

**Life in the Heartland Members:**

- Alberta's Industrial Heartland Association (AIHA)
- Alberta's Industrial Heartland Land Trust Society (AIH Land Trust Society)
- Fort Air Partnership (FAP)
- Northeast Capital Industrial Association (NCIA)
- Northeast Region Community Awareness Emergency Response (NR CAER)

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**Welcome to Life In the Heartland**

Welcome to the first edition of the Life in the Heartland newsletter.

We are a partnership of five regional organizations working together to provide information and address concerns of community members in the Heartland region of Alberta.

Our goal is to be a two-way information hub for residents of the Heartland region.

We are your 'one-stop' for information on industrial activity in the Heartland and we want you to come to us when you have a question or a comment about activity taking place in and around your community.

In this edition you'll get to meet the five organizations that make up Life in the Heartland and learn a little about what they do.

If you live or work in the Industrial Heartland region we hope you'll find Life in the Heartland to be a valuable information resource. Visit us online at [lifeintheheartland.com](http://lifeintheheartland.com)

**Alberta's Industrial Heartland Association**

The 1950s saw the first industrial company break ground in what is now known as Alberta's Industrial Heartland.

Over half a century and \$25 billion later, the Heartland has become one of the most attractive locations for industrial development and is home to more than 40 world class companies employing over 7,000 people.

In 1998, the City of Fort Saskatchewan and the counties of Lamont, Strathcona and Sturgeon formed Alberta's Industrial Heartland Association (AIHA).

In 2010, the City of Edmonton became the fifth municipal partner in AIHA. All of these municipalities have industrial zoned land

conducive to hydrocarbon upgrading, processing and manufacturing. The total geographic area is 582 square kilometres.

As a not-for-profit association of five municipalities, AIHA mainly focuses on facilitating plans for future development as well as attracting investment.

This is done with an "eco-industrial" philosophy which reflects the interests of the community, industry, as well as the environment.

The Board of Directors, comprised of the senior elected official from each municipal partner, provides overall vision for the organization.

The Secretariat, comprised of the Chief Administrative Officer of

each municipality typically generates major decisions on direction or policy.

Ensuring responsible, productive, and environmentally sound development, the Board and AIHA staff work closely with numerous stakeholders including government, private industry, and area residents.

As one of the partners in Life in the Heartland, AIHA contributes knowledge and expertise in the areas of industrial development, land use planning, and transportation.

For more information:

[www.industrialheartland.com](http://www.industrialheartland.com)

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## Northeast Capital Industrial Association



The Northeast Capital Industrial Association (NCIA) is a not-for-profit cooperative representing industry located in Alberta's Industrial Heartland which include the municipalities of Strathcona County, Sturgeon County, the City of Fort Saskatchewan and Lamont County.

NCIA member companies range from large integrated global chemical and petro-chemical industries, to smaller industrial companies.



"Our contribution to the Heartland region is substantial," commented Laurie Danielson, Executive Director of NCIA and 2010 Life in the Heartland Chair. "Our members directly employ approximately 4,500 people, not including contract employees, and spend approximately \$700 million annually to purchase goods and services in the region. This does not include utilities and feedstock for their plants."

Current industrial investment in manufacturing plants and infrastructure in the region already exceeds \$25 billion, and an additional \$20 to 40 billion in investment is expected in the next 10-15 years.



"NCIA functions by way of volunteered expertise or sweat equity from our member organizations," continues Danielson.

"In 2008 and 2009, for example, NCIA member companies contributed 8,200 hours per year of sweat equity to NCIA in order to resource the various internal and external committees that we participate on.

This significant commitment of resources is what makes NCIA function well."

NCIA is directed by a Board that sets priorities for the organization. The board includes a full-time Executive Director, a volunteer chair and vice-chair, as well as volunteer representatives from each member company of NCIA.

An Executive Committee (including the Chair) is elected annually and provides direction and support to various industry sub-committees.

