ADVANCING
TOGETHER

CAAM's Engagement Strategy

Created
October 2020

CAAM
Canadian Advanced Air Mobility Consortium

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CAAM
Canadian Advanced Air Mobility Consortium

cobalt STRATEGY GROUP

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UNDERSTANDING WHY WE NEED TO ENGAGE

Before we can set out on a strategy to bring advanced air mobility to the public, we must first appreciate the importance of a well-rounded social engagement strategy to the overall success of the project. Within the Metro Vancouver area, there are several factors at work:

First, this region is a young, growing population centre that is immersed in a global crossroads between the eastern and western hemispheres. As such, there is constant cultural shift, reinvention, re-prioritization, and evolving attitudes towards large scale developments in any sector.

Second, while the region's current structure might be in its adolescence, the ancestral territories that it rests on have remained in the stewardship of Indigenous communities. These nations are important partners in the future of this region, including the work of advanced air mobility.

This engagement shall be taking place on the territories of the Hwlitsum, Katzie, Kwantlen, Kwikwetlem, Matqui, Musqueam, Qayqayt, Semiahmoo, Squamish, Tsawwassen, and Tsleil-Waututh Nations.

Third, while this is a globally exposed region, development in various sectors can take a slower pace compared to cities elsewhere due to the need for extended opportunities for public buy-in. Engagement activities would be tailored to helping residents see their part in the process, and feel confident that their needs are accommodated and that their priorities remain undisrupted.

Lastly, the right engagement with the public early-on, can lay the foundations for effective deployment and integration into the region's activities in the long-run. By providing transparent exposure and raising awareness of the potentials of advanced air mobility, use-cases will grow and operations can be more smoothly introduced.
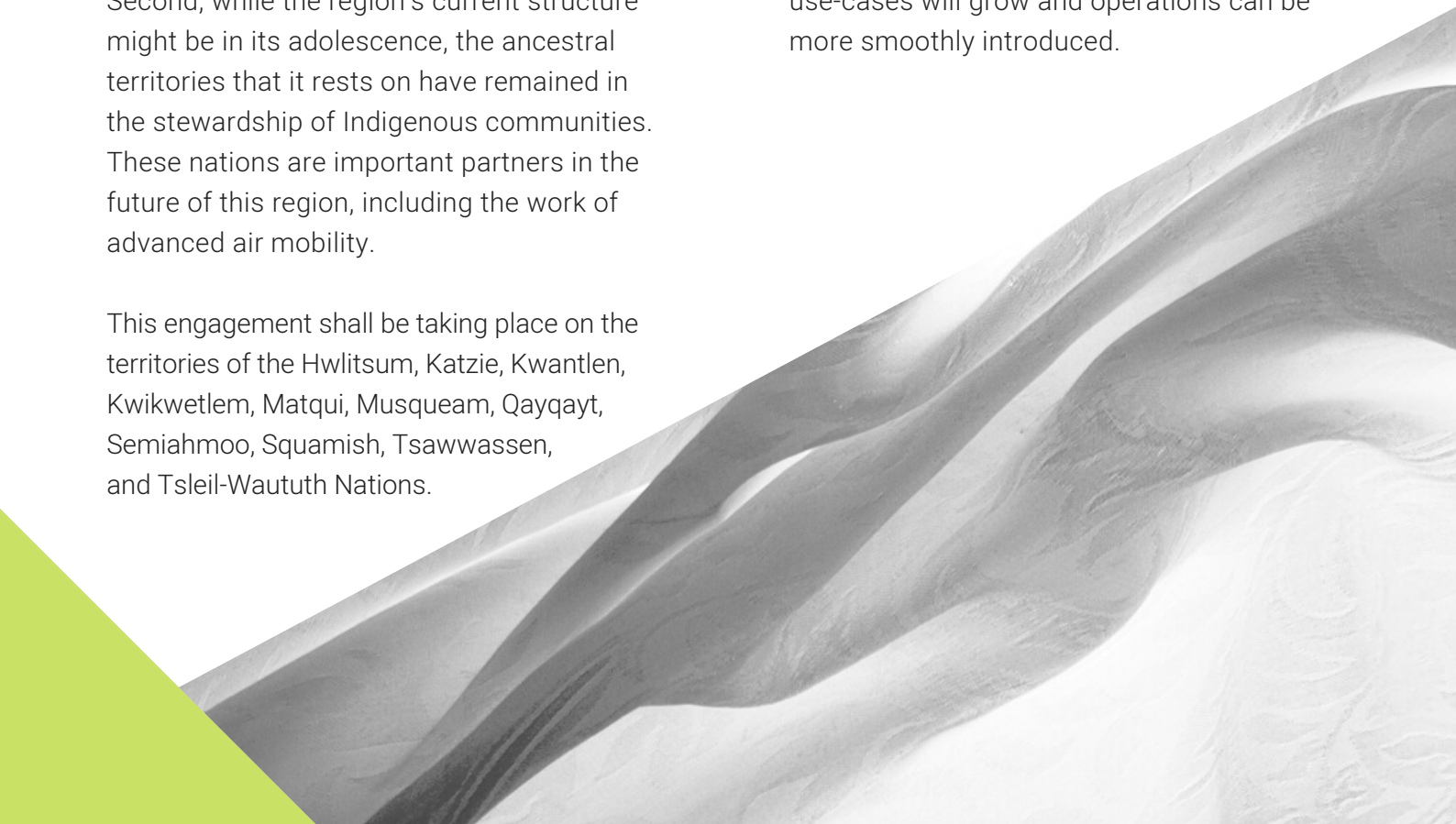
THE FIVE PRINCIPLES

In order to create a framework around which we design our engagement strategy, CAAM will be using five guiding principles.

