



Peace River Regional District

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REPORT

To: Chair and Directors
From: Farmers' Advocate Management Committee
Date: July 23, 2010
Subject: **Independent Land Information & Advocacy Office - Farmers' Advocacy Office**

RECOMMENDATION:

THAT the Regional Board, award the Independent Land Information and Advocacy Office (Farmers' Advocacy Office) contract to New Harvest Media Inc. / Aspen Grove Property Services to provide Farmers' Advocacy Office service for 18 months for a contract price of \$240,000 excluding applicable taxes.

BACKGROUND:

The Peace River Regional District (PRRD) has partnered through a Memorandum of Understanding (MOU) with the Ministry of Energy, Mines & Petroleum Resources (MEMPR) and the Ministry of Agriculture & Lands (MAL) to create a contract position to provide the services of an Independent Land Information & Advocate Office (Farmers' Advocate).

Since the PRRD's June receipt of the letter of confirmation from the Minister of EMPR confirming the Provinces 2010-11 funding commitment to the Farmers' Advocate project, the Farmers' Advocate Management Committee has met and reviewed the current status of the MOU and project applicants. The Management Committee determined that there were no proposals available for consideration from the first round applicants because the award dates identified in the Request for Proposal had expired. The second issue was to determine if any of the original proponents were still in fact interested in providing the service. The third issue was the fact that the leading proposal from the first round of applications was made publicly available through the Management Committee's March attempt to award a contract.

By invitation the Management Committee invited the top two proponents to reconsider their submissions and to resubmit their proposal with new project timelines if they were in fact still interested in providing the contract service. Two proposals were received, one from Silvahawk Natural Resource Consulting and one from New Harvest Media Inc. / Aspen Grove Property Services.

The Management Committee has collectively agreed to recommend that the contract to provide 18 months of Farmers' Advocacy Office Service be awarded to New Harvest Media Inc. / Aspen Grove Property Services.

Department Head:

August 12, 2010

CAO:

Vocal on behalf of rural landowners.
Independent of politics and profit.
Advice landowners can use.



Farmers' Advocacy Office

Independent Land Information & Advocacy Office - Dawson Creek, British Columbia

A Proposal to the Farmers' Advocate Management Committee
Revised July 14, 2010

Aspen Grove
Property Services



New Harvest Media Inc.

August 12, 2010

Please note: July 14, 2010 revisions are highlighted.

Part 1 – Executive Summary

This joint proposal by Aspen Grove Property Services and New Harvest Media Inc. will provide the Peace River Regional District with an Independent Land Information and Advocacy Office in two formats:

A staffed storefront office in downtown Dawson Creek, accessible to the public Monday through Friday during regular business hours, and a virtual office where information and data can be accessed 24-7. Our proposal anticipates having the virtual and physical offices serving residents by October 4, 2010.

Aspen Grove Property Services is a local firm, based in rural Pouce Coupe. New Harvest Media Inc. is a local firm, based in Dawson Creek. Anne Clayton, Elvin Gowman and Chad Anderson have no political affiliations that would interfere with the unbiased delivery of this pilot office, nor do they have any industry affiliations that would create the perception of bias.

Aspen Grove Property Services undertakes to ensure that there is no conflict of interest between its appraisal and consulting practice and delivery of the Farmer's Advocate service. Both Anne Clayton and Elvin Gowman are bound by the Canadian Uniform Standards of Professional Appraisal Practice, which can be referenced at <http://www.aicanada.ca/cmsPage.aspx?id=69>

The project budget is \$240,000.

Part 2 – Proponent Profile

Company Profiles:

Aspen Grove Property Services is a sole proprietorship registered to do business in British Columbia.

Here at Aspen Grove Property Services we offer you, as an individual, a selection of professional services that will provide you with an increased

level of comfort in your real estate transactions - whether you need to know how much your property is worth, or require advice or advocacy work in right of way, expropriation, surface rights negotiation or property assessment matters.

We are here to prepare and speed along your applications and paper work with a variety of government agencies, assist you with mapping and documentation, and help you avoid costly delays.

For agencies we offer stakeholder consultation and management services, risk assessment, negotiation, and due diligence investigation, in addition to valuation consulting and point in time appraisal services.