Staff members from the various member organizations lend their expertise to NCIA's sub-committees and work with our membership on the key focus areas identified by the Executive Committee and Board. Each committee focuses on a specific aspect of

sustainable industrial growth.

The primary areas of focus for NCIA sub-committees are:

- Environment
- Socio-Economic Impacts
- Public Affairs
- Education

To learn more about NCIA, please visit:

[www.ncia.ab.ca](http://www.ncia.ab.ca)

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## Northeast Region CAER

For nearly 20 years, local industrial and municipal emergency response departments have been working together on emergency response management to large-scale industrial incidents and natural disasters through an organization called Northeast Region Community Awareness Emergency Response.

Northeast Region CAER was formed in 1991 as a mutual aid emergency response organization. The mutual aid response plan was created to address large-scale or multiple incidents within the region. Any municipal member can request additional assistance or resources from other members in times of need.

“Each member is responsible for first response at the site level, and most incidents are managed at that level. A mutual aid response is rare; however, with the amount of industry in the area and the 1987 tornado, we wanted to have a plan in place for that one incident where we really need it to work. Nineteen years later, we continue to see the value the mutual aid plan has in providing an additional layer of safety in the region should a large-scale incident occur,” says

Rick Danilkewich, Chairman of Northeast Region CAER.

With almost 40 members sharing best practices for emergency response and collaborating on community outreach efforts, Northeast Region CAER lives up to its motto of working towards a safer, more informed community. Its successes include the mutual aid emergency response plan with resources coordinated through Strathcona County dispatch, common training among members and Shelter in Place community safety education materials.

In 2003, Northeast Region CAER launched its community notification program which includes the 24-hour UPDATEline 1-866-653-9959 and a call-out system. Residents can call the UPDATEline to hear current information about non-routine industry activity. Each member is responsible for posting information to the line.

“Our goal with the UPDATEline is to provide our members with a tool to communicate with residents around the region, and to give residents access to current information using one phone number,” says Danilkewich.

Members also have access to a common system to call residents within the Northeast Region CAER boundary.

“Using the call-out system, members can provide information to nearby residents about more serious situations,” Danilkewich says.

“As a group, we have agreed that communication to residents is a priority and we have found a way to do this using common systems and protocols.”

Along with other regional organizations, Northeast Region CAER is part of the Life in the Heartland initiative.

“We have worked with the Life in the Heartland partners extensively over the years. This is another example of how we are working together to improve resident access to information on matters of importance in this region,” Danilkewich says.

Northeast Region CAER

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[info@nrcaer.com](mailto:info@nrcaer.com)

Ph: 780.424.0162

UPDATEline: 1-866-653-9959



## Fort Air Partnership

Since 2003, the ambient air quality in the Heartland and surrounding region has been monitored by the Fort Air Partnership (FAP), a not-for-profit society dedicated to providing information regarding ambient air quality to industry, government and residents of this region.

FAP's mission is to operate a regional network to monitor and report credible and comprehensive ambient air quality information.

The FAP Airshed is roughly 4,500 square kilometers in size and includes the communities of Bon Accord, Bruderheim, Gibbons, Fort Saskatchewan, Lamont, Redwater, Thorhild and Waskatenau.

The airshed is bordered on the east by highway 834. The southern border runs along highway 16, dipping in to the southern portion of Elk Island Park. In the west the border runs along 97<sup>th</sup> street at the Edmonton city limits and highway 28 north of the city.

In the north the border runs in a straight line

through the town of Newbrook to the east and west borders of the airshed boundary.

FAP's board consists of members of the public, local industry and government agencies, including Alberta Environment, Alberta Health Services and Municipal Government representatives.

Board meetings are generally held the evening of the second Monday of every month and the public is invited to attend, participate and provide feedback.

FAP operates eight continuous monitoring and 57 passive monitoring stations in the airshed. These monitors measure levels of ambient air concentrations of pollutants that are released by regulated industrial sources, as well as non-regulated sources such as traffic and home heating, among others .

