

Appendix 4-P

NWP Survey #1 – Getting to Know
about Each Other Survey

Findings from *Getting to know about each other* Survey

February 6, 2021

Executive Summary

In general, NWP sees the *Getting to know about each other* survey as a success. Many people engaged with NWP through the survey, about the survey, and after the survey. It helped raise awareness in the Elk Valley about the Project and provided NWP with insights about key concerns of local stakeholders.

The survey was part of an NWP initiative to raise public awareness of the Project and to learn about the concerns and interests of local stakeholders (including Indigenous Peoples). Online tools, including this survey, are part of engaging while face to face meetings are banned due to COVID 19.

The survey was built in Survey Monkey. It was distributed by posting it to Facebook and LinkedIn on January 24, 2021. The survey was closed to respondents on April 5, 2021. 586 respondents answered 10 questions about their knowledge, interests, and concerns about the Project.

Respondents scored their knowledge of the Project at 36 out of 100, their interest in learning more about the Project at 70 out of 100, and their proximity (closeness) to the Project at 78 out of 100. More than 85% of the respondents were from BC with 75% outdoors people and 42% coal miners.

Respondents wanted to receive information from the Project website, virtual open houses, and the Project newsletter. They wanted to know more about the environmental assessment, environmental mitigations, and the Project itself. Their preferred topics in the environmental assessment included land-use and access, wildlife, groundwater, surface water quality and quantity, fish, and recreation and tourism.

102 respondents provided detailed comments including opposition to the Project and concerns about access and recreation, wildlife, and water quality.

A key learning was the level of importance stakeholders put on land-use, access, and recreation. NWP assumed this was important to local stakeholders but was not aware that it was a higher priority than wildlife, water quality, or fish. NWP will ensure that we effectively engage about these issues and bring information about our access plans and commitment to share the land in front of the public.

Another key learning was the preference for how to share information. NWP will put effort into keeping our website up to date and producing a meaningful quarterly newsletter for the Project.

NWP acknowledges that there is opposition to another coal mine being opened in the Elk Valley with some respondents specifically opposing the Crown Mountain Coking Coal Project. NWP is heartened that less than 9% of the respondents (51 out of 586) chose to express opposition in their comments to question 9.

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Background

In late 2020, NWP Coal Canada decided to raise the public profile of the company and to increase engagement in support of the regulatory process for the Crown Mountain Coking Coal Project (the Project). A Manager Environment and Engagement was appointed in December 2020 to dedicate time and resources to this effort.

Engagement in 2020 and 2021 is challenging due to the global COVID 19 pandemic. Face to face meetings and large public gatherings such as open houses are not possible due to Public Health Orders. Instead, stakeholders need to be engaged online or through virtual meetings. NWP decided to publish online surveys to determine public interest and awareness in the Project as well as to identify how the public wants to be engaged at this time.

The survey program was intended to start general, but then, as time passed, set up focussed surveys on specific topics. NWP would publish at least one survey every 6 months and make the survey results available to the public.

NWP's first survey was titled 'Getting to know about each other'.

Methodology

The 'Getting to know about each other' survey had several objectives:

- Assess public knowledge of the Project.
- Assess public interest in more information about the Project.
- Assess what information the public might want.
- Assess how the public would like to receive information.
- Provide some information about the Project and the regulatory process through the survey.

The survey was built in Survey Monkey. It was distributed by posting it to Facebook and LinkedIn on January 24, 2021. The survey was closed to respondents on April 5, 2021.

The following discussion provides information on the rationale of each question.

Question 1 *"How much do you know about the NWP Coal Crown Mountain Coking Coal Project?"*, question 2 *"How interested are you in learning more about the Project?"*, and question 3 *"How close do you live to the Project?"* were simple and direct. They were scaled on an arbitrary scale of 1 to 100 without any context. This allowed for the most freedom for the respondents and made the questions user friendly and a simple welcoming opening to the survey. The third question presupposed that respondents did know something about the Project.

Question 4 *"Where are you from?"* was provided to find out if the survey was mostly responded to by people local to the Project area or from further away. It was intended to supplement information provided to Question 3.

Question 5 *"Do you self-identify with any groups?"* was provided to find out more about the people that responded to the survey. It was intended to supplement information provided to Question 4.

