

Stantec in the Community Day 2014

Canadian Consulting Engineering Awards
Community Outreach and In-house Initiatives



St. John's, Newfoundland



1. Confirmation Receipt

2. Entry Consent Form

ENTRY CONSENT FORM
CANADIAN CONSULTING ENGINEERING AWARDS 2015

INSTRUCTIONS

This Entry Consent form must be signed by someone from the entering firm(s) and also by the client and/or owner of the project.
The completed form must be attached at the front of the Project Entry Binder.

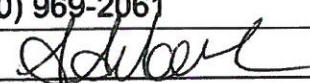
PROJECT NAME & LOCATION Stantec in the Community Day 2014
39 cities across Canada

1. TO BE COMPLETED BY AN INDIVIDUAL SIGNING ON BEHALF OF THE ENTERING COMPANY (COMPANIES)

I (We) confirm that this entry complies with the contest rules and that the information submitted is accurate.

I (We) also agree to accept as final the decision of the panel of jurors.


Name Amanda Arbour
Position Senior Communications Coordinator
Company Stantec Consulting Ltd.
Address 10160 - 112 Street

City Edmonton Province Alberta Postal Code T5K 2L6
Tel. (780) 969-2061 E-mail amanda.arbour@stantec.com
Signed  Date April 21, 2015

2. TO BE COMPLETED BY PROJECT OWNER

I (We) agree with and support the entry of the above project into this awards program, and the release for publication of the information supplied.

Name Crystal Kerr
Position Director, Marketing & Communications
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Signed  Date April 21, 2015

ENTRY CONSENT FORM (continued)
Canadian Consulting Engineering Awards 2015

3. TO BE COMPLETED BY ENTERING FIRM'S CLIENT (If not the same as the Project Owner)

I (We) agree with and support the entry of the above project into this awards program, and the release for publication of the information supplied.

Name _____

Position _____

Company or Organization _____

Address _____

City _____ Province _____ Postal Code _____

Tel. _____ E-mail _____

Signed _____ Date _____

4. TO BE COMPLETED BY ENTERING FIRM, PROJECT OWNER, ENTERING FIRM'S CLIENT

PERMISSION TO PUBLISH THE PROJECT ON CCE'S WEBSITE

After the awards have been announced, would you be willing to have *Canadian Consulting Engineer* magazine publish your entire Project Entry in an archive on its publicly accessible Web site www.canadianconsultingengineer.com? (Publication on this CCE archive would be for all entered projects, not just the winners.)

ENTERING FIRM	PROJECT OWNER	ENTERING FIRM'S CLIENT
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes Signed _____	<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes Signed _____	<input type="checkbox"/> No <input type="checkbox"/> Yes Signed <u>N/A</u>

PLEASE ATTACH THIS SIGNED FORM IN THE FRONT OF THE PROJECT ENTRY BINDER.

Send Project Entry Binders to:

Bronwen Parsons, Editor, Canadian Consulting Engineer,

80 Valleybrook Drive

Toronto, Ontario, M3B 2S9

Tel. 416 510-5119, bparsons@ccemag.com

Fax 416 510-5134

PRINT

3. Full Project Description

“Our promise at Stantec is to design with community in mind. What better way to underscore that promise than to get out into our local communities and roll up our sleeves. Our employees have served their communities for decades, and bringing them together on one day like this truly emphasizes what a difference we can make.”

Bob Gomes, Stantec President & CEO

What's inside

Q.16 Nature of the Project	1
Q.17 Effort and Complexity	3
Q.18 Social, Economic and Other Benefits.....	7



Calgary, Alberta



Edmonton, Alberta



North Bay, Ontario



Goals

- Positive community impact
- Engage employees
- Brand reinforcement

Q.16 Nature of the Project

On September 15, 2014, more than 5,500 Stantec employees cooked, served, cleaned, painted, planted, built, sorted, donated, and made a difference in their communities on our second annual Stantec in the Community (SITC) Day. More than 1,800 of those employees were in Canada.

At Stantec, community is who we are, and it's why we design. We're committed to our communities year-round in many different ways—as professionals and as volunteers. Bringing our people together on SITC Day was a particularly powerful way to emphasize just what a difference we can make as a team. And we even surprised ourselves.

We assembled volunteer teams from 39 of our Canadian offices to go out and help their communities in any way they could. While this event came together on one day, organizers spent months prior making plans, communicating to staff, partnering with charities, and coordinating volunteers.