01 Work in partnership with communities.

Organizations of various across the region are tapped into various communities that can aid efforts to engage sections of the public. This project needs to participate at collaborative tables and work with communities to identify partnership opportunities.

02 Create space to reflect the full diversity of perspectives.

Socioeconomic, cultural, and inter-generational diversity are all important when working with different communities. A variety of perspectives can benefit the project further. Working with Indigenous led organizations is important to build trust.

03 Create conditions for actionable public judgment.

Allowing community members to provide feedback is important. To go further, showing community members how that feedback will be incorporated meaningfully into existing processes can yield many benefits in building trust and generating enthusiasm.

04 Increase shared understanding.

Exploring ideas of need and use-cases for advanced air mobility to improve lives is an exercise that can be undertaken at dialogues with communities. Hosting community showcases to inform and build understanding with the public is crucial.

05 Commit to openness and transparency.

Transparency and openness aren't achieved by simply offering up information to those who request it. In order to build trust and enthusiasm, making sure that information is accessible is important. This can only enhance the project's development.

BUILDING REGIONAL RELATIONSHIPS

While CAAM is already starting its operations with a great set of organizational partners that will help ensure the work's progress, efficient social engagement requires the project to build rapport with the multitude of organizations operating across various sectors in Metro Vancouver. While this compilation is an incomplete starting point, some of these organizations are sorted by category and listed below:

Mobility Focused Orgs

- Abundant Transit
- Moving in a Livable Region
- Better Transit and Transportation Coalition
- Mobi by Shaw Go
- Evo Car Share
- Better Environmentally Sound Transportation
- HUB Cycling
- BC Cycling Coalition
- Uber Ride Share
- Lyft Ride Share
- HandyDART Riders' Alliance

Goods + Services Mobility Orgs

- Greater Vancouver Gateway Council
- Vancouver Fraser Port Authority
- Vancouver Airport Authority
- Abbotsford Airport Authority

Labour Orgs

- BC Federation of Labour
- Unifor 111
- Unifor 2200
- BC Nurses Union
- BC Hospital Employees' Union

Environment Focused Orgs

- Renewable Cities
- Clean Energy Canada
- David Suzuki Foundation
- Sitka Foundation
- West Coast Environmental Law

Indigenous Representation

- Metro Vancouver Aboriginal Executive Council
- Indigenous Relations Committee - Metro Vancouver Regional District
- Metro Vancouver Indigenous Services Society

Health Authorities/Orgs

- Vancouver Coastal Health
- First Nations Health Authority
- Fraser Health
- Provincial Health Services Authority
- Doctors of BC
- BC Alliance for Healthy Living
- BC Transplant
- BC Lung Association
- BC Cancer Agency
- Heart & Stroke Foundation

Other Non-Profit Orgs

- Immigrant Services Society of BC
- RADIUS SFU
- Global Shapers Vancouver
- CityHive
- CityStudio Vancouver
- Metro Vancouver Alliance
- Alma Mater Society of UBC
- Simon Fraser Student Society
- BCIT Students Association
- Kwantlen Student Association
- Digital Supercluster Vancouver
- BC Tech Association
- BC Aviation Council
- BC Poverty Reduction Coalition

Public Entities

- Real Estate Foundation of BC
- Mayors' Council on Regional Transportation
- TransLink
- City of Vancouver
- City of Surrey
- University of British Columbia
- Simon Fraser University
- British Columbia Institute of Technology

Community Business Orgs

- Downtown Vancouver BIA
- Downtown Surrey BIA
- Surrey Board of Trade
- Greater Vancouver Board of Trade
- Tri-Cities Chamber of Commerce
- Greater Langley Chamber of Commerce
- Vancouver Economic Commission
- Fleetwood BIA
- Newton BIA
- West End BIA
- Vancity
- Tourism Vancouver
- Tourism Industry Association of BC

There may be many other organizations that CAAM can build relationships with over the duration of the work. It is also important to note that engaging with this list is at the discretion of the stakeholder outreach designate for CAAM; while not every organization might need to be contacted immediately, subjective consideration must be given to the interest area of each organization, the principle of the relationship to be developed, and the appropriate timing. Some of the organizations listed here may be representative consortiums of sectors involving many more member organizations, making CAAM's reach more widespread in an efficient manner.

PARTICIPATING IN EXISTING SOCIAL ENGAGEMENT

Moving in a Livable Region (MLR) is an initiative facilitated by the Simon Fraser University Morris J Wosk Centre for Dialogue. As a consortium of stakeholders from many of the sectors listed previously in this document, MLR is a great project for CAAM to participate in as a stakeholder. Among the many activities regularly completed by this initiative, stakeholder and members of the public across the region are educated on the facts behind issues and needs, and are engaged on their priorities and values for the future.