The monitoring station's instruments are zeroed daily, calibrated monthly and audited by Alberta Environment annually in accordance with the Alberta Environment Air Monitoring

Directive.

Residents of the Heartland region can visit the FAP website, [www.fortair.org](http://www.fortair.org) (best viewed with Internet Explorer), to view regular updated data from the 8 continuous monitoring sites.

Historical data for these continuous sites is available at the Clean Air Strategic Alliance (CASA) website, [www.casadata.org](http://www.casadata.org).

Residents of the Heartland region are encouraged to contact FAP with any questions or suggestions. You are also invited to attend FAP Annual General Meeting and Open House on May 10, 2010 at the Bruderheim Walker School.

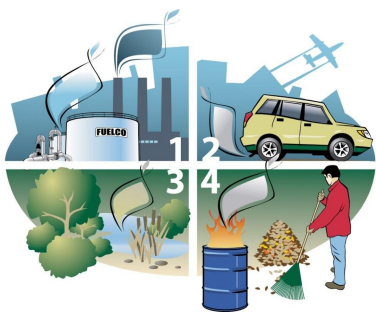
The AGM portion of the evening will begin at 6:30 pm, with an open house and tour of the new Bruderheim Monitoring Station to follow. Refreshments will be provided.

Fort Air Partnership

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## Alberta's Industrial Heartland Land Trust Society

Alberta's Industrial Heartland Land Trust Society (AIH Land Trust Society) was established in 2006 to purchase property from concerned residents living in close proximity to industrial development within Alberta's Industrial Heartland.

This approach allows each concerned resident to identify whether they wish to move away from the Heavy Industrial Policy area, provides fair market price for their properties and facilitates their relocation, should they choose to do so.

There are several key benefits for those who participate in the AIH Land Trust Society program.

For residents the program creates options for an improved quality of life, providing an equitable, efficient and economical process for selling properties and provides residents with relocation options.

For industry the program alleviates conflict in the region and addresses property purchase and relocation desires that cannot be addressed in regulatory review and

processes. For the Provincial Government the program meets business plan objectives of the Government of Alberta and addresses concerns of regulatory agencies (Energy and Resources Conservation Board, Natural Resources Conservation Board and Environmental Appeals Board)

For Municipal Governments the program creates orderly development of Alberta's Industrial Heartland policy area to meet land use policy guidelines.

The AIH Land Trust Society organization is governed by a Board of Directors that includes representatives from the public, industry and municipal stakeholders as well as administrative staff comprising of a Secretary Treasurer and Program Manager.

Program funding was received from both Strathcona and Sturgeon counties at the initial start-up of the AIH Land Trust Society.

Additional financial support has been provided on a voluntary basis from industry and municipal stakeholders

located in Alberta's Industrial Heartland. Membership in the AIH Land Trust Society consists of local municipalities as well as industrial stakeholders located in Alberta's Industrial Heartland.

Our membership categories are mainly based on differences in the funding provided.

The two distinct categories are:

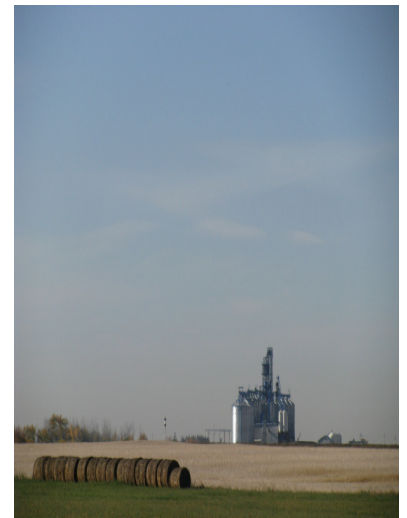
1. Capital Contributor
2. Program Supporter

