

## Nordion's Community Café 2016 Results



## **Table of Contents**

|     |   |    |
|-----|---|----|
| 1.0 | Summary .....                               | 3  |
| 2.0 | Public Information Program Objectives ..... | 3  |
| 3.0 | Communications .....                        | 4  |
| 4.0 | Event Timeline .....                        | 8  |
| 5.0 | Survey Results.....                         | 9  |
| 6.0 | Qualitative Information.....                | 11 |
| 7.0 | Incentive.....                              | 12 |
|     | Appendix.....                               | 12 |

## 1.0 Summary

Nordion's Open House took place on Wednesday, October 5, 2016 at the Marshes Golf Club as part of a commitment to regular external communications with the community. The Community Café included 30 minutes of networking over refreshments and snacks, a 30 minute presentation, and a 45 minute Q&A.

The event was considered successful based on the excellent delivery of the presentation, the number of people in attendance, the level of public participation during the question and discussion session, and the satisfactory responses given by the Q&A panel.

The event took place at the Marshes Golf Club with audio and visual services provided by Frischkorn Audio-Visual Corporation (FMAV). Desserts and refreshments were provided by the venue and a special cake was commissioned to commemorate the 70<sup>th</sup> year anniversary that was announced that evening.

Approximately 32 guests attended the event. 26 guests were members of the general public and three of these guests were community representatives including Jenna Sudds, Executive Director of the Kanata North Business Improvement Association (BIA), Marianne Wilkinson, Ottawa City Councillor for Ward 4, and Jack MacLaren, Provincial MPP for Carleton-Mississippi Mills. There were also three CNSC staff members in attendance.

Nordion staff members were able to share critical and relevant information about the company's commercial operations and its impacts on the environment and surrounding community. Attendees, presenters, and the Q&A panel actively engaged in the Q&A discussion which took place over 45 minutes. Overall, the sentiment of the evening appeared positive as all of the guests' questions were answered in a manner that seemed to satisfy them.

## 2.0 Public Information Program Objectives

Nordion's Public Information Program (SE-LIC-010) has three key objectives:

1. To build public awareness about Nordion's business products, services, operations and facility through timely and ongoing clear, consistent and transparent communications;
2. To proactively engage identified stakeholders and utilize available communications tools and channels to foster ongoing public awareness and outreach; and,
3. To obtain stakeholder feedback and continuously improve Nordion's Program

Nordion targeted the following audiences:

- Kanata general public
- Kanata Community Leaders:
  - Councillor, Kanata North, City of Ottawa
  - President, West Ottawa Board of Trade (formerly the Kanata Chamber of Commerce)
  - Executive Director, Kanata North Business Improvement Association
- Kanata Area Community Associations:
  - Kanata Beaverbrook Community Association

- Bridlewood Community Association
- Glen Cairn Community Association
- Kanata Lakes Community Association
- Katimavik-Hazeldean Community Association
- March Rural Community Association

### 3.0 Communications

The following vehicles were used to promote the Community Café:

- Nordion.com
- KanataNorthBIA.ca
- Social Media
- EMC Kanata Kourier
- Canada Post Unaddressed Mail
- Email

#### Definitions:

**Views & Impressions:** The total number of times your ad was displayed on someone's Twitter stream or in a Google search.

**Reach:** The number of distinct people who saw the content. This is smaller than impressions because one person can have more than one impression.

**Clicks :** The number of people who saw the ad or tweet and clicked on it so they could get more information for themselves.

**Engagements:** the number of people who saw the ad (even if they didn't actually click on it) and did something to share it with others (i.e.: gave it a like, shared it, retweeted it, or made a comment).