As a participant stakeholder in MLR, CAAM will be able to work more closely with regional, provincial, and national decision makers focusing on the Metro Vancouver mobility and land-use space. Additionally, CAAM will be able to coordinate its activities with similarly interested stakeholders operating in this space. Finally, as MLR rolls out its social engagement activities across the region (virtually or in-person), it will be employing dialogue techniques that will yield useful insight for CAAM's path forward.

Target Insights from MLR Engagement

- The public's level of familiarity with mobility and land-use issues;
- The public's first reaction to the utilization of a new spatial dimension for mobility;
- Stakeholder priorities across different sectors forecasted for the next 3-5 years (especially after COVID-19);
- The public's value priorities in different areas across the region;
- The public's comfort with autonomous air mobility technology in the region's airspace;
- Areas where CAAM will need to incorporate feedback acquired by its own engagement during the development process.

MLR Website

www.movinginalivableregion.ca

MLR's Activities and General Timeline

01 **Stakeholder Roundtables**
Early 2019 to Mid 2022

02 **Civic Literacy Building**
Mid 2019 to Mid 2022

03 **Community Dialogues**
Mid 2020 to Mid 2022

04 **Knowledge Mobilization**
Early 2019 to Mid 2022

It is important to note that CAAM's stakeholder participation in MLR will only be a part of the overall social engagement undertaken by this initiative. There may be different insights, areas of engagement, or general goals that need to be accomplished by CAAM to do not fit within the curriculum of activities being undertaken by MLR. It is important for CAAM to utilize the stakeholder roundtables as an opportunity to build that peer to peer trust among decision makers, industry, advocacy, experts, etc.

By being a part of, and amplifying the work of, MLR's activities, CAAM can also understand where the deployment of autonomous air mobility services will be needed most within the near, medium, and long term. Additionally, there may be use cases for the technology that stakeholders can better identify in the collaborative setting. CAAM can also understand what the caution areas are from other industries operating in similar or adjacent spaces.

MLR is committed to improving four focus areas in Metro Vancouver through better mobility and land-use integration. Understanding how CAAM can fit in this space to support that cause will help ensure that this initiative is being a positive regional partner in the eyes of various sectors. MLR has created a database on its website containing briefing documents providing a summary highlight of each of these focus areas.
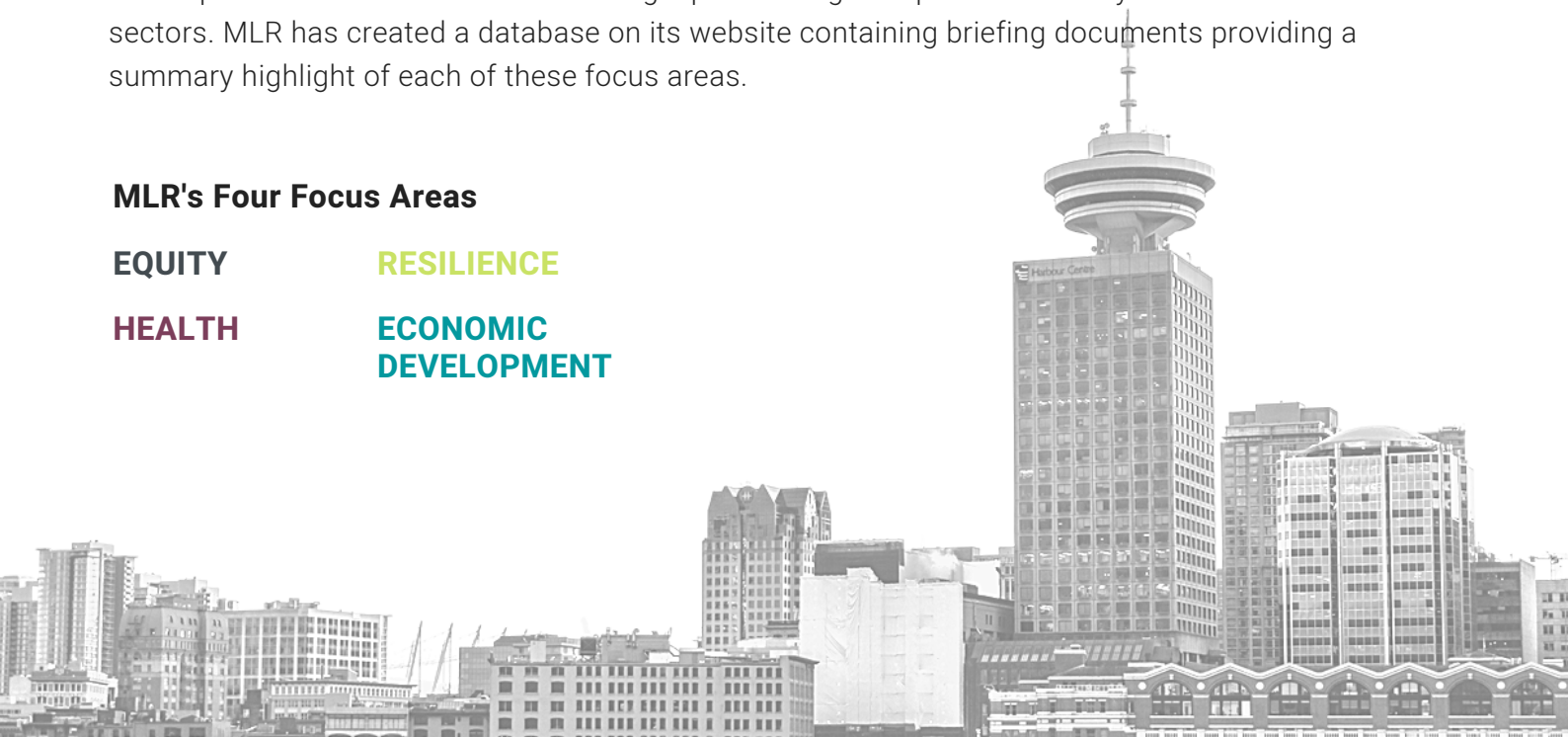
MLR's Four Focus Areas

