

Life in the Heartland/
Fort Air Partnership/Northeast
Region Community Awareness
and Emergency Response
2017 Public Perceptions Survey
July 18, 2017



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EXECUTIVE SUMMARY

The telephone survey involved interviews with 400 residents living within Fort Air Partnership's (FAP) Airshed, which includes Alberta's Industrial Heartland, and the northern portion of postal code T5Y located northeast of Edmonton. FAP's Airshed and the T5Y postal code area encompass Life in the Heartland's and the Northeast Region Community Awareness and Emergency Response (NRCAER's) key target audiences. Comparisons are provided for questions that were asked in 2015.

Importance of Issues

- Respondents felt infrastructure and air quality were the most important issues facing the area in which they lived, followed by traffic issues and jobs. When compared to 2015, the percentage of respondents who mentioned air quality, traffic and environmental concerns as important issues in the region dropped considerably, infrastructure remained the same and the economy emerged as a prominent issue.
- When respondents were asked to think specifically about industrial development and activity in the area, air quality was the top mention followed by traffic issues, infrastructure and environmental concerns. The top mentions remained the same as in 2015 but in each case, the importance of these issues to respondents relative to industrial development and activity declined.
- When asked to think specifically about environmental issues in the area, air quality was again the top issue. However, for this question, water quality, land destruction and refineries/plants rounded out the top four. As with the other top of mind questions, the number of respondents in 2017 who felt these were important issues declined when compared to 2015.
- Of note affecting 2015 comparisons in this section of the survey was the significant increase in the number of 'don't know/not sure' respondents for each question.
- Overall, respondents follow environmental issues more closely (76% very or somewhat closely) than industrial development and activity (69% very or somewhat closely). These were similar results to 2015.

Management of Issues

- Respondents felt safety/emergency response was the best managed issue, with 74% considering it excellent or good. This was followed by water quality/quantity management (64%), industrial noise (59%), air quality (57%) and industrial light (56%). The top five rankings matched the results from 2015 with the exception of air quality, which ranked one position higher than industrial light in 2017.
- Transportation was considered the most poorly managed issue, with about one-third of respondents (34%) saying the issue was being managed somewhat poorly or poorly. Only 30% thought it was being managed well. All other issues received a balanced or favourable management rating.



- Overall, where comparatives are possible, respondents in 2017 were more positive about the management of listed issues than their 2015 counterparts. The most dramatic improvement was transportation, with satisfaction rising 7% and dissatisfaction dropping 13%.

Interest in Issues

- Respondents had the most interest in issues involving safety/emergency response (74% very or somewhat interested), followed closely by air quality and water quantity/quality (both at 72%). Of least interest was industrial light and noise (only 34% and 41% of respondents respectively said they were very or somewhat interested in these topics).
- The results are very similar to 2015, with the top and bottom rankings being the same and, across all issues, varying only a few percentage points.

Perception of Air Quality

- More than half (61%) of all respondents rated air quality where they lived as excellent or good, while about a one-quarter (27%) rated it as average. A small minority (12%) rated it as poor or very poor. The excellent or good rating improved 3% from 2015.

Information Recall and Preferences

- Nearly two-thirds (60%) of respondents said they recalled seeing, hearing or reading information in the past year about environmental issues or industrial development and activity in the area. This was a significant drop in recall from 2015 (down 10%).
- Those who did recall seeing, hearing or reading information about environmental issues or industrial development and activity in the area said local newspapers was their main source (76% total mentions), followed by Edmonton media (radio/TV) at 21%, social media at 17%, and Edmonton newspapers and local radio (both at 15%). A significant change from 2015 is the 12% jump in respondents who said they hear, saw or read information on the two topics on social media.
- As in 2015, the top two ways in which respondents are currently getting information about environmental issues or industrial development and activity in the area matched their preferred way of receiving this information (local newspapers and Edmonton radio/TV). Local radio ranked third in terms of a preferred source (49%) even though only 15% of people said they got their information from that source now. Compared to 2015, social media jumped significantly as a preferred information source (up 9% to 39%).



Emergency Situations

- Among all respondents, 43% said local media would be their primary information source regarding an emergency situation that impacted public safety. This was followed by their local municipality (26%), social media (22%) and alert systems (13%). Compared to 2015, local media, local municipalities and social media have all become more of a 'go to' source for residents.
- More than two-thirds of respondents (37%) said they were aware of Shelter in Place, a 6% improvement from 2015.
- The vast majority of respondents (85%) said they were very or somewhat prepared to look after their household's immediate needs for 72 hours in the event of an emergency.
- Slightly more than half (54%) said they were very or somewhat prepared to evacuate with an emergency kit of essentials ready to go.

Fort Air Partnership (FAP)

- Less than one-third of respondents (29%) said they had heard of Fort Air Partnership. This is a 9% decrease over the number who had heard of the organization in 2015.
- When compared to 2015, a larger majority (up 6% to 83%) of respondents who were aware of FAP knew the organization monitors air quality in and around Alberta's Industrial Heartland. Also, more people in 2017 were aware FAP makes air quality information available to the public (26% today versus 18% in 2015).
- Among those who provided an opinion on what FAP does, FAP newspaper advertisements or articles were the most widely seen or accessed in the past (77%), followed by print materials (40%), community events, meetings and discussions with the organization's Board or staff (23%) and the website (22%). Of note is nearly half of these respondents (48%) mentioned at least one on-line product as a source of information. Compared to 2015, there were fewer mentions for all sources in 2017 except print products, which increased 7%.
- These same respondents had the most satisfaction with FAP's efforts monitoring and collecting data on local air quality (66% were very or somewhat satisfied). They had the least satisfaction with FAP's work in notifying the public when local air quality standards were exceeded (only 38% were very or somewhat satisfied). Compared to 2015, the level of satisfaction declined slightly in all areas except the topics of being open and transparent (down 8%) and notifying the public about exceedances (down 6%).
- The majority of those who mentioned FAP's website as an information source expressed satisfaction with it, particularly with its navigation and easy to understand content.
- Among all respondents, the vast majority (92%) felt FAP was very or somewhat important. This level of support was up slightly from 2015.



- A large majority (93%) felt it was very or somewhat important for Alberta Environment and Parks to allow FAP to continue to manage local air monitoring and reporting as per provincial guidelines.
- About one-third of all respondents wanted to learn more about FAP by receiving periodic updates from the organization.

Life in the Heartland (LITH)

- One-third of respondents (33%) said they had heard of Life in the Heartland. This was unchanged from 2015.
- Among those who were aware of LITH, nearly half of respondents (48%) believe the organization provides information/education about industrial activity and environmental issues in Alberta's Industrial Heartland. This was an increase of 8% when compared to 2015.
- Among those who provided an opinion on what LITH does, local LITH newspaper advertisements or articles were the most widely seen or accessed (65%), followed by Community Information Evenings (25%), meetings/discussions with LITH representatives, the website and the e-newsletter (all at 23%). The most significant changes in information sources were the rise in social media (up 10%) and a corresponding drop in local newspaper ads/articles (down 10%).
- One-third of all respondents wanted to learn more about LITH by receiving periodic updates from the organization.



INTRODUCTION

Fort Air Partnership (FAP) is responsible for monitoring air quality in the Industrial Heartland area north and east of Edmonton, an area of approximately 4,500 square kilometers. It also is responsible for providing accurate and impartial information on air quality to the public. It measures against the ambient air quality standards set by the Government of Alberta using a mixture of continuous and passive monitoring stations.

Life in the Heartland (LITH) is an initiative to provide information and improve communications with residents about industrial operations and development in Alberta's Industrial Heartland.

Northeast Region CAER (NRCAER) is a mutual aid emergency response association that was formed in 1991. Its members include emergency management professionals, pipeline companies, chemical transporters and area municipalities. Together, the group trains, plans and shares best practices for emergency response in its 700 square kilometre region.

To examine awareness and perceptions of FAP, LITH & NRCAER among members of the public residing within the organizations' catchment areas, Marcomm Works and its partner firm, Trend Research Inc., were contracted to conduct a random telephone survey of area residents.

This report provides a summary of the research, including methodology and key findings. Comparisons are provided for questions that were asked in 2015. Please note that it has been written from the independent and objective point of view of Marcomm Works. Any opinions, interpretations or conclusions contained within it may or may not coincide with those of Fort Air Partnership, Life in the Heartland and/or NRCAER.

METHODOLOGY

The telephone survey involved interviews with 400 randomly selected adult residents living within Fort Air Partnership's airshed, which includes Alberta's Industrial Heartland, and the northern portion of postal code T5Y. FAP's airshed and T5Y located northeast of the City of Edmonton encompass Life in the Heartland and NRCAER's key target audiences.

The questionnaire was designed by Marcomm Works and approved in advance by FAP, LITH and NRCAER. All interviewing was conducted June 1 -20, 2017 by Marcomm's partner firm, Trend Research Inc. from its Central Location Telephone Facility in Edmonton. Telephone numbers were selected at random from current directory listings for the area.



To ensure a random selection of individuals within each household reached, the “birthday method” of respondent selection was used – in which interviewers asked to speak to the person in the household who was 18 years of age or older and would have the next birthday.

Quotas were established to ensure a split of male and female respondents, an approximate representation of ages found in the catchment area, and no more than half of all respondents from Fort Saskatchewan.

All interviewing was conducted using “DASH” software, which allows questionnaires to be programmed for Computer Assisted Telephone Interviewing. With CATI, data collection and data entry are simultaneous, given that data is entered into a computer file while the interview is in progress. DASH also allows interviewers to directly enter verbatim responses to open-ended questions.

On completion of field interviewing, all open-ended responses were checked, coded and entered into the data file. Detailed tables of complete survey results were then generated, including by total and by demographic questions. For reference, the following table illustrates the margin of error for a sample of 400, and a selection of sub-sample sizes.

Sample Size	Error Margin
400	+/- 5.0%
300	+/- 5.8%
250	+/- 6.3%
100	+/- 10.0%
50	+/- 14.2%

The margins shown in the table are at the 95% confidence interval (i.e. if the same survey were conducted in the same manner 20 times, results would be within the margin of error at least 19 times) and at the maximum degree of variability (i.e. where exactly 50% respond “yes” and 50% respond “no” to a yes/no question). There is a small decrease in the margin of error where responses are more uniform (e.g. 85% yes and 15% no, etc.).

RESULTS

The following sections provide a summary of overall results from the survey, including graphs and tables as appropriate. A complete set of result tables has been delivered separately. *Please note that throughout this report, percentages shown may not add to 100 for a variety of reasons, including: rounding; omission of “don’t know”, “no response” or “refused” categories; and/or multiple responses to certain questions where permitted.*

Respondent Profile (Base = 400)					
Age	2017	2015	Education	2017	2015
18 – 34	27%	20%	High school or less	21%	22%
34 - 54	33%	44%	Some post-secondary	11%	11%
55 and older	40%	35%	Degree, diploma or certificate	57%	58%
			Master’s or doctorate	9%	6%
			Refused	3%	3%
Area of residence			Gender		
Fort Saskatchewan	30%	44%	Male	50%	50%
Strathcona County	30%	25%	Female	50%	50%
Gibbons, Bon Accord, Redwater	11%	15%	Lived in Community		
Other*	22%	9%	0-2 years	9%	4%
Sturgeon County	6%	6%	3-5 years	7%	12%
Lamont or Bruderheim	2%	1%	6-10 years	13%	12%
			10+ years	71%	73%

**Other includes other village, hamlet or rural locations in FAP’s airshed or in the T5Y postal code.*

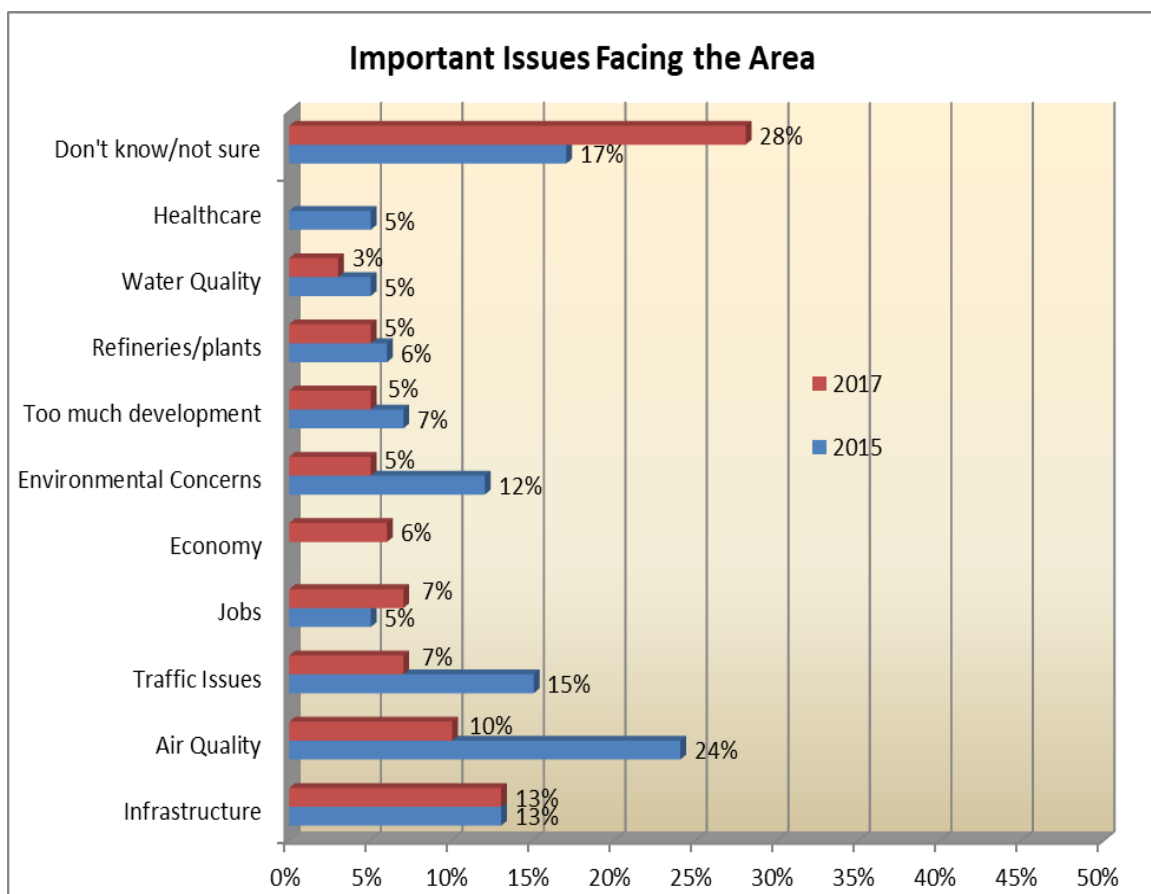


Importance of Issues

The survey began by asking respondents a few top-of-mind questions. The first question asked: *“What do you think are the most important issues facing the area in which you live?”* Multiple mentions were allowed. Issues mentioned by 5% or more of all respondents in 2017 or 2015 are noted on the following chart.

Among those who shared an opinion, infrastructure (13%) and air quality (10%) were the top two mentions, followed by traffic issues and jobs. Other issues that garnered a smaller yet notable percentage (3-4%) of total mentions were crime, land use, the economy and government.

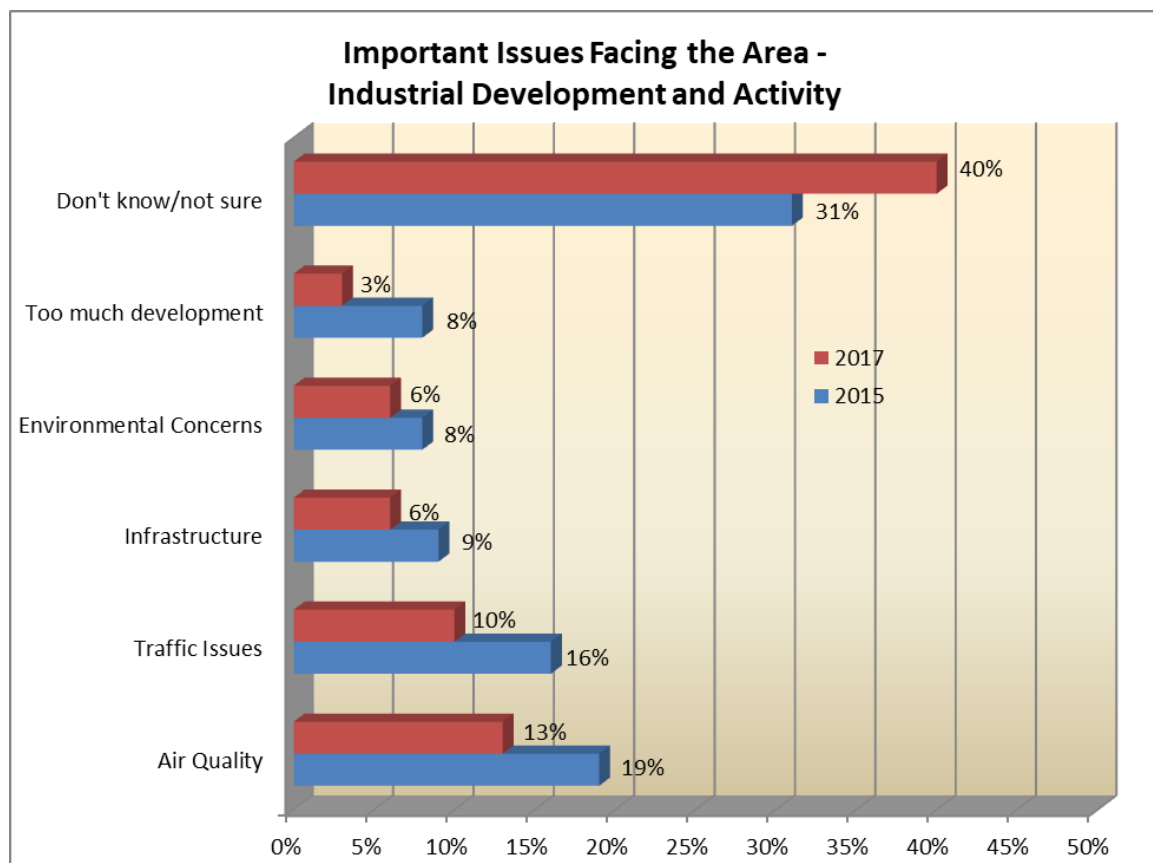
When compared to 2015, air quality, traffic and environmental concerns as important issues in the region dropped considerably. Infrastructure remained the same while the economy emerged as a prominent issue. The closely related category of jobs as an important issue rose slightly. Of note that affects these comparisons is the significant increase in the number of ‘don’t know/not sure’ respondents in 2017 (28% versus 17% in 2015).



Respondents were then asked the same question but to think specifically about industrial development and activity in the area. Issues mentioned by 5% or more of all respondents in 2017 or 2015 are noted on the following chart.

Air quality was the top mention (13%), followed by traffic issues (10%), infrastructure (6%) and environmental concerns (6%). Other issues that garnered a smaller yet notable percentage (3-4%) of total mentions were lack of development, too much development, plants/refineries, land use, jobs and water quality.

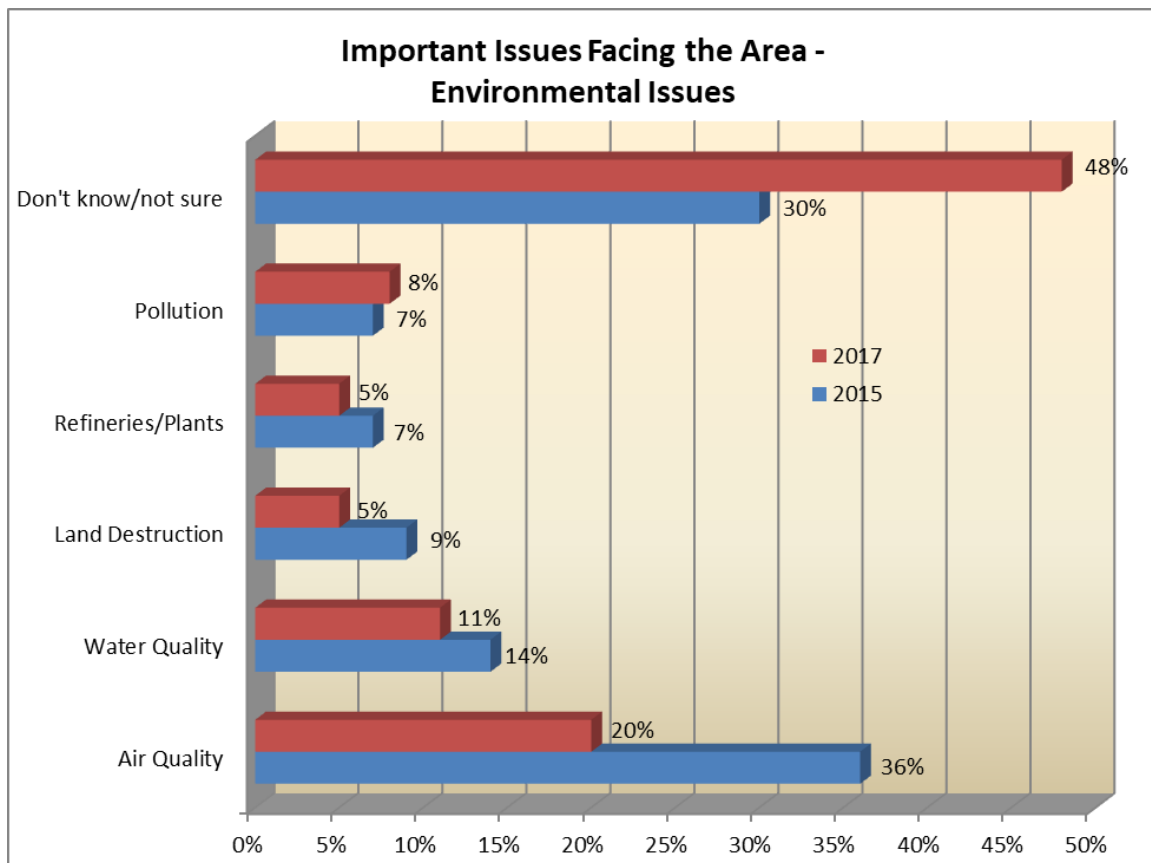
The top mentions remained the same as in 2015 but in each case, the importance of these issues relative to industrial development and activity declined. As in the first question, the number of people who offered no opinion rose significantly (from 31% to 40%).