Communications about the Community Café were issued through eight different communication channels:

#### 1. Canada Post Drop

- All postal walks within ~4.5 km of Nordion
- 12,000 invitations were printed and delivered
- Delivered on Monday October 3<sup>rd</sup> and Tuesday October 4<sup>th</sup>, 2016

#### 2. Kanata Kourier-Standard (Metroland Media) ads

- Appeared in September 22 & 29, 2016, issues
- Half page ad using in non-typical dimensions (7" wide by 9" tall) to increase visibility

3. Google AdWords:

- Click through links to invitation for Ottawa residents searching for Nordion, nuclear, gamma, sterilization, CNSC (long and short forms), Kanata, March Rd., isotopes, irradiation, nuclear safety
- Ad words ran from Tuesday September 27<sup>th</sup>- Wednesday October 5<sup>th</sup>
- \*Total Clicks: 98 Total Views: 28,736

4. Google AdWords Blast

- Anytime someone for Kanata used Google, the Nordion invitation was visible
- Click through links to invitation for Ottawa residents searching for Nordion, nuclear, gamma, sterilization, CNSC (long and short forms), Kanata, March Rd., isotopes, irradiation, nuclear safety
- Ad words ran from Tuesday October 3<sup>rd</sup> 12:00pm - Wednesday October 5<sup>th</sup> 7:00pm
- \*Total Clicks: 50 Total Views: 9,864

4. Email blast to all members of the Kanata North Business Improvement Area (BIA), via BIA

- Emails we sent to on October 3 and October 5
- BIA also promoted the event on their Twitter account on October 4 and 5

6. VIP email invites: Nordion extended personal invitations to:

- Ottawa Mayor Jim Watson
- Kanata Councillor Marianne Wilkinson
- Kanata-Carleton MP Karen McCrimmon
- Carleton-Mississippi Mills MPP Jack MacLaren
- CNSC staff

7. Twitter Sponsored Tweets

- Twitter based invitations shown in timelines of anyone using Twitter in Kanata, or anyone in Ottawa interested in Nordion, Nuclear, CNSC
- Tweets appeared from 12:00 noon on Tuesday October 4th until 6:00 pm on Wednesday October 5th
- \*Results: 19,790 impressions (views) with 122 engagements (clicks for details)

8. Facebook Invitation Posting

- Facebook posting appeared one day before event

Invitation delivered by Canada Post:

The collage features the following elements:

- 2016 COMMUNITY Café** logo in a decorative frame.
- Text: "You're invited to Nordion's Community Café on October 5th"
- Photo of a woman and a child wearing winter hats and kissing.
- Text: "The Nordion team extends a warm *welcome to you* to attend our information session"
- DATE/TIME** box: Wednesday, October 5th, 2016; Arrival 6:30-7:00 pm; Info Session 7:00-7:30 pm; Q&A 7:30-8:00 pm.
- VENUE** box: The Marshes Golf Club, Buckthorn Room, 320 Terry Fox Dr., Kanata, Ontario K2K 3L1. Note: Refreshments and snacks will be provided.
- nordion** logo with tagline "SINCE ADVANCING HEALTH" and website "www.nordion.com".
- Three **FACT** boxes: "Nordion is a Class 1B nuclear facility and has safely operated in Kanata for 50+ years"; "We foster a safety-minded culture to protect employees, neighbours and the environment"; "We want to hear from you! Bring us your questions and concerns".

Kanata Kourier Ad



**You're invited to Nordion's Community Café on October 5th**



**FACT**  
Nordion is a Class 1B nuclear facility and has safely operated in Kanata for 50+ years

**FACT**  
We foster a safety-minded culture to protect employees, neighbours and the environment

**FACT**  
We want to hear from you! Bring us your questions and concerns



The Nordion team extends a warm *welcome to you* to attend our information session



**DATE / TIME**  
Wednesday, October 5th, 2016  
Arrival 6:30-7:00 pm  
Info Session 7:00-7:30 pm  
Q&A 7:30-8:00 pm

**VENUE**  
The Marshes Golf Club  
Buckthorn Room  
320 Terry Fox Dr.  
Kanata, Ontario K2K 3L1  
*Refreshments and snacks will be provided*



www.nordion.com

Twitter Ad



**Nordion @NordionInc** · now  
We invite you to attend the Nordion Community Cafe open house tonight, Oct 5, 6:30 at The Marshes, Kanata bit.ly/2dqa9nX



The Nordion team extends a warm *welcome to you* to attend our information session