Question 6 *"What would be your preferred way to get more information about the Project?"* was provided to find out what the best way was to get information to the public.

Question 7 “What information would you like to know about the Project?” was provided to find out if there were any broad categories of information that were of interest to the public.

Question 8 “Are there specific topics within the environmental assessment you would like to know more about?” was provided to let the public know all the topics that included in the environmental assessment process and to see if how the public ranked the topics.

Question 9 “Do you have any other comments or questions?” was provided to allow for open public feedback.

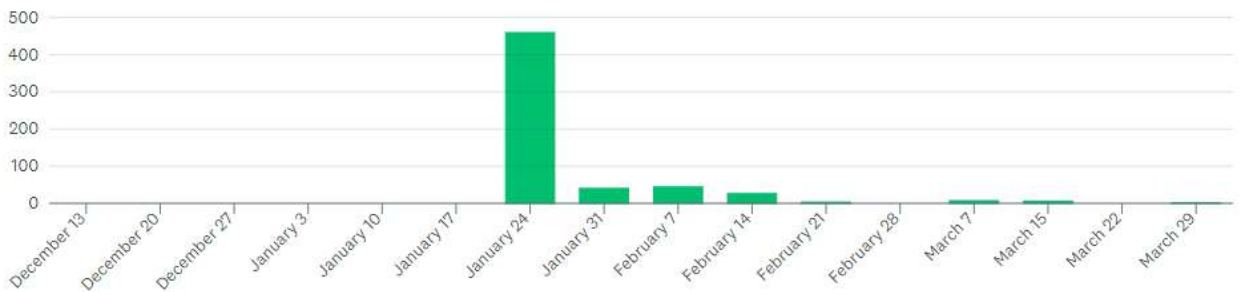
Question 10 “Would you like us to contact you directly about your survey responses?” was provided to open a dialog with anyone that wanted direct communication.

Findings

General Findings

The survey had many respondents in the first week after it was published. Response levels tapered off very quickly afterwards (Figure 1). The total number of respondents was 586 with 82% of the respondents completing the entire survey. The average time spent on the survey was 2m:54s.

Figure 1 Survey Respondents by Date

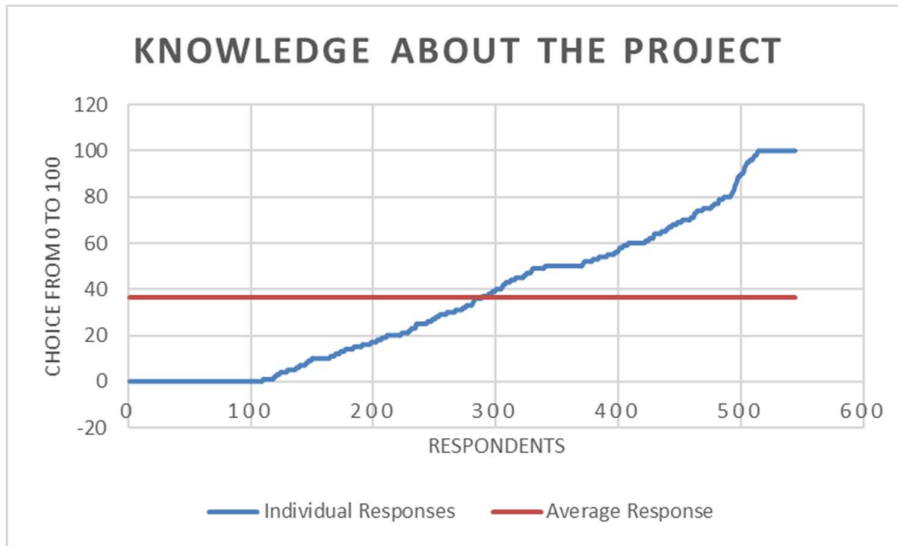


Question 1: Knowledge

The respondent's knowledge about the Project averaged 36 out of 100. Over 100 respondents scored their knowledge at 0. 31 respondents scored their knowledge at 100. The respondents had a broad range of responses (Figure 2).

This response indicates that NWP needs to provide the public with more information about the Project.