Lastly, respondents were asked the same question a third time, but to think about environmental issues in the area. Issues mentioned by 5% or more of all respondents in 2017 or 2015 are noted on the following chart.

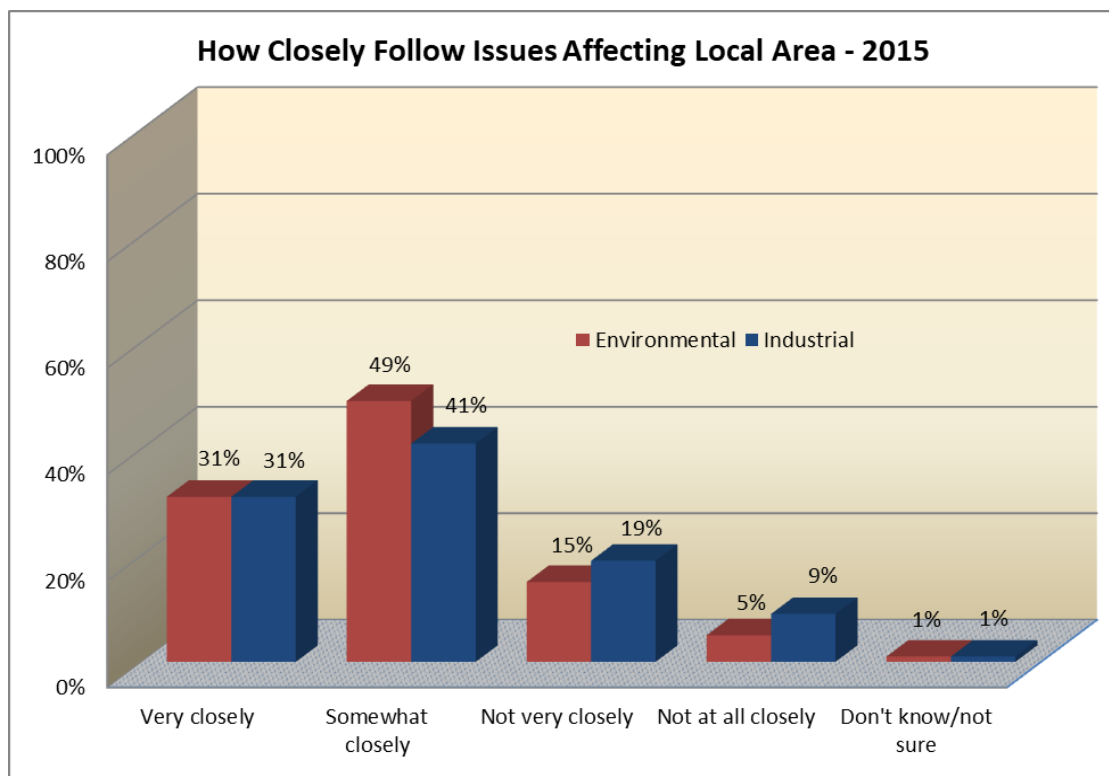
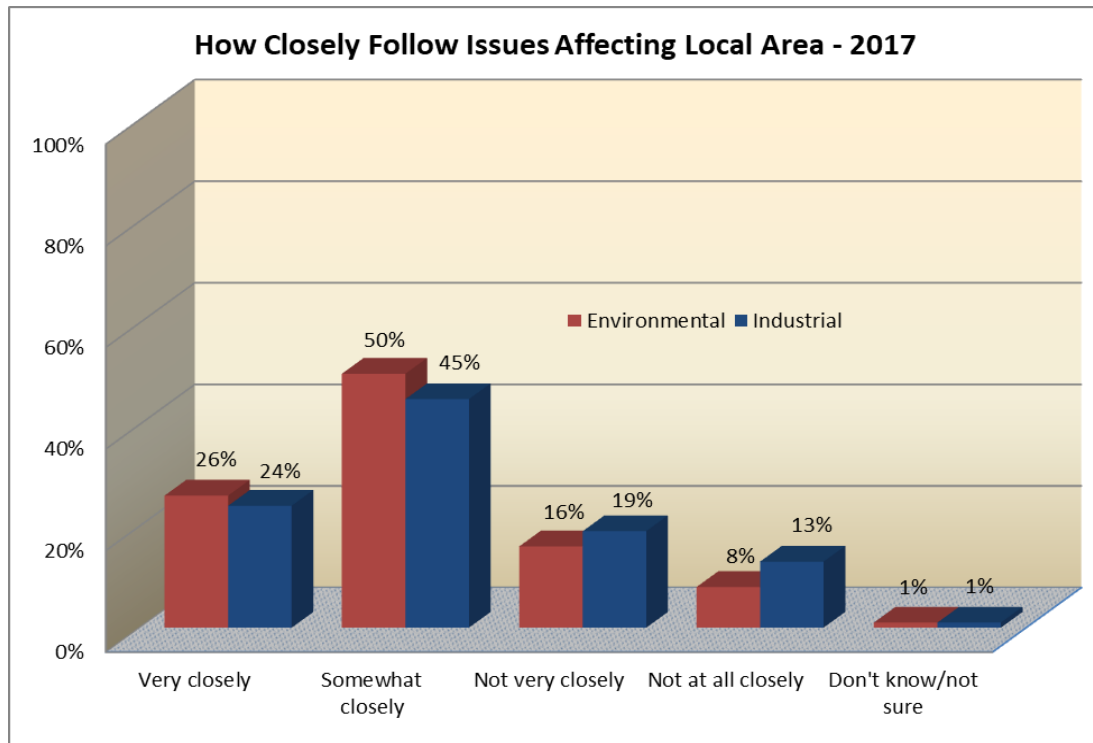
Air quality was again the top issue at 20% of total mentions. As in 2015, water quality, land destruction and refineries/plants rounded out the top four. However, as with other top of mind questions, the number of respondents in 2017 who felt these were important issues declined when compared to 2015.

Other issues in 2017 that garnered a smaller yet notable percentage (4%) of total mentions were pollution, field spraying and the impact of vehicles. Those respondents offering no opinion were also significantly higher for this question when compared to 2015 (up 18% in 2017).



In two separate questions, survey respondents were next asked how closely they follow environment issues and then, industrial development and activity affecting their local area. Overall, respondents follow environmental issues more closely (76% very or somewhat closely) but focus on industrial development and activity is also significant, with more than two-thirds (69%) of all respondents following those issues very or somewhat closely.

The response to these two questions was similar to the 2015 results, although the level of interest in closely following environmental or industrial development and activity issues was down 4% and 3% respectively in 2017.



Management of Issues

The next questions dealt with how well certain issues were being managed in the area. Respondents were presented with a list of 10 issues and asked to rate them using a five point scale.

Respondents felt safety/emergency response was managed the best, with 74% considering it excellent or good. This was followed by water quality/quantity management (64%), industrial noise (59%), air quality (57%) and industrial light (56%).

The top five rankings matched results from 2015 with the exception that air quality ranked one position higher than industrial light in 2017.

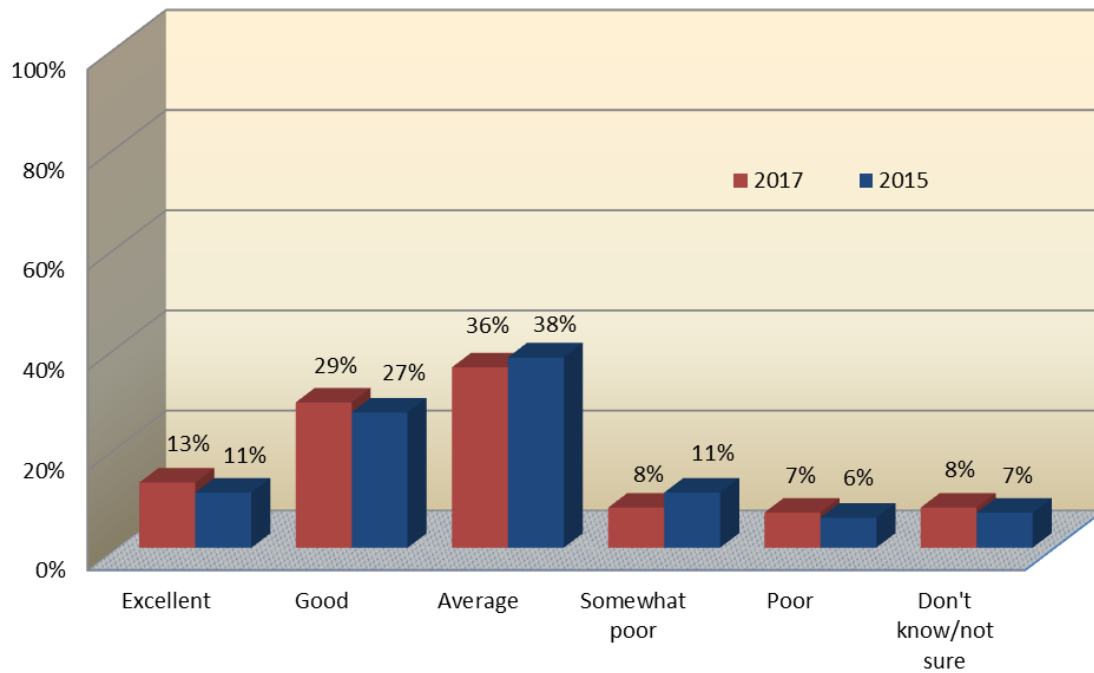
Transportation was considered the most poorly managed issue, with about one-third (34%) of all respondents saying the issue was being managed somewhat poorly or poorly. Only 30% thought it was being managed well. All other issues received a balanced or favourable rating. For example, land use planning received the next worst assessment (26% somewhat poor or poor management). However, other respondents gave land use planning a 37% excellent or good management rating. Similarly, one quarter of respondents (25%) said Employment Opportunities was being poorly managed but 34% said they were satisfied.

Overall, where comparatives are possible, respondents in 2017 were more positive about the management of listed issues than their 2015 counterparts. Amongst all issues, satisfaction levels rose from a minimum of 4% for industrial development to a high of 9% for water quality/quantity. The most dramatic improvement was transportation, with satisfaction rising 7% and dissatisfaction dropping 13%. This was followed by air quality with a satisfaction improvement of 7% and a dissatisfaction drop of 9%.

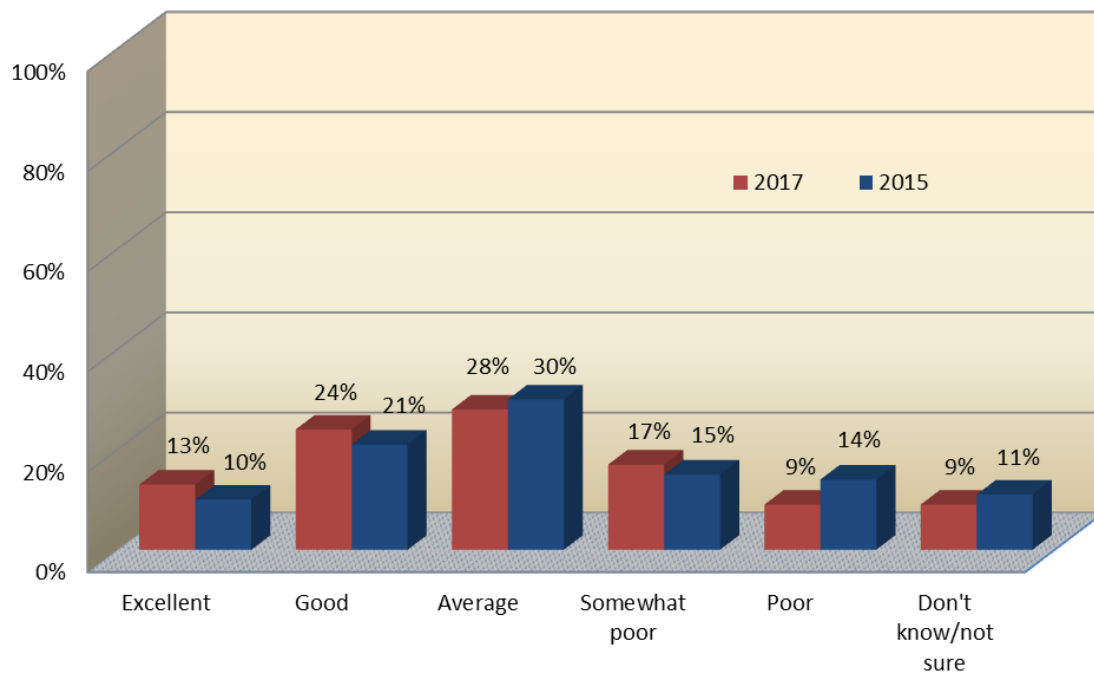
Comparatives are not possible for employment opportunities or community investment as satisfaction with the management of these issues was not included in the 2015 survey.

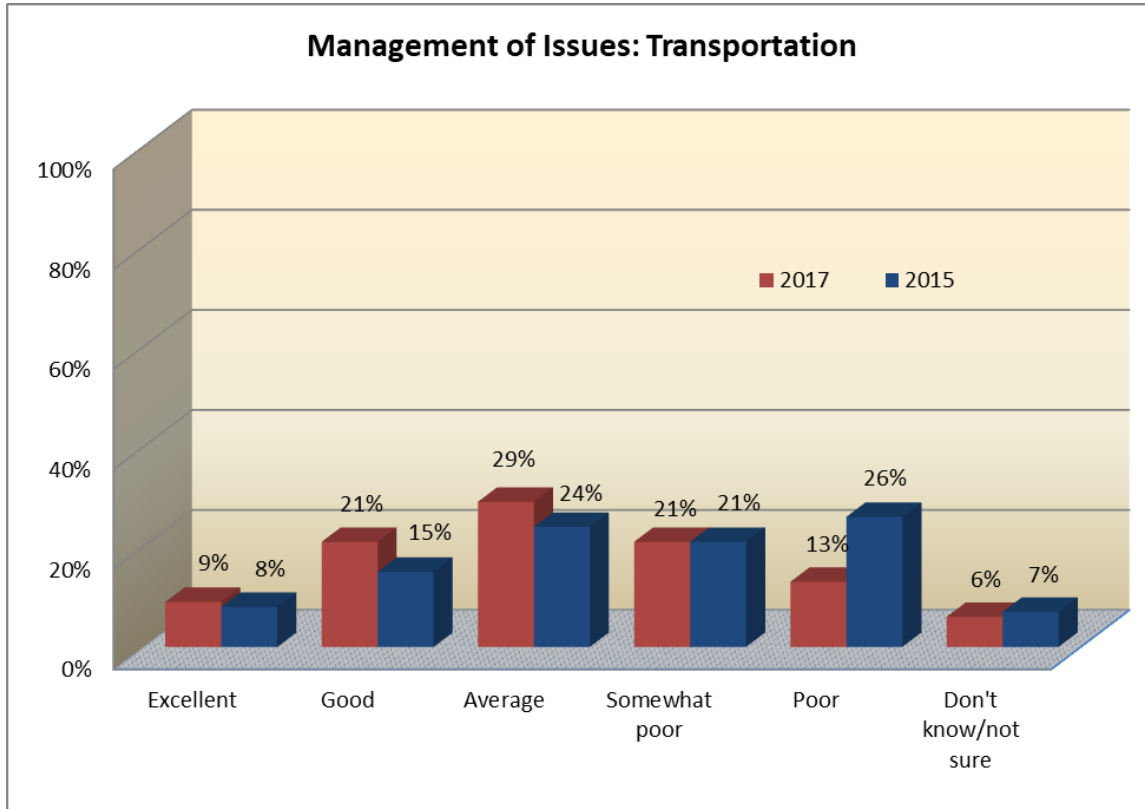
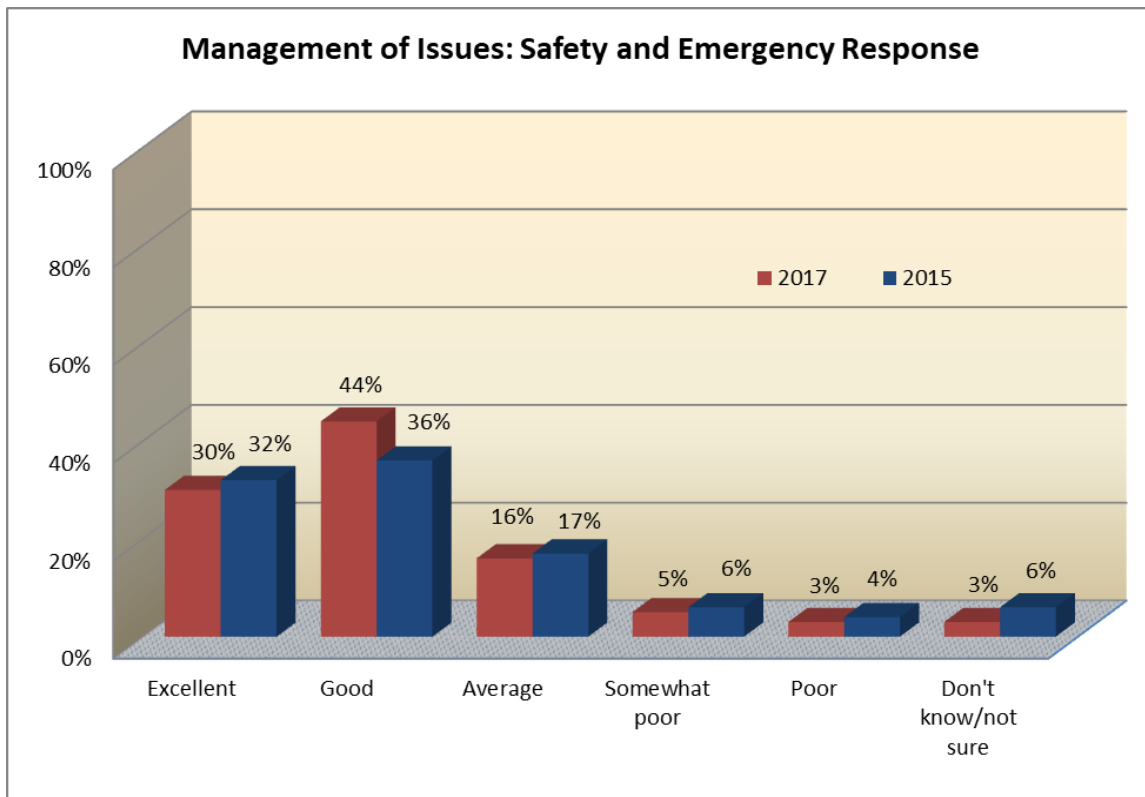