**DATE / TIME**  
Wednesday, October 5th, 2016  
Arrival 6:30-7:00 pm  
Info Session 7:00-7:30 pm  
Q&A 7:30-8:00 pm

**VENUE**  
The Marshes Golf Club  
Buckthorn Room  
320 Terry Fox Dr.  
Kanata, Ontario K2K 3L1  
*Refreshments and snacks will be provided*



www.nordion.com

Twitter Interactions

**Jenna Sudds**, **Marshes Golf Club** and **KanataNorthBIA** Retweeted you 12h  
17h: Join Nordion for our Community Cafe open house - Oct 5, 6:30 at The Marshes, Kanata bit.ly/2dqa9nX

**WIL Ottawa @WILottawa** · 13h  
Hey Kanata, Nordion is having an Open House at the Marshes tomorrow at 7pm. Come learn about a local business that's been around for 70 years!  
**Nordion @NordionInc**  
Join Nordion for our Community Cafe open house - Oct 5, 6:30 at The Marshes, Kanata. Learn more google.ca/url?sa=t&rct=j...

**Richard Wiens** Retweeted you 16h  
17h: Join Nordion for our Community Cafe open house - Oct 5, 6:30pm at The Marshes, Kanata bit.ly/2dqa9nX  
1 other Retweet

**WIL Ottawa** liked your Tweet 17h  
17h: Join Nordion for our Community Cafe open house - Oct 5, 6:30 at The Marshes, Kanata. Learn more google.ca/url?sa=t&rct=j...

**WIL Ottawa @WILottawa** · 17h  
@NordionInc Looking forward to it :)

- Invest SaultSteMarie** and **Catherine Egan** Retweeted a Tweet you were mentioned in 9h

12h: Celebrating 70 Yrs of business for @NordionInc. Certainly demonstrating their mission of 'Science Advancing Health'  
pic.twitter.com/EwILKWEY5B
- Janice McDonald ICD.** and **Lorraine Gignac** liked a Tweet you were mentioned in 10h

12h: Remarkable. Attending @NordionInc Community evening. Such a gem in the midst of #Kanata Congrats on 70 years of business.
- Mastermind Events** liked a Tweet you were mentioned in 11h

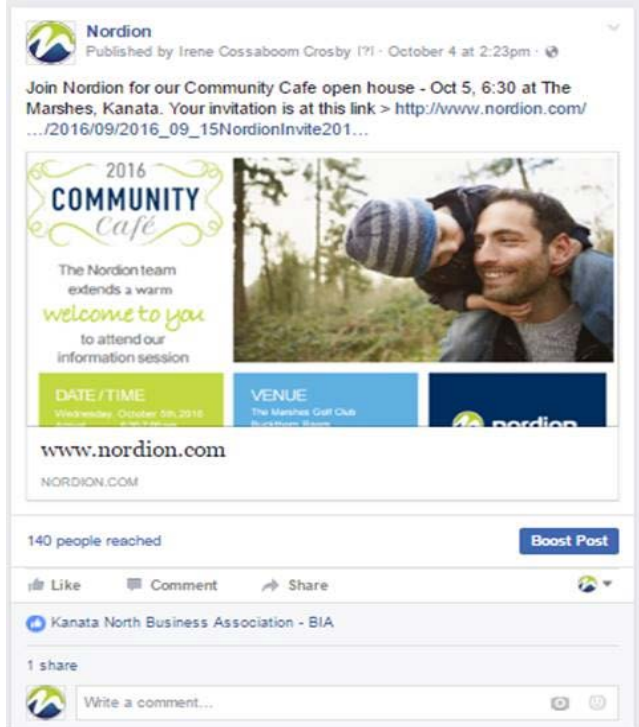
12h: Celebrating 70 Yrs of business for @NordionInc. Certainly demonstrating their mission of 'Science Advancing Health'  
pic.twitter.com/EwILKWEY5B
- KanataNorthBIA** liked your Tweet 12h

18h: We invite you to attend the Nordion Community Cafe open house tonight, Oct 5, 6:30 at The Marshes, Kanata bit.ly/2dqa9nX  
pic.twitter.com/vFUHEwXssk