EQUITY   **RESILIENCE**

HEALTH   **ECONOMIC DEVELOPMENT**

OUR OWN INITITATIVE

CAAM, in an effort to generate awareness and enthusiasm, should be organizing events with partners that solely focus on the deployment of this technology.

01 Showcase Events + Virtual Town Halls.

Hosting showcase events across the region, with partners, can help different communities learn more about the technology, its benefits, and how it will interact with their lives. Virtual Town Halls can allow for a more in-depth exploration with the public.

02 Public Demonstrations.

Allowing all interested parties to physically see the technology in action and understand how it will occupy space in reality is important. These demonstrations can highlight use cases and can generate a significant amount of goodwill with proper messaging.

03 Presentations at Municipal Councils + Committees

CAAM should select the relevant city and regional bodies that might have an interest or concern in this initiative and make presentations in a timely manner. Representatives on these bodies can provide a picture of community concerns.

04 Presentations to Boards of Trade + Commerce

The business community is an important voice in civic issues. Often, the first community concerns surround effects on local businesses and livability. In many locales, these groups play a significant role in communicating initiatives to the public.

05 Working with an Intersectional Lens

Effective social engagement appreciates that outcomes are not equal throughout society's various cross sections. Working with Indigenous communities, immigrant advocacy groups, and cultural bodies allows for a more complete engagement.

As a preamble to all efforts undertaken by CAAM, baseline surveying and opinion studies will be performed to gauge the public's understanding and positions on various aspects of UAM deployment.

2-3 Hour

SHOWCASE EVENTS + VIRTUAL TOWN HALLS

Focus Regional Centres

Commencing this activity with five regional centres can help begin generating awareness and public buzz. Organizational partners in these spaces can help with event logistics and content.

VANCOUVER - DOWNTOWN

BURNABY - METROTOWN

SURREY - CENTRE

RICHMOND - CENTRE

CLOVERDALE - LANGLEY

Issue Specific

The events need to be focused around a set of challenge questions for that area that this technology can help address.

Visually Engaging + Interactive

Animated maps of how the region will be connected. Infographic videos of the use cases (e.g. Cancer Isotopes deployment). Commute integrator tool that lets the public understand how it will be a multi-modal tool.

General Benefits

Focus on how the technology can reduce GHG emissions, what is its potential, how it is on the leading edge globally.
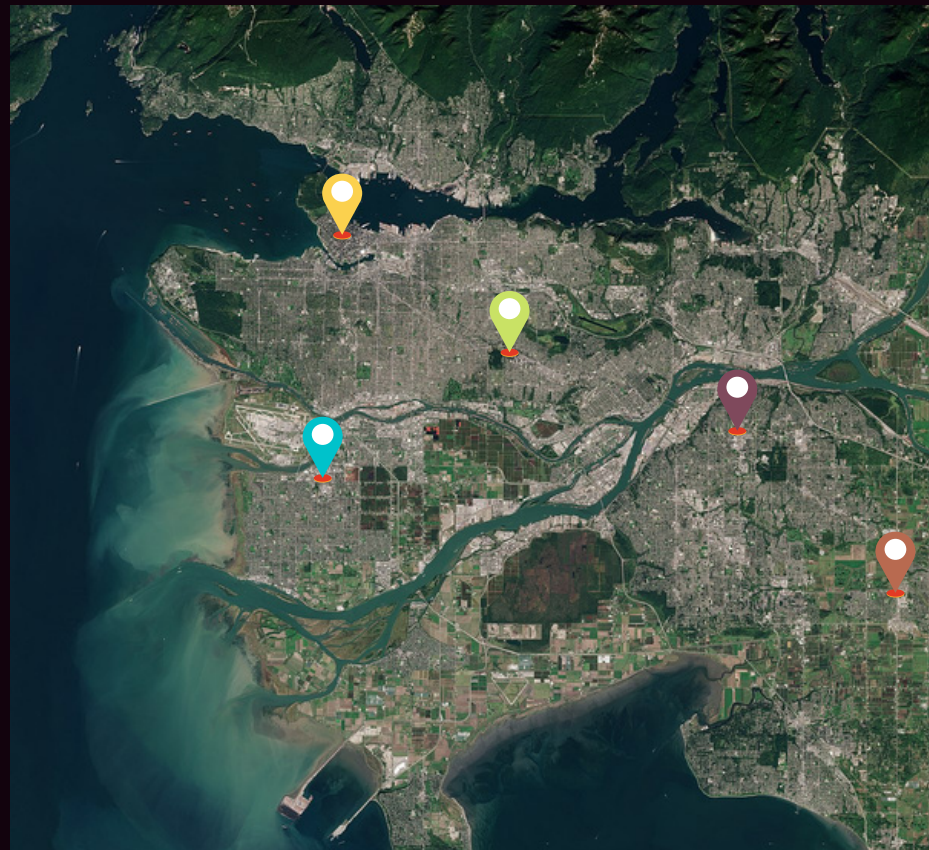
Data Capture

Allow the public to provide feedback, submit questions, suggest use cases, etc. This is valuable data and helps the public trust the process and technology.