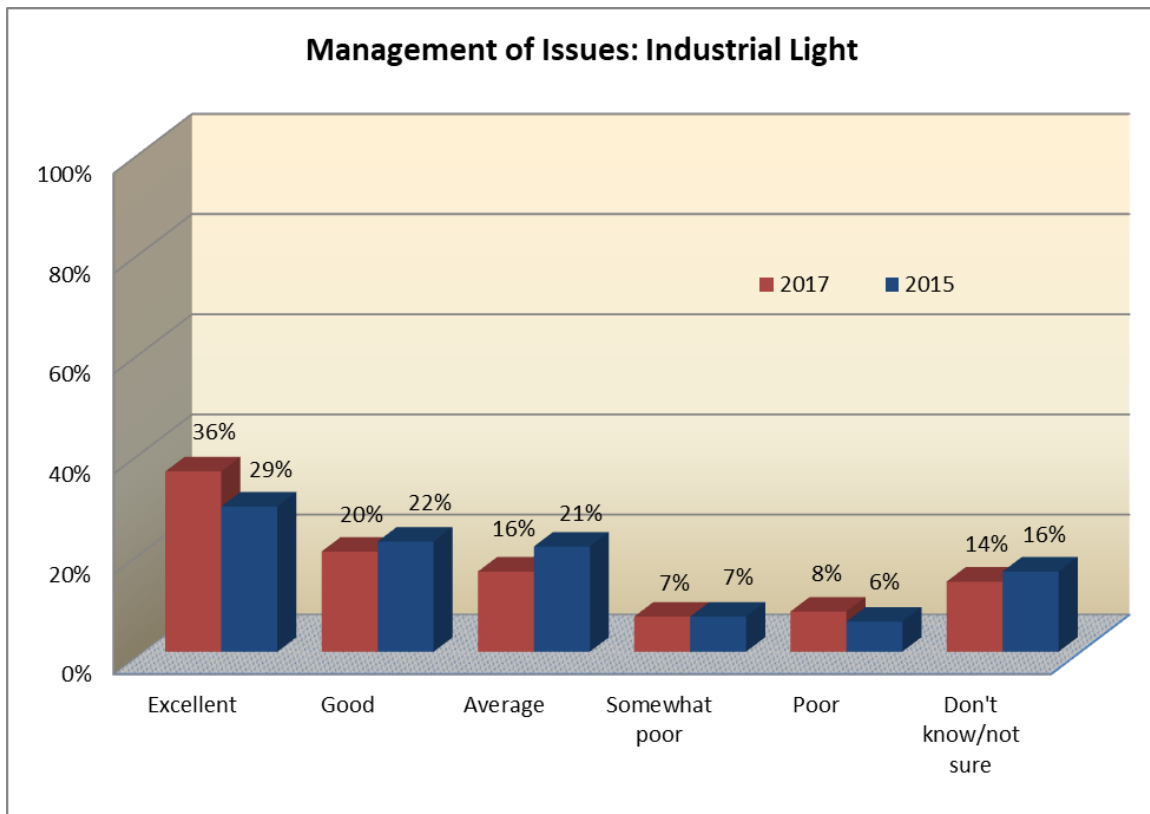
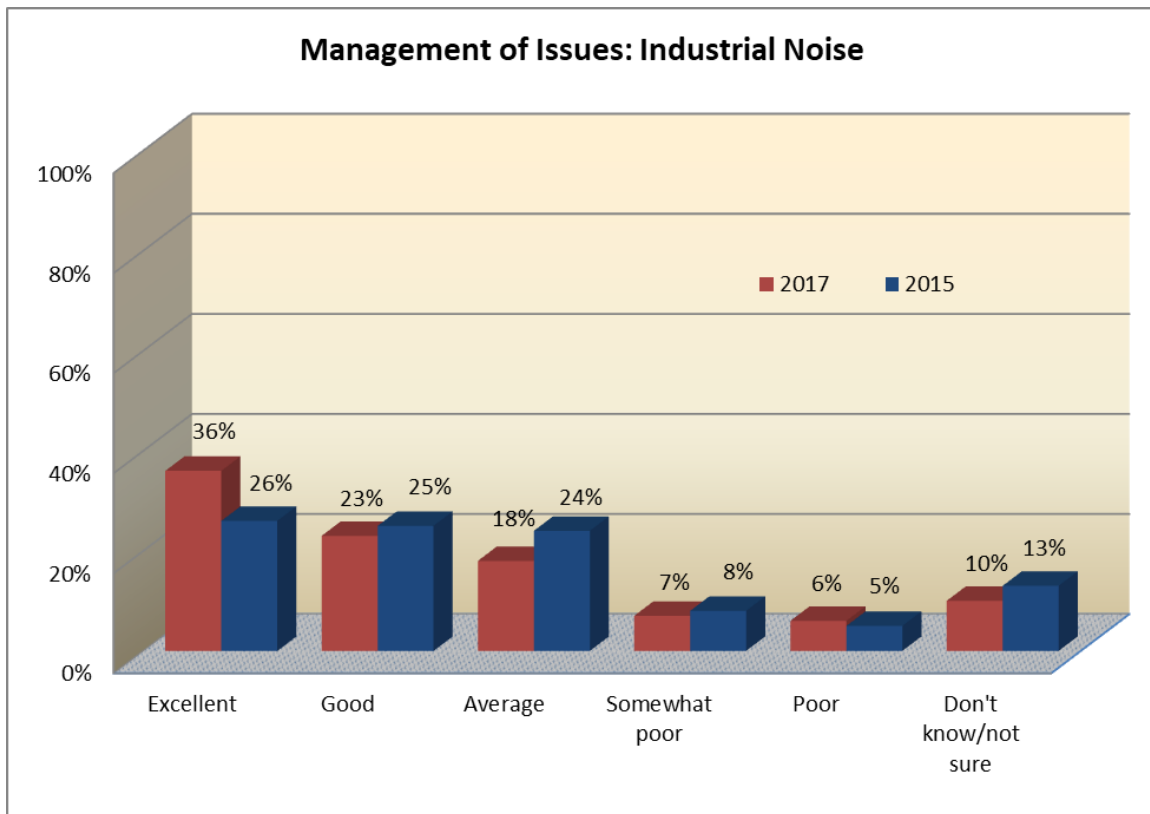
Management of Issues: Industrial Development

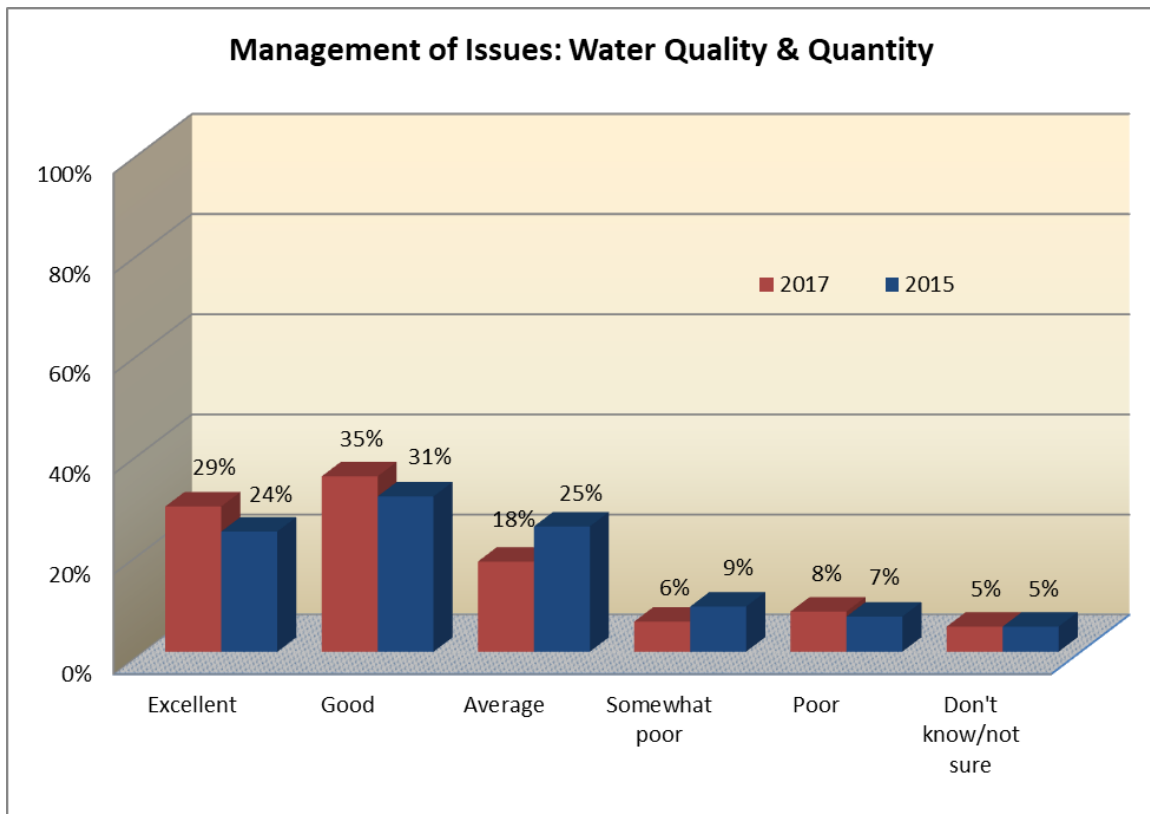
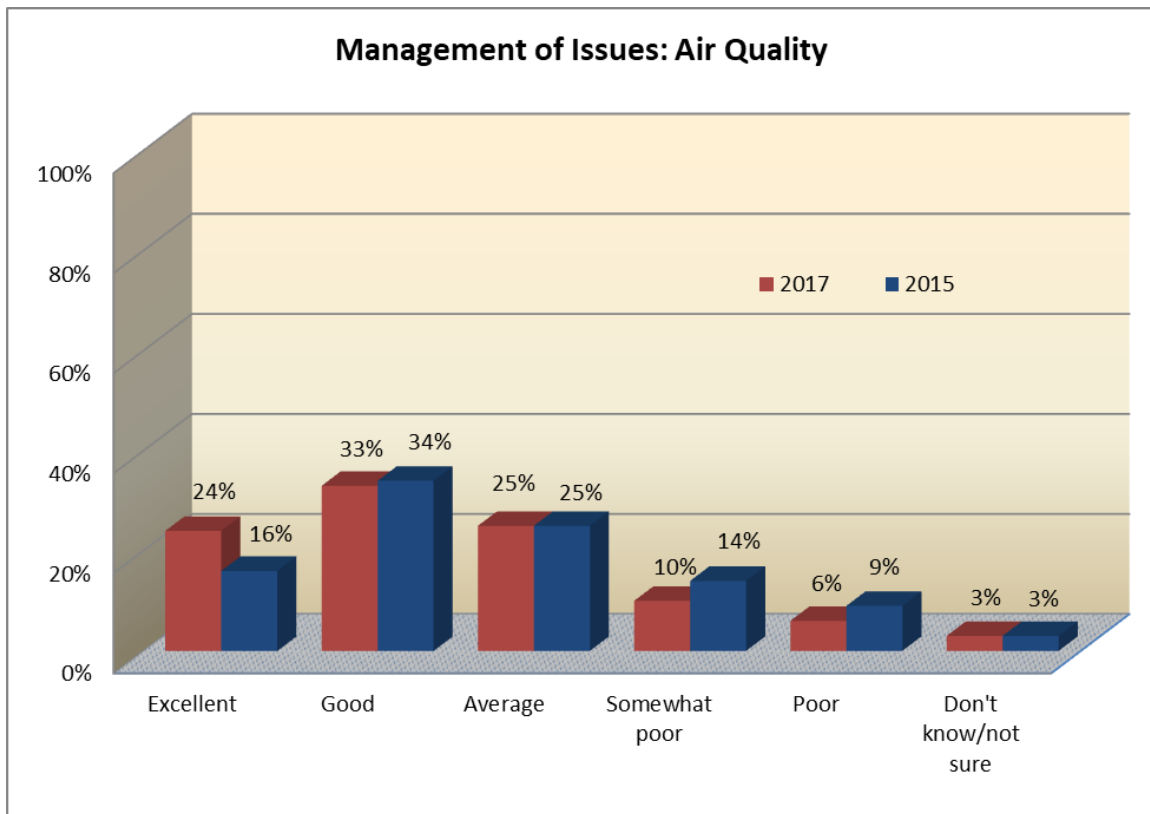


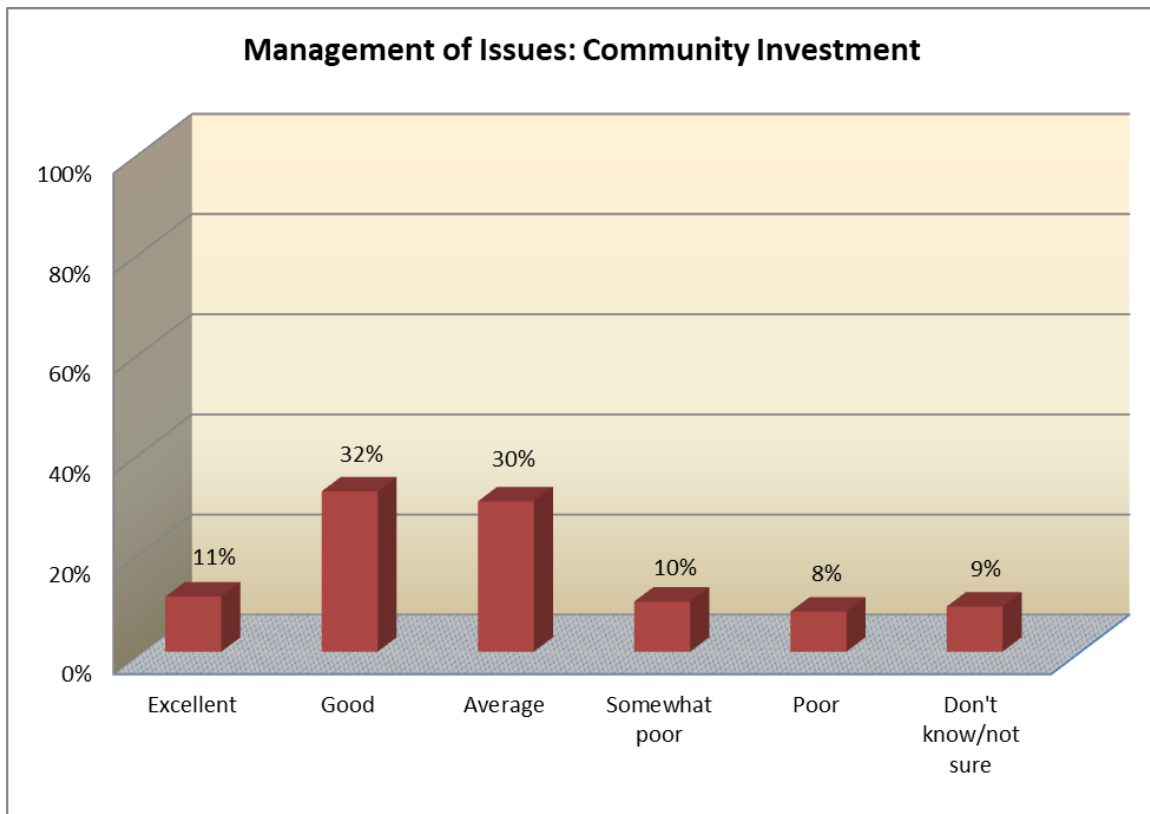
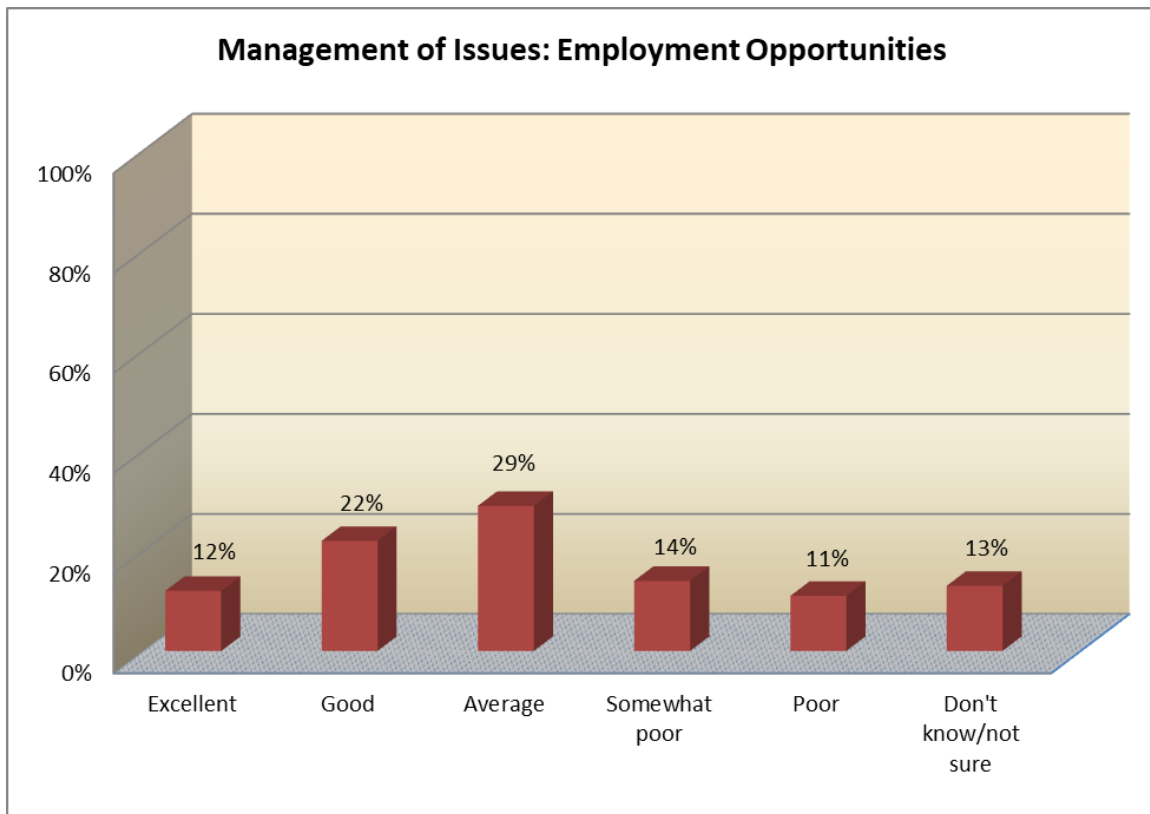
Management of Issues: Land Use Planning











Interest in Issues

Respondents were then asked their level of interest in the same issues, using a five point rating scale. The majority of respondents said they were very or somewhat interested in all other issues except industrial light and industrial noise, which both received less than a 50% interest rating.

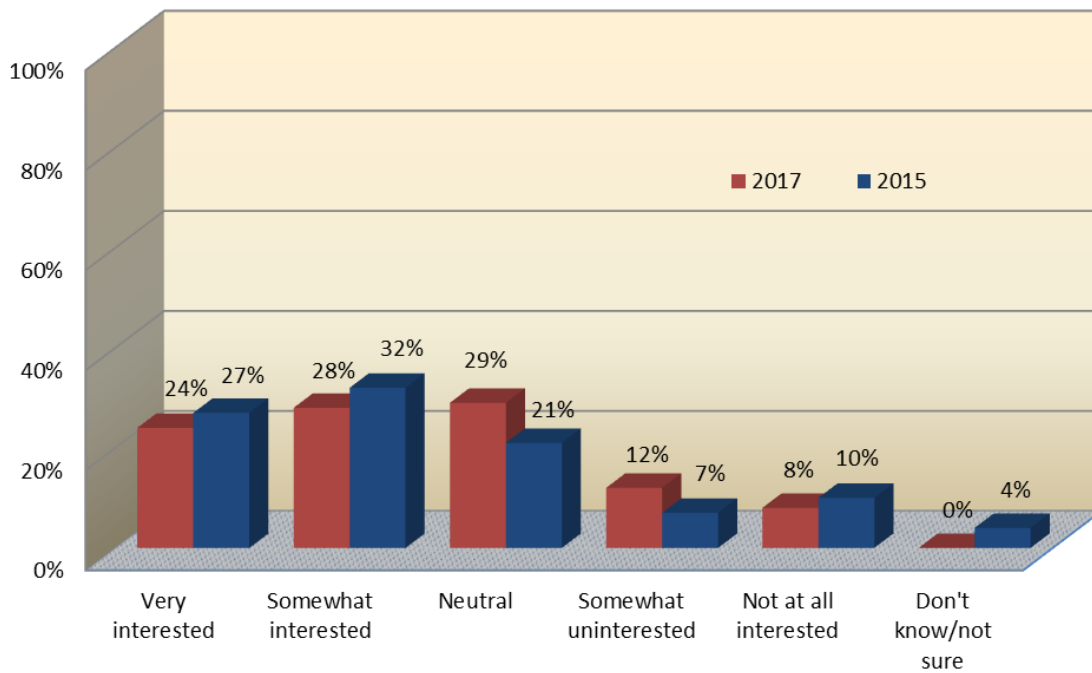
Respondents had the most interest in issues involving safety/emergency response (74% very or somewhat interested), followed closely by air quality and water quantity/quality (both at 72%). Of least interest was industrial light and noise (only 34% and 41% of respondents respectively said they were very or somewhat interested in these topics).

These results are very similar to 2015, with the top and bottom rankings being the same and, across all issues, varying only a few percentage points. The most significant difference was a drop in interest in industrial development. In 2015, 59% said they were very or somewhat interested compared to only 52% in 2017.

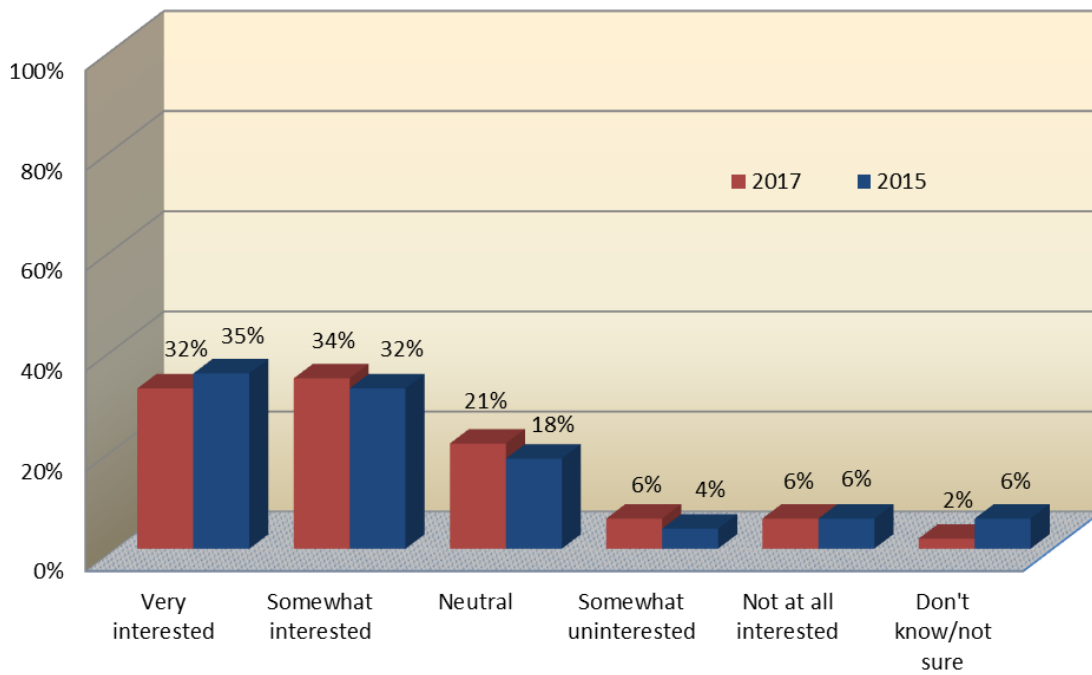
Comparatives are not possible for employment opportunities or community investment as interest in these issues was not measured in the 2015 survey.

