

Media Release

Poll of Heartland Residents Produces Valuable Results

September 28, 2010 – Safety and emergency response received the highest level of satisfaction in a recent survey of residents in Alberta’s Industrial Heartland. The survey conducted by the Life in the Heartland initiative provides residents an opportunity to share their opinions on topics pertaining to the Heartland and industrial development.

“Our outreach activities are being validated, as 49% of respondents have heard of Life in the Heartland,” commented Laurie Danielson, Chair of Life in the Heartland and Executive Director of the Northeast Capital Industrial Association. “One of our main goals since the initiative began just over a year ago is to build recognition. For Life in the Heartland to be a valued information hub for communities in the Heartland region, that awareness is critical.”

The 287 surveys collected at community events in Fort Saskatchewan and the counties of Lamont and Sturgeon showed residents are most satisfied with the management of safety, emergency response, noise, and light. Land use planning and transportation had the lowest level of satisfaction among residents, though these two topics still received a score above 3 on a 5 point scale.

While Life in the Heartland plans to focus on each area in their communication with residents, the survey results provide insight about resident information needs and determine what topics are priorities.

Survey results and more information are available at www.lifeintheheartland.com or email info@lifeintheheartland.com.

Life in the Heartland is an initiative aimed at making information about industrial operations and development accessible to residents of our region. Partners include Alberta’s Industrial Heartland Association, Alberta’s Industrial Heartland Land Trust Society, Fort Air Partnership, Northeast Capital Industrial Association, and Northeast Region Community Awareness Emergency Response.

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Contact Information for Life in the Heartland Partner Organizations

- Alberta's Industrial Heartland Association (www.industrialheartland.com)
Association of municipal partners that supports sustainable planning and investment

Neil Shelly, Executive Director
neil@industrialheartland.com or 780.998.7453

- Alberta's Industrial Heartland Land Trust Society (www.industrialheartland.com)
Facilitates the voluntary relocation of residents located in or near industrial zones

Pamela Bunnin, Program Manager
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- Fort Air Partnership (www.fortair.org)
Regional airshed that monitors and reports air quality

Nadine Blaney, Executive Director
nadine.blaney@fortairmail.org or 1.800.718.0471

- Northeast Capital Industrial Association (www.ncia.ab.ca)
Industrial association that supports cumulative management programs

Laurie Danielson, Executive Director
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- Northeast Region Community Awareness & Emergency Response (www.nrcaer.com)
Regional community awareness emergency response organization that focuses on mutual aid emergency response planning, community notification and safety education

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