

# Heartland Industry & Community Information Evening

October 24, 2011

Presented by: Cal Towns, Chair



## Launched in 2009

- Easy to remember
- Central resource - One window
- Improve access to information resources
- Collaborate for effectiveness
- Funded equally between the five organizations





Industrial Development



Air



Water



Noise



Light



Transportation



Emergency Response



Land Use Planning



Resident Relocation

 **UPDATEline**  
See | Hear | Smell  
**1.866.653.9959**

## Welcome

[Project Status](#)

Welcome to *Life in the Heartland*, an information resource for residents of Alberta's Industrial Heartland. Whether you're interested in environmental initiatives, emergency preparedness, land use planning or other industry-related matters, *Life in the Heartland* makes information easily accessible all from one place. We invite you to learn about the work being done to support sustainable industrial operations and development in our region. Be informed, ask questions and share your perspective about industry in our communities.

Cal Towns, P. Eng.

2011 *Life in the Heartland* Chair

Executive Director of the Northeast Region Community Awareness Emergency Response (NR CAER)

### NEWS and ANNOUNCEMENTS

September 28, 2010 Media Release: Poll of Heartland Residents Produces Valuable Results

[Survey Summary for 2010 Community Events](#)

[SIGN UP FOR OUR NEWSLETTER NOW!](#)



## Communications Successes

- 2X/year newsletter (180+ subscribers)
- Advertising and media relations
- Community events
  - Fort Saskatchewan Trade Fair
  - Legacy Park Family Festival
  - Canada Day at the Garrison
  - Redwater Discovery Days
  - Christmas in the Heartland - Strathcona County



## Market Research – Community Surveys

- 5 point scale to determine satisfaction of how issues were being managed
  - Land use planning & transportation rated lowest
  - Emergency response & light rated highest
- Top 3 preferred communication methods
  - Media
  - Newsletters mailed to home
  - Open houses

## Market Research – Telephone Survey

- Goal: Determine views and understanding of environment and industrial issues
- Formal survey
  - 300 residents in Heartland region
  - 300 residents in Capital Region
- Highlights of results
  - 68% follow industrial development in region
  - Air quality, water quality & traffic ranked highest
  - Newspaper preferred source of information

## 2011 Initiatives

### **Industrial Development**

**Significant projects including Sturgeon Refinery and Williams expansion**

- Tonight's presentations will provide updates on these and other industrial development activities in the region

### **Air**

**Comprehensive network assessment of air monitoring stations for regional optimization**

**More air quality information to residents**

- Revamped [www.fortair.org](http://www.fortair.org)
- Introduced a new e-bulletin

## 2011 Initiatives

### Water

#### **Implementing a Water Management Framework**

- Part of the Cumulative Effects Management Framework

#### **Developing a Groundwater Framework**

- Part of the Cumulative Effects Management Framework

### Noise

**Completing the Regional Noise Model and implementing the Regional Noise Management Plan**

### Transportation

#### **Transportation Study for the region completed**

- Recommends busing from designated park n ride lots
- Recommends upgrades to specific roads and intersections

## 2011 Initiatives

<b>Safety and Emergency Response</b>	<p><b>Completed a full simulation mutual aid exercise in August</b></p> <p><b>Working through Synergy Alberta to develop a mutual aid network with similar groups across the province to share best practices</b></p>
<b>Resident Relocation</b>	<p><b>Third round of the Voluntary Residential Property Purchase Program completed</b></p> <ul style="list-style-type: none"><li>• Eight families relocated from three rounds combined</li><li>• Evaluation of further rounds and the conditions/priorities under review by the Land Trust Society Board of Directors</li></ul>

No major projects or initiatives planned for  
**Light or Land Use Planning**

## Contacts

- Cal Towns, 2011 Chair
- Vanessa Goodman, Communications

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