Life in the Heartland/ Fort Air Partnership/Northeast Region Community Awareness and Emergency Response **2019 Public Perceptions Survey** August 27, 2019



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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 and 2017.

Importance of Issues

- Overall, infrastructure and air quality were the top two mentions in 2019, followed by jobs and traffic issues. This was the same top four issues as in 2017. For the first time since conducting the baseline survey in 2015, crime was mentioned by more than 5% of all respondents. When compared to previous surveys, jobs continue to trend upwards as an important issue for local residents while water quality is trending downwards.
- For issues specifically related to industrial development and activity in the area, air quality and traffic issues were the top two mentions, followed by plants/refineries. The top two mentions remained the same as in previous years.
- For the first time, plants/refineries and jobs were mentioned by 5% or more respondents as important industrial development and activity issues. When compared to previous surveys, all industrial development and activity issues are trending downward except for plants/refineries, jobs and too much development.
- When asked to think specifically about environmental issues in the area, air quality was again the top issue at 28% of total mentions (an increase of 8% from 2017), followed by water quality. These two issues were also the most frequently mentioned issues in previous surveys. For the first time, climate concerns and waste management received 5% each of total mentions.
- Regarding environmental issues, pollution as a concern dropped significantly from 8% in 2017 to 2% in 2019. Land destruction has also declined significantly as a key issue, having dropped from 9% in 2015 to only 1% in 2019.
- Overall, respondents follow environmental issues more closely (75% very or somewhat closely) than industrial development and activity (69% very or somewhat closely). These are similar results to previous surveys, although the percentage of people who currently follow environmental or industrial issues very or somewhat closely has decreased since 2015.



Management of Issues

- Respondents felt safety/emergency response was the best managed issue, with 78% considering it excellent or good. This was followed by water quality/quantity management, industrial noise, industrial light and air quality. The top five matched results from 2017 and 2015 although industrial light switched places with air quality in the ranking order when compared to 2017.
- While the percentage who felt air quality was being managed well remained the same compared to 2017, the favourable management approval rating rose by at least 3% for the other top selections. This continued an upward satisfaction trend from results seen in 2015.
- Transportation continued to be considered the most poorly managed issue, with about one-third of all respondents in 2019 saying the issue was being managed somewhat poorly or poorly. However, 37% thought it was being managed well (excellent or good), a 7% increase from 2017 and 14% increase from 2015.
- Employment opportunities and land use planning received the next lowest rankings, with 26% of respondents considering those issues somewhat poorly or poorly managed. For both, only 32% felt those issues were being managed well, a decline from 2017.
- Management of community investment and industrial development received the same approval rating (45% excellent or good). These were both improvements from 2017.

Interest in Issues

- The majority of respondents said they were very or somewhat interested in all issues except industrial development, industrial light and industrial noise, which all received less than a 50% very or somewhat interested total.
- The issues of most interest to respondents were air quality (78%), followed by water quantity/quality, safety/emergency response and land use planning. The top four rankings were the same as in 2017, although safety/emergency response received the most frequent mentions that year. Among the top four, air quality had the largest jump in interest (up 6%) compared to 2017.
- Of least interest was industrial light and industrial noise. When compared to 2017, the level of interest for industrial light and industrial noise declined significantly.
- Safety and emergency response, transportation and industrial development as issues of interest continue to trend downwards since the first baseline survey in 2015. The level of interest in air quality, employment opportunities and water quality and quantity is trending upwards while the level of interest in land use planning and community investment has remained relatively the same.



Perception of Air Quality

• As in 2017, the majority (61%) of 2019 respondents rated air quality where they lived as excellent or good. Overall there is a positive trend upwards in the perception of air quality in region. 91% rated it as average or better in 2019, compared to 88% in 2017 and 87% in 2015.

Information Recall and Preferences

- A majority (61%) 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 similar to 2017 but 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 said local newspapers was their main source (70%), followed by Edmonton radio/TV at 22%, enewsletters/websites at 20%, social media at 18% and Edmonton newspapers at 14%.
- Since 2015, there is a downward trend in the number of people getting their information from local newspapers. Conversely, there is a trend upwards in the number of people getting information from electronic means such as social media, e-newsletters and websites. Of particular note is a jump of 11% from 2017 in the number of respondents who said they hear, saw or read information about environmental issues or industrial development and activity in the area via an e-newsletter or website.
- Respondents considered local newspapers (72%) and Edmonton radio/TV (63%) as their two most important sources of information, matching the two most frequently mentioned ways they are seeing, hearing or reading about environmental issues or industrial development and activity in the area.
- Local radio ranked third in terms of an important source (50%), even though only 9% of people said they got their information about environmental issues or industrial development and activity in the area from that source now. Similarly, 49% of respondents said e-newsletters/websites was an important source for them but only 20% said they get information from that source now.
- Open houses/community events declined 9% since 2017 as an important information source while e-newsletters/websites jumped 7% in importance compared to two years ago.
- Local and Edmonton newspapers, Edmonton radio and TV, and the Regional Information Update Line have all declined since 2015 as important information sources.