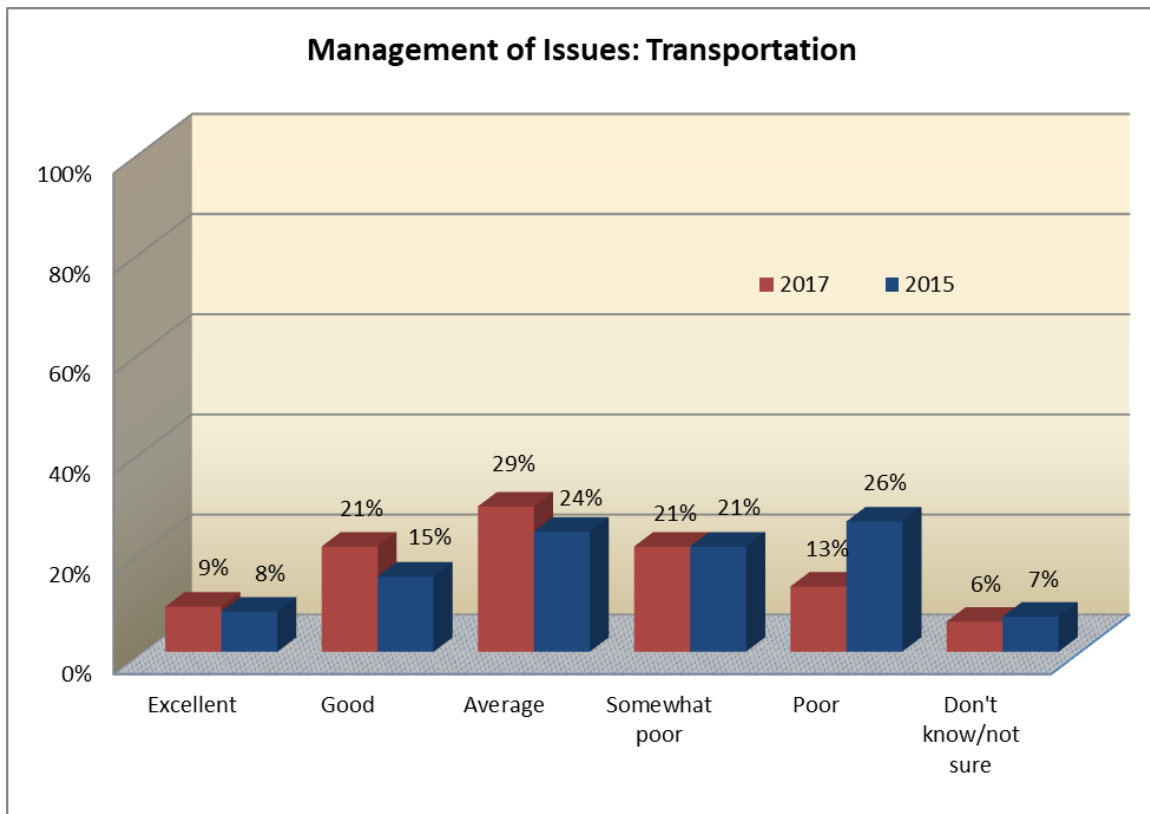
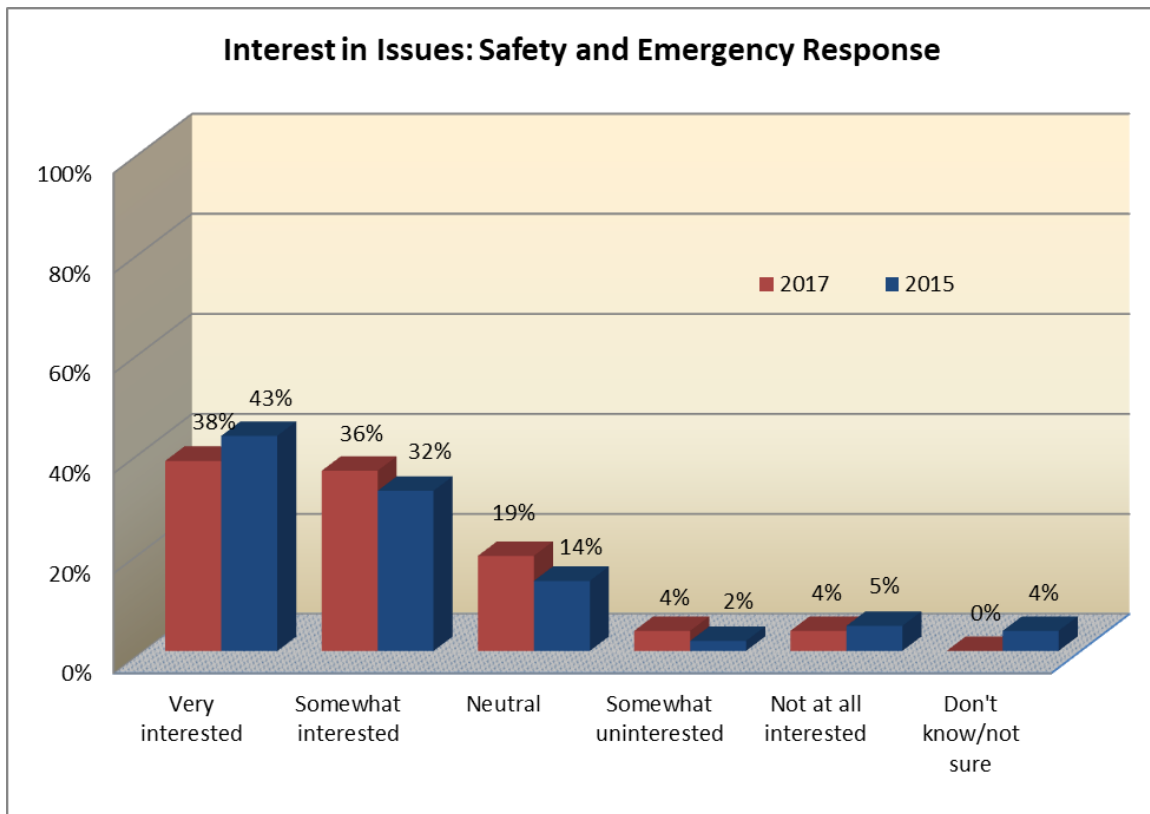


Interest in Issues: Industrial Development

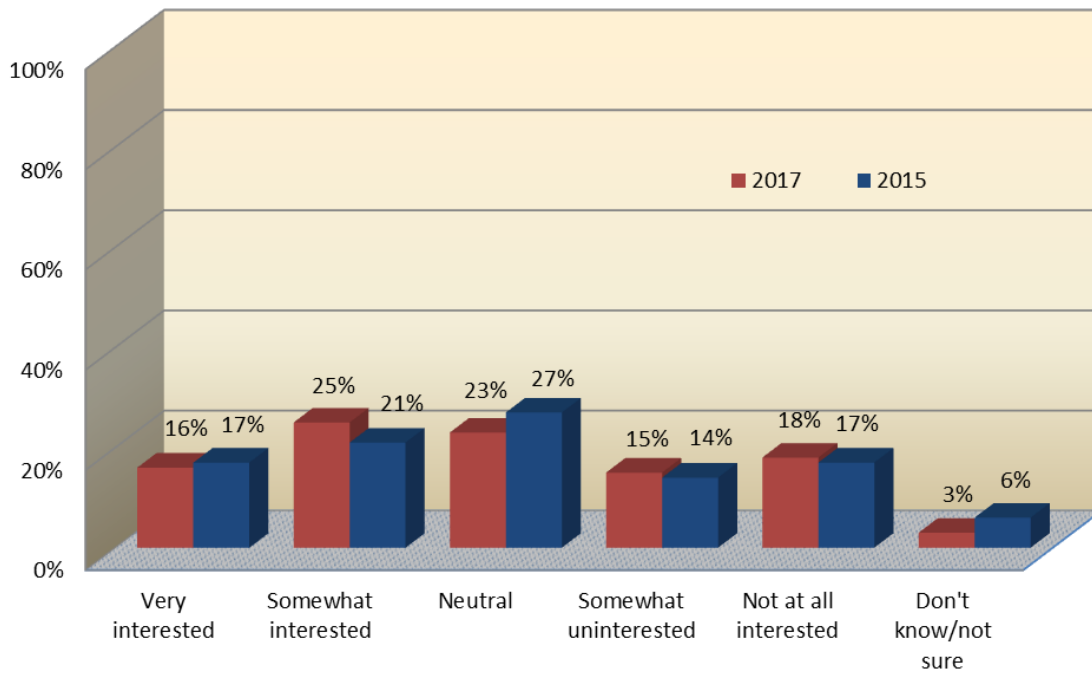


Interest in Issues: Land Use Planning

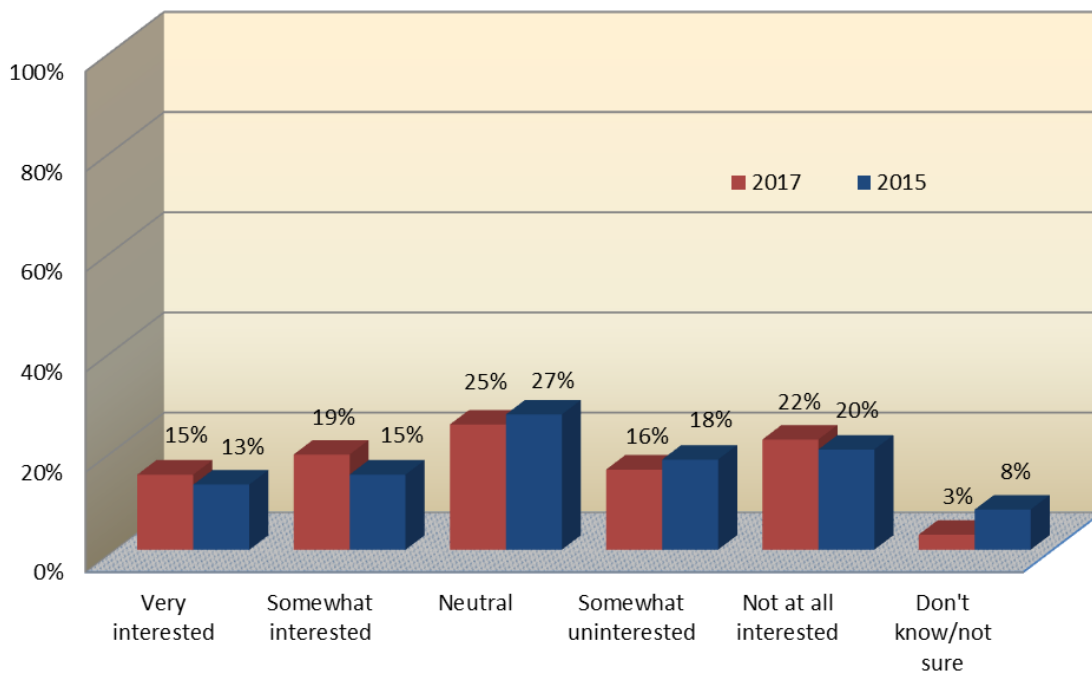


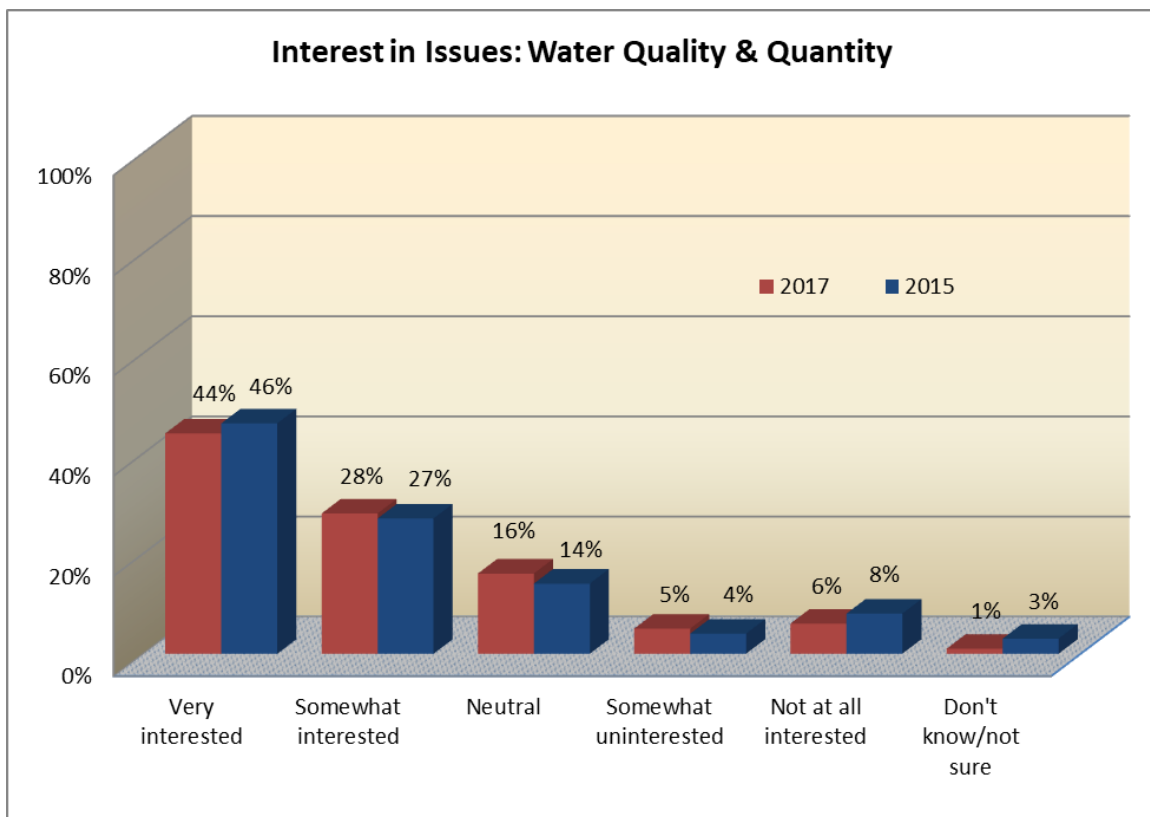
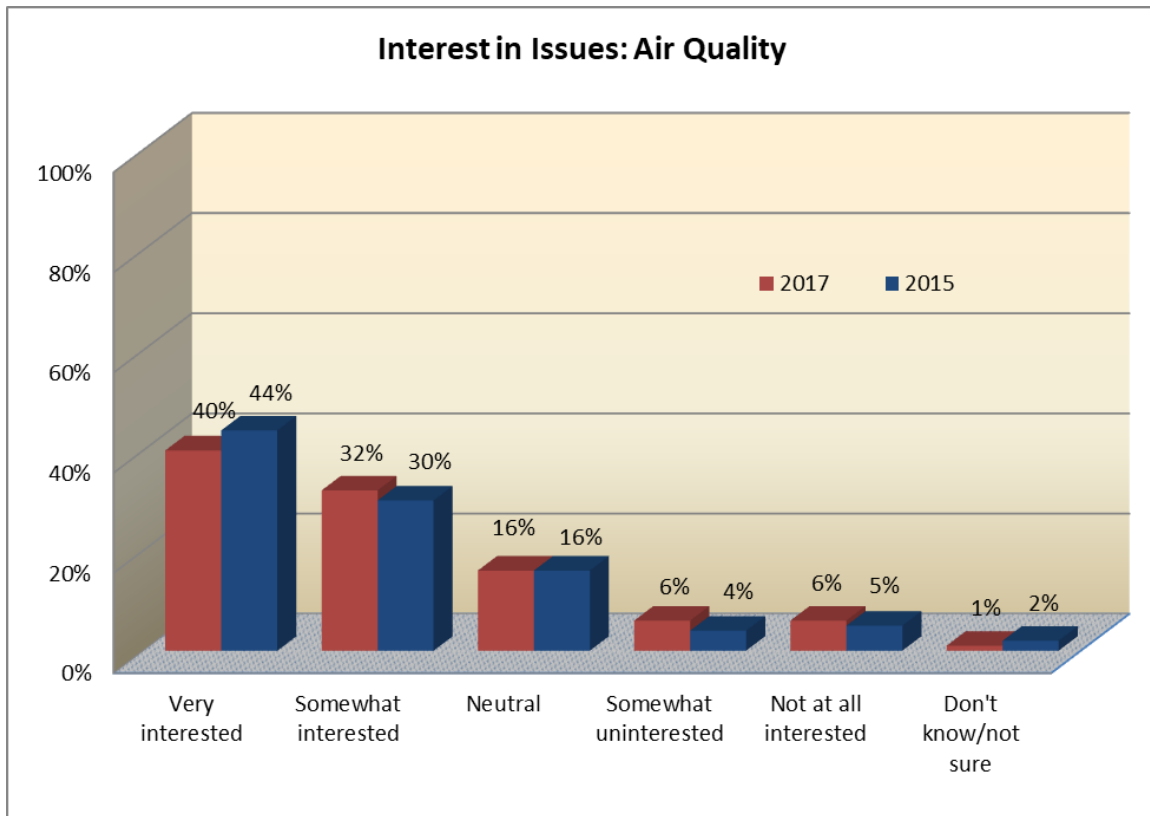


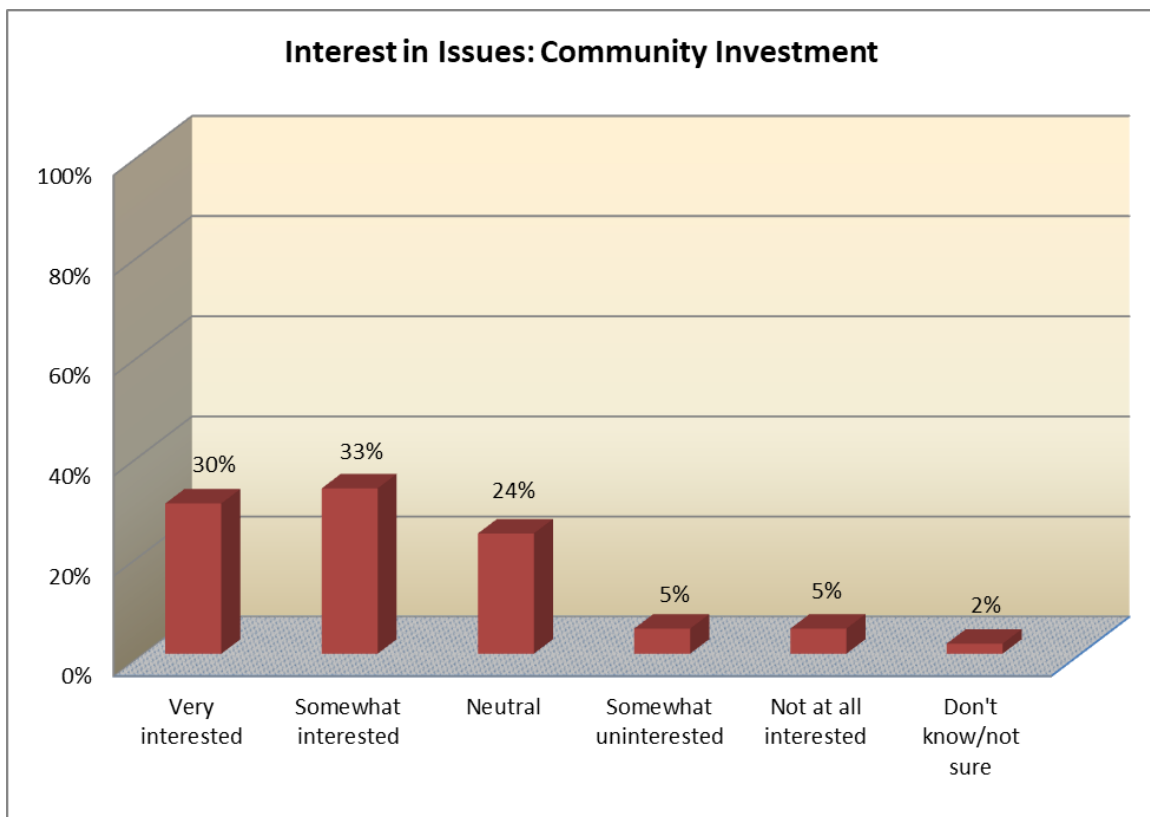
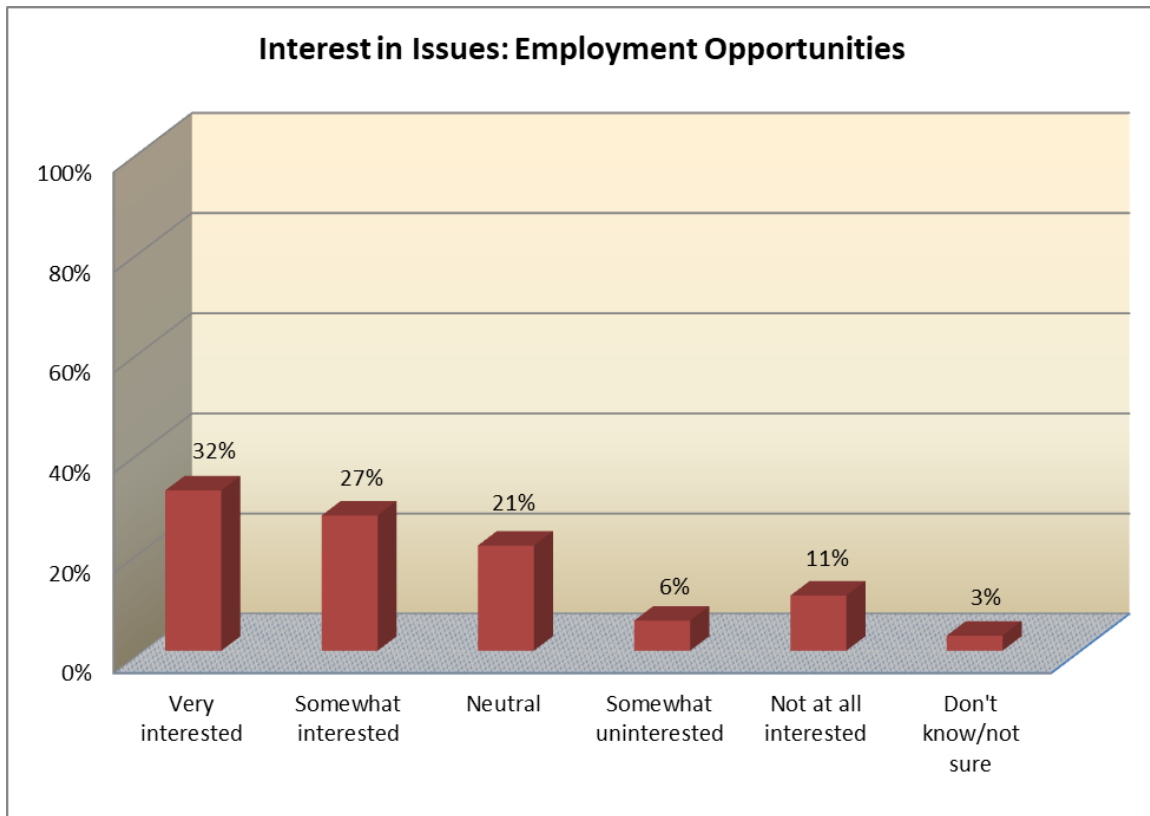
Interest in Issues: Industrial Noise



