

For Metro Vancouver meetings on Friday, March 31, 2023

Please note these are not the official minutes. Board in Brief is an informal summary. Material relating to any of the following items is available on request from Metro Vancouver. For more information, please contact:

media@metrovanancouver.org.

Metro Vancouver Regional District

E1.1 Contribution Agreement – CTS Youth Society

APPROVED

The CTS Youth Society (CTS) is a newly re-constituted non-profit charitable organization with an independent Board of Directors created to assume governance of the youth program formally known as 'Catching the Spirit' from the former Catching the Spirit 2019 Youth Society.

CTS's renewed objectives are to provide opportunities for social and personal development contributing to the self-esteem, empowerment, citizenship, and leadership capabilities of youth, and contribute to the sustainability of regional parks by engaging youth in environmental and social responsibility.

The Board approved a contribution agreement between Metro Vancouver and CTS Youth Society for a three-year term commencing on April 1, 2023 and ending December 31, 2025, with annual contributions of \$78,500 (2023), \$80,000 (2024) and \$82,500 (2025) totaling \$241,000.

E2.1 2023 Regional District Sustainability Innovation Fund Applications

APPROVED

The Board approved the allocation from the Regional District Sustainability Innovation Fund for the following projects:

- Future Carbon Storage and Greenhouse Gas Emissions at Burns Bog under Different Management and Climate Scenarios for \$184,779 over three years starting in 2023
- 1-In-50 Year Deep Energy Retrofit Project for Existing MURB's for \$970,000 over three years starting in 2023
- Prefabricated Mass-Timber Panels in Existing MURB's for \$692,000 over three years starting in 2023
- LBC for Existing Affordable Housing Projects for \$200,000 over two years starting in 2023
- Decarbonized On-Demand Domestic Hot Water System for \$370,000 over four years starting in 2023
- AirCnC: Cool 'n' Clean Air Centres for \$200,000 over two years starting in 2023
- Revving Up the Shift to Green Machines for \$240,000 over two years starting in 2023
- Extended Reality (XR) Modelling Platform for Metro Vancouver for \$800,000 over two years starting in 2023
- Metro Vancouver Events Sustainability Audit for \$80,000 in 2023

E2.2 Appointment of Assistant District Director and Enforcement Officers

APPROVED

Recent changes in staffing have resulted in a need to update enforcement officer appointments.

The Board:

- pursuant to the *GVRD Air Quality Management Bylaw 1082, 2008* and the *Environmental Management Act*:
 - appointed Metro Vancouver employee Julie Saxton as assistant district director
 - rescinded the appointments of Doreen Cheng, Manjit Dhillon, Marlene Fuhrmann, and Peter Hagens as officers
 - appointed Metro Vancouver employees Mosi Aghbolaghy, Michael Goods, Jim Penrose, Jeffery Schmidt and Joanne Tunkiewicz as officers
- pursuant to section 28 of the *Offence Act* for the purpose of serving summons for alleged violations under the *GVRD Air Quality Management Bylaw 1082, 2008*:
 - rescinded the appointments of Doreen Cheng, Manjit Dhillon, Marlene Fuhrmann, and Peter Hagens
 - appointed Metro Vancouver employees Jeffery Schmidt and Joanne Tunkiewicz

E3.1 Metro Vancouver Staff Review of Secondary Access from Ladner and BC Hydro Transmission Line Relocation

APPROVED

The Board resolved to send a letter to the Premier of British Columbia and the Minister of Transportation and Infrastructure to express support for a new River Road crossing over Highway 99 to Ladner and to support an underground option for the relocation of the BC Hydro transmission line currently in the existing George Massey Tunnel.

Furthermore, the Board directed staff to convey to BC Hydro that Metro Vancouver supports either of the underground options that BC Hydro is considering for the relocation of the transmission line provided that the options do not require any land in Deas Island Regional Park.

Additionally, the Board resolved to send a letter to the Premier of British Columbia and the Minister of Transportation and Infrastructure inquiring about the status of the connections to Highway 99 in the City of Surrey for the project and the rationale for any changes since the original plans.