New Harvest Media Inc. is a limited company doing business in British Columbia and Alberta. New Harvest Media Inc. harnesses leading web technologies to solve communication and promotion challenges facing local governments, regional organizations and small and medium sized enterprises. The company operates with quality as the priority, providing professional and personalized service to each and every client. Services range from web site development to custom database-driven web systems, to panoramic photography tours and interactive maps.

New Harvest Media Inc. has served clients throughout the Peace Country and beyond. The firm is a family company, having grown from a proprietorship formed by Chad Anderson in 2000, through incorporation in 2001, to the 2007 addition of Chad's brother Josh Anderson, who assists in serving the growing "family" of New Harvest Media clients in western Canada.

Project Team:

Anne Clayton

- MBA (2005), Accredited Appraiser – Appraisal Institute of Canada
- Over 35 years' experience in appraisal and related fields.
- Self-employed proprietor of Aspen Grove Property Services, providing appraisal, negotiation, land use, right of way, advocacy and consulting services in the Peace River Region.
- 10 years managing BC Assessment – Peace River, (staff of 18 – 25 employees).
- As District Electoral Office, Peace River South, I managed the 2009 Provincial Election, including renting space, furnishing, setting up and staffing an 8 person office, hiring election officials and overseeing their

training and payroll, liaising with candidates and the media, administering the election, and dismantling the office upon completion.

- Appointed as a member of the 2010 Property Assessment Review Panel for Dawson Creek, Chetwynd and Tumbler Ridge.
- Extensive experience before tribunals and courts as an advocate and an expert witness.
- Prior appraisal and land use experience includes right of way agency (expropriation), aboriginal housing and community facilities officer, private practice appraiser and real estate sales person.
- Facilitated three organizational meetings in late 2009 and early 2010 for CASI (Community Action for Seniors Independence), including a structured decision making process.
- As a Toastmasters International volunteer, provided 8-week speech craft sessions for youth and adults.
- Served two 2 year terms on National Standards Committee for Appraisal Institute of Canada, and currently serve as a volunteer peer reviewer for that organization.
- Serve as a member of Industry Steering Committee for Northern Lights College Land and Resource Management Program.

Elvin Gowman

- Accredited Appraiser – Appraisal Institute of Canada.
- As a consultant with Aspen Grove Property Services, provide advocacy, research, valuation and negotiations services in the Peace River Region, with a focus on oil and gas from a land owner perspective.
- Over 35 years' experience in land use, negotiation, appraisal and related fields.
- Guest instructor and contract instructor for Northern Lights College Land and Resource Management Program and participant in the Industry Steering Committee.
- As Manager, Property Services, Ministry of Transportation, managed a an office ranging from a permanent staff of 8 to a total of 25 including contract agents involved in acquisition of right of way for multi-million dollar projects that included the Cariboo Hwy 4-laning in Williams Lake and Quesnel, Highway 97 4-laning from Prince George North, and the Island Highway Project.
- Former Manager of Commercial Recreation for Land and Water BC (LWBC) for the Peace River Region, as well as Liaison for First Nations Issues. Represented LWBC at public forums including presentations to the Rod & Gun Club, Northern BC Guide Outfitters Association, Fort Nelson Farmers' Institute and First Nation communities throughout the northeast.

- Ministry of Transportation, BC Ferries & LWBC – drafted letters and prepared briefing notes for Ministers, Executives and Senior Managers, and met with Ministers/MLA(s) to update them on high profile issue(s) or matters of concern to them, as the occasion required.
- BC Ferries - as a project team member conducted public open houses for the Duke Point ferry terminal and road access.
- LWBC – presentation on Expropriation to Area-wide Information Workshop – Land Allocation in Prince George, for stakeholders in the First Nation Treaty process.

Chad Anderson

- Raised on the farm in Alberta's oil country (central Alberta, and the central Peace), Chad has personal knowledge of agricultural issues as they relate to oil and gas development.
- 10 years serving web design clients throughout the Alberta and British Columbia Peace Country.
- Diploma (Honours) in Multimedia Production from Lethbridge College.
- *Competent Leader* in Toastmasters International.
- 2004/05: served as the BC council member and Vice Chair of the National Rural Youth Network, affiliated with the Rural Secretariat.
- 2006/07: served on the executive of the Branding the Peace Country Association.