Connecting to later parts of this document, continuing the engagement online and on social media is important.

Timelines

In order to feel like the technology is real, the public will naturally be curious about deployment timelines. This information should be readily available along with upcoming public engagement opportunities and dates.

2-3 Hour
PUBLIC DEMOS

Seeing is Believing

Allowing interested audiences to witness the real time operation of the technology is very important for building comfort and getting the public to move from viewing this as a theoretical engagement to something tangible.

Data Capture

Allow the public to provide feedback, submit questions, suggest use cases, etc. This is valuable data and helps the public trust the process and technology.

Connecting to later parts of this document, continuing the engagement online and on social media is important.

Demonstrating the Use Case

The Phase 1 Cancer Isotopes should be the centre of the messaging and the demonstration content. This allows a gradual and more comfortable public buy-in into the use of the technology.

Community Partners

Partners, including businesses like Iskwew Air, demonstrate the level of collaboration in this project. Media comments by these partners are important.

Visually Engaging + Interactive

Animated maps of how the region will be connected. Infographic videos of the use cases (e.g. Cancer Isotopes deployment). Commute integrator tool that lets the public understand how it will be a multi-modal tool. This can be borrowed from the showcases.

General Benefits

Focus on how the technology can reduce GHG emissions, what is its potential, how it is on the leading edge globally.

Engaging in Media Partnerships

Working with media outlets that are interested in technology, innovation, and mobility (e.g. Daily Hive Vancouver) would be beneficial. It allows for coverage and promotion of the benefits of the technology deployment.

Timelines

In order to feel like the technology is real, the public will naturally be curious about deployment timelines. This information should be readily available along with upcoming public engagement opportunities and dates.

CONTD

15-20 MINUTE

COUNCIL + BOARD PRESENTATIONS

General Benefits

Focus on how the technology can reduce GHG emissions, what is its potential, how it is on the leading edge globally.

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Issue Specific

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Community Partners

Partners, including businesses like Iskwew Air, demonstrate the level of collaboration in this project. Media comments by these partners are important.

Timelines

City officials, organization board members, etc. will want to know about how aspects of the project fit within municipal plans and timelines. These should be researched and mapped beforehand.

Visually Engaging

Animated maps of how the region will be connected. Infographic videos of the use cases (e.g. Cancer Isotopes deployment). Commute integrator tool that lets the public understand how it will be a multi-modal tool. This can be borrowed from the showcases.

Data Capture

Allow the audience to provide feedback, submit questions, suggest use cases, etc. This is valuable data and helps the public trust the process and technology.

Connecting to later parts of this document, continuing the engagement online and on social media is important.

Invitation to Demos

Inviting these audience members to public demonstrations of the technology will help them understand the physical realities of the technology and how it might interact with their part of the region.

ONGOING
INTERSECTIONAL LENS

It's a Big World

Understanding that technological development takes place at different paces globally. New Canadians have perspectives born elsewhere.

Data Capture

Allow the audience to provide feedback, submit questions, suggest use cases, etc. This is valuable data and helps the public trust the process and technology.

Connecting to later parts of this document, continuing the engagement online and on social media is important.

Active Inclusion

Creating a diverse working group focused on intersectionality will allow CAAM to work through engagement that is respectful and intelligent towards the norms and practices of different groups.

Invitation to Demos

Inviting these audience members to public demonstrations of the technology will help them understand the physical realities of the technology and how it might interact with their part of the region.

Issue Specific

A lot of specific, tailored research needs to be done into the needs and pressing issues of various cross sections of the community. Respect for individual experiences and perspectives will be important when talking about the development and deployment of this technology.

Respecting Indigenous Sovereignty

Working with representatives of the regional First Nations is important. Furthermore, creating space and actively seeking out partnerships with Indigenous innovators in this space is an important way to make tangible actions towards respect.

Consulting and co-developing the deployment of this engagement strategy is essential.

TYPES OF PUBLIC FACING DOCUMENTS

There are certain document types that would be worthwhile to develop. These documents can focus on different, potentially overlapping, purposes and audiences.

For Stakeholders

01 Project Overview

This is a summary document that features branding and is more marketing oriented in its wording. This is a highlight reel of different aspects of the project for promotion.

02 Discussion Guide

This document provides more details about the project including detailed timelines, project funding breakdowns, engagement activities, regulatory processes, etc. Essentially all the details one might need to write a study into this project.

For the Public Demos + Showcases

01 Project Overview

This is a summary document that features branding and is more marketing oriented in its wording. This is a highlight reel of different aspects of the project for promotion.