Interest in Issues: Industrial Light

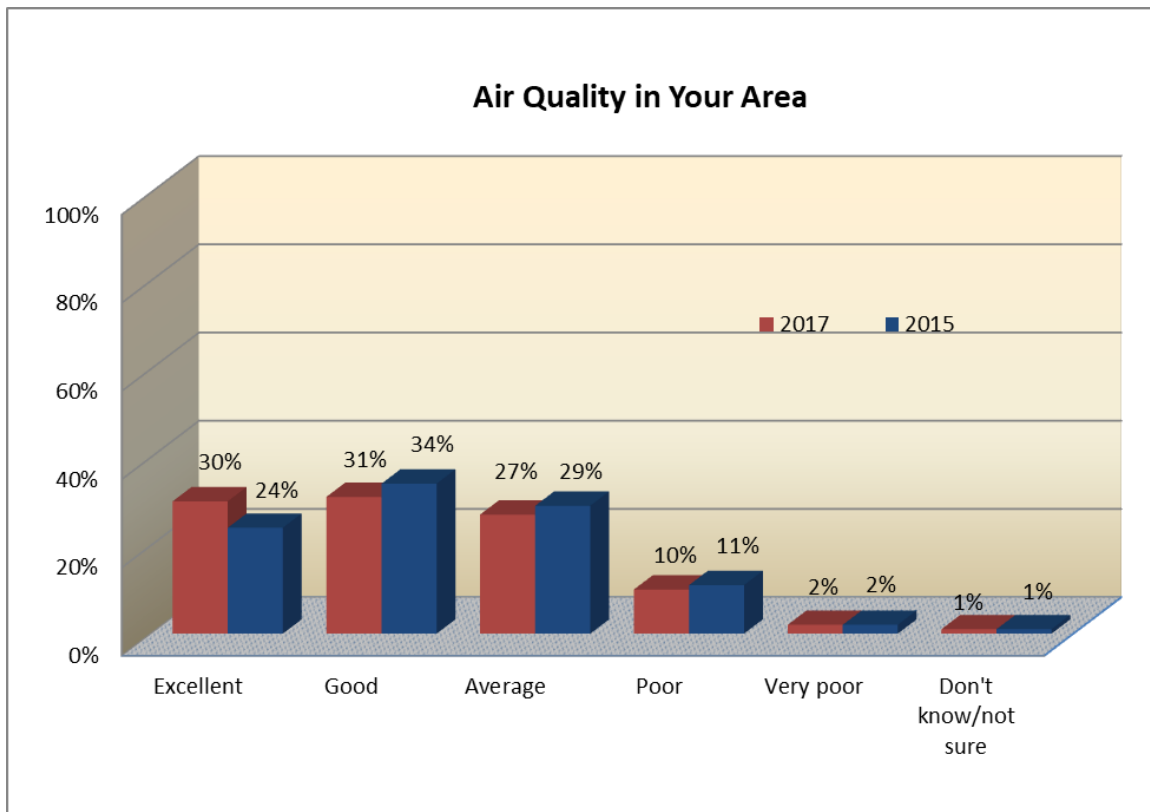






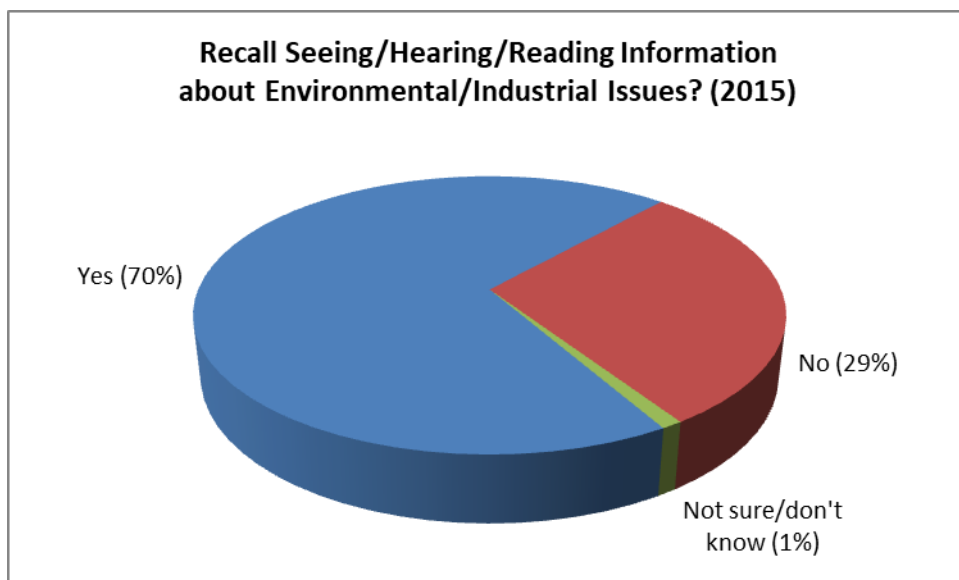
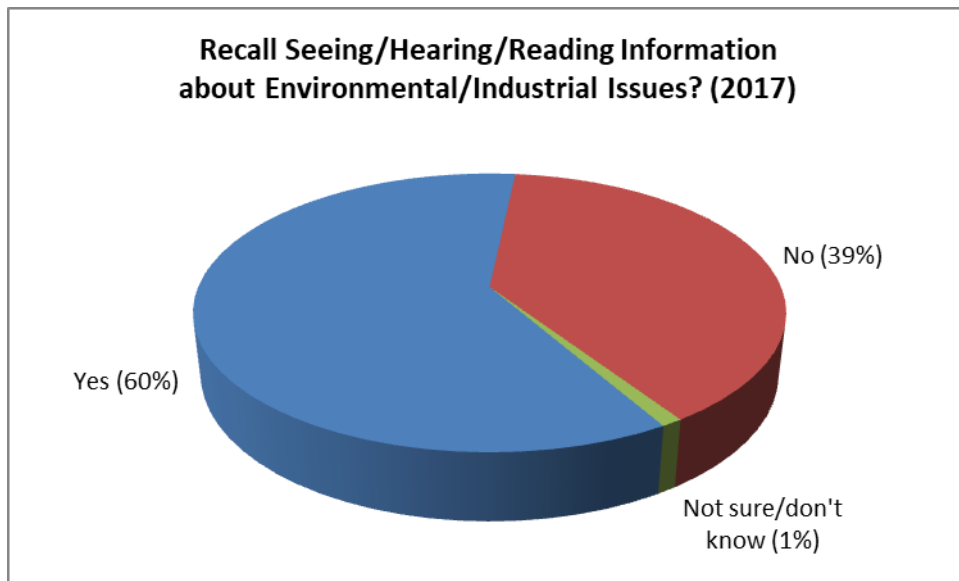
Perception of Air Quality

All respondents were asked to rate the air quality where they live. The majority (61%) rated it as excellent or good, while about one-quarter (27%) rated it as average. A minority of 12% rated it as poor or very poor. This rating improved from 2015. Whereas the percentage of people who thought it was poor or very poor remained relatively stable, more people in 2017 had a positive opinion of local air quality (up 4%).



Information Recall and Preferences

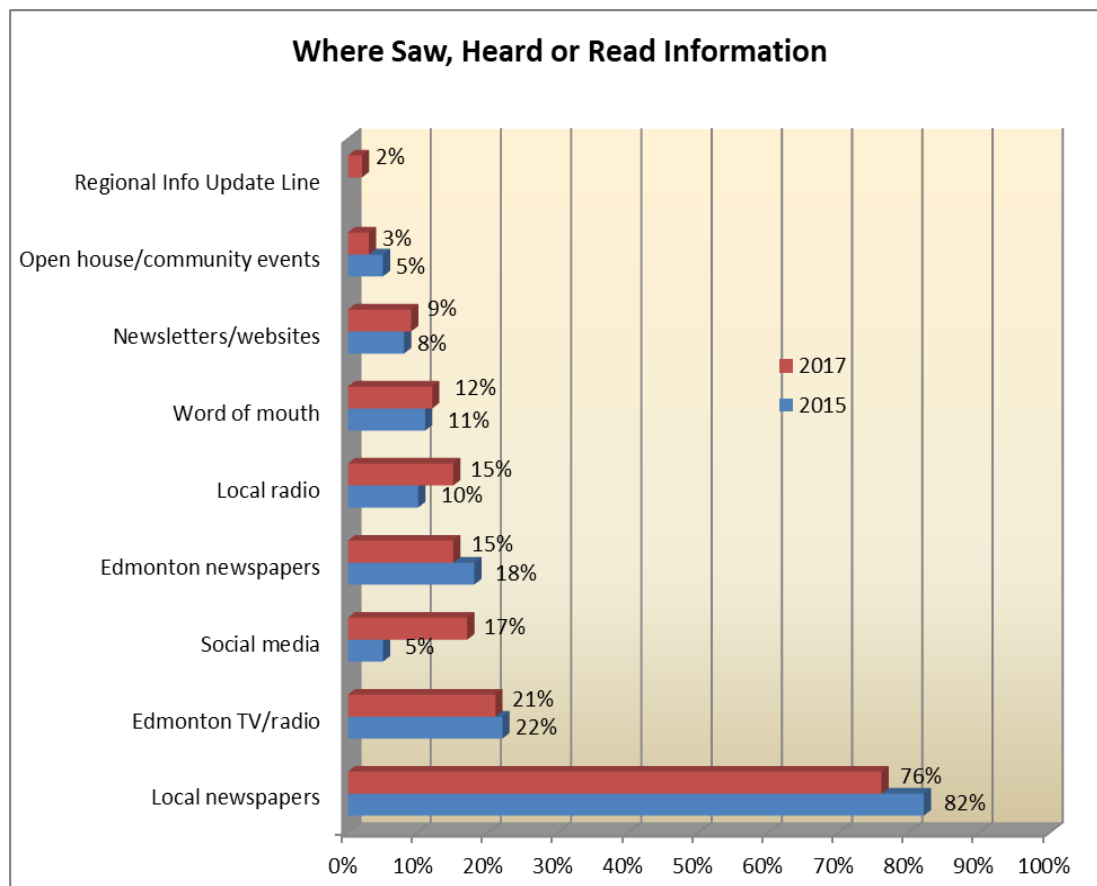
Respondents were asked if they recalled seeing, hearing or reading any information in the past year about environmental issues or industrial development and activity in the area. A majority (60%) said they did, while 39% did not. This was a significant drop in recall from 2015, where 70% said they recalled seeing, hearing or reading information about environmental issues or industrial development or activity.



Those who did recall seeing, hearing or reading some information about environmental issues or industrial development and activity in the area (240 respondents) were asked where they saw, heard or read it. The following graph shows the types of media mentioned. Multiple responses were allowed.

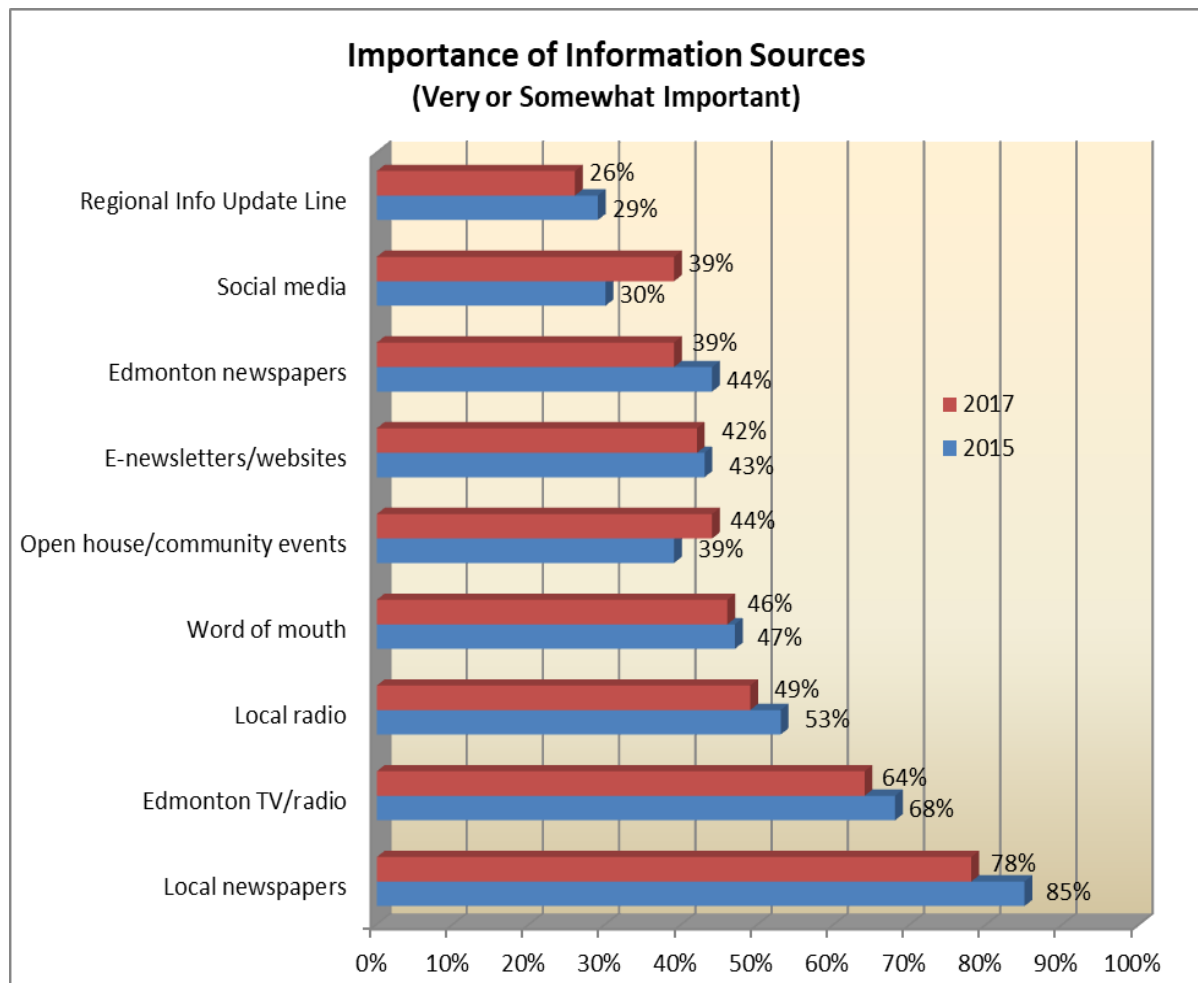
It shows that local newspapers dominate at 76%, followed by Edmonton radio/TV at 21%, and social media at 17%. Edmonton newspapers (15%), local radio (15%) and word of mouth (12%) were also mentioned by 10% or more respondents. A significant change from 2015 is the 12% jump in respondents who said they hear, saw or read information on the two topics on social media. Also of note is a 5% rise in local radio as a source of information and a 6% decline in local newspapers.

A comparison can't be made for the Regional Information Update Line as this was not specifically recorded in 2015.



The same respondents were then asked how important various information sources were to them. The two highest preferences (local newspapers, Edmonton radio/TV) matched the two most frequently mentioned sources where people were seeing, hearing and reading information about environmental or industrial development and activity in their area.

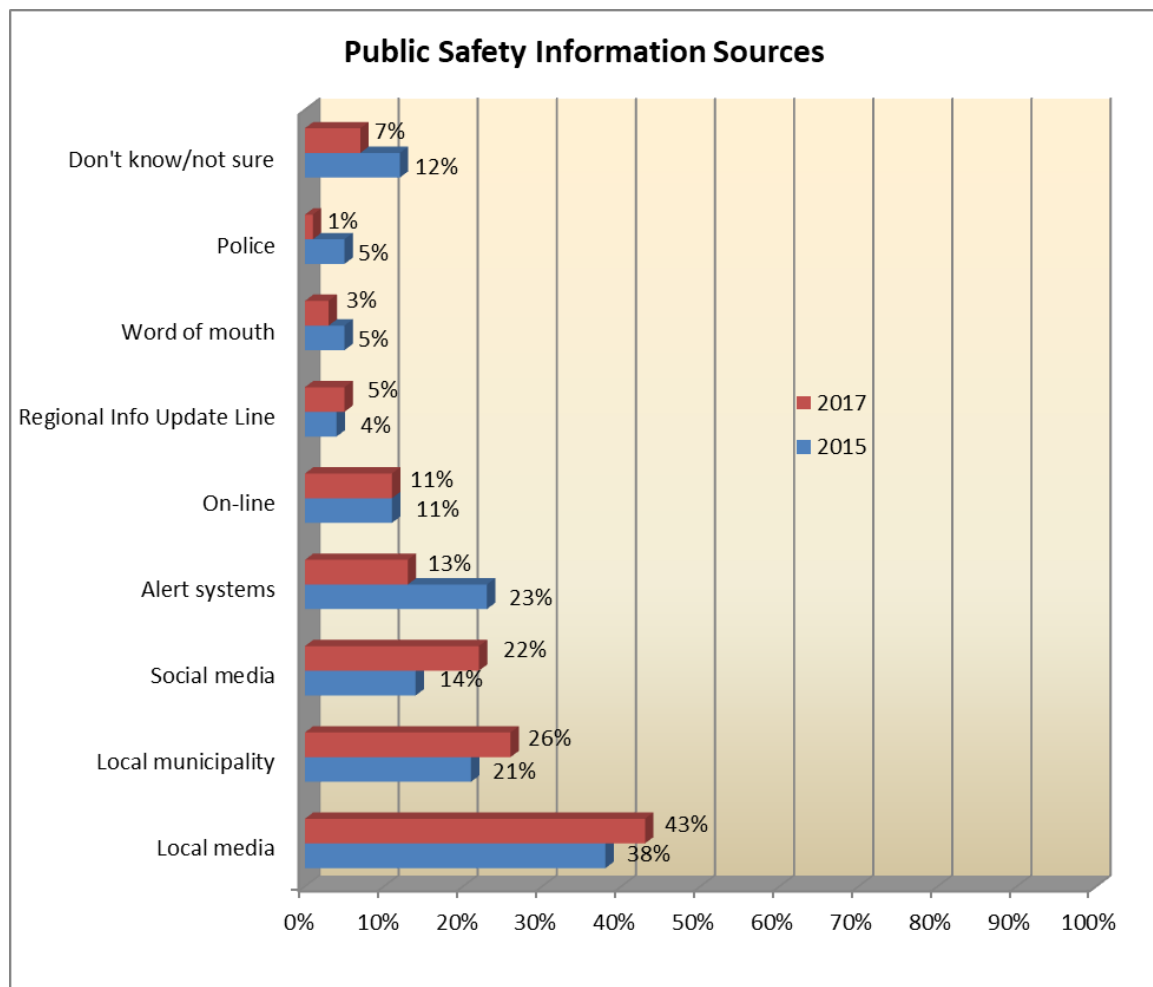
Local radio ranked third in terms of a preferred source (49%) even though only 15% of people said they got their information from that source now. Compared to 2015, social media jumped significantly as a preferred information source (up 9% to 39%). The only other information source to increase as a preferred source was open houses/community events (up 5% to 44%), even though only 3% named that as a source of information for them now. All other sources stayed relatively the same or declined regarding their importance as a preferred source to respondents.