Similar Project Experience:

Consulting and Appraisal Practice – Aspen Grove Property Services

The project experience most similar to the Independent Land Information and Advocacy Office is our own consulting and appraisal practice. We have acted and continue to act for land owners in their dealings with oil and gas companies, and agencies such as Mediation and Arbitration Board, Agricultural Land Commission, Land and Water BC, and Ministry of Transportation. We provide valuation and case law research, appraisal, negotiation and advocacy services, and regularly access the type of information that the Office intends to provide to land owners. We access information through Land Title Office records, by interviewing land owners, by accessing MAB and other agency websites, and we are very much aware of barriers to transparency, such as confidentiality agreements, and details of settlement agreements which MAB will not make available to the public.

The type of appraisal work we do includes litigation/expert witness reports, rural agricultural land valuation, commercial and government oil and gas lease rates, land development potential and subdivision valuation. While we do not focus on residential work, we do a small amount of this type of work, and keep current on market values.

B C Conservation Foundation – Peace River Enfranchisement Pilot.

The Peace River Enfranchisement Pilot (PREP) was a program designed to encourage the collaboration of land owners and the hunting community in the effective management of wildlife on agricultural land. Its focus was on addressing crop depredation by elk in the South Peace, and deer in the North.

Participating land owners were able to take advantage of a reservation system that ensured hunters carried liability insurance, and were willing to respect land owner's conditions. In year 1 and 2, land owners received compensation for their cultivate land, in exchange for enrolling large tracts of land that would provide hunters with a mix of cultivated and bush land. In year 3, compensation was replaced by the Ministry of Agriculture and Lands' wildlife damage program, however PREP continued to provide hunter and land owner introduction services through a reservation system and on an "as needed" basis.

Aspen Grove Property Services provided administrative services for this program. For 2007-2008 and 2008-2009 Hunting Season, identified and introduced participants to the program; developed a reservation system; provided all administrative products including agreements, mapping, signage, dashboard cards, questionnaires, prepared reports for funding agencies, liaised with stakeholders and steering committee, trained hunt coordinators, made presentations in the Peace and in the Cariboo. For the 2008 – 2009 season, our website hosted program information and hunt area mapping to assist hunters in choosing where to hunt. For 2009 – 2010 Aspen Grove provided program support until December 31.

Web Design & Development – New Harvest Media Inc.

Northern Alberta Development Commission – 2009 - 2010

Design and production of the Community Economic Development Toolkit and associated web site.

Regional Economic Development Initiative for Northwest Alberta – 2005 - Present – www.rediregion.ca

Start-to-finish web site development, followed by maintenance, additional systems integration and marketing consulting. Research, writing and development of the Mackenzie Region Ambassador Program, a networking initiative amplifying the power of volunteers with web technologies to promote the Mackenzie region.

City of Dawson Creek – 2003 - Present – www.dawsoncreek.ca

Start-to-finish web site development, maintenance and consulting.

Saddle Hills County – 2003 - Present – www.saddlehills.ab.ca

Writing and consulting services, as well as design services for print and the web. New Harvest Media provides weekly design, writing, editing and photography services for the County's Community Update published in the Central Peace Signal. Ongoing web site maintenance and occasional technical consulting activities are also involved.

References:

For Aspen Grove Property Services – Peace River Enfranchisement Pilot

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Part 3 – Project Profile

Role of the Farmers' Advocate

A succinct description of the Role of the Farmers' Advocate was found at <http://www.empr.gov.bc.ca/MACR/FarmersAdvocate/Pages/default.aspx>
It is reproduced below:

Role of the Farmers' Advocate

Housed in Dawson Creek, the Farmers' Advocate will provide a service for northeast B.C. rural residents aimed at:

- Disseminating information.
- Resolving problems.
- Emphasizing facilitation and negotiation.
- Providing an effective, independent, “gateway” to existing organizations with mandates relating to rural land owners.

The Farmers' Advocate will provide information about who to contact and how to make informed decisions. The Farmers' Advocate will not offer legal advice or intervene in cases before the Mediation and Arbitration Board.

Specifically with regard surface lease agreements, the Farmers' Advocate will aid land owners in assessing surface access proposals made by energy companies and their representatives. The overall intent will be to:

- Facilitate and support general risk management strategies for land owners.
- Support the development of pricing equity and transparency on a provincial basis.
- Facilitate the development of agreements that meet the business risks of land owners.
- Provide support to promote a greater degree of equity and fairness in the business negotiation process.
- Reduce the number of referrals to the Mediation and Arbitration Board of British Columbia.
- Overall, improve the relationship between rural residents and the oil and gas sector.