Figure 2 Respondent's Score for Knowledge about the Project

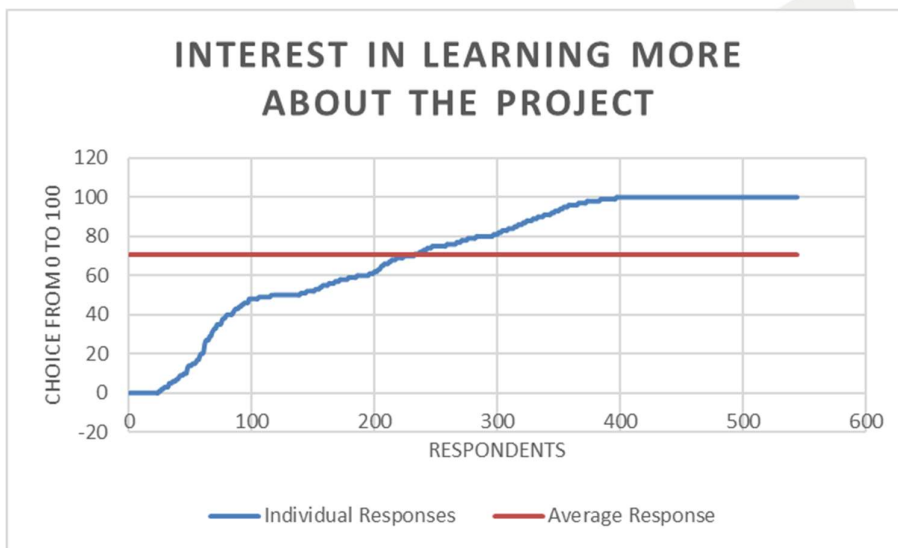


Question 2: Interest

The respondent's interest in learning more about the Project averaged 70 out of 100. 24 respondents scored their interest at 0. 148 respondents scored their interest at 100. The respondents had a broad range of responses (Figure 3).

This response indicates that there is public interest in NWP providing more information about the Project.

Figure 3 Respondent's Score for Interest in Learning More About the Project

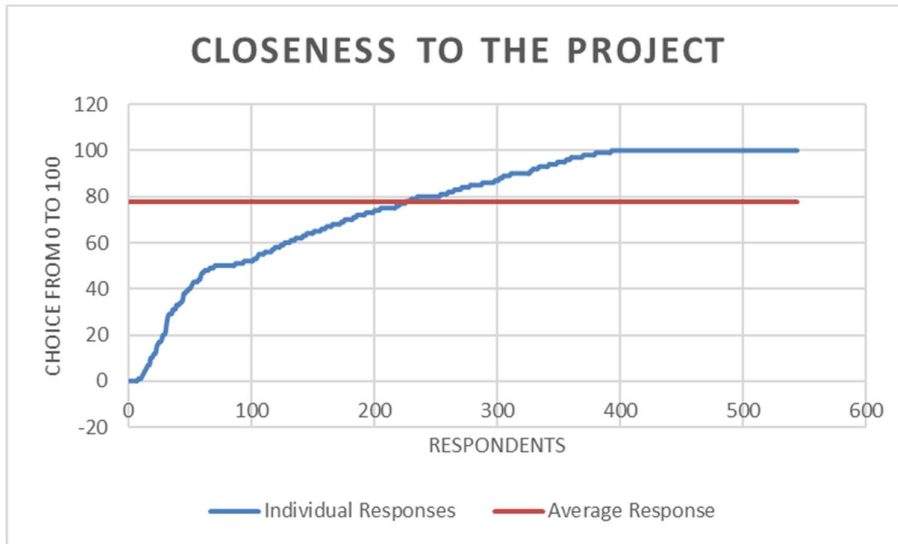


Question 3: Proximity

The respondent's closeness to the Project averaged 78 out of 100. 7 respondents scored their closeness at 0. 177 respondents scored their closeness at 100. Most respondents felt that they were quite close to the Project (Figure 4).

Since this question presupposed respondents know a bit about the Project it is difficult to read too much into this response. However, it might suggest that the respondents were from the target survey audience within the Elk Valley.