E4.1 Social Equity Spatial Analysis Case Studies – Final Report

RECEIVED

The *Social Equity in Regional Growth Management Study* is a multi-year initiative focused on studying how to better integrate a consideration of social equity into land use planning work. Several case studies were a component of the third phase of the study and demonstrated how an equity lens could be applied to planning work through spatial analysis. The following four case study maps and accompanying summaries were prepared:

1. Tree Canopy Gaps and Extreme Heat – Enhancing Social Equity through Urban Forest Management (Urban Tree Planting Priority) – one regional and one specific to Surrey
2. Park Gaps – Enhancing Social Equity through Park Provision (Park Acquisition Priority) – one regional and one specific to Port Moody
3. Regional Park Access Gaps - Enhancing Equitable Park Access through Sustainable and Affordable Transportation (Large Park Transit Improvement Priority)
4. High Priority Locations for Making Walking and Cycling to School Safer and Easier (School Active Transportation Priority by School District)

A staff steering committee was formed to guide this work and peer review interviews were conducted. Given that the analysis was regional in nature, the use of the case study maps to support future local planning initiatives should include undertaking additional local analysis, including local and context-specific community engagement. Future work will include updating a portion of the Equity Indicator Maps (from Phase 2 of this project) with 2021 Census data.

The Board received the report for information.

E4.2 Natural Hazard Data Inventory

RECEIVED

This report highlights the *Natural Hazard Data Inventory*, which provides a high-level desktop analysis of available natural hazard and climate change impact data across the region. The inventory was developed to collate information pertaining to the region's available hazard data, identify gaps, and help develop a shared understanding of risk in the region. The development of the inventory is supported by policy direction in Metro 2050, Climate 2050, and other regional management plans. Information pertaining to 130 hazard datasets, ranging from the local to global scale, was reviewed and included in the inventory. The inventory has been shared with member jurisdiction planning staff and is available on our website. Building on this work, this year Metro Vancouver will use the inventory to help develop regional multi-hazard mapping that will be shared when completed later this year.

The Board received the report for information.

E4.2 Housing Needs Reports – Lessons Learned from Metro Vancouver Member Jurisdictions

APPROVED

The Board directed staff to send a letter to the Minister of Housing and relevant Ministry staff to share the recommendations contained in the report dated February 16, 2023, titled "*Housing Needs Reports – Lessons Learned from Metro Vancouver Member Jurisdictions*", and to request continued consultation with local governments and other housing sector partners to improve future iterations of the *Housing Needs Reports* program.

E5.1 National Zero Waste Council – Update on 2022 Activities & Priorities

RECEIVED

Recognizing that realizing its zero waste aspirations would require changes in policy, behaviour and design beyond the purview of a local government, Metro Vancouver, in collaboration with the Federation of Canadian Municipalities created the National Zero Waste Council in 2013. This leadership initiative represented a collaborative approach to advancing waste prevention. Since this time, the Council has a strong reputation across Canada to bring key stakeholders together to develop innovative collaborations, fund ground-breaking research, and create in-person and virtual events for knowledge-building and sharing on the importance of waste prevention and its role in the realization of a circular economy.

In 2022, the Council has focused its efforts on reducing food waste across the value chain and within households, collaborated with others to create an initiative to build circular economy knowledge and capacity among local governments, and continues to work collaboratively with the signatories and other partners of the Canada Plastic Pact. The working groups of the Council have been involved in innovative pilots involving recycled asphalt and wood waste.

The Board received the report for information.

G1.1 Metro Vancouver Regional District Dedication of Land as Regional Park Bylaw No. 1360, 2023

APPROVED

Metro Vancouver routinely passes bylaws to officially dedicate regional park land acquired in the previous year. Work is underway to review regional park land that is not currently dedicated for inclusion in future bylaws. Included in this bylaw are five parcels totally 21 hectares of regional park land acquired in 2022 in Burnaby Lake Regional Park and Kanaka Creek Regional Park.

The Board gave first, second, and third readings to the *Metro Vancouver Regional District Dedication of Land as Regional Park Bylaw No. 1360, 2023*; then passed and finally adopted said bylaw.

G1.2 2025 Asia Pacific Cities Summit and Mayors' Forum Host City Bid

RECEIVED

The Board received for information a regarding the 2025 Asia Pacific Cities Summit and Mayors' Forum, and directed staff to forward the report and bidding information to member jurisdictions and other organizations such as, but not limited to Destination Vancouver, Vancouver Hotel Destination Association, and Invest Vancouver, for their consideration.