02 Interactive Swag

These are branded materials that engage but also direct the public to the website, social media, or other calls to action. These materials convey a quick idea about the technology.

03 Feedback Documents

These can be survey sheets, contact cards, or other methods of data capture. These can also be deployed digitally at events.

For Presentation + Town Hall Audiences

01 **Project Overview**
This is a summary document that features branding and is more marketing oriented in its wording. This is a highlight reel of different aspects of the project for promotion.

02 **Tailored Discussion Guide**
This document takes a similar form to the general discussion guide mentioned, but contains information specifically tailored to the top-of-mind questions for certain audiences.

General Characteristics

01 **Multilingual**
Where possible and necessary, these documents should be presented in languages other than just English or French.

02 **Accessible + Transparent**
The language used in these documents should be accessible to a non-technical audience without being opaque as to important project details.

03 **Digitally Available**
Where possible, having these documents available on the CAAM website as a digital platform is important for stakeholders, the public, and the media to access.

04 **Consistent**
These documents must be logically and materially consistent with other official information sources about the project. Updates should be clearly marked as such.

05 **Developed Collaboratively**
Having members with diverse perspectives, backgrounds, and experiences present their input and editorialize documents like the discussion guides can be important to keeping these items relevant and effective.

PROJECT TIMELINE

PHASE
01
Triple Bottom Line Feasibility Study

6 months duration
Oct 2020 completion

Q4 2020: STAKEHOLDER PARTICIPATION IN MLR

Identify opportunities with MLR engagement activities.

Plan CAAM 2021 engagement calendar based on funding (annually Q4). Work with Indigenous and other representatives on tailored engagement approaches.

PHASE
02
Operations + Systems Architecture

1 year duration
Q3 2021 completion

Q2 2021: LAUNCH OF ENGAGEMENT ACTIVITIES

Potential: showcase events + town halls every 12-16 wks in a new location.

Q3 2021: PRESENTATIONS AT COUNCILS + BOARDS BEGIN
Potential: Can present information present from work completed thus far.

PHASE
03
Capital Investments (Infrastructure + Operations)

2 years duration
2023 completion

Q1 2023: ENGAGEMENT ACTIVITIES CONTINUE
Potential: Town halls become more frequent and can be smaller, focused. When applicable, demonstration of the Cancer Isotopes use-case.
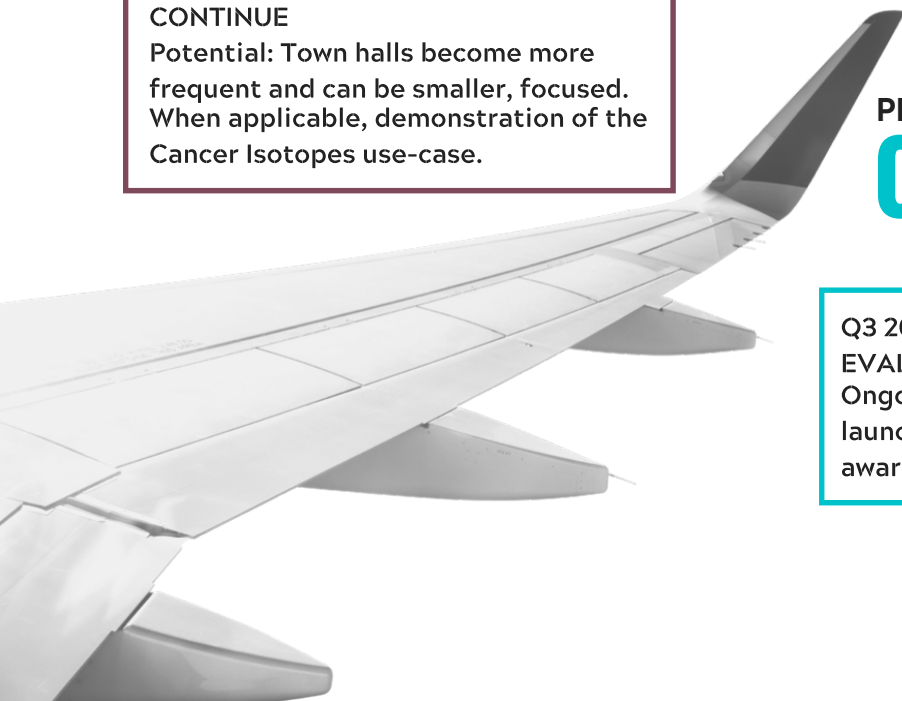
PHASE
04
Cargo, Passenger + Air Services Operations

2025 target completion

Q3 2024: SOCIAL ENGAGEMENT POST-EVALUATION REPORT
Ongoing engagement up-to and after launch may continue to raise public awareness - funding permitting.

THE SEVEN UAM PRINCIPLES

Safety
Meet minimum safety standards of conventional aviation.

Equity of Access
Equitable access to mobility for all community groups.

Sustainability
Must improve environmental outcomes.

Low Noise
Noise disturbances should be measured and mitigated.

Multimodal Connectivity
Should connect to existing transportation options.

Local Workforce Development
Increase jobs on the ground and in the air.

Purpose-driven Data Sharing
Data sharing to help respond to passenger need and demand.