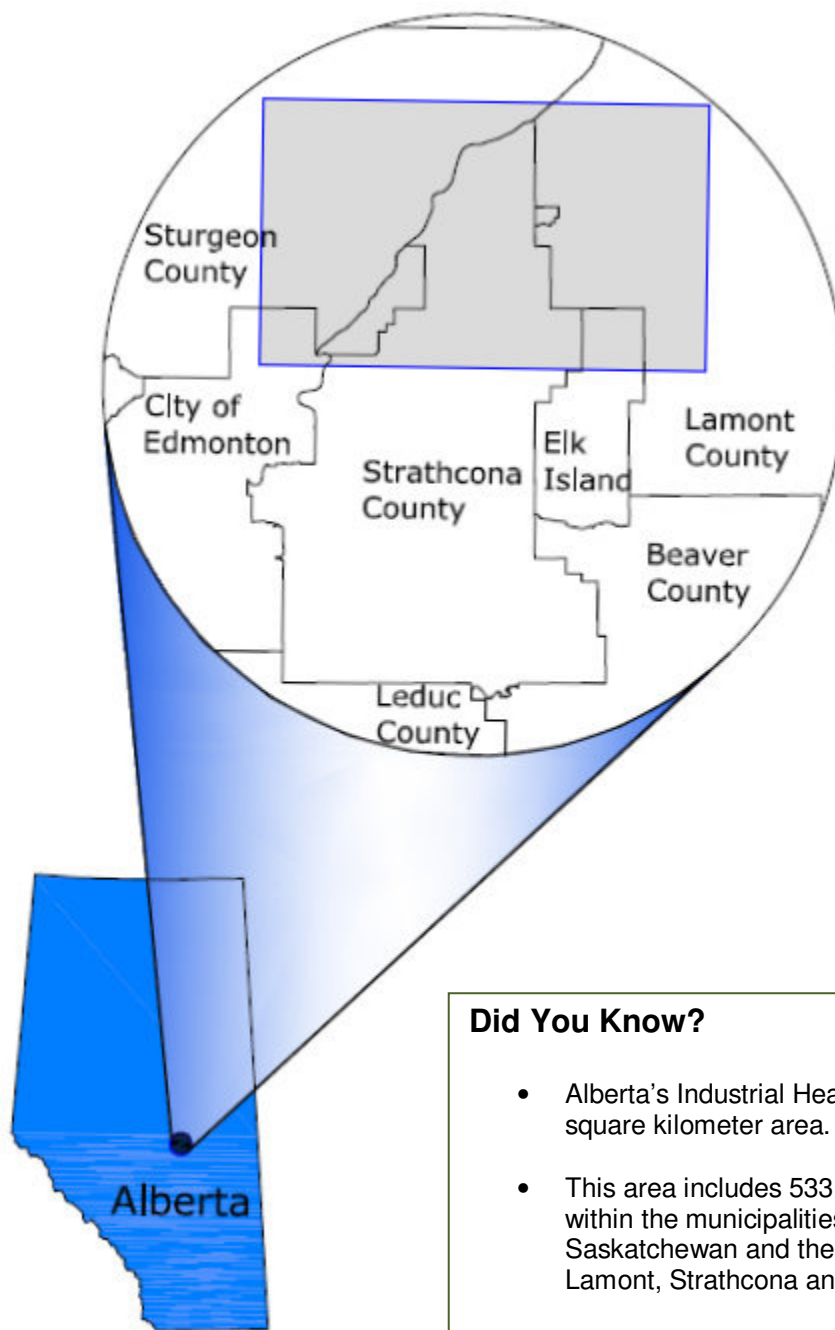
Our members play a key role in funding current and future rounds of the VRPP program as well as the day-to-day operations of the AIH Land Trust Society.

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(Main Menu - "Land Trust Society")

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**Did You Know?**

- Alberta’s Industrial Heartland covers 582 square kilometer area.
- This area includes 533 square kilometres within the municipalities of Fort Saskatchewan and the Counties of Lamont, Strathcona and Sturgeon.
- In addition, another 49 square kilometres in the City of Edmonton (known as the Horsehills Energy and Technology Park) is part of the Heartland territory.