I 1 Committee Information Items and Delegation Summaries

The Board received information items and delegation summaries from standing committees.

Financial Plan Task Force – February 23, 2023

Information Items:

5.1 Assessing Opportunities for 5-Year Financial Plan Amendments

At its February 16, 2023 meeting, the Financial Plan Task Force requested additional information on the anticipated growth for upcoming years, construction challenges, the status and implications of DCC rates on member jurisdictions, and a list that categorizes the prioritization of the approximately 300 current projects,

Regional Parks Committee – March 8, 2023

Information Items:

5.3 Regional Parks Real-time Parking Availability Project Update

The Real-time Parking Availability Pilot Project is a Metro Vancouver Sustainability Innovation Fund initiative that will design and implement an advanced electronic parking availability system for the public for selected regional parks experiencing parking capacity issues. The primary goal of the project is to bring about a change in practice by park visitors who travel to busy regional parks by personal vehicle, by providing them with real-time information on parking availability before they leave their home or en route. This will allow the public to make better decisions about how to access the park, when to access the park, or to consider alternate destinations if parking lots are full. This report covers the project's current status, and the pilot project's implementation plan for Iona Beach and Boundary Bay regional parks during Spring 2023

5.4 təmtə́míxʷtən/Belcarra Regional Park - Belcarra Regional Park Cultural Planning and Co-operation Agreement Update

MVRD and Tsleil-Waututh Nation (TWN) entered into a cooperative relationship in 2020 with respect to the site at the time known as Belcarra Regional Park, through a Cultural Planning and Co-operation Agreement. The agreement recognizes TWN's ancestral ties to the land and the present use by its members as well as a regional park. Identifying common interests and ways to work together to protect and enhance the park for the benefit and enjoyment of present and future generations is a cornerstone of the agreement. As such, senior representatives and staff from both parties have implemented a forum for information sharing and joint project planning. Significant accomplishments include renaming the park to təmtə́míxʷtən/Belcarra Regional Park, completed 2021; the parties are also collaborating on the development and installation of a TWN welcome pole, undertaking a cultural heritage study, improving access to the park, and advancing the Guardian Program

Climate Action Committee – March 9, 2023

Delegations:

3.1 Mark Grist, President, BrightSide Solutions

Subject: Threats to Use of Renewable Natural Gas in Heavy Duty Transportation Applications (Highest and Best Use of RNG)

Information Items:

5.1 Climate 2050 Engagement and Public Education Strategy

The goal of Climate 2050 is that Metro Vancouver will be a carbon neutral and climate resilient region by 2050. To achieve this requires bold leadership and effective action during this decade. The window to reduce emissions, and meet the region's 2030 targets to reduce greenhouse gas emissions is closing and this means we need to be focused and persistent in implementing actions that will significantly reduce regional emissions. Recent catastrophic, climate change-escalated weather events in our region (drought, fire, and flooding) have also highlighted the need for resilience.

The objective of the Climate 2050 Engagement and Public Education Strategy is to build strong support from key stakeholders and the public as well as to ensure alignment in the messaging with other jurisdictions seeking to reduce greenhouse gas emissions. This strategy incorporates learnings from social science research and best practices in engagement and communications to develop a vocal constituency for climate action.

Regional Planning Committee – March 10, 2023

Delegations:

3.1 Roderick V. Louis

Subject: Metro 2050

Information Items:

5.1 Regional Planning Environment Portfolio Update

Natural spaces provide essential 'ecosystem services', including storing and sequestering carbon, absorbing and cleaning surface water, cooling cities, and protecting coastal communities. While Metro 2040 included many tools and policies to protect important ecosystems, new datasets revealed that the region is losing sensitive ecosystems. New policy actions in Metro 2050 will, if implemented, put the region in a stronger position to better protect, enhance, restore and connect ecosystems. This report outlines Metro Vancouver's relevant roles - collecting ecological data; researching best practice; and convening forums for member jurisdictions - and provides an overview of several projects underway, including updates to the *Sensitive Ecosystem Inventory*, tree canopy cover and impervious surfaces datasets, tree regulations toolkit, and the regional green infrastructure network.