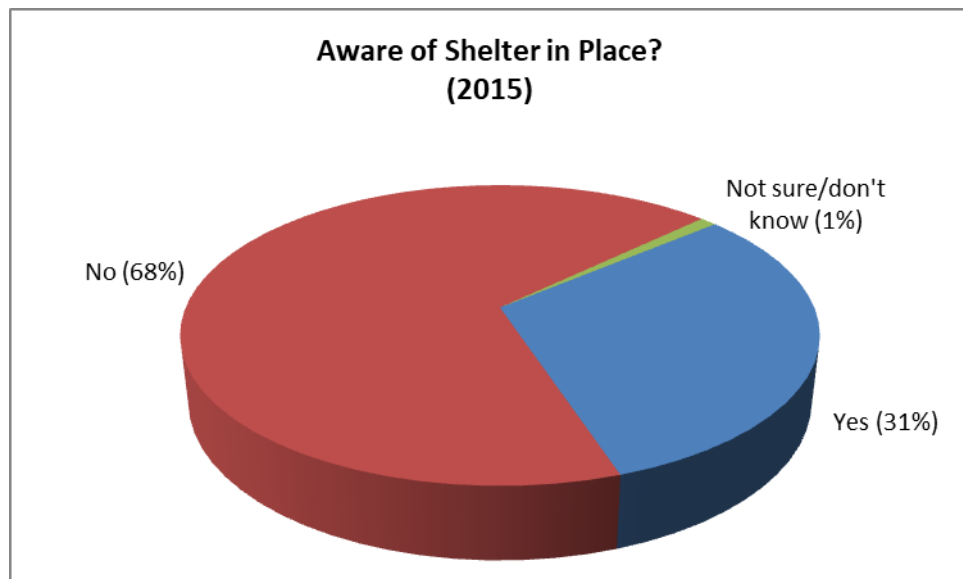
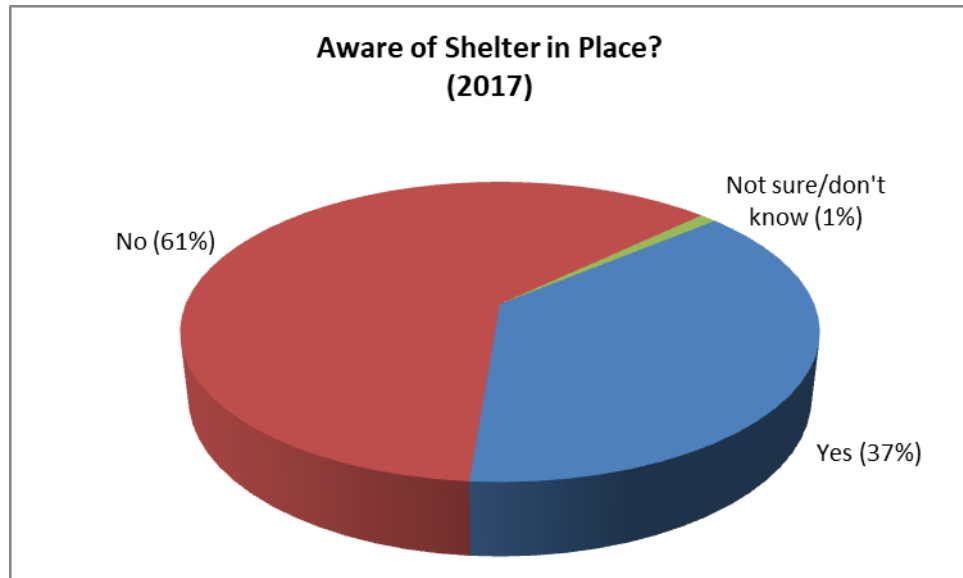
Emergency Situations

All respondents were asked where they would normally go to get information about an emergency situation that impacted public safety. Respondents were permitted multiple responses but were not read a list of options. Local media was the number one source (43%), followed by their local municipality (26%), social media (22%), alert systems like municipal systems, Alberta Emergency Alert and Alert Ready (13%), and other on-line sources (11%). Other on-line sources most frequently mentioned was the Internet, emergency services websites and Google search.

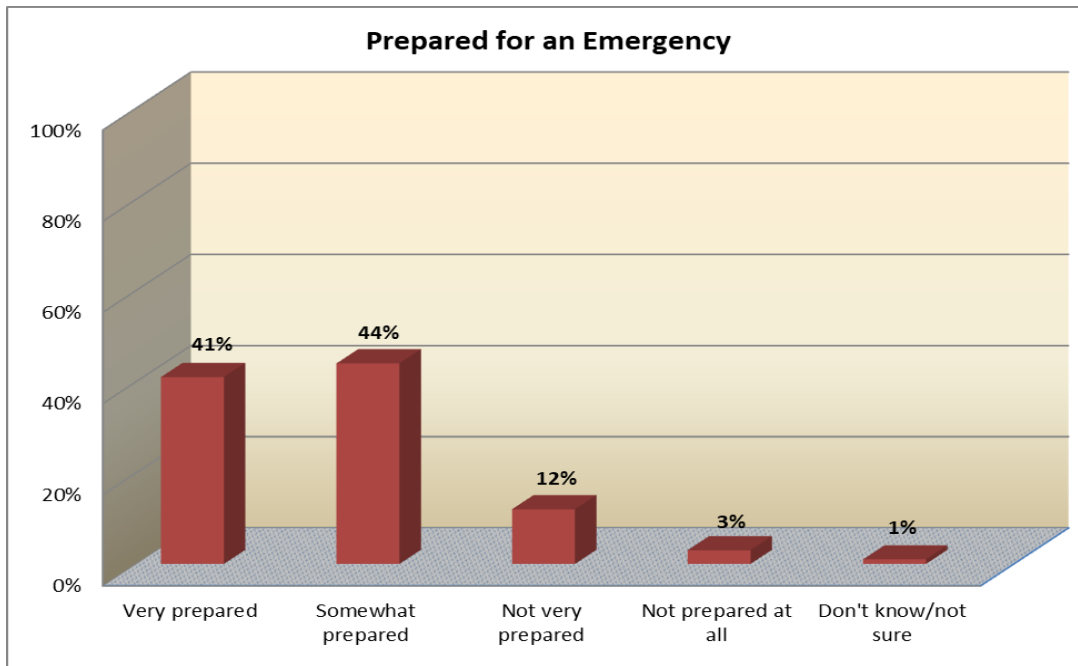
Compared to 2015, local media, local municipalities and social media have all become more of a 'go to' source for residents. Social media in particular increased significantly (up 8%). Alert systems declined 10% as a public safety information source while other sources stayed relatively the same.



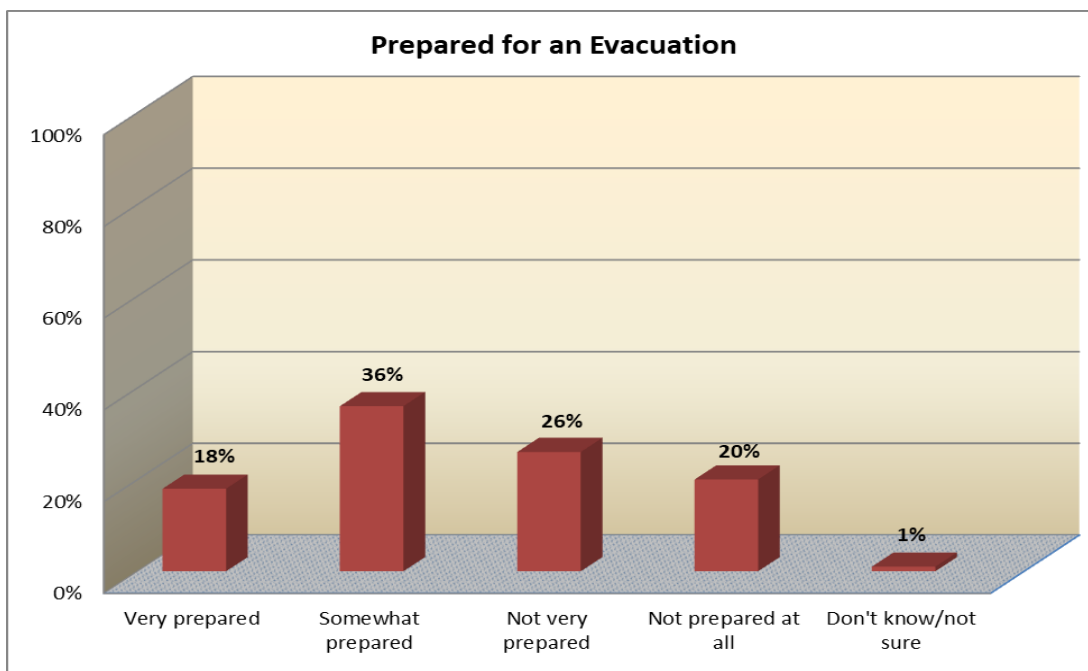
Respondents were then asked if they were personally aware of a safety action plan called Shelter in Place. More than one-third (37%) were aware of the plan, a 6% improvement from 2015.



The next question asked respondents how well prepared their household was to look after its immediate needs for 72 hours in the event of an emergency. The vast majority (85%) said they were very or somewhat prepared. This question was not asked in 2015.

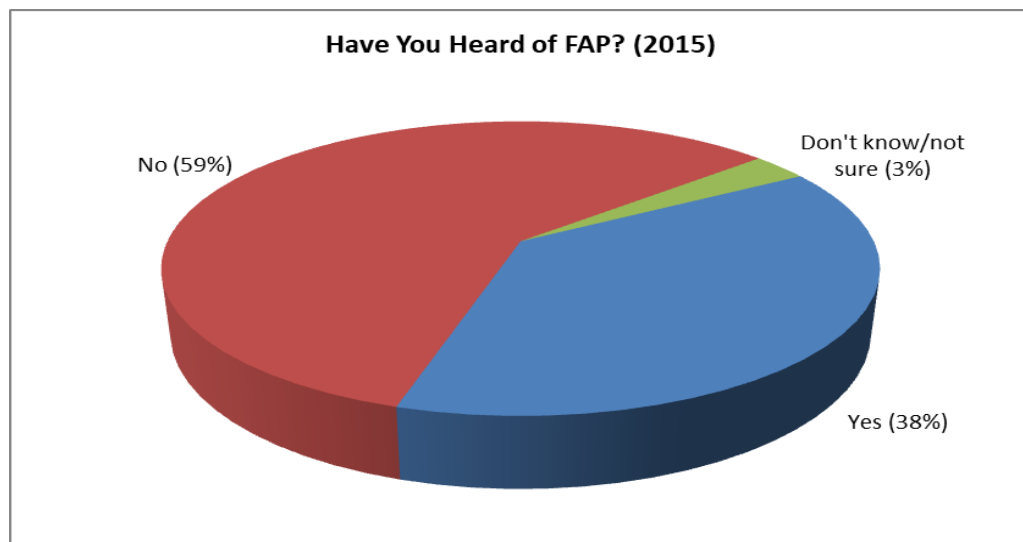
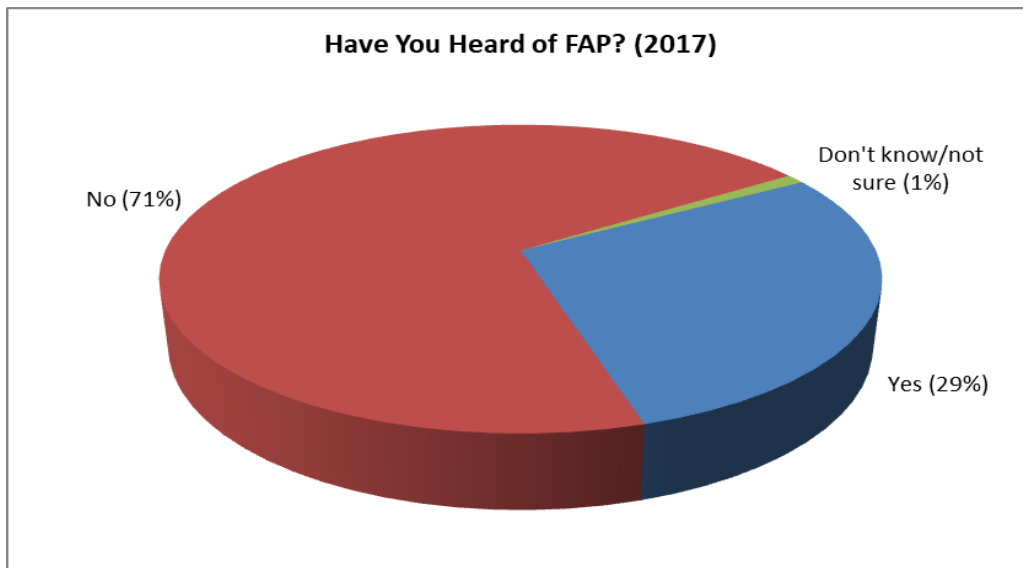


Respondents were also asked how well prepared their household was to evacuate with an emergency kit of essentials ready to go. Slightly more than half (54%) said they were very or somewhat prepared to evacuate. This question was not asked in 2015.

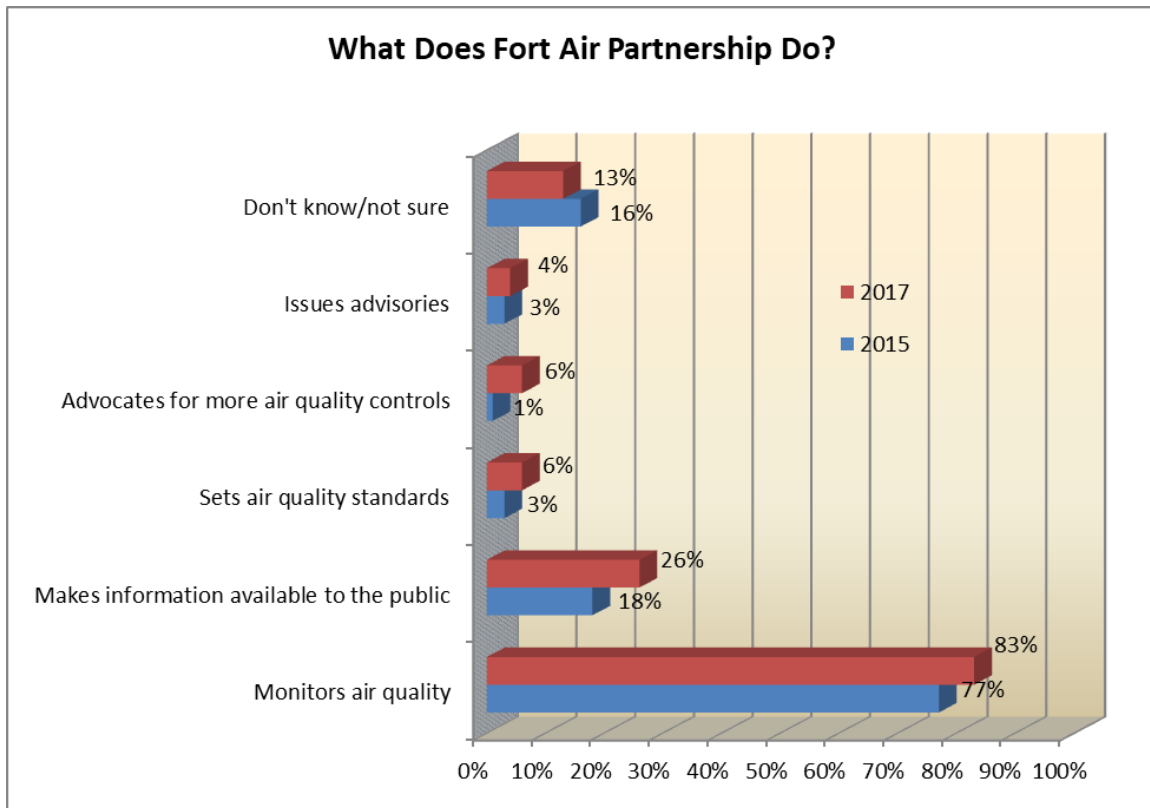


Fort Air Partnership

The questionnaire then asked respondents a series of questions about Fort Air Partnership. This portion of the survey began by asking all respondents if they had ever heard of an organization called Fort Air Partnership. Less than one-third of respondents (29%) said they had heard of FAP. This is a 9% decrease over the number who had heard of the organization in 2015.

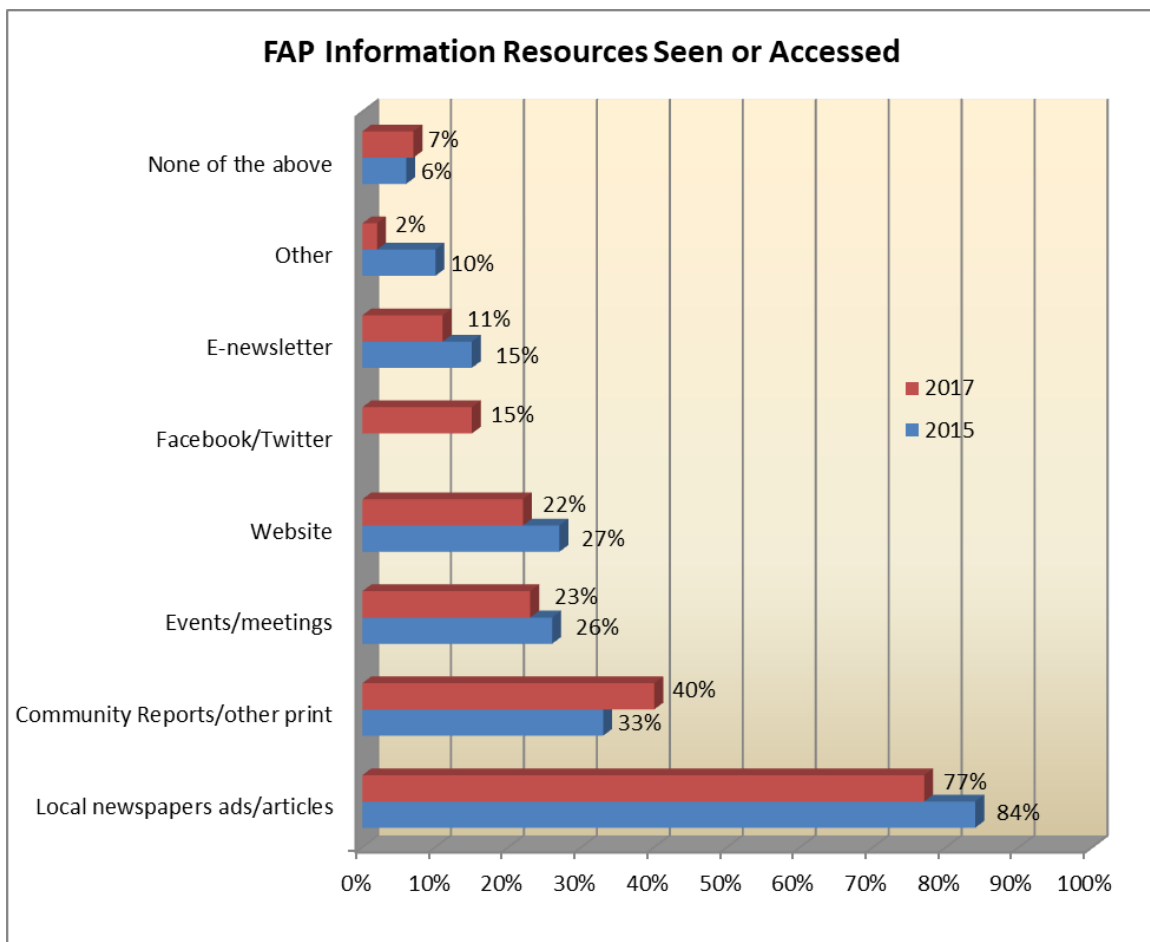


Those who were aware of FAP (114 respondents) were asked what the organization did. Respondents were permitted multiple responses but were not read a list of options. When compared to 2015, a larger majority (83%) of respondents knew FAP monitors air quality in and around Alberta's Industrial Heartland. Also, more people in 2017 were aware FAP makes air quality information available to the public (26% today versus 18% in 2015).



Those who provided an opinion on what FAP does (101 respondents) were asked which FAP information resources they have seen or accessed in the past. A list was read to them and multiple responses were permitted. Local newspaper advertisements or articles were the most widely seen (77%) followed by FAP print materials (40%), community events, meetings and discussions with FAP Board or staff (23%), and the website (22%). Of note is nearly half of respondents (48%) mentioned they had seen or accessed at least one on-line product as an information source.