So why did we take on this huge project?

It was our goal to **make the biggest possible positive community impact** in all the areas we reach through our work. The people of these communities are top of mind for us, as we work on the projects that directly impact their lives. It's not just about our business. We feel a connection to these communities, and we want to give back to them wherever we can. Through our volunteer activities on SITC Day, we raised awareness for some important issues, and helped the organizations we worked with tell their stories of the amazing work they do. Not only that, our helping hands provided increased resources to tackle projects that they never had the

means to complete. The impact then extends even further to those individuals who access the services and amenities these organizations provide. In some cases, our employees actually had a chance to interact with these people, and put smiles on their faces in the process.

It was also important for us to **effectively engage employees**, offering opportunities to pursue their passions and feel the rewards of making a difference to those who need it. SITC Day fostered new connections between employees and facilitated a renewed sense of community and teamwork in the office. Staff worked side-by-side, bonding, sharing stories, and getting to know each other in a way that wouldn't be possible in the office. Each and every new relationship created will carry forward, and will have lasting effects on the solidarity of our company as a whole. As a result, our people feel connected to each other and to the overall direction of the Stantec community.

Finally our work on SITC Day **reinforced Stantec's brand**, and our promise to “design with community in mind.” We were able to share our excitement with our communities, families and friends, and invite them to be part of the movement with us. We understand that our work affects the people who live, work, and play around our project sites and this is just one of the ways we ensure we are fulfilling our responsibility to these communities to the best of our ability.

Stantec's year-round commitment to community is demonstrated in many different ways. But the impact of bringing people together on SITC Day was stunning, and emphasized the lasting impression we can have when we band together as a team.



Yellowknife, NWT



Iqaluit, Nunavut

On Stantec in the Community Day, more than 1,800 staff donated approximately 4,500 hours to better their communities!

Q.17 Effort and Complexity

For an individual, donating time for a good cause is not a difficult concept. However, organizing hundreds of people in a simultaneous, coordinated effort across the country definitely poses a significant challenge. With over 70 charities supported and more than 1,800 participants across Canada – from Victoria, BC to St. John's, Newfoundland – Community Day Organizers (CDOs) had their hands full finding volunteers, assigning tasks, training, communicating with, and engaging volunteers.

We addressed this challenge through the following strategies:

Community Day Organizers (CDOs)

In each office, region, or province at least one person was appointed as a CDO to lead SITC Day activities, coordinate volunteers, track statistics, and document the activities.

The CDOs were the project managers. They coordinated team captains, health and safety personnel, public relations representatives, corporate event coordinators, and volunteers to make the day a success. The most notable component of their role was the people management that was required to keep staff and the public informed and engaged and keep planning on track. For all employees involved, SITC Day was not part of their day-to-day responsibilities, so their commitment to volunteering meant taking a day away from their regular project work. The CDO was not only tasked with coordinating this complex event, but doing so while respecting everyone's time and workload.

Communication

Each office formulated its own communications plan for motivating, recruiting, and informing participating employees. From emails to meetings and face-to-face recruiting – organizers rallied hundreds of Stantec volunteers. Some offices employed mass online surveys, giving staff the opportunity to sign up for their volunteer activity, provide feedback, and recommend additional charities or community opportunities that were important to them. The goal was to employ the best engagement strategy for each unique office or region. It was truly a customized approach.

From there, captains were identified for each activity, and volunteers were assigned to a charitable activity and a shift. A number of emails and in-person meetings kept the captains well-informed to lead their volunteer teams, and equipped with detailed information to filter down to each volunteer and their charity contact. Captains ensured teams knew where and when they were to report for duty, what safety considerations were involved, and how to coordinate the day activities and expectations with the charity contact. CDOs kept in touch with team captains constantly to arrange for volunteer changes, modifications in agreements with charities, and to answer any questions the volunteers had.

A strong external communications campaign engaged the larger community. Through a series of advertising, social media posts, media advisories, emails, and door-to-door visits, staff encouraged community members to join in our celebration of giving back in a wide variety of ways. The hashtag #StantecintheCommunity actually trended on Twitter in Edmonton on SITC Day.

“We appreciate Stantec coming in and showing they care about what’s going on in their backyard.”