5.5 Regional Green Infrastructure Network – Scope and Engagement

To support the implementation of Metro 2050, Regional Planning is initiating a project to collaboratively plan for a regional green infrastructure network, a network of habitat hubs and corridors that supports the movement of species across the landscape, maximizes ecosystem services, and moderate climate change impacts. This report presents a scope of work and engagement plan, policy context, objectives, a process overview, and anticipated timelines for network planning over the course of the project. Key work streams will include First Nations engagement, collaborative network identification / mapping, research and design, and the development of Metro 2050 implementation guidelines. Regional Planning staff will continue to work closely on the network with member jurisdictions and other Metro Vancouver departments, such as Regional Parks and Liquid Waste Services. The Regional Planning Committee and MVRD Board will receive updates at various stages during this multi-year project.

Greater Vancouver Water District

E1.1 2023 Water Sustainability Innovation Fund Applications

APPROVED

That the GVWD Board approve the allocation from the Water Sustainability Innovation Fund of \$1,700,000 for the following projects, starting in 2023:

- Reducing Oxygen Use and Increasing Resiliency at the Coquitlam Water Treatment Plant for \$150,000 over two years
- Studying the Preliminary Feasibility of Green Hydrogen Production from Hydropower at Cleveland Dam for \$250,000 over two years
- Evaluation of Biofiltration at the Seymour Capilano Filtration Plant for \$300,000 over three years
- Next Generation Snowpack Monitoring – Phase 3 for \$450,000 over three years
- Building the Next Generation of Seasonal Water Supply & Demand Planning Tools for \$550,000 over two years

E2.1 Climate Impacts on the Water Supply Areas

RECEIVED

Water Services manages a network of automated hydro-meteorological stations, and conducts several annual field sampling programs. Data collected from this monitoring program is used to actively monitor environmental conditions in the Capilano, Seymour, and Coquitlam River Watersheds. This program has become particularly important in the context of climate change, as climate variability increases and historical patterns shift.

Two recent events highlight how quickly our climate is changing: the June 2021 heatwave, and the 2022 fall drought. These extreme events are occurring more frequently, and are projected to become more normal in the near future. The impacts from these events highlight the importance of comprehensive environmental monitoring, and the need for accurate weather and water supply forecasts.

The Board received the report for information.

E2.2 Award of Contract Resulting from RFP No. 22-139 Construction of the Coquitlam Main No. 4 South Section Robson Drive to Guildford Way

APPROVED

The Board approved the award of a contract in the amount of \$97,196,248 (exclusive of taxes) to Michels Canada Company resulting from RFP No. 22-139: Construction of Coquitlam Main No. 4 South Section Robson Drive to Guildford Way, subject to final review by the Commissioner.

I 1 Committee Information Items and Delegation Summaries

The Board received an information item from a standing committee.

Water Committee – March 15, 2023

Information Items:

5.2 Drinking Water Conservation Plan Summer Support Program – 2022 Results and 2023 Update

Metro Vancouver updated the Drinking Water Conservation Plan (DWCP) in November 2021 with the goal of reducing summer water demand. The 2022 DWCP Summer Support Program was developed to assist member jurisdictions with the promotion and monitoring of regional lawn watering restrictions during implementation of the updated DWCP. Results show that targeted communication to residents about the updated lawn watering restrictions and water conservation substantially reduced non-compliant lawn watering on weekday mornings for 2022. Program findings, including observations about automatic versus manual watering and relationships between non-compliance and weather trends, may also inform the communications and logistical aspects of member jurisdictions' education and enforcement programs.

Post-program survey results show that participating member jurisdictions found the program beneficial, complementing their respective education and enforcement programs. To provide continued support in implementing the updated DWCP, Metro Vancouver will offer this program in 2023 with modifications based on 2022 program results and feedback.

Greater Vancouver Sewage and Drainage District

E1.1 2023 Liquid Waste Sustainability Innovation Fund Application

APPROVED

The Board approved the allocation from the Liquid Waste Sustainability Innovation Fund of \$625,000 over two years starting in 2023 for the Hydrogen System Integration at Lulu Island Wastewater Treatment Plant (Phase 1) project.

E2.1 Appointment of Deputy Sewage Control Manager and Enforcement Officers

APPROVED

Recent changes in staff have resulted in a need to update enforcement officer appointments.