Figure 4 Respondent's Score for Closeness to the Project

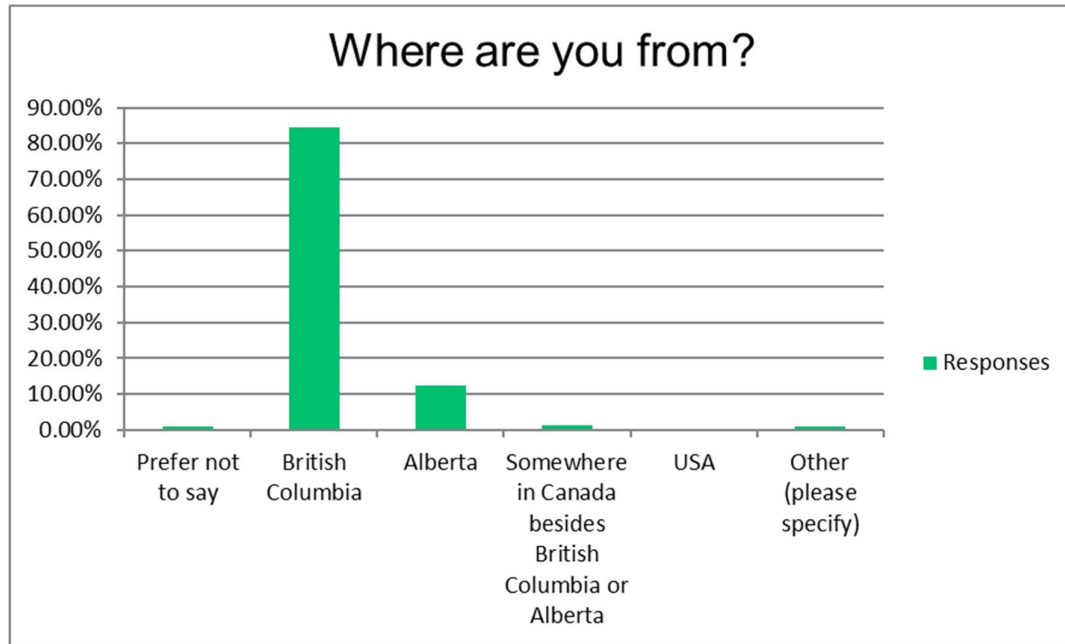


Question 4: Location

Most of the respondents (85%) indicated that they were from British Columbia (Figure 5). Six respondents provided specific responses to the “Other” option, but these were also in British Columbia.

This response indicates that the survey was distributed in a way to reach the target survey audience within the Elk Valley.

Figure 5 Respondent’s Location

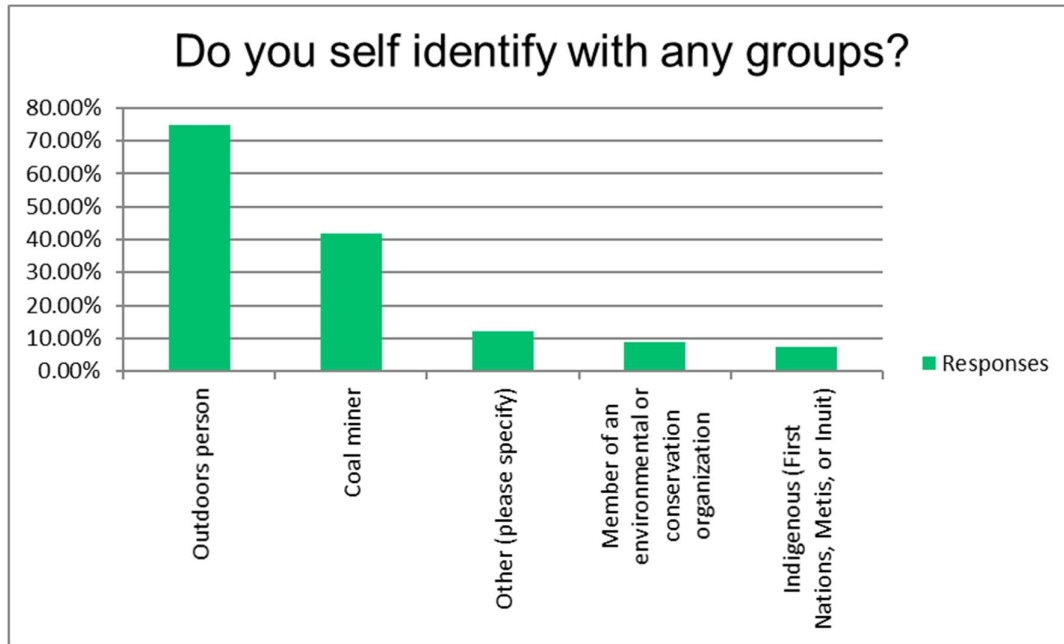


Question 5: Self-Identification

Most of the respondents (75%) self-identified as outdoors people (Figure 6). The second most common self-identification was as a coal miner (42%).

