

# Synergy Alberta 2011

## Nicole Collard

### Community Matters



# Making the Program Decision

- Conversion from Trust to E&P
- Increased activity, increased public contact
- Identification of other company programs
- CAPP meetings and best practices
- PSAC's program: Community Partners
- Importance of our own brand

- June-December 2010
- Who was involved: Senior Management
- What was the process:
  - Clarity of intent
  - Our expectations of the program
  - Comprehension and turn-key delivery
  - Graphics
  - The “brand”

- Brand, did one exist?
- Thoughtful
- Requirement:
  - a program consistent with our existing culture
  - distinct enough to stand on its own
  - Ability to remain the same, yet expand for growth when and where required
    - “Water Matters”

- Internal staff roll-out January 2011-April
- April 2011: public launch
- Advertising campaigns: 31 publications, 165,000 circulation, \$10,000
- Materials: 10,000 distributed in first 6 months
- Supplies on hand at offices and stock available to contractors and vendors

# Community Matters Purpose

- Stakeholder communication is critical to our success
- How we deal with landowners will be our license to operate
- Positively set our reputation apart from other operators and build trust
- Landowners get to know us over time, and recognize we take stewardship of the land as seriously as they do



# Community Matters Intent

- Articulates commitment to conduct operations respectfully and responsibly
- Reminds us to communicate openly with area residents
  - address concerns proactively
  - mitigate impacts often associated with oil & gas operations such as:
    1. traffic issues (speed/road conditions)
    2. dust
    3. garbage
    4. gates
    5. noise



# Community Matters- Clarification



- Not intended to replace relationships that already exist between field staff and stakeholders...
- But to provide assistance to those without relationships, or who call the emergency number incorrectly.
- Not intended to be a complaint line for driving...
- But to provide a toll-free number for people when they have questions and are not sure who to call.



# Community Matters vs. Emergencies

## Community Matters

- 1-877-454-8844
- Dusty roads
- Broken fences
- Late payments
- Road conditions, plowing
- Procurement



## Emergency Calls

- 1-877-792-2990
- 7/10 calls *are not* emergencies
- Fires
- Smoke
- Odours
- Near-miss driving incidents



# Creating Communication Opportunities

- Corporate ambassadors to better the Penn West reputation
- Opportunities to talk about the ways we are making a difference
- Provide stakeholders and landowners with easy conduit to find information and solutions
- Conversations about things in common:
  - safety & well being of our friends and family
  - stewardship of the land
  - respecting our neighbors

# Community Matters Feedback to Date

- Calls include:
  - Driving concerns: speed, signaling, cell phone use, mud
  - Well servicing in the area
  - Hiring and available jobs
  - Accounts Payable
  - General questions



- Face to Face:
  - Fencing
  - Road conditions
  - Information and record keeping
  - Water well testing
  - Safety
  - General inquiries



# Operational Challenges

- Managing information
- “Doing” and “Reporting”
- Changing the way we think
- Data gaps- accuracy and awareness
- Reporting- different reports for different folks
- Staffing levels and evolution
- Importance of conversations: local and corporate

# Getting a Call: Next Steps

- Assignment of staff member to event
- Inclusion of management
- Opportunity for dialogue
- Opportunity for corrections and learning
- Corrective measures
- Provide feedback
- Share successes and accolades

- My role
- The SWG and corporate representatives
- Road Monitoring
- Community Matters Field Representative
- Connection to Community Investment





- **Stakeholder Working Group**
  - Focus on key resource play areas and significant impact
  - Three pillars:
    - Health and Wellness
    - Education, Arts, Culture
    - Community Enhancement
- The blend and the brand: Community Matters, Community Investment, Community activities

# Community Investment in 2011

- Alder Flats playground \$10,000
- Rimbey School Bus \$25,000
- RMH Health Centre \$25,000
- 4-H Foundation Alberta \$72,000
- Foothills Cowboy Association \$10,000
- Mountain Rose Women's Shelter \$20,000
- Red Deer Regional Health Foundation \$10,000
- Warburg Family and Community Support \$12,000
- [www.pennwest.com/stakeholders](http://www.pennwest.com/stakeholders)



# Expected Results

- Increased feedback and input from employees and contractors on how we can continually improve and enhance our reputation
- Decreased reports of nuisance issues
- Recognition from communities for being a good neighbor and for making positive contributions

# PennWest

## Exploration

For Questions & Support: Nicole Collard  
TOLL FREE 1-877-454-8844 or [stakeholders@pennwest.com](mailto:stakeholders@pennwest.com)

- Working with others to respond quickly to reported issues
- Pursue our priority of Stakeholder Excellence

“It takes 20 years to build a reputation and 5 minutes to ruin it.  
If you think about that, you’ll do things differently.”

Warren Buffett