

## Heartland 101: Life in the Heartland Polls Local Community

*January 2014*

As industrial activity expands in our region, so does the need for current and accurate information for local communities. Transportation, environmental monitoring, emergency response, and industrial project status are important topics to all who live and work here.

Life in the Heartland is a partnership initiative aimed at providing information resources for residents in and around Alberta's Industrial Heartland. Now in its fifth year, Life in the Heartland recently conducted a community survey to understand where Heartland area residents obtain information and what topics are of greatest interest.

"Communicating effectively with the local community requires understanding and engaging with our audience. This survey provides great insight about Heartland area residents and their viewpoints about industrial development and operations in the region," explains Vanessa Goodman, Chair of Life in the Heartland.

Over 175 respondents participated. The following are highlights of the results:

- **Over 80% have heard of Life in the Heartland**  
You can find us online, at community events, in local newspapers, and on Mix 107.9 FM.
- **Over 47% have visited our website making it our most accessed resource**  
Information in local newspapers and community information evenings are also in the top three information resources.
- **Nearly 90% rely on local newspapers to stay informed about industrial activity**  
Open house style events and websites are also popular options.
- **Top three topics of interest are Air Quality, Water Quality, and Transportation**  
Industrial Development and Safety & Emergency Response round out the top five.
- **Over 61% rate Safety & Emergency Response as either excellent or well managed**  
Industrial Development received the second highest grade with over 57% rating it as either excellent or well managed. Transportation received the lowest grade with over 38% rating it poorly managed.

"These results will help guide the planning efforts of Life in the Heartland, as our partner organizations continue working together on communication opportunities with local residents and stakeholders," says Goodman.

For more information about the survey or Life in the Heartland, visit [lifeintheheartland.com](http://lifeintheheartland.com), follow us on Twitter and Facebook, or email [info@lifeintheheartland.com](mailto:info@lifeintheheartland.com).

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*Heartland 101 is a monthly print and on-air (Mix 107.9 FM) series brought to you by **Life in the Heartland**, a partnership of five local organizations improving access to information, resources, and contacts for communities in and around Alberta's Industrial Heartland.*