This response indicates that the survey was distributed in a way to reach the target audience within the Elk Valley.

Figure 6 Respondent's Self-Identification

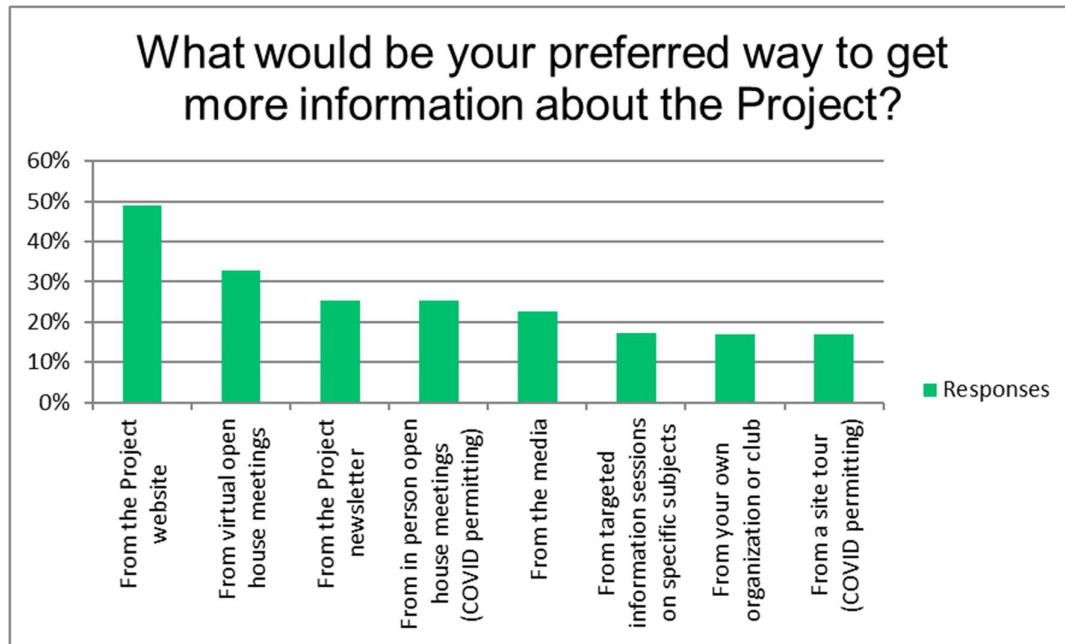


Question 6: Information Delivery Preference

Many of the respondents (49%) indicated they would like to receive additional information from the Project website (Figure 7). The second through fifth choices were quite close in rank (33% through 23%).

This response indicates that NWP needs to focus on our website, create a Project newsletter, and when practicable set up either virtual or in-person open houses. Since seeing this response, NWP has updated our website and published a newsletter.