The Board:

- pursuant to the *GVS&DD Sewer Use Bylaw* and the *Environmental Management Act*:
 - appointed Metro Vancouver employee Riley Sziklai as a deputy sewage control manager
 - rescinded the appointments of former Metro Vancouver employees Doreen Cheng, Manjit Dhillon, Marlene Fuhrmann, and Peter Hagens as officers

- appointed Metro Vancouver employees Mosi Aghbolaghy, Michael Goods, Jim Penrose, Jeffery Schmidt and Joanne Tunkiewicz as officers
- appointed City of Vancouver employee Bonny Brokenshire as an officer
- pursuant to section 28 of the *Offence Act* for the purpose of serving summons for alleged violations under the *GVS&DD Sewer Use Bylaw*:
 - rescinded the appointments of former Metro Vancouver employees Doreen Cheng, Manjit Dhillon, Marlene Fuhrmann, and Peter Hagens
 - appointed Metro Vancouver employees Jeffery Schmidt and Joanne Tunkiewicz; and
 - appointed City of Vancouver employee Bonny Brokenshire

E2.2 Award of Contract Resulting from Request for Proposal No. 22-009: Supply and Installation of North Road Trunk Sewer No. 2 - Phase 2 Lougheed Highway to Clarke Road

APPROVED

The Board approved the award of a contract for an amount of \$7,947,758.20 (exclusive of taxes) to Clearway Construction Inc., resulting from Request for Proposal No. 22-009: Supply and Installation of North Road Trunk Sewer No. 2 Phase 2 Lougheed Highway to Clarke Road, subject to final review by the Commissioner.

E2.3 Award of Phase C3, Engineering Construction Services for RFP 14-230 for Installation of Gilbert Trunk Sewer No.2 Central Section

APPROVED

The Board approved the award of Phase C3, Engineering Construction Services, for an amount up to \$2,997,555 (exclusive of taxes) to the Phase A and B consultant, AECOM Canada Ltd, for the Installation of Gilbert Trunk Sewer No.2 Central Section, subject to final review by the commissioner.

E2.4 North Shore Wastewater Treatment Plant Project Early Works Agreement Extension

APPROVED

In January 2022, Metro Vancouver terminated its contract with Acciona Wastewater Solutions LP to design, construct, finance, test, and commission the North Shore Wastewater Treatment Plant for material breach of the Project Agreement, which it failed to remedy.

Metro Vancouver has been working with a new construction manager, PCL Constructors Westcoast Inc. to develop a plan to complete the project and complete some early works construction, and a design consultant, AECOM, to complete the design, be the Engineer of Record, and provide quality assurance services post-termination. PCL and AECOM have identified significant deficiencies in Project Co's design and construction, and, in some cases, more extensive deficiencies than originally anticipated. As a result, a substantial amount of effort to-date has been focused on identifying and repairing concrete deficiencies on structures built by Project Co, with less focus on advancing new construction. Additionally, related design delays have extended the timeline for the overall completion of Phase 1.

The Board approved a change order to PCL Constructors Westcoast Inc. Pre-Construction Services and Early Works Agreements (PC21-457 and PC22-227) in an amount of up to \$85,000,000 (exclusive of taxes), subject to final review by the Commissioner.

E3.1 Appointment of Solid Waste Bylaw Enforcement Officers

APPROVED

Recent changes in staff have resulted in a need to update enforcement officer appointments.

The Board:

- Pursuant to the *GVS&DD Municipal Solid Waste and Recyclable Material Regulatory Bylaw No. 181, 1996* and the *Environmental Management Act*:
 - Rescinded the appointments of Doreen Cheng, Manjit Dhillon, Marlene Fuhrmann, and Peter Hagens as officers
 - Appointed Metro Vancouver employees Mosi Aghbolaghy, Michael Goods, Jim Penrose, Jeffery Schmidt and Joanne Tunkiewicz as officers
- Pursuant to Section 28 of the *Offence Act* for the purpose of serving summons for alleged violations under the *GVS&DD Municipal Solid Waste and Recyclable Material Regulatory Bylaw No. 181, 1996*:
 - Rescinded the appointments of Doreen Cheng, Manjit Dhillon, Marlene Fuhrmann, and Peter Hagens
 - Appointed Metro Vancouver employees Jeffery Schmidt and Joanne Tunkiewicz.