Eunice Hau, Inn from the Cold,

Information Tracking

Due to the complexity of the coordination, all volunteers and their assigned shifts, contact information, t-shirt sizes, etc. were tracked in a comprehensive master spreadsheet with one version (the single source of truth) managed by the CDO in each region. CDOs could easily track which shifts were understaffed, how many total volunteers were registered, how many hours volunteers worked, and even the quantity of t-shirt sizes that needed to be ordered.

Project Management

For every activity, detailed project/event plans were developed to ensure smooth execution. Even though this wasn’t an engineering design project, there were many similarities to a typical project management process.

Aside from the momentous task of coordinating volunteers, the coordination of logistics for events or activities was also a challenge. Some locations required permits for closing streets and parking areas, reserving park space, constructing tents, playing amplified music, and serving/selling food to the public. Our comprehensive event plans ensured all permit applications were made in ample time for approvals, and all municipal bylaws and regulations were adhered to, resources were allocated appropriately, and timelines were realistic.

Health & Safety

A health and safety plan was developed in each region to position the wellbeing of our people as the number one priority. Personal protective equipment (PPE) isn’t just for on the job; some volunteer activities involved physical labour with many hazards. These risks were all communicated proactively, documented, and a

safety assessment was completed at the beginning of each shift so volunteers were familiar with their surroundings, the risks, and emergency procedures at each location. All employees were provided with the required PPE to take on their volunteer activities safely.

Engaging Smaller Communities

Stantec offices can be found in many large, metropolitan cities; but it was important that our community impact went beyond the locations of our highest concentration of employees. Our smaller Stantec offices also participated whole-heartedly in SITC Day, despite having fewer employees to mobilize. In some offices, 100% of the staff took some time from their work day to participate in SITC Day.

CDOs and volunteers connected and shared information utilizing technology like our intranet website, email, FTP file sharing, and phone contact, breaking down geographic barriers and allowing teams to be aligned to the activities in the rest of the region. In some cases, employees travelled to smaller communities where we don’t have a physical office, but we have worked in the community and wanted to make a positive impact there as well.

Regular Contact with Stantec’s Centralized Team

While each region was encouraged to interpret and implement their SITC Day activities as they saw fit for the unique needs of their specific area, Stantec’s corporate marketing team ensured consistency in the guidelines for choosing activities, safety precautions, protocol for capturing photos and video, and utilizing social media to share our experiences. Thanks to this overall strategy, we have been able to compile accurate, impressive information about our overall impact across Canada, the USA, and overseas.



Winnipeg, Manitoba



Victoria, British Columbia



Whitehorse, Yukon Territories



Red Deer, Alberta



Surrey, British Columbia



Toronto, Ontario

“Absolutely fantastic day. It was so great to give our individuals that direct interaction with your people from Stantec. It was so much fun and very inspirational for everybody. It’s all about developing relationships, and we sure appreciate having Stantec involved with us.”

Linda Pinney, Chrysalis

Q.18 Social, Economic and Other Benefits

Stantec’s promise is to design with community in mind. As consulting engineers, this means we don’t think about design in a vacuum. We consider the impacts we have on the communities around us, and strive to make contributions through our designs that build and strengthen those communities. Part of that is through our work, but we also value and encourage volunteerism in our employees as another way our organization lives up to our promise.

The goal for SITC Day was to give back to all the communities we touch through our work, as well as those our employees personally belong to. The resulting impact was almost immeasurable. We worked with a wide variety of charities, from food banks to associations supporting those with disabilities; homeless shelters to environmental and community beautification efforts; and everywhere in between. Refer to the map and infographic on the next page for a summary of where our employees were deployed and the resulting impact.

Our 1,800+ volunteers worked over 4,500 hours with more than 70 charities across the country. More impressively, they did that all in one day. Our goal was

to work with a number of organizations that covered a cross-section of areas or issues. Some of them were well known, but many charities we selected were smaller and not as prominent, meaning they were in even greater need of our assistance and the awareness we helped bring to their causes. The organizations we partnered with work tirelessly to address the following issues:

- Low income (shelters, food banks, community gardens, soup kitchens, etc.)
- Community connectivity and support (agricultural societies, art groups, inner city community development, social services)
- Seniors’ needs (retirement communities, support groups, meal deliveries)
- Neglected or abused animals (humane society)
- Environmental impact (garbage/river/community clean up, tree planting)
- Children’s development (education, school supplies, infant/toddler clothes)
- Developmental disabilities (advocacy, support, socialization, art programs)
- Public health (assisting in support facilities)

Stantec in the Community Day

2014

On September 15, 2014, employees from across Stantec participated in Stantec in the Community Day. From delivering meals on wheels to picking up litter in community spaces, we are always looking for opportunities to support the communities in which we work and live.