Figure 7 Respondent's Information Delivery Preference

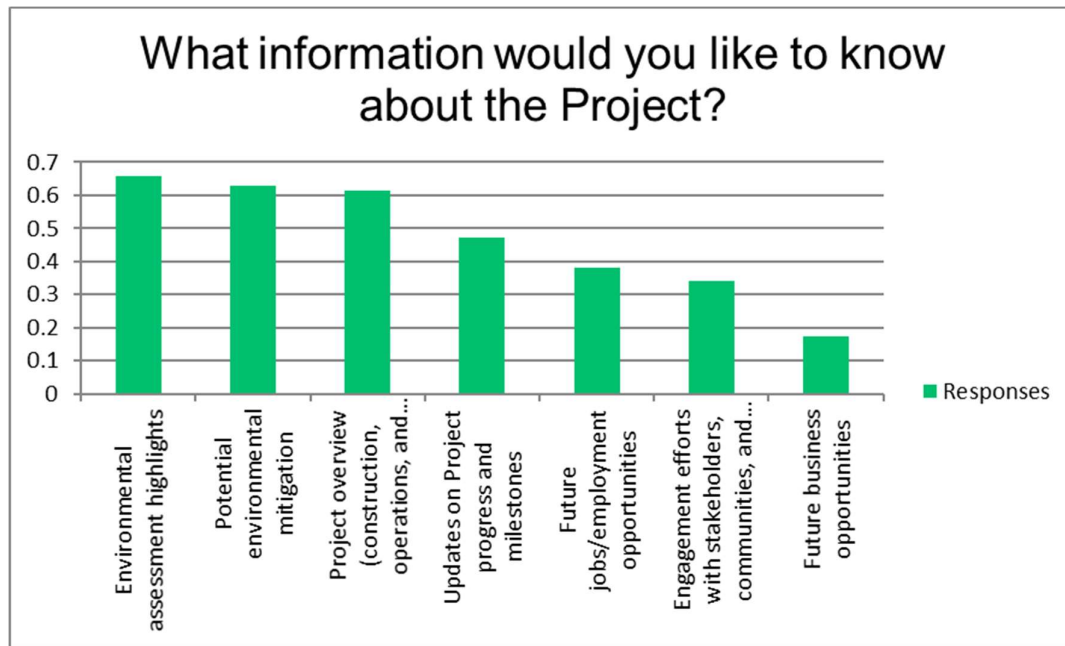


Question 7: Project Information Preference

Respondents had no clear preference for what Project information interests them (Figure 8). The most interest was shown for environmental assessment highlights (66%), potential environmental mitigations (63%), and project overview (61%). 26 people chose to provide a response to the 'Other' option. Many of these responses were specific information requests that tie to question 8.

This response indicates that NWP needs to provide information to the public about our environmental assessment, potential mitigations, and more detailed information on the Project itself.