## Facebook notice

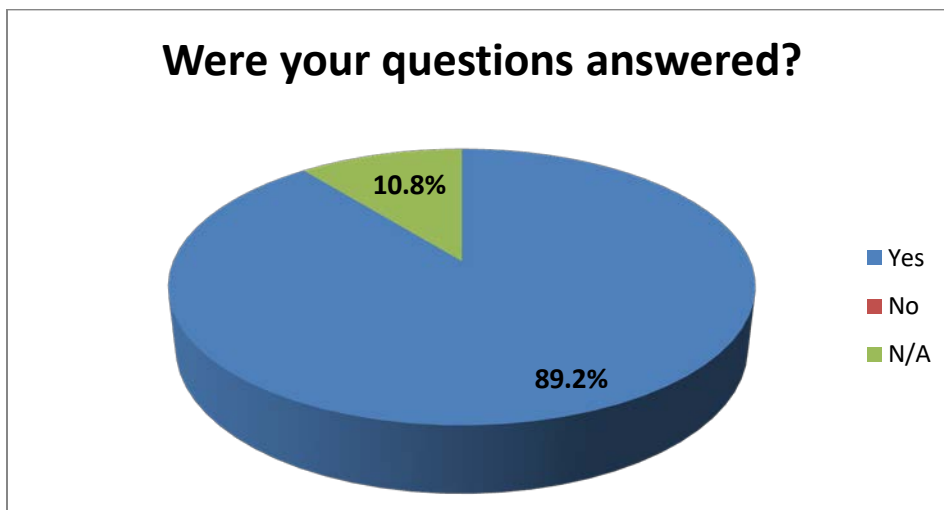
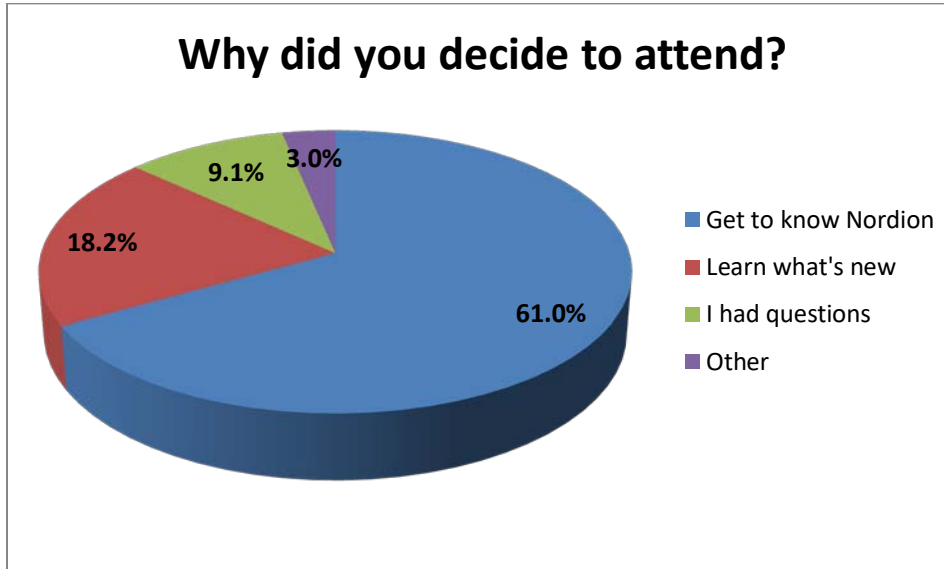
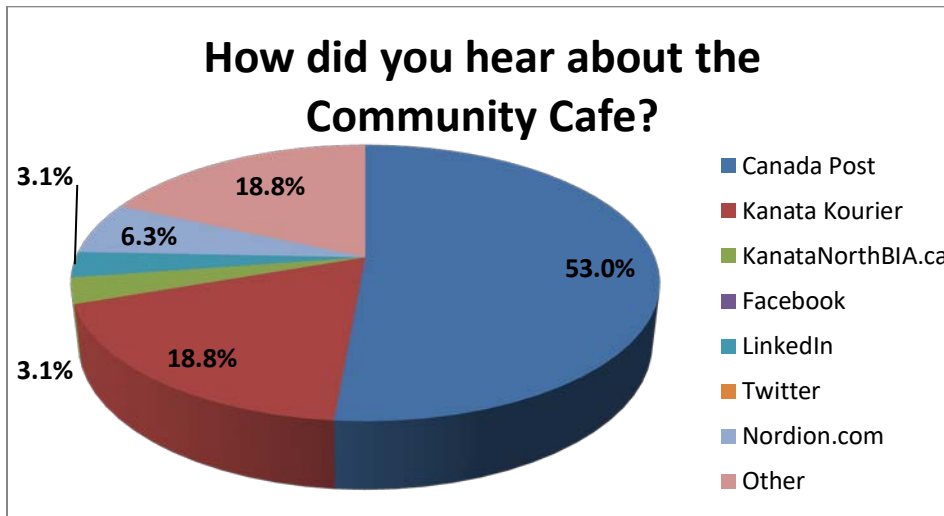