REGIONAL ISSUES TO ENGAGE

Housing Affordability + Availability

Housing prices are constantly increasing upward and outward in Metro Vancouver. How will advanced air mobility interact with this issue? Will it help or exacerbate the problem? What are the misconceptions that might need to get clarified?

Does introducing this technology encourage sprawl into rural green space? How does this technology affect density?

Goods Movement

Metro Vancouver is Canada, and North America's, Gateway to the Pacific. A multitude of goods and raw resources flow through our port terminals, rail network, and roadways. How will advanced air mobility the third dimension of space for the goods movement sector?

The Phase 1 Cancer Isotope deployment is a test in light carriage. Can the technology be scaled up? How does that disrupt the sector?

Mobility Options + Commute Times

Multi-modal mobility options and Mobility as a Service (MaaS) are top of mind for those working in different industries across the region. This is especially true for residents in outer lying municipalities who need to come into Vancouver or Burnaby for work.

How does this technology integrate into transit infrastructure? Are we encouraging the use of low occupancy ridership? What can this technology do about the affordability of the commute?

Climate Change

As wildfires, sea level rise, and other effects of climate change become more prevalent, advanced air mobility will need to factor operations in a dynamic reality. How will this technology help reduce GHG emissions? How will this technology adapt to existing climate pressures?

Is there a place for this project to work with Metro Vancouver on its 2030 GHG emission reduction targets? What type of footprint will the support infrastructure create?

Indigenous Sovereignty

Metro Vancouver is located on the territories of a multitude of First Nations. Positive development and community partnership respects that relationship. How will the development of this technology benefit Indigenous communities?

Are Indigenous communities sufficiently involved in the content development of engagement? Are opportunities being provided appropriately?

Asian Economic and Cultural Exchange

Metro Vancouver is often viewed as North America's gateway to Asian countries. With increasing immigration, the region takes on characteristics resembling an Asian metropolis.

Is the deployment of this technology learning from the best practices in Asian parallels? How will the addition of this mobility option make the region competitive on the global stage?

West Coast Economic Integration

The international divisions created by the border are constantly blurred as cooperation between BC, WA, OR, and CA increase. The development of high speed rail along the Pacific coast is on the horizon.

How will this technology integrate with those plans? What are the use cases for this technology that are distinct from other mobility developments?

Pan-Canadian Development

While Metro Vancouver is not the nation's largest region, it is one of the most vital for the national economy. This technology is also being developed for deployment in Southern Ontario.

How will this technology help grow the region's economic importance nationally and continentally? Will development issues and opportunities in other parts of the country affect the development and deployment of the technology here?

THE FIRST USE CASE: CANCER ISOTOPES

The Medical Transport AAM Use Case is an early test case developed in partnership with the BC Cancer Agency, the Provincial Health Services Authority, Helijet International, and TForce Logistics. The deployment of the technology for this use case will provide patients on Vancouver Island with faster access to Positron Emission Tomography (PET) radioistopes.

Use Case Goals

01 **Demonstration**
Demonstrate a tangible near-term use case for advanced air mobility to various authorities for applicability and funding.

02 **Build + Leverage**
Helijet has completed work in establishing a medical transport use case. AAM would leverage and build on this.

The radioisotope Fluorodeoxyglucose (FDG) has a half-life of 110 minutes. This means that within two hours, the isotope will decay to less than half its starting amount. The successful deployment of this use case means that FDG can be transported to the BC Cancer Agency facility in Victoria faster than the current ground and ferry modes. This will result in a greater retained quantity of the isotope being delivered, allowing from greater usage capacity while lowering the burden at the cyclotron facility of the BC Cancer Agency in Vancouver. The use case will tested in three scenario comparisons.

Three Comparative Scenarios

01 **Conventional Ground**
BC Cancer Agency (VGH) to BC Cancer Agency (RJH).
Mode: Truck - Ferry - Truck.

02 **Helijet**
BC Cancer Agency (VGH) to Vancouver Harbour heliport to Victoria Ogden Pt Heliport to BC Cancer Agency (RJH).
Mode: Truck - Helijet - Truck.

03 **eVTOL Transportation**
BC Cancer Agency (VGH) to BC Cancer Agency (RJH).
Mode: eVTOL point to point.

USE CASE ENGAGEMENT

MLR Stakeholder Participation

01 **Roundtables**
Introduce the technological concept and use case to the stakeholder body and open up for feedback + collaboration.

02 **Dialogues + Literacy**
Work with MLR to support development of dialogue and civic literacy content that allows for useful insights.

CAAM Initiative

01 **Showcase Events + Town Halls**
Introduce the concept and the use case to the public. Provide opportunities for feedback. Connect personal stories to demonstrate need. Understand public concerns, value priorities, and demonstrate mitigation of any risks.

02 **Public Demonstrations**
Demonstrate the use of the technology in a live or simulated scenario. Invite media and public to observe the real world operation and space that the technology would employ. A public translation of the economic impact and environmental lifecycle analyses will be important here, if available.

03 **Council + Board Presentations**
Provide more detailed explanations of the use case. Include the stories that demonstrate need. The economic impact and environmental lifecycle analyses will be important here.

