       | Emails  | TBD   |                                 |
|  | Public                                   | e-campaign, website, potential media potential  | TBD   |                                 |
| Herbicide application * meeting legislation                          | Indigenous communities and organizations | MMTP Monitoring meetings, MMTP Monitoring website, email, newspaper and posted signs, other solutions   | A minimum of 30 days prior to the application of herbicides | Prior to herbicide application  |

| Milestone / activities | Audience | Methods of communication   | Start date  | Frequency                      |
|------------------------|----------|----------------------------|---|--------------------------------|
|                        |          |                            | within the transmission ROW   |                                |
|                        | Public   | Newspaper and posted signs | A minimum of 30 days prior to the application of herbicides within the transmission ROW | Prior to herbicide application |

## 5.0 Communication needs

Table 2 includes the same information as Table 1 sorted by key audiences, Project milestones and methods of communication.

Table 2. Communication needs.

| Audience                                 | Milestone / activities  | Methods of communication  |
|--|---|---|
| Indigenous communities and organizations | Heritage work   | Meetings, MMTP Monitoring Committee, letters and emails   |
|  | Updated Environmental Protection and Management Plans   | MMTP Monitoring Committee, emails, and letters  |
|  | Federal certificate decision  | MMTP Monitoring Committee, email, and letters   |
|  | Notifications of construction start   | MMTP Monitoring Committee, email, letters, MMTP Monitoring website                                    |
|  | Construction progress including helicopter use for tower installation   | MMTP Monitoring Committee, email, and website   |
|  | Firewood cleared from the right-of-way on Crown land will be stockpiled for public access in the vicinity of the Development. | MMTP Monitoring Committee and email   |
|  | Implode conductor splicing  | MMTP Monitoring Committee and email   |
|  | Copy of the draft Operational EPP will be shared prior to in-service  | MMTP Monitoring meetings, MMTP Monitoring website, email  |
|  | Completion of Project (in service)  | Community preferred event   |
|  | Herbicide application * meeting legislation   | MMTP Monitoring meetings, MMTP Monitoring website, email, newspaper and posted signs, other solutions |
| Landowners                               | Landowner commitment process  | Site visits, letters, phone calls, Landowner Advisory Committee                                       |
|  | Updated Environmental Protection and Management Plans   | Letters   |
|  | Federal certificate decision  | Letters   |
|  | Notifications of construction start   | Phone call, email, Landowner Advisory Committee and/or letter   |
|  | Construction progress including helicopter use for  | Website, Landowner Advisory Committee   |

| Audience                  | Milestone / activities  | Methods of communication  |
|---------------------------|---|---|
|                           | tower installation  |   |
|                           | Potential interruption of field operations (e.g., aerial or ground spraying, manure application, need to move livestock / equipment during those activities.) | Phone call, Landowner Advisory Committee and site visits  |
|                           | Implode conductor splicing  | Letters. There will be follow up with residents and identified resource - users in close proximity (typically within two kilometers) of a implode several days to hours ahead of the activity to provide accurate timing information. |
|                           | Copy of the draft Operational EPP will be shared prior to in-service  | Letters and Landowner Advisory Committee  |
|                           | Completion of Project (in service)  | Letters and Landowner Advisory Committee  |
| Site specific Landowners  | Heritage work   | Phone calls   |
| Interested parties        | Updated Environmental Protection and Management Plans   | Emails  |
|                           | Federal certificate decision  | Emails  |
|                           | Notifications of construction start   | Email   |
|                           | Construction progress including helicopter use for tower installation   | Website   |
|                           | Implode conductor splicing  | E-campaign, website, social media   |
|                           | Copy of the draft Operational EPP will be shared prior to in-service  | Emails  |
|                           | Completion of Project (in service)  | Emails  |
| Identified resource users | Notifications of construction start   | Letters, website, e-campaign  |
|                           | Implode conductor splicing  | Website; Phone calls to inform of planned implode use to known resource users in an area. There will be follow up with identified resource - users in close proximity (typically within two kilometers) of a implode several days to  |



| Audience   | Milestone / activities  | Methods of communication  |
|--|---|---|
|  |   | hours ahead of the activity to provide accurate timing information.   |
| Local authorities  | Manitoba Hydro will work with local authorities to address any damages to roads that occur as a result of the Project | Phone call and site visits  |
| Lodge operators, outfitters and recreational user associations | Notifications of construction start   | Letters and emails  |
| RM of Stuartburn   | Construction and maintenance near Sundown cemetery  | Phone call  |
| RMs, service providers and businesses                          | Construction progress including helicopter use for tower installation   | Contractor and Manitoba Hydro discussions with RMs, service providers and businesses, providers when required   |
| Waterway users   | Navigation restrictions   | Navigational restrictions bulletin outlining the timing and location of navigational restrictions will be sent to waterway users and will be posted at existing public boat launches, recreational river access points (as identified during the engagement process), email and posted on the project website |
| Public   | Updated Environmental Protection and Management Plans   | E-campaign, website   |
|  | Federal certificate decision  | Website, e-campaign   |
|  | Notifications of construction start   | Website, e-campaign   |
|  | Construction progress including helicopter use for tower installation   | Website   |
|  | Implode conductor splicing  | E-campaign, website, social media   |
|  | Copy of the draft Operational EPP will be shared prior to in-service  | Website   |
|  | Completion of Project (in   | e-campaign, website, potential media  |

| Audience | Milestone / activities                         | Methods of communication   |
|----------|--|----------------------------|
|          | service)                                       | potential                  |
|          | Herbicide application *<br>meeting legislation | Newspaper and posted signs |

## 6.0 Ongoing review and update of the communication plan

This communication plan will be available on the Project website. Manitoba Hydro recognizes that leadership of communities, organizations and interested parties may change over time and will verify whether groups and communities would prefer different methods of communication after leadership changes.

Manitoba Hydro will review and update this Communication Plan at milestones, including:

- National Energy Board decision
- When detailed construction schedule is established
- One month before Construction start
- Completion of construction
- In-service
- Ongoing operation next steps