## 4.0 Event Timeline

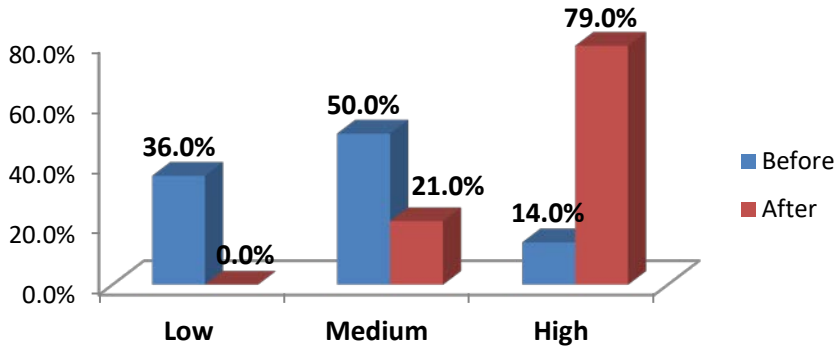
| Time | Detail  |
|------|---|
| 6:29 | CNSC Reps arrived   |
| 6:30 | First community members arrive at The Marshes   |
| 6:45 | Arrival of Jenna Sudds, Executive Director of Kanata North Business Improvement Association (BIA)   |
| 6:55 | Arrival of Jack MacLaren, Carleton-Mississippi Mills MPP  |
| 7:00 | Start of the presentation material. Presenters included: <ul style="list-style-type: none"> <li>• Ian Downie: General Manager Gamma Technologies</li> <li>• Phil Larabie: General Manager of Medical Isotopes</li> <li>• Shannon Lacasse: EHS Compliance Specialist</li> <li>• Michael Epp: Manager Corporate Security</li> </ul> |
| 7:30 | Arrival of Marianne Wilkinson, Ottawa City Councillor ward 4  |
| 7:40 | Conclusion of the presentation materials, and summary of remarks  |
| 7:45 | Question and Answer period begins. Approximately 45 minutes of Q&A discussion took place between members of the community and Nordion employees.  |
| 8:30 | With the conclusion of the Question and Answer portion of the event, many community members stayed behind to speak with the Nordion Staff to ask additional questions or clarify previous answers.  |



