



Item A: Outreach Grant Status

February 26, 2019

Introduction

In February 2018, the PRAMP Committee applied for a grant from AEP in the amount of \$49,000 to support education and outreach. On February 14, 2019, PRAMP received notice that the grant was approved by Minister Phillips. The term of the grant is from April 1, 2018 to March 31, 2019.

On February 25, 2019, the PRAMP Executive decided to request an extension of the grant term to November 29, 2019. The Executive Director sent a letter requesting the extension on February 26, 2019.

PRAMP staff are also exploring options to establish a contract for someone living in the Peace River area to deliver PRAMP education and outreach programs at community events and in area schools.

Discussion

Grant Term and Expenditures

Based on discussions with AEP staff, it appears that an extension of the grant term will be permitted, however, it is not known whether an extension to November 29 will be seen as too long. Without knowing exactly how long PRAMP will be able to use the grant funds, we are considering various scenarios as follows:

Scenario 1 – Term of the grant is not extended and remains March 31, 2019

The Executive Director would explore options for the funds and would consult with the PRAMP Communications Working Group. Grant funds could be directed to the following activities and goods (budget amounts are estimates):

Communications planning (contractor) – \$3,000

Purchase of new PRAMP branded materials – \$10,000

Design of new AQHI materials - \$3,000

Design of new Annual Report format- \$3,000

Contract (at least partially pre-paid) for PRAMP Outreach Coordinator residing in the Peace River area - \$15,000

Alberta Airsheds Council (collaborate with other Airsheds to develop shared communication materials) - \$5,000



Scenario 2 – Term of the grant is extended to November 29, 2019, as requested

The PRAMP Communications Working Group would be reconvened and would be invited to explore the options noted in Scenario 1, and to expand on the options. A first step would be to update the PRAMP Communications and Engagement Plan, and other expenditures would be guided by the Plan.

Scenario 3 – Term of the grant is extended to a date between March 31 and November 29

The Executive Director and the Communications Working Group would work together to develop and implement a Communication and Engagement Plan in whatever timeframe is available.

Local Outreach and Education Contractor

There are at least two options for hiring a local contractor to deliver PRAMP education programs at community events and in area schools:

1. Advertise for and select a candidate from the Peace River area

PRAMP could develop a role description and advertise for a local person to deliver air quality education programs. Qualifications would include: experience as an educator, strong communication skills, science knowledge to be able to discuss air quality and air monitoring.

2. Establish a contract with the Boreal Research Institute (NAIT) in Peace River to deliver PRAMP education programs

The Boreal Research Institute currently delivers outreach and education programs in the area with their own staff. (<http://www.nait.ca/47685.htm>) Programs include a Nature Series, Public Events, Citizen Science and a Newsletter. Contracting for services with the Boreal Research Institute is an option, and the contract could be tailored to PRAMP needs.

Option	Pros	Cons
1. Advertise for and select a candidate from the Peace River area	<ul style="list-style-type: none"> ▪ Potentially raise the profile of PRAMP in the area with a part-time dedicated resource ▪ Flexibility to change role as needed in negotiation with individual 	<ul style="list-style-type: none"> ▪ May be challenging for one person to establish relationships with area schools and community groups

<p>2. Establish a contract with the Boreal Research Institute (NAIT) in Peace River to deliver PRAMP education programs</p>	<ul style="list-style-type: none"> ▪ Work with an established organization and rely on relationships already in place between Institute and local schools ▪ Minimize the number of different people trying to connect with areas schools for science-related programs 	<ul style="list-style-type: none"> ▪ Flexibility to adjust work and role may be more limited
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Board Discussion

Additional information may be available by the time of the March 4 Board meeting and will be shared at the meeting.

The Board is asked to discuss the following:

1. What feedback do Directors have on how the grant outreach funds are allocated?
2. What are Directors views on Option 1 or Option 2 for a local outreach contractor?