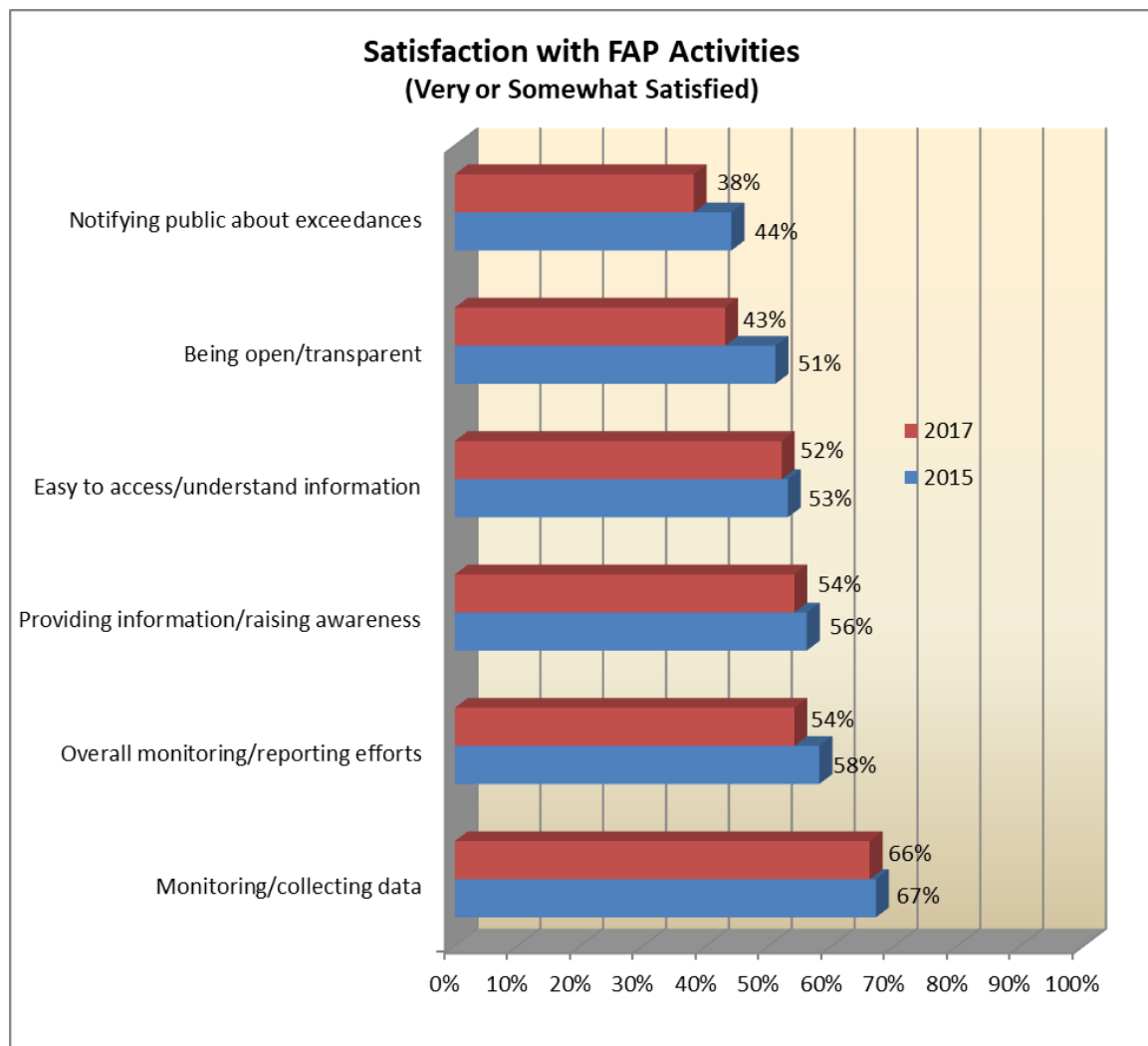
Compared to 2015, there were fewer mentions for all sources in 2017 except print products, which increased 7%. Facebook or Twitter posts were seen or accessed by 15% of respondents. This source was not asked about in 2015.



This same group was asked about their level of satisfaction with FAP's work in a number of key areas. A list was read to them. Respondents had the most satisfaction with FAP's efforts monitoring and collecting data on local air quality (66% were very or somewhat satisfied). They had the least satisfaction with FAP's work in notifying the public when local air quality standards were exceeded (only 38% were very or somewhat satisfied).

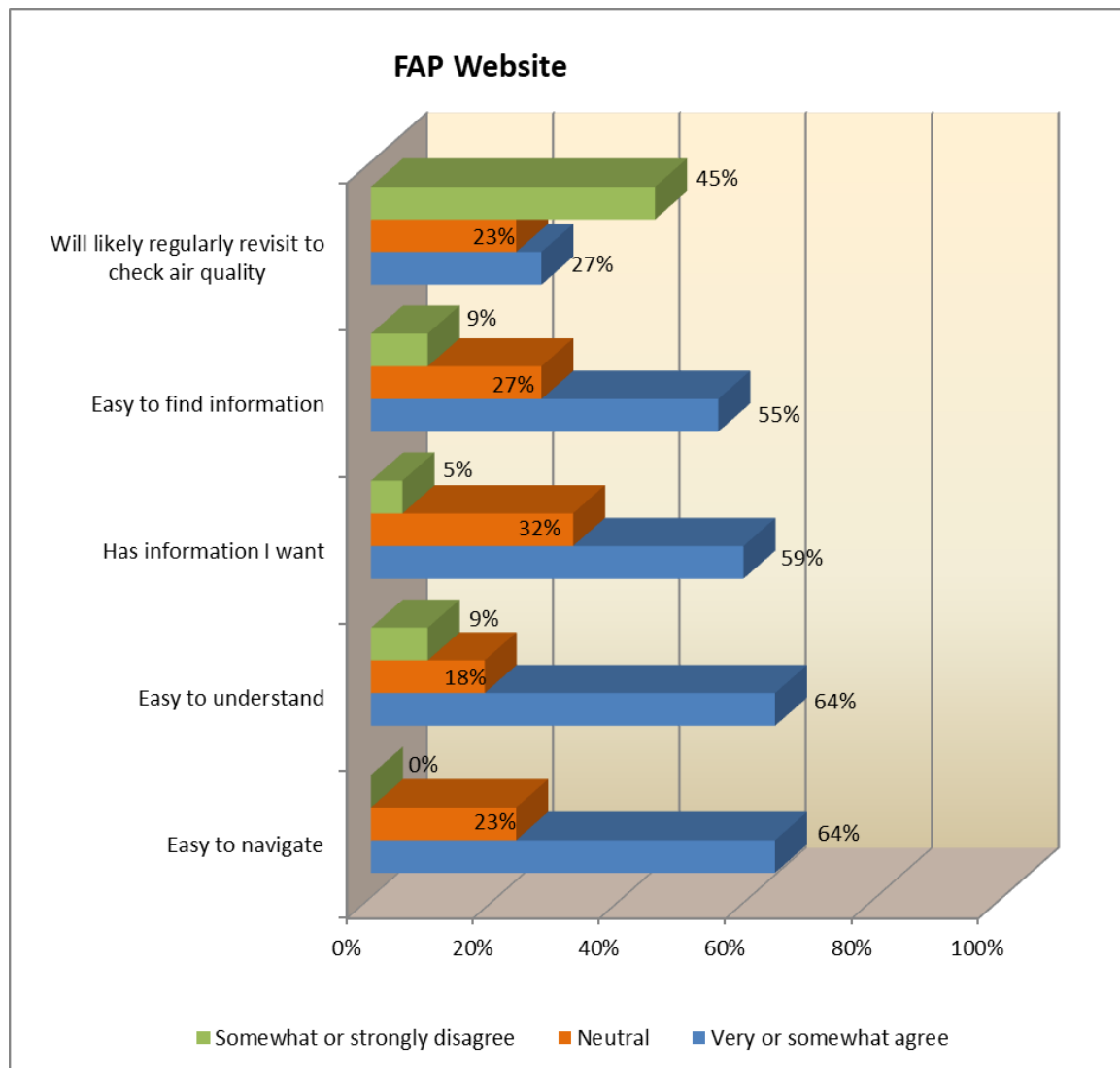
However, the percentage of respondents who were dissatisfied with FAP did not exceed 11% in any one area, except for notifying the public about exceedances. Nearly one-quarter (23%) said they were very or somewhat unsatisfied when asked about that subject.

Compared to 2015, the level of satisfaction declined slightly in all areas except the topics of being open and transparent (down 8%) and notifying the public about exceedances (down 6%).



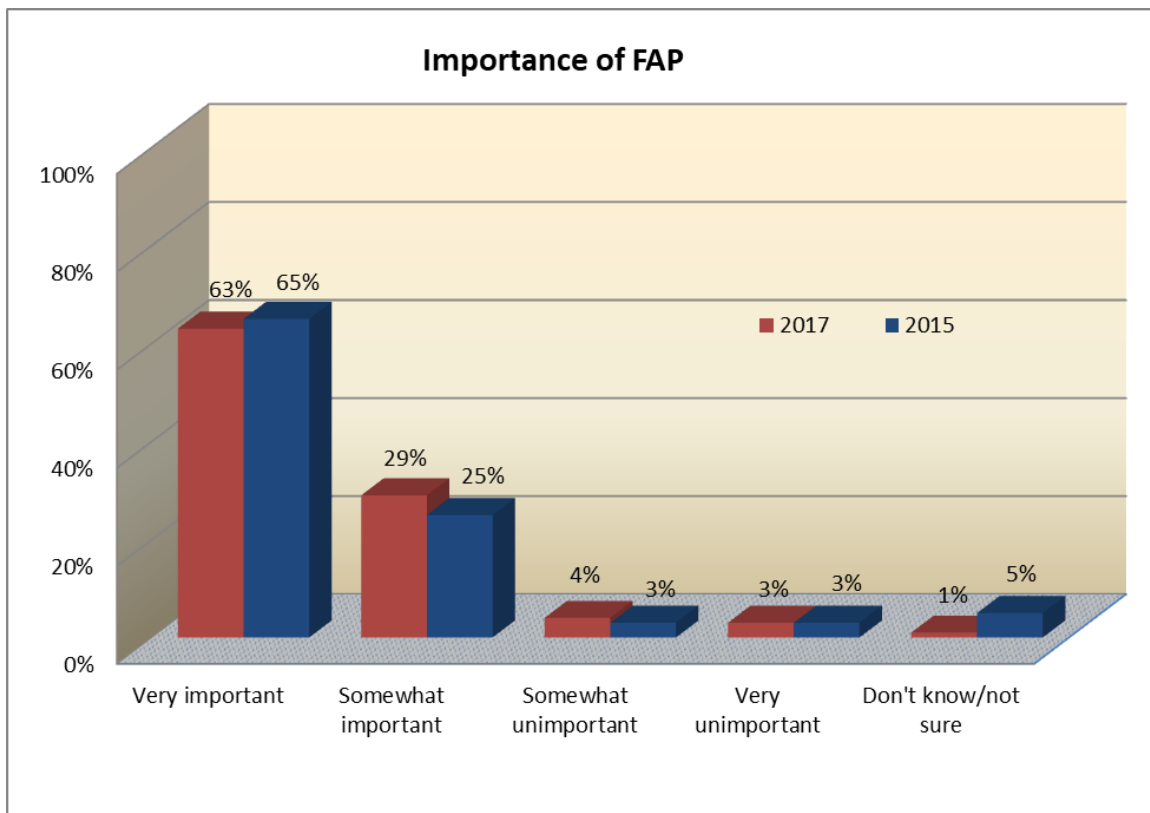
Respondents who had mentioned the FAP website as an information source were asked about their satisfaction with various aspects of the site. This question was not asked in 2015.

Overall, a majority expressed satisfaction with the website and less than 10% had dissatisfaction with any one category. Navigation and easy to understand categories received the highest levels of satisfaction (64% very or somewhat agreed). However, only 27% said they were likely to regularly visit the website to check air quality conditions.

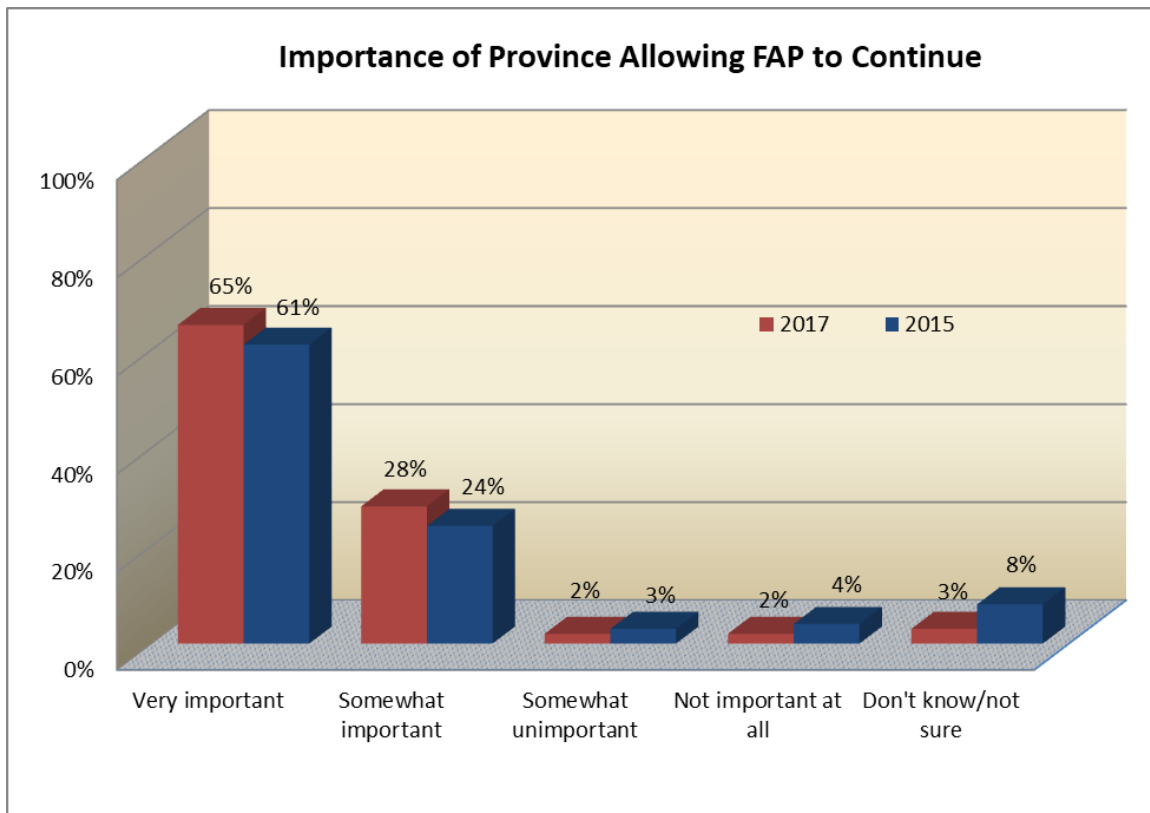


All 400 respondents were then told *“Fort Air Partnership is an independent, non-profit group composed of industry, community and government representatives. It is responsible for accurately and impartially monitoring, recording and reporting on air quality in the region to the public.”* They were then asked how important such an organization is. The vast majority (92%) felt the organization was very or somewhat important. Only 7% felt it was somewhat unimportant or not important at all.

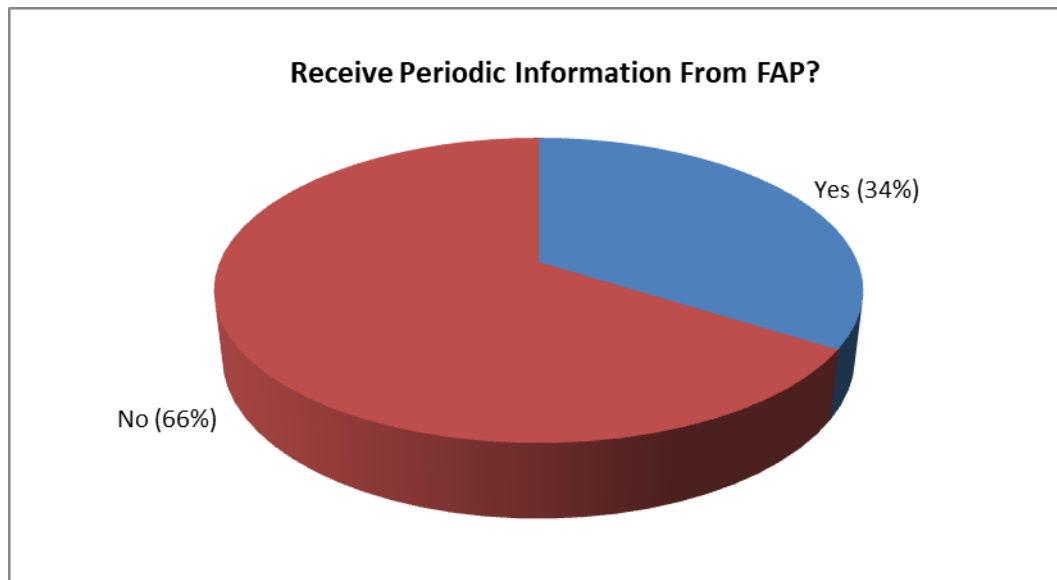
This response was comparable to 2015, where 90% of respondents said FAP was very or somewhat important.



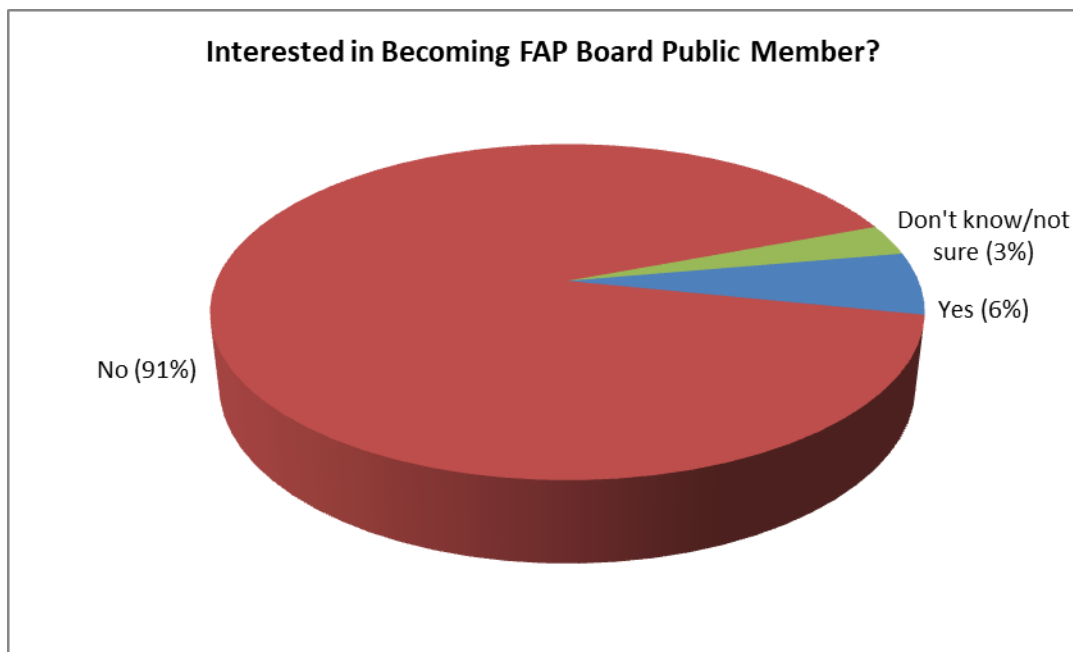
The next question asked: “Alberta Environment and Parks monitors, evaluates and reports on environmental impacts to air, water, land and biodiversity in the province. How important would you say it is for Alberta Environment and Parks to allow local organizations like Fort Air Partnership to continue managing local air monitoring and reporting as per provincial guidelines?” A large majority (93%) felt it was very or somewhat important for Alberta Environment and Parks to allow FAP to continue its work. This was a 7% increase in support from 2015.



All respondents were asked if they would like to receive periodic information about air quality in their area from FAP. About one-third (137 people) said yes and provided their contact information. This was a slight increase from 2015.

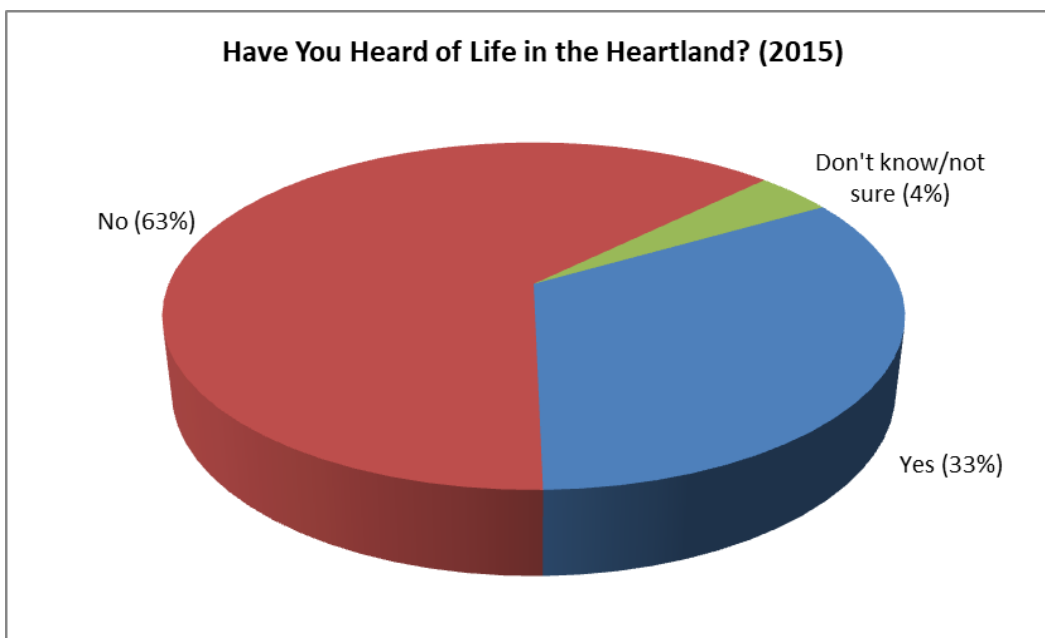
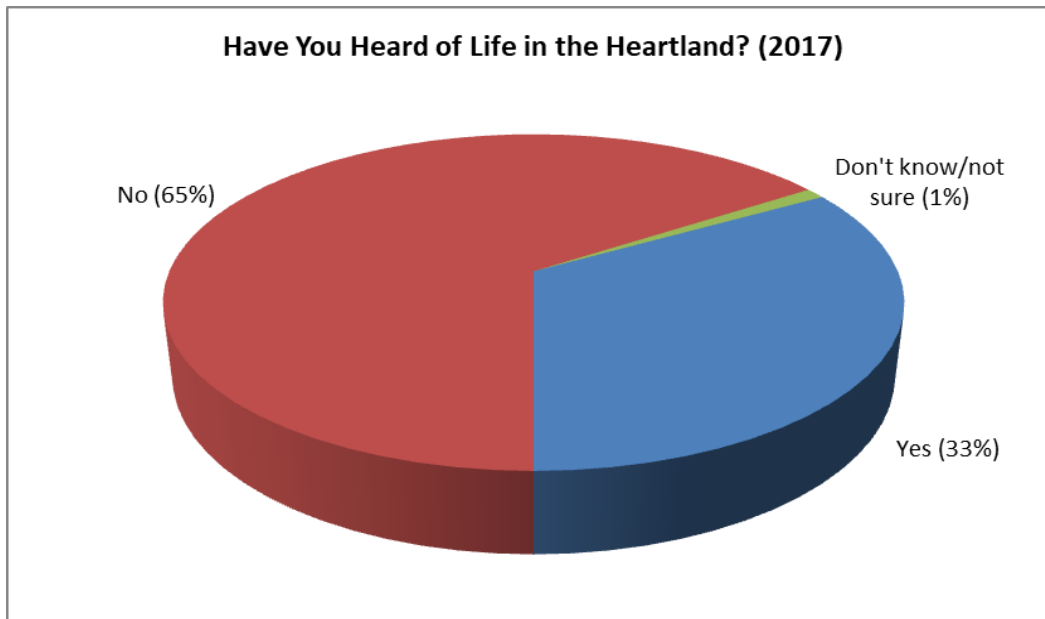


All respondents were also asked if they would be interested in becoming a public member of the Fort Air Partnership Board. Twenty-five people (6%) said yes.