Figure 8 Respondent's Project Information Preference

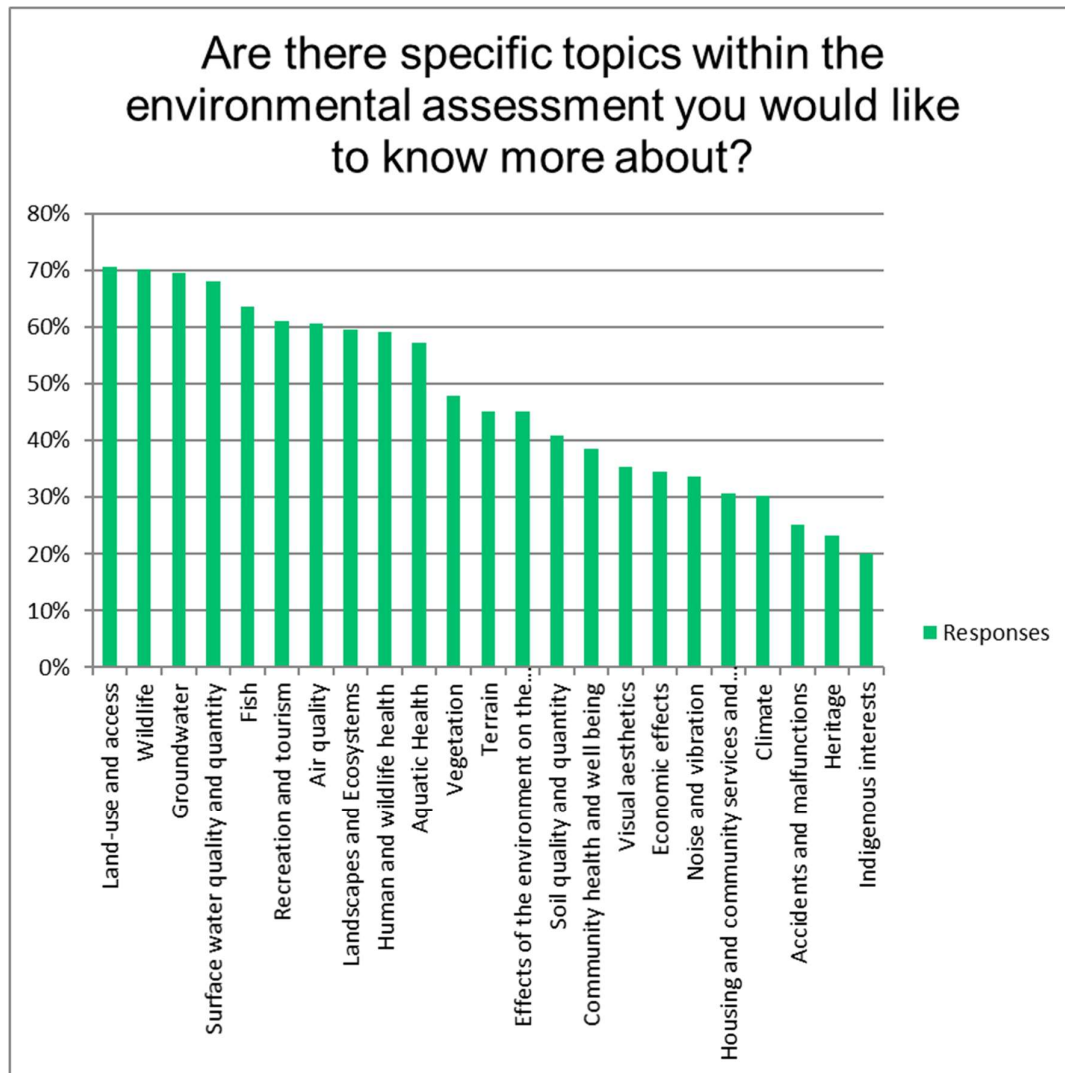


Question 8: Environmental Assessment Topic Preference

Respondents had no clear preference for what environmental assessment topic interests them (Figure 9). The top six topics were: land-use and access (71%), wildlife (70%), groundwater (70%), surface water quality and quantity (68%), fish (64%), and recreation and tourism (61%).

NWP notes that the first and sixth topics both relate to how locals and Indigenous peoples use the area. NWP is committed to sharing the area with other land-uses including Indigenous traditional use, trapping, hunting, and recreation. Since seeing this response, NWP has updated our website and public presentations to provide more information on access, recreation, wildlife, and water. NWP continues to be involved in the Elk Valley Cumulative Effects Management Framework on topics that include access, wildlife, fish, and water.

Figure 9 Respondent’s Environmental Assessment Topic Preference



Question 9: Other Comments or Questions

127 respondents (out of a total of 586 respondents) provided a specific comment or question, with 102 detailed comments that NWP could assess. Many of the detailed comments (40%) indicated opposition to the Project. The top three concerns in the comments related to:

- access and recreation (20%)

- wildlife (18%)
- water quality (including potential selenium release and/or treatment) (12%)

Other topics raised include:

- Grave Lake
- dust
- coal haul route
- jobs (i.e., wanting to know when/where to apply)
- support for the Project

NWP acknowledges the opposition to the Project. NWP wants to build a better Project and be a good neighbour and hopes this might diffuse some of the opposition. However, NWP will not use green-washing or political spin. We will be as honest and transparent as possible and will work with our stakeholders, including those that oppose us, to understand concerns and to, if at all practicable, address those concerns.

NWP understands the importance of access and recreation, wildlife, and water. NWP is building mitigations into the Project design to minimize potential impacts. The environmental assessment and permitting processes will allow the regulators, Indigenous peoples, and local communities to evaluate our Project and our mitigation efforts.

Question 10: Contact Request

111 respondents requested that NWP contact them. NWP has done so. Several good conversations started based on that contact, including conversations about geotechnical design, potential impacts to trappers, and involvement of local métis representatives.

Summary

In general, NWP sees the *Getting to know about each other* survey as a success. Many people engaged with NWP through the survey, about the survey, and after the survey. It helped raise awareness in the Elk Valley about the Project and provided NWP with some insights about the key concerns of local stakeholders.

A key learning was the level of importance stakeholders put on land-use, access, and recreation. NWP assumed this was important to local stakeholders but was not aware that it was a higher priority than wildlife, water quality, or fish. NWP will ensure that we effectively engage about these issues and bring information about our access plans and commitment to share the land in front of the public.

Another key learning was the preference for how to share information. NWP will put effort into keeping our website up to date and producing a meaningful quarterly newsletter for the Project.

NWP acknowledges that there is opposition to another coal mine being opened in the Elk Valley with some respondents specifically opposing the Crown Mountain Coking Coal Project. NWP is heartened that less than 9% of the respondents (51 out of 586) chose to express opposition in their comments to question 9.

NWP feels that online surveys will help share information and to learn about concerns and interests of local stakeholders and Indigenous peoples (41 of 586 respondents).