Overview

Our proposal anticipates having the virtual and physical offices serving residents by May 1, 2010. Timelines are based on a contract being awarded in March, 2010, and development work commencing at the beginning of April. This would see the contract ending at September 30, 2011.

The project will be undertaken with the specific goal in mind of equipping land owners to deal in their own best interests in the negotiation of surface leases and rights of way associated with the oil and gas industry. While not providing them with legal advice, the intention is to provide them with information they can use in their own negotiations or appearances at the Mediation and Arbitration Board. Such information will take the form of searchable data on negotiated settlements, land values, compensation for disturbance, crop loss, rulings by MAB and other bodies such as the National Energy Board, and relevant case law. Notwithstanding the information provided, it is of paramount importance to stress to land owners that the amount of compensation payable will turn on the particular circumstances of their land and surface lease taking.

Aspen Grove Property Services will partner with New Harvest Media Inc. to provide an Independent Land Information and Advocacy Office, both as a storefront office accessible to the public, five days a week, during normal business hours, and an on-line virtual office, available 24-7.

We envision that one of the keys to success for the Office will be to work closely with Northern Lights College (NLC) in the proposed Land Agent's Licensing Program, in order to ensure that graduates of the program develop a strong working relationship with the Office. The goal is to facilitate the sharing of information for the benefit of land owners. This is subject to licensing of Land Agents in BC taking place – an initiative that may not go forward, and subject to continuation of the Land and Resource Management land agency program at NLC.

In order to keep current on issues affecting land owners, attending public meetings and presentations will be an important part of our work, as will be the ongoing process of making recommendations for legislative and regulatory change.

A focus on pricing equity and transparency, along with a greater degree of equity and fairness in the negotiation process will guide our work.

We do not see “Facilitate the development of agreements that meet the business risks of land owners” as requiring the development of new lease agreement forms, but rather ensuring that land owners negotiate leases in their own best interest.

Project Methodology, Study Tasks and Technical Details

Physical Premises:

The storefront office will be leased premises of approximately 800 – 1000 square feet, main floor wheel chair accessible, in the down town core of Dawson Creek.

It will consist of three permanent computer-equipped workstations – one dedicated exclusively to the full time employee staffing the office, a second for Aspen Grove or New Harvest Media team members on a shared use basis, and the third dedicated for use by the public for research purposes.

It is anticipated that those land owners without high speed internet will be able to use the public workstation for downloading their research onto a CD or USB stick, in addition to using the site for accessing other agencies such as the Oil and Gas Commission, National Energy Board, Mediation and Arbitration Board, etc.

There will be a small private meeting room, a reception area, a small drafting table and map storage room area, a washroom, and minimal kitchen facilities for coffee and lunch use.

High speed internet access, telephone, fax, printers and filing cabinets will be provided.

The small meeting room is intended for:

- landowners if they wish to meet with land agents in a neutral setting, rather than in their own home;
- small groups of land owners to meet privately and exchange information;
- small group training sessions;
- One on one meetings with landowners to discuss their particular situation privately.
- Meetings with other agency representatives.

Staffing and Functions:

Aspen Grove will recruit, hire and train a full time staff member with appropriate qualifications and experience to administer the office, provide access to data sources such as BC Online and BC Mediation and Arbitration Board, and train that person in the research of land title information, surface land agreements, sales data bases and other relevant research sources. In addition to administrative and research tasks, the employee will assist landowners by making it easier for them to conduct their own research – whether at the public workstation in the office, or when they phone in for assistance. The employee will assist the Aspen Grove consultants in preparing and delivering public training and information sessions.

Appropriate qualifications for contract staff will include, but not necessarily be limited to candidates with a diploma, degree or training in a related discipline, e.g. Land & Resource Management, Land Agency, Agriculture, Paralegal, Appraisal, Adult Education, Geography, and Wildlife Biology. Competencies will include computer skills such as spreadsheeting, word processing, preparation of PowerPoint presentations, data entry, statistical analysis, report writing, mapping and research. The successful applicant will demonstrate strong skills in facilitating others' learning.