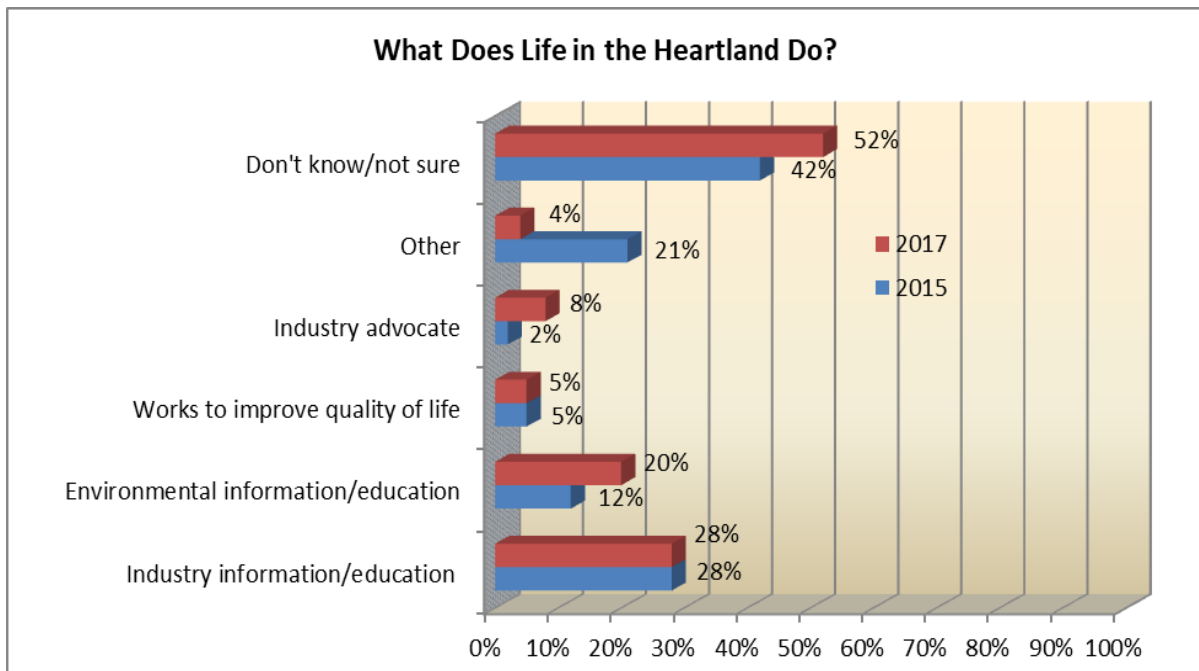


Life in the Heartland

The questionnaire then asked respondents a series of questions about Life in the Heartland. This portion of the survey began by asking all respondents if they had ever heard of an organization called Life in the Heartland. One-third of respondents (33%) said they had heard of LITH. This was unchanged from 2015.

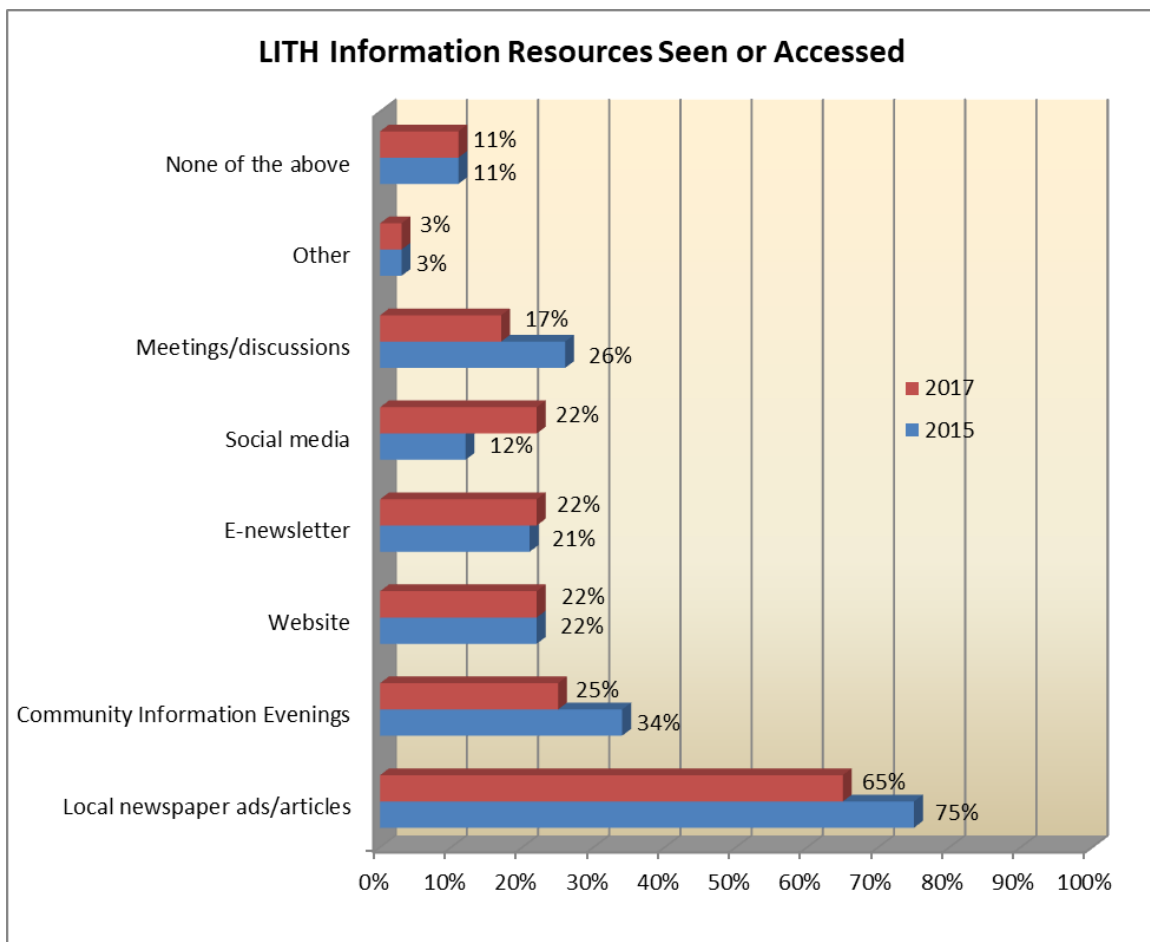


Those who were aware of LITH (130 respondents) were asked what the organization did. Respondents were permitted multiple responses but were not read a list of options. Nearly half (48%) said the organization provides information/education about industrial activity and environmental issues in Alberta's Industrial Heartland. This was an increase of 8% when compared to 2015.

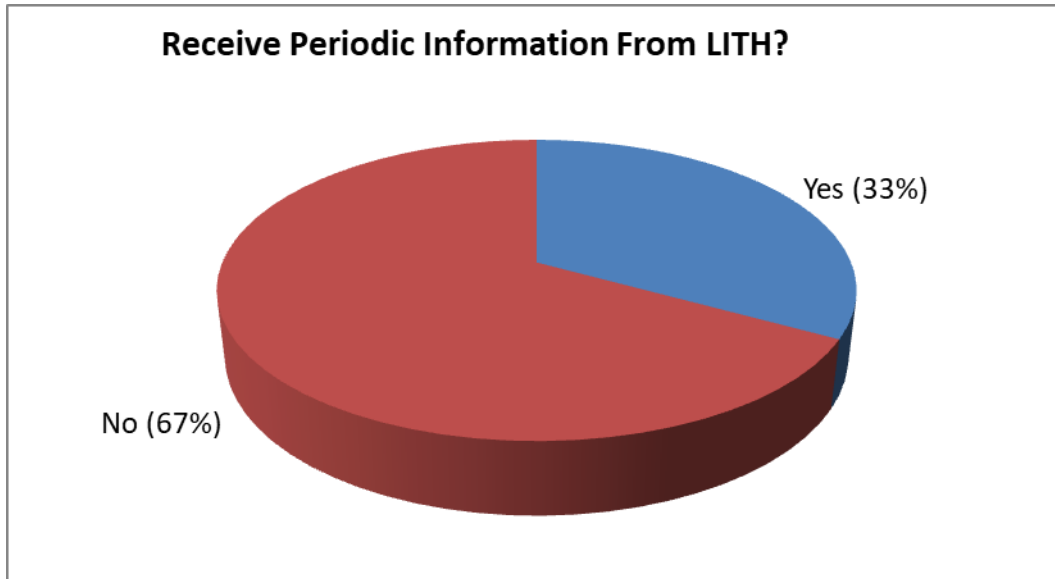


Those who provided an opinion on what LITH does (63 respondents) were asked which LITH information resources they have seen or accessed in the past. A list was read to them and multiple responses were permitted. Local newspaper advertisements or articles were the most widely seen (65%) followed by Community Information Evenings (25%), and meetings/discussions with LITH representatives, LITH's website and the e-newsletter (all at 22%).

The most significant changes from 2015 were the rise in social media (up 10%) and a corresponding drop in local newspapers ads/articles (down 10%). Community Information Evenings and meetings/discussions with LITH representatives were also down 9% as seen or accessed sources, when compared to 2015.



All respondents were then told Life in the Heartland is an initiative to provide information and improve communications with residents about industrial operations and development in Alberta's Industrial Heartland. They were then asked if they would like to receive periodic information from Life in the Heartland. One-third (130 people) said yes and provided their contact information. This was a slight increase from 2015.



Appendix A

LITH/Fort Air Partnership Telephone Survey Questionnaire

Sample Size & Quotas

- 400 in FAP's airshed (includes Industrial Heartland Region)
- Include the northern portion of T5Y
- Gender and age quotas
- 18+ only
- Maximum of 50% from City of Fort Saskatchewan

Questions

A. ENTER GENDER:

1. Male
2. Female

Good afternoon/evening. My name is _____. I'm with Trend Research, an Edmonton public opinion research firm. We're doing a research study with individuals 18 and older regarding industrial development, air quality and related issues in your area. *There are no sales or promotions of any kind associated with our research, and your responses will be treated as strictly confidential.* Do you have 10-12 minutes to answer a few questions for me?

B. To ensure you are eligible to participate in the survey, could you please tell me which of the following age categories includes you.

- A. 18 to 34
- B. 35 to 54
- C. 55 and older

DO NOT READ

- D. Don't know/refused – THANK AND CLOSE

General

1. What do you think are the most important issues facing the area in which you live? *Probe.*
2. Thinking specifically about industrial development and activity in your area, what would you say are the most important issues affecting your area? *Probe.*
3. Thinking specifically about environmental issues in your area, what would you say are the most important issues affecting your area? *Probe.*



4. How closely would you say you follow industrial development and activity affecting your local area? Would you say you follow it: READ LIST. ONE RESPONSE ONLY.
 - A. Very closely
 - B. Somewhat closely
 - C. Not very closely
 - D. Not at all closely
 - DO NOT READ
 - E. Don't know/not sure
5. How closely would you say you follow environmental issues affecting your local area? Would you say you follow it: READ LIST. ONE RESPONSE ONLY.
 - F. Very closely
 - G. Somewhat closely
 - H. Not very closely
 - I. Not at all closely
 - DO NOT READ
 - J. Don't know/not sure
6. On a scale of 1 to 5, with 1 being poor and 5 being excellent, please tell me how well you think the following issues are being managed in your area:
 - A. Industrial development
 - B. Safety and emergency response
 - C. Transportation
 - D. Noise from industrial operations
 - E. Light from industrial operations
 - F. Land use planning
 - G. Air quality
 - H. Water quality and quantity
 - I. Employment opportunities
 - J. Community investment
7. On a scale of 1 to 5, with 1 being not interested at all and 5 being very interested, please tell me your level of interest in knowing more about the following topics:
 - A. Industrial development
 - B. Safety and emergency response
 - C. Transportation
 - D. Noise from industrial operations
 - E. Light from industrial operations
 - F. Land use planning
 - G. Air quality
 - H. Water quality and quantity
 - I. Employment opportunities
 - J. Community investment



8. Thinking about the air quality where you live, how would you rate it? Would you say the air quality in your area is usually: READ LIST. ONE RESPONSE ONLY.
- A. Excellent
 - B. Good
 - C. About average
 - D. Poor
 - E. Very Poor
- DO NOT READ
- F. Don't know/unsure/refused

INFORMATION SOURCES AND PREFERENCES

9. Thinking of the past year, do you recall seeing, hearing or reading any information about environmental issues or industrial development and activity in your area?
- A. Yes
 - B. No - GO TO Q. 12
 - C. Don't know/not sure - GO TO Q. 12
10. Where did you see, hear or read information about environmental issues or industrial development and activity in your area in the past year? DO NOT READ. MULTIPLE RESPONSES ALLOWED.
- A. Open houses or community events
 - B. Local newspapers
 - C. Edmonton newspapers
 - D. Local radio
 - E. Edmonton radio or television
 - F. Electronic newsletters/websites
 - G. Regional Information Update Line
 - H. Social media
 - I. Word of mouth from family, friends or co-workers
 - J. Other (DO NOT SPECIFY)
 - K. Don't recall
11. I'm going to read a list of some ways that you might stay informed about environmental issues or industrial development and activity in your area. Thinking about how you personally like to get information, please tell me how important or unimportant the following types of communication are to you, using a 5-point scale where 1 means not important at all and 5 means very important.
- A. Open houses or community events
 - B. Local newspapers
 - C. Edmonton newspapers
 - D. Local radio
 - E. Edmonton radio or television
 - F. Electronic newsletters/websites



- G. Regional Information Update Line
- H. Social media
- I. Word of mouth from family, friends or co-workers

12. In an emergency situation that has impact on public safety, where would you normally go to get information about the situation and/or what to do? DO NOT READ. MULTIPLE RESPONSES ALLOWED.

- A. Local Municipality
- B. Local Media
- C. Local Industry
- D. Alert Systems like municipal alert systems, Alberta Emergency Alert and Alert Ready
- E. Regional Information Update Line
- F. Social Media (Twitter/Facebook)
- G. Other (SPECIFY)

13. Are you personally aware of a safety action called Shelter in Place?

- A. Yes
- B. No
- C. Don't know/not sure

14. Now I would like to ask you two questions about emergency preparedness. How well prepared would you say your household is to look after its immediate needs for 72 hours, in the event of an emergency?

- A. Very prepared
 - B. Somewhat prepared
 - C. Not very prepared
 - D. Not prepared at all
- DO NOT READ
- E. Don't know/not sure

15. In the event of a community evacuation, such as the fire that occurred in Ft. McMurray last year, tell me how prepared your household is to evacuate with an emergency kit of essentials ready to go? READ LIST. ONE RESPONSE ONLY.

- A. Very prepared
 - B. Somewhat prepared
 - C. Not very prepared
 - D. Not prepared at all
- DO NOT READ
- E. Don't know/not sure



Fort Air Partnership

16. Now I'd like to ask you some questions about a specific organization. Have you ever heard of an organization called Fort Air Partnership?

- A. Yes
- B. No – GO TO Q. 21
- C. Don't know/not sure – GO TO Q. 21

17. As far as you know, what does Fort Air Partnership do? DO NOT READ. MULTIPLE RESPONSES PERMITTED.

- A. Monitors and reports on air quality in and around the Industrial Heartland region
- B. Advocates for more strident air quality control
- C. Sets air quality standards
- D. Makes air quality information available to the public
- E. Issues health advisories/air quality warnings
- F. Don't know/not sure - GO TO Q. 21

18. I am going to read you a list of information resources that Fort Air Partnership produces. Please tell me which of these you have seen or accessed in the past? READ LIST. MULTIPLE RESPONSES PERMITTED.

- A. Website – ANYONE WHO MENTIONS WEBSITE GO TO Q. 19. ALL OTHERS GO TO Q. 20.
- B. Electronic newsletter
- C. Local newspaper advertisements or articles
- D. Community reports or other print materials
- E. Community events, face-to-face meetings or discussions with Fort Air Partnership representatives
- F. Facebook or Twitter posts
- G. Other (SPECIFY)
- H. None of the above

19. Thinking about the Fort Air Partnership website, please tell me how much you agree or disagree with the following statements, using a 5-point scale where 1 means strongly disagree and 5 means strongly agree.

- A. The website is easy to navigate.
- B. Website content is easy to understand.
- C. I can easily find what I am looking for.
- D. The website has all of the information I want about local air quality.
- E. I am likely to regularly visit the website to check on air quality conditions.



20. I am going to read you some statements regarding your level of satisfaction with Fort Air Partnership. On a scale of 1 to 5, with 1 being not satisfied at all and 5 being very satisfied, please tell me how satisfied you are with Fort Air Partnership's work in the following areas:
- A. Monitoring and collecting data on local air quality
 - B. Providing public information and raising awareness of local air quality
 - C. Notifying the public when local air quality standards are exceeded
 - D. Being an open and transparent organization
 - E. Making air quality information easy to access and understand
 - F. Fort Air Partnership's overall monitoring and reporting efforts
21. Fort Air Partnership is an independent, non-profit group composed of industry, community and government representatives. It is responsible for accurately and impartially monitoring, recording and reporting on air quality in the region to the public. How important would you say such an organization is? Would you say it is: READ LIST. ONE RESPONSE ONLY.
- A. Very important
 - B. Somewhat important
 - C. Somewhat unimportant
 - D. Not important at all
- DO NOT READ
- E. Don't know/not sure
22. Alberta Environment and Parks monitors, evaluates and reports on environmental impacts to air, water, land and biodiversity in the province. How important would you say it is for Alberta Environment and Parks to allow local organizations like Fort Air Partnership to continue managing local air monitoring and reporting as per provincial guidelines? READ LIST. ONE RESPONSE ONLY.
- A. Very important
 - B. Somewhat important
 - C. Somewhat unimportant
 - D. Not important at all
- DO NOT READ
- E. Don't know/not sure

Life in the Heartland

23. Have you ever heard of Life in the Heartland?
- A. Yes
 - B. No – GO TO Q. 26
 - C. Don't know/not sure – GO TO Q. 26



24. As far as you know, what does Life in the Heartland do? DO NOT READ. MULTIPLE RESPONSES PERMITTED.
- A. Provides information/education about industrial activity in Alberta's Industrial Heartland
 - B. Provides information/education about environmental issues in Alberta's Industrial Heartland
 - C. Advocates on behalf of industry
 - D. Works to improve the quality of life in the area.
 - E. Other (SPECIFY)
 - F. Don't know/not sure - GO TO Q. 26
25. I am going to read you a list of information resources that Life in the Heartland produces. Please tell me which of these you accessed or received in the past? READ LIST. MULTIPLE RESPONSES PERMITTED.
- A. Website
 - B. E-newsletter
 - C. Local newspaper advertisements or articles
 - D. Social media (Facebook or Twitter)
 - E. Community Information Evenings hosted by Life in the Heartland
 - F. Face-to-face meetings or discussions with Life in the Heartland representatives
 - G. Other (specify)
 - H. None of the above
26. Life in the Heartland is an initiative **to provide information and improve communications with residents about industrial operations and development in Alberta's Industrial Heartland**. Would you like to receive periodic information from Life in the Heartland?
- A. Yes
 - B. No – GO TO Q. 28
 - C. Not sure
27. May I get your name and an e-mail address so that Life in the Heartland can send you updates?
- Name: _____
- E-mail: _____
28. Would you like to receive periodic information about air quality in your area from Fort Air Partnership?
- A. Yes
 - B. No – GO TO Q. 30
 - C. Not sure



29. May I get your name and an e-mail address so that Fort Air Partnership can provide you with updates?

Name: _____

E-mail: _____

30. Would you be interested in becoming a public member of the Fort Air Partnership Board of Directors?

- A. Yes
- B. No
- C. Not sure

DEMOGRAPHICS:

Thank you. The last few questions will help us to classify the information you've given us.

31. What is the highest level of education you have received? READ LIST. ONE RESPONSE ONLY.

- A. High school
- B. Some post-secondary
- C. Post-secondary degree, diploma or certificate
- D. Master's or doctorate degree

DO NOT READ

- E. Don't know/refused

32. Where do you live? READ LIST. ONE RESPONSE ONLY.

- A. Fort Saskatchewan
- B. Gibbons, Bon Accord or Redwater
- C. Lamont or Bruderheim
- D. Lamont County
- E. Strathcona County
- F. Sturgeon County
- G. Other community (DO NOT SPECIFY)

33. How long have you lived in your current community?

- A. 0-2 years
- B. 3-5 years
- C. 6-10 years
- D. 10+ years

That's all I have to ask you! Thank you very much for participating.