WORKING WITH ISKWEW AIR

Iskwew (pronounced ISS-KWAY-YO) Air is the first Indigenous-woman owned airline in Canada. Based out of YVR, Iskwew Air offers air charter service to communities throughout British Columbia and is committed to building bridges between traditional air service and the sustainable technology of the future.

Lead Executive Officer Teara Fraser is the representative of the airline working with the CAAM project. She brings a Métis lens into modern technologies to uplift, energize, and amplify Indigenous land story, sovereignty, and stewardship.

A partnership with Iskwew Air is just one way this project invites the important voices, perspectives, and wisdom of Indigenous peoples. The work of this project centers equity - seeking to benefit all peoples and sustainability - to be in better reciprocity with the land. As a responsible partner working in this region, CAAM aims to reach complete zero emissions in BC operations by 2040.

Iskwew Air envisions three phases on the pathway to advanced air mobility:

PHASE
01
Uplifting Indigenous Peoples + Communities with RPAS technology.

PHASE
02
Contributing + Collaborating to develop Urban Air Mobility.

PHASE
03
In partnership, serving as a UAM operator in British Columbia.

SUPPORTED BY A DIGITAL PLATFORM

We will need a website that not only serves as a information poster about the project, but contains interactive features, allows for feedback capture, and dives deep into the issues that people will be talking about during the development of this technology. An engaging website signals to the public that we are serious about transparency and bringing them along the development process.

Some preferred features of a digital platform that can complement the social engagement activities are listed below:

01 General Technology Information

An interactive, animated, and visually engaging portal that gives people an understanding about the technology and how it will interact with the 3D space in the region.

02 Development Process Information

A potentially separate section of the digital platform that gives the public information about the stages of the development process. This can also include highlight markers where we identify opportunities for the public to engage.

03 Interactive Feedback Capture Portal

Akin to a survey page, but one that provides information while giving a visitor interactive ways to respond to questions. Examples include sliders, selecting pictures they like most, checkboxes, free form text, etc. The portal also makes it clear how the feedback will be incorporated to provide value to the engagement.

04 Community Issues Section

Identify issues as they affect parts of the region and be specific about how this technology interacts with those issues.

05 Information about the Project's Faces

Being transparent to the public about who are the project developers, funders, and contractors. Focusing on the positive, uplifting, innovation messaging is also important to set a tone towards the development.

06 Social Media Sharing

Interactive, personality encouraging content on the digital platform should allow for people to share on social media. Peer to peer conversations about the technology are important for public trust building.

07 Events Calendar + Registration

Allowing the public to find the timing and location of CAAM appearances. Registration for town halls, etc. can also be done through this feature.

These are some of the features that would be immediately useful to ensure that our engagement is holistic and accessible for individuals. Additionally, we need to ensure that there are accessibility features on the platform for those that are visual and auditory impaired. Language diversity, if possible, would be important to include.

CONNECTING ON SOCIAL MEDIA

Social media platforms will be important in enhancing the engagement work performed as part of this strategy. The appropriate platforms, messaging, and target demographics should be developed as part of a communications plan. This engagement strategy should work in tandem with that communications plan to inform the public of events, build awareness, generate enthusiasm, promote features and project milestones, etc.

Advertising events on social media will be beneficial to generate attendance. Promotion of the existence and features of the digital platform should also be a part of the communications plan. Generating digital traffic will allow for an increase in feedback and data capture, and allow for a more complete picture of where the public stands on the different aspects of the technology or its development.

ENGAGING MEDIA OUTLETS

In General

The engagement strategy will defer to the communications efforts of CAAM. It should be noted that media presence at public demonstrations, showcase events, and town halls is beneficial to raising profile and encourage public discourse on this technology and its effect on the 3D space.

Expert Op-Eds

Having opinion pieces featured in major outlets will be important to building public trust and confidence in the development of the project. There also needs to be an effort to solicit the insights from non-technological experts i.e. community/cultural experts whose voices are held in trust by various communities across the region. While engaging these voices is beneficial to the public's image, it can also serve as an important learning opportunity to aid the development and deployment of the technology.

Media Partnerships + Storytelling

Partnering with a media outlet to tell the stories and the Cancer Isotope use case benefits can be an important way to set the tone and framing about the project. Media outlets that specialize in human interest stories of major issues are effective in communicating the daily impacts of technologies, policies, etc.

FINAL NOTE

When operationalizing this document, it is important to remember it is not a rigid, user manual on a perfect engagement scenario until 2025. Decisions will need to be taken to adapt to changing environments as the world battles COVID-19. Additionally, there may be funding, technological, political, etc. challenges that will affect what and how we engage with the public.

Funding realities will dictate the limits and minimum requirements of the outcomes of the social engagement. The importance of engaging stakeholders and the public cannot be overstated. In a region like Metro Vancouver, it is easy for public misunderstanding to turn into distrust, aversion, and apprehension towards the technology. Peer to peer confidence building, transparency, forethought, and design will all need to be employed to not just influence public opinion but to grow from the public's perspectives and wishes.

CAAM wants to make a positive impact environmentally, economically, and socially on this region. We need to appreciate areas where we might not have clarity on how we are affecting people and seek help. It is important to respect the generations of Indigenous peoples who have lived on these lands and understand that their guidance is invaluable to helping us become a positive community partner.