The position will be advertised locally in the Peace River Regional District.

Aspen Grove will shortlist candidates, conduct behaviourally-based interviews and skill-testing technical tests, check references and hire the successful candidate on a contract basis. Aspen Grove will assume responsibility for employee training, and administering the employment contract.

Additional Consulting Services to be provided by Aspen Grove Consultants:

Aspen Grove will assume responsibility for all employee payroll management.

Stakeholder consultation services, community and industry engagement, strategic advice and strategy development, liaison and information exchange with directors, project managers and researchers in ministries,

crown corporations and local government will be provided by Anne Clayton and Elvin Gowman.

Participation and leadership in inter and intra ministry committees and regional task forces to address rural land owner and resource development issues, and the ambassador role for the Farmers' Advocacy Office will be shared by Anne Clayton and Elvin Gowman on the basis of who brings the most appropriate skills and contacts to that particular role.

Aspen Grove and the full time staff member, will conduct the research necessary to build a data base. New Harvest Media will build and maintain the data base.

A model that will be researched for its applicability in designing the Virtual Office will be the Alberta Farmer's Advocate. A more interactive site is anticipated.

Study Tasks and Initiatives

1. Primary initiatives will be to set up and staff the physical office, design, establish and populate the Virtual Office and its data base. A part of this initiative will be determining the best hours of operation for the public office – whether M-F 9-5, or whether Saturday access is desirable.
2. Initial consultation with the Oil and Gas Commission Land Owner Liaison Offices in Dawson Creek and Fort St. John will be undertaken to ensure that there is not overlap in services provided.
3. Initial consultation with Ministry of Agriculture, Prairie Farm Rehabilitation Agency to access information, mapping or links that can be incorporated into the Farmers Advocate services.
4. A thorough review of information (on-line and brochures) that would be useful to land owners, will be conducted, so that links to that information and hard copies can be provided on the Virtual Office and at the physical office.
5. Creation of our flagship “how the system works” Information Graphic.
6. A study that will be ongoing throughout the 18 month contract will be the effect that surface leases and pipeline rights of way have on market value of land.
7. A study we will undertake is research to determine whether or not there is any correlation between land use, soil capability and compensation.

8. We intend to study the impact of the industry on land as it pertains to injurious affection, i.e. how it affects lands where there is no actual taking.
9. A third undertaking we see as relevant is research and interface with industry to determine whether there can be shared corridors and pipelines to minimize impact.
10. It is our intention to provide landowner information meetings in the various rural communities in the South and North Peace. Depending on interest this could be 10 to 12 rural communities.
11. Aspen Grove has a small data base of existing surface leases and right of way agreements obtained from the Land Title Office, which will be used to begin population of the data base, and begin the process of making data accessible to landowners.

Initiatives 12, 13, and 14 are subject to changes to the Petroleum and Natural Gas Act and implementation of a regulation specifying what information can be made available. If this does not occur, it will be substituted by local research of negotiated agreements.

12. On the assumption that proposed legislated changes will make the surface lease agreement and right of way agreement data currently held by Mediation and Arbitration Board available, this data would be added to the data base as it becomes available.
13. Aspen Grove and New Harvest Media anticipate working collaboratively with Mediation and Arbitration Board to develop the framework for a shared raw-data database into which MAB will enter data upon receipt.
14. Aspen Grove is aware that there is a large backlog of surface lease agreements at MAB that would be of interest to land owners in the Peace River Region and would work collaboratively with MAB to address this backlog.
15. Aspen Grove anticipates setting up search criteria that include legal description, company (e.g. EnCana, CNRL, ARC, etc), field (such as PeeJay) and community/neighbourhood (e.g. Rolla/Doe River, Groundbirch, Rose Prairie, etc) Other anticipated criteria are petroleum grid, date (year), and \$ range of annual lease fees or right of way settlement.
16. Information on decisions and agreements for pipelines under the jurisdiction of National Energy Board will be included in the data base. Some of these agreements are "group agreements." These may include elements that will need to be quantified and adjusted for, in order to arrive at a comparable price per acre for single owner rights