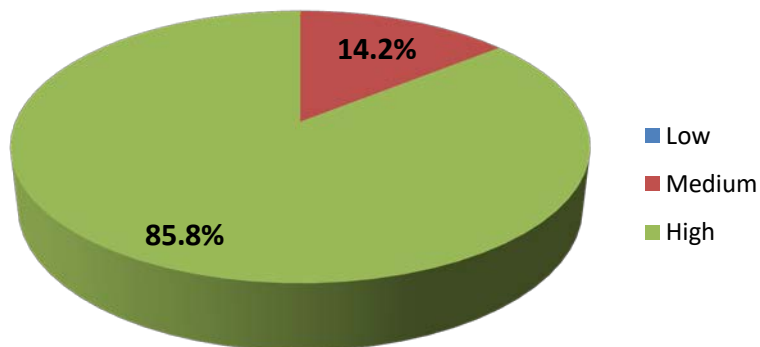
## 5.0 Survey Results



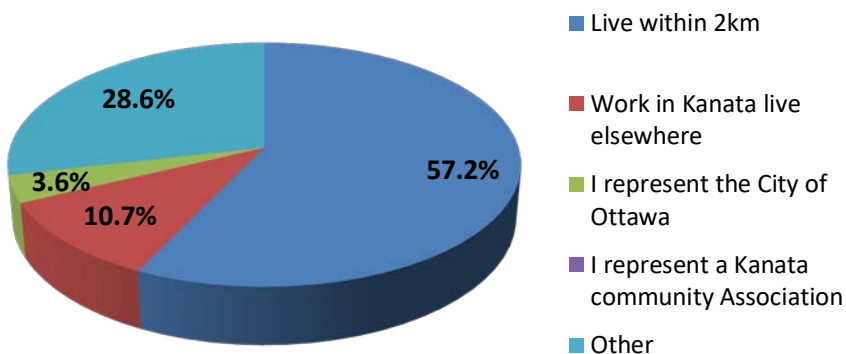
### What was your level of understanding of Nordion before/after the Community Café?

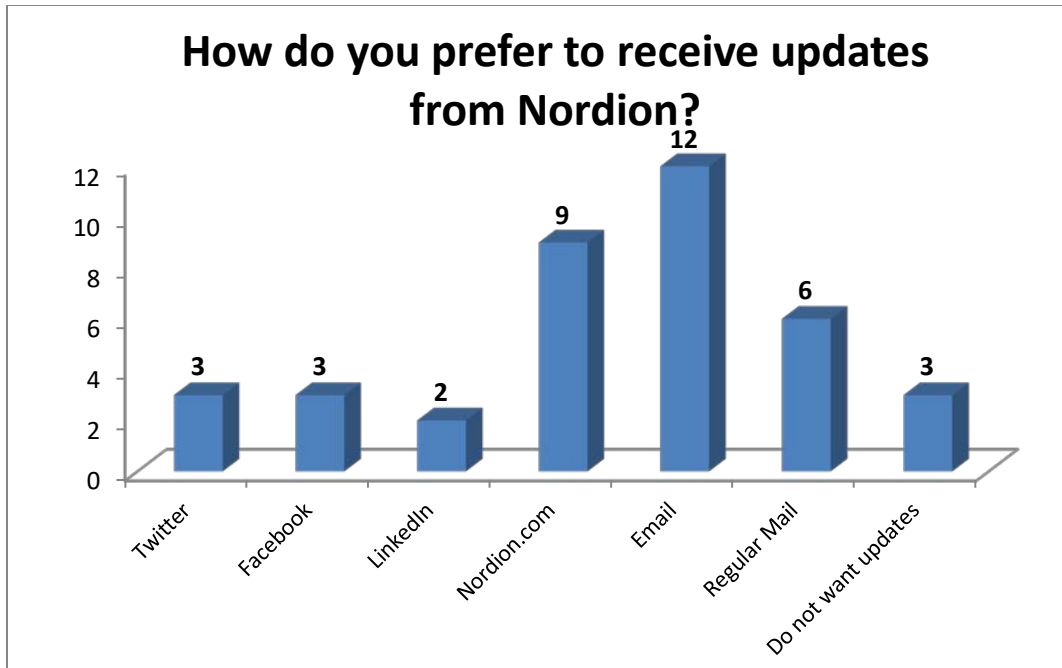


### What is your level of confidence that Nordion's safety processes protect employees, community, and environment?



### How would you classify yourself?





## 6.0 Qualitative Information

We asked: “What additional information about Nordion would you like to know more about?”

- Employment opportunities
- Ensuring that the supply of isotopes is not interrupted like in 2005
- Radioactive waste processing
- Community involvement
- Community contributions
- Transportation of Cobalt-60

We asked: “How could we improve communications to the community in general?”

- Have information sessions more frequently/More sessions like this
- Ads in the Kanata Courier worked quite well
- Email
- Sponsor community events in the neighbourhood
- Radio ads
- Social media
- I am currently satisfied with what you’re doing/What you’re doing is great/What you did was good/Keep up this format
- Updates on changes and improvement; host another Open House with updates
- This is a good example of what an enterprise should do to keep the surrounding community informed; Congratulations.
- Informative articles in local newspapers

## 7.0 Incentive

All 28 guests provided their contact information in exchange for a \$10 Starbucks gift card.

## Appendix

Photos taken during the presentation