Our staff volunteered across the whole of Canada

39 Stantec offices took part in...

74 Community projects

30 projects in Alberta

17 projects in British Columbia

1 project in Quebec

4 projects in Saskatchewan

4 projects in Manitoba

2 projects in New Brunswick & PEI

8 projects in Nova Scotia & Newfoundland

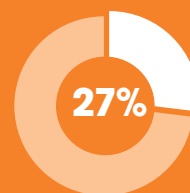
8 projects in Ontario & Greater Toronto Area

Eager to support the communities in which we live and work...



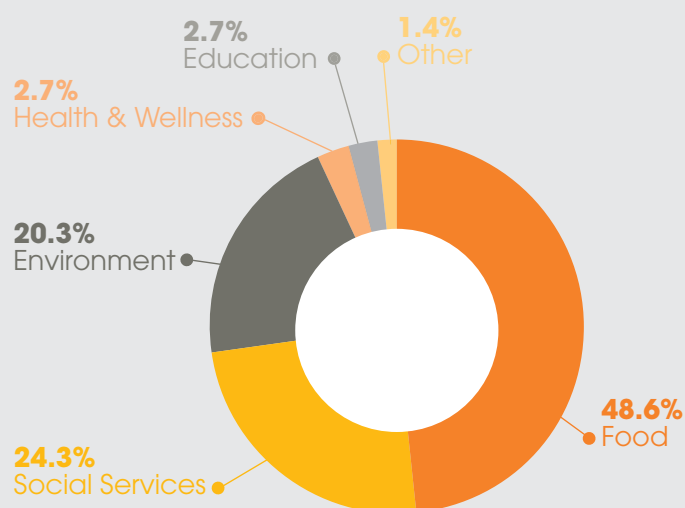
1,809
staff took part

that's...



of Stantec's Canadian employees

Projects focused on...



Food

- Served breakfast to 700+ homeless people in Calgary
- Assisted at food banks across Canada

Social Services

- Sang and played instruments at a nursing home
- Painted lemonade stands to support an anti-bullying charity

Environment

- Picked up garbage at parks and trails across Canada
- Designed and painted a mural in a pedestrian tunnel

Health & Wellness

- Donated blood in Manitoba

Education

- Took an inventory of supplies for a charity in Edmonton

Stantec in Community Day Canada 2014



“I spent the morning with a great group of teammates who represented several different office locations around Calgary. The common thread that brought us all together was the desire to build a stronger community, to help others less fortunate, and the feeling that comes from knowing we are making a difference. We were all impressed by what we could achieve together, in a short span of time”

Jeannine Villam, Human Resources

Some examples of the fruits of our labour:

- We cleared debris and litter from 3.5 kilometers of trails in Iqaluit, Whitehorse, and Dartmouth, and greenspaces in Yellowknife, Burnaby, St. John's, Edmonton, and Saskatoon
- We landscaped community spaces in Terrace, Edmonton, Charlottetown, Markham, Kitchener, Hamilton, and Vancouver
- We helped feed hungry people in 20 Canadian cities by harvesting, preparing and serving meals, and organizing donations

Further to the community impact, the event had a notable effect on our staff. The feedback we received was overwhelmingly positive. The opportunity to work together with colleagues in a non-work setting, and do great things for the community was a rewarding experience that was much appreciated. The volunteer teams benefited from a unique teambuilding opportunity, while helping the charities that were close to their own hearts. Since SITC Day, a number of Stantec staff have signed up to continue volunteering at the organizations they supported during the event.

Undoubtedly Stantec made significant impacts on SITC Day, and some we don't even realize. The tangible assistance we were able to provide is bolstered by the emotional difference we made in the lives of so many. We saw smiles on the faces of people whose hardships rarely let them feel happiness. We relieved stress for mothers of young children who often have to worry about where their children's next meal is coming from. We lent a helping hand to understaffed, under-resourced organizations and helped to complete projects they weren't sure they could. Our SITC Day project has created positive results we never even imagined were possible at the outset. And we are incredibly proud of this accomplishment.