- of way takings. This analysis would be done by Aspen Grove consultants.
17. Raw data will require analysis – for example, is there any payment in kind to the land owner that forms part of the agreement. Other aspects of compensation require documentation in order to present a full picture to landowners – for example crop loss, compulsory aspect of entry, temporary work space, location of lease in relation to farming operations. This analysis would be done by Aspen Grove consultants.
 18. Aspen Grove anticipates website access to soil capability maps so that land owners can check soil capability on any surface lease agreements they research, for comparison purposes.
 19. Fee simple purchases of land by oil and gas companies will be added to the website as we become aware of them. This could be facilitated if Ministry of Energy Mines & Petroleum Resources would authorize the Farmer's Advocate Office to purchase sales data with ownership information from Landcor Data Service. Existing Aspen Grove data will be used to populate the site.
 20. To assist Land Owners in their search, a map showing ranges of lease rates paid – similar to that on the Alberta Farmers Advocate site, would be used, with the added feature that the landowner could click on that zone and drill down to selected representative agreements.
 21. Land Owners will be encouraged to share details of their own surface lease and right of way negotiations and settlements, and there will be a contact e-mail link to the Farmers Advocate for that purpose. Aspen Grove consultants will be the personal contact for land owners participating in information sharing.
 22. Because pricing equity and transparency are a focus, the **impact** of confidentiality agreements will be addressed with landowners.

Outline of Quarterly and Annual (Final) Report

Although reporting criteria may evolve over time with stakeholder input, and in particular in response to the Management Committee's needs, the following items are seen as reportable items for assessing the ability of the Independent Land Information and Advocacy Office's to meet land owners' needs. These would be reported quarterly.

- Use of services by landowners
- Satisfaction of landowner with service – office, and virtual office
- Quantity and quality of data – reliability, improving over time
- Fiscal responsibility – is it within budget

- Quantity, quality and satisfaction with meetings and interaction with community.
- Government and Industry satisfaction – are land owners more informed and are surface lease negotiations less conflictual as a result.
- Whether there has been any legislative or regulatory change as a result of land owner input and recommendation by the Farmer's Advocate.
- Increased awareness by land owners of their rights.
- Increased perception of fair process.
- What processes can be improved, eliminated or changed.
- Findings of Study Tasks 6 – 9 as they become available.

The final report would include all of these items, as well as make recommendations for continuance, discontinuance, or modification.

Support Information

Suggested reference:

www.aspengrovepropertyservices.ca

www.newharvest.ca

www.farmersadvocate.gov.ab.ca

<http://www.empr.gov.bc.ca/OG/mab/BoardOrders1999to2010/Pages/PetroleumBoardOrders.aspx>

<http://www.ogc.gov.bc.ca/landowners.asp>

Part 4 – Pricing Details

| | | |
|---|------------------------|-------------------|
| Office Space, estimated 1000 SF @ \$15 SF 1.5 years | | \$ 22,500 |
| Office Furniture (purchase) – per quote from Hamilton Stationers (rounded) | | \$ 7,100 |
| Salary, Contract Employee hired by Aspen Grove | | \$ 54,600* |
| Consulting Fees – Aspen Grove Property Services | | |
| ▪ Recruit & hire staff | \$ 1,350 | |
| ▪ Locate & rent office space | \$ 1,350 | |
| ▪ Equip & furnish office | \$ 1,350 | |
| ▪ Train contract employee | \$ 6,750 | |
| ▪ Conduct Open House – Dawson Creek office | \$ 1,350 | |
| ▪ Prepare for Community Consultation Meetings | \$ 900 | |
| ▪ Conduct 4 Community Consultation Meetings | \$ 1,800 | |
| ▪ Data research, verification and analysis | \$18,000 | |
| ▪ Meeting with agencies, government, committees | \$ 4,500 | |
| ▪ Virtual Office set up, initial data base population | \$ 4,500 | |
| ▪ Consultation with land owners | \$ 9,000 | |
| ▪ Report preparation | \$ 3,150 | |
| ▪ Miscellaneous consulting services | <u>\$ 1,000</u> | \$ 55,000 |
| Data Research Disbursements: | | |
| 6 sales data reports from Landcor | \$ 2,100 | |
| 900 BC Online Title Searches | \$ 9,500 | |
| 1800 BC Online Document Retrievals | <u>\$25,100</u> | \$ 36,700 |
| Telephone and Internet Service | | \$ 3,300 |
| Technical Support on as needed basis – local area | | |
| Network installation, software installation, troubleshooting | | \$ 2,500 |
| Insurance – contents, liability, errors & omissions | | \$ 3,500 |
| Printers, fax, copier, phone, computers, software (purchase) | | \$ 10,000 |
| Stationery & Supplies, off site printing for info packages, etc. | | \$ 5,000 |
| Travel expense – mileage locally at \$0.50 km. for information & committee meetings, site visits if necessary; air travel, meals and accommodation for industry or government consultation meetings in Victoria or Calgary if required. | | \$ 5,000 |
| Brand Development (Wordmark / Logo / Colours / Photos / Signage Design / Letterhead / Business Cards) | | \$ 2,700 |