G1.1 Greater Vancouver Sewerage and Drainage District Cost Apportionment Amendment Bylaw No. 362, 2023 - Wet Weather Pricing

APPROVED

At its February 24, 2023 meeting, the Board directed staff to prepare amendments to the *GVS&DD Cost Apportionment Bylaw* to incent action on excessive inflow and infiltration through wet weather based apportionment of GVS&DD costs. Amendments to the bylaw were been prepared in accordance with the key terms presented to the Board.

The Board gave first, second and third readings to *Greater Vancouver Sewerage and Drainage District Cost Apportionment Amendment Bylaw No. 362, 2023*; then passed and finally adopted said bylaw.

I 1 Committee Information Items and Delegation Summaries

The Board received information items from standing committees.

Liquid Waste Committee – March 15, 2023

Information Items:

5.2 2022 “Our Ocean Thanks You” Campaign Results

Microfibres from laundry are one of the largest sources of microplastics pollution in the ocean, where they may be harmful to aquatic life. The 2022 “Our Ocean Thanks You” campaign ran from September 12 to October 30, asking residents to wash their laundry in cold water to reduce microfibre shedding from clothing. The campaign targeted parents with children under 18 and included social media, YouTube, digital ads, television, radio, billboards, Google AdWords, and a campaign website. The campaign generated 14 million impressions, 1 million video views, 2,800 clicks for more information, 125 engagements, 3,900 website visits, and reached 911,000 residents through television and online tactics. A post-campaign survey of parents showed that 29% of parents recalled seeing at least one campaign ad and that many were unaware of microfibre impacts prior to the campaign. The campaign will run in 2023 with similar timing and approach, and will likely include additional creative materials.

Zero Waste Committee – March 16, 2023

Information Items:

5.1 Jurisdictional Scan of Recycling Statistics and Methodologies

Metro Vancouver is a North American leader in waste reduction and recycling, and provides transparent and accessible solid waste data. Metro Vancouver conducted a jurisdictional scan of recycling statistics reporting methodology and performance data. Only one published standard for determining recycling rates was found, and it applies only to residential recycling. There are no consistently utilized standard methodologies employed by communities. Metro Vancouver's 65% recycling rate for residential, commercial/institutional and construction and demolition sectors is among the highest recycling rates in North America. Only a small number of other communities provide comparable transparency and clarity in recycling data. Many major Canadian cities report only single family recycling rates. Performance metrics will be reviewed as part of the solid waste management plan update process, to further enhance progress monitoring of waste reduction and recycling, as Metro Vancouver continues to pursue initiatives to achieve zero waste, reduce greenhouse gas emissions, and advance the circular economy. Enhancing metrics and increasing transparency aligns with organizational principles of equity, reconciliation and prosperity.

5.2 Single-Use Item Reduction Regulatory Scan

Single-use item reduction is a priority across Canada, and governments are taking action to reduce these items. Federal, provincial, and Metro Vancouver member jurisdictions have implemented regulatory measures to help reduce single-use items. The federal government will ban the distribution of certain single-use plastic items in Canada on December 20, 2023. The provincial government has added a number of single-use items to the Recycling Regulation, allowing residents to include those items for recycling collection. The provincial government is also expected to announce province-wide single-use item reduction regulations this year. Five member jurisdictions have put single-use item bylaws in place, and a number of other member jurisdictions are considering bylaws. Metro Vancouver does not have regulatory authority to regulate the sale or distribution of single-use items, but the Metro Vancouver Board approved a harmonized approach for municipal single-use item reduction bylaws in November 2021. Metro Vancouver and member jurisdictions continue to work on programs and policies to reduce single-use and move toward reuse systems.

5.3 2022 Create Memories Not Garbage Campaign Results

During the holiday season residents often dispose of more waste than they would at any other time of year. The “Create Memories, Not Garbage” campaign helped to inspire residents to reduce their waste by giving achievable low-waste gift and wrapping ideas. A region-wide, three-phased media promotion delivered relevant messages for each buying and disposing stage of the holiday season. The campaign achieved over 25.6 million impressions between digital and traditional media tactics. Online engagement continues to be strong, particularly with digital banner ads that drove 48% of website visits, and Google Search whose most clicked content was focused on low-waste gifts. On-air radio contests were used to engage residents in thinking about low-waste gift-giving through encouraging them to visit the Merry Memory Maker app (featuring over 200 ideas), and transit advertising was reintroduced this year to broaden the reach of the campaign message.