FAO Virtual Office (Web Site)

- Visual / Navigation Design (60 Pages) \$ 5,800
- Research & Writing \$ 2,600
- Searchable Database of land valuations from surface lease agreements, including information on successful (conflict resolved) / unsuccessful (conflict escalated) interactions. \$ 6,000
This database will initially be populated with a basic dataset provided by Aspen Grove Property Services. Upon receipt of BC surface lease agreement data, the database will be expanded accordingly.
- The web site will be designed with web standards and accessibility principles, and will be highly usable even for those on remote, slow dialup connections. New Harvest Media will use a low-bandwidth test to confirm its functionality on dialup. Web hosting is included.

"How the System Works" Flagship Information Graphic - \$ 5,700

- Definition (Wikipedia): Information graphics or infographics are visual representations of information, data or knowledge. These graphics are used where complex information needs to be explained quickly and clearly, such as in signs, maps, journalism, technical writing, and education
- Product: a large, easy-to-read visual diagram mapping the complex relationships, rights, responsibilities and authorities among:
 - landowners
 - oil and gas operators
 - the Farmers' Advocacy Office
 - Ministry of Energy, Mines and Petroleum Resources
 - the Ministry of Agriculture and Lands
 - the Oil and Gas Commission
 - the Mediation and Arbitration Board
 - the Integrated Land Management Bureau
 - the Agricultural Land Commission
 - the Peace River Regional District
 - associated local governments
- Benefit: crucially and for the first time, citizens and stakeholders will be able to see each partner in the whole complex system, in context of their respective roles. This tool would become a flagship asset in the FAO's tools that inform citizens and stakeholders
- Quality Control: while the FAO will have the sole authority to approve the final design for production, all stakeholder groups included in the map would be invited to comment on the draft to assist in making it the most accurate and clear representation possible. Feedback, corrections and changes made between the first public draft and the

- final version would be made available on the web site, to keep the process completely open, transparent and free of bias.
- Use: To be large wall-sized map at the FAO office, for in-person explanations, and could be printed road map-sized for postal distribution to rural households in the PRRD as a promotional / information tool for the FAO. (Printing, distribution costs not yet included in this budget.) It would also be used in community meetings and presentations, to help explain "the system."
 - If budget allows, or as part of ongoing consulting, other infographics could be created to illustrate:
 - Surface Lease values by region
 - Successful (conflict resolved) / unsuccessful (conflict escalated) interactions by community and by company
 - For samples, see provided "Sample Infographics.pdf" and visit: http://graphicfacilitation.blogspot.com/pages/information_graphics/

Ongoing Web Site & Database Maintenance, Graphic Design, Consulting and Photography – 7.4 hrs/month @ \$90/hr = **\$12,000** / 18 months

- updating and adding to the web site
- designing newsletters, brochures, reports, position papers, etc.
- photography and writing for success stories / testimonials of landowners who would share how they benefited from the FAO

TOTAL PROJECT COST

\$240,000

* This figure is based on hiring a full time employee at 1820 hours per year for 1.5 years. The figure will remain constant, but the actual staffing arrangement may be a part time employee/job sharing with Aspen Grove consultant(s).

Notes: The foregoing budget figures are based on our best estimate of how the office will operate. While the end project cost will remain constant, the allocations will most likely differ, depending on the land owners' uptake of services, time required for consultation, potential economies in the cost of data research (e.g. a government ID for BC Online to save search and document fees), amount of travel, and amount of committee work.

A Gantt chart is provided that illustrates timing of tasks. Costs shown on the Gantt chart are drawn from the foregoing budget. The Gantt chart is a first draft to illustrate timelines.