Emergency Situations

- Nearly three-quarters (73%) of respondents said wireless alerts would be the most effective way of communicating with them if they were driving in an area where an emergency occurred. Local radio (55%) was the second most preferred method, followed by first responder roadblocks (26%) and warning/emergency ahead signage (17%).
- Among all respondents, 33% said local media would be their primary information regarding an emergency situation that impacted public safety, followed by local municipality and social media, both at 25%, and alert systems/apps like municipal systems, Alberta Emergency Alert and Alert Ready (21%).
- Compared to previous surveys, local media has declined as a 'go to' information source in emergencies while social media continues to trend upwards in popularity. Of note is alert systems/apps jumped up 8% as a source of emergency information compared to 2017, while local media declined 10% as a mentioned source from two years ago.
- Nearly half (44%) of respondents were aware of a safety action plan called Shelter in Place, a 7% improvement from 2017 and 13% more awareness than in 2015.
- The vast majority of respondents (86%) said they were very or somewhat prepared to look after their household's immediate needs for 72 hours in the event of an emergency. This is a slight increase from 2017.
- Half (50%) of all respondents said they were very or somewhat prepared to evacuate with an emergency kit of essentials ready to go, a drop of 4% compared to 2017.

Fort Air Partnership (FAP)

- About one-third of respondents (32%) said they had heard of Fort Air Partnership. This is a 3% increase in awareness from 2017.
- A large majority (85%) of those who were aware of FAP mentioned one of its roles is to monitor and report on air quality in and around Alberta's Industrial Heartland. This level of recognition has trended upwards since 2015.
- Among those who provided an opinion on what FAP does, local newspaper advertisements or articles were the most widely seen (73%) followed by FAP print materials (33%), FAP's website (32%) and its e-newsletter (27%).
- Compared to 2017, print products declined as a source. Since the first baseline survey in 2015, there is a significant upward trend in the amount of FAP information being accessed via on-line sources. Of note is the jump in website and e-newsletter visibility/access, up 10% and 16% respectively from 2017.
- The majority of those who mentioned FAP's website as an information source expressed satisfaction with it, particularly with 'having the information that I want'. Less than 10% had dissatisfaction with any one category.



- Among all respondents, the vast majority (94%) felt FAP was very or somewhat important. The importance of FAP to people has seen a continued upward trend since 2015.
- Among those who offered an opinion, the majority of respondents were very or somewhat satisfied with FAP in all key areas. The percentage of respondents who were very or somewhat dissatisfied with FAP did not exceed 8% in any one area.
- Respondents were most satisfied with FAP's efforts to monitor and collect data on local air quality (73% were very or somewhat satisfied). They had the least satisfaction with FAP's work in providing public information and raising awareness of local air quality (55% were very or somewhat satisfied).
- 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. This was the same level of support as in 2017 but an 8% increase from 2015.
- More than one-quarter (28%) of all respondents wanted to learn more about FAP by receiving periodic updates from the organization. Twenty people said they were interested in becoming a public member of the Board of Directors.

Life in the Heartland (LITH)

- About one-third of respondents (35%) said they had heard of Life in the Heartland. This was a 2% increase from 2017.
- Among those who were aware of LITH, nearly half of respondents (45%) said the organization provides information/education about industrial activity and environmental issues in Alberta's Industrial Heartland. This was a decrease of 3% compared to 2017 but up 5% from 2015.
- Among those who provided an opinion on what LITH does, local newspaper advertisements or articles were the most widely seen (51%), followed by the enewsletter (25%), social media (21%), the website and LITH's community information evenings, both at 20%.
- While seeing/accessing the e-newsletter has trended upwards since 2015, local newspaper ads/articles, Community Information evenings hosted by LITH, and face-to-face meetings or discussions with LITH representatives are trending downward. Accessing or viewing LITH's website and social media has stayed relatively the same since 2017.
- More than one-quarter (29%) 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 mix 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, 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 surveys conducted in 2017 and 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 FAP, LITH 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 LITH's 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 July 8 -29, 2019 by Marcomm's partner firm, Trend Research from its Central Location Telephone Facility in Edmonton. Landline and cell telephone numbers were selected at random from current 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 (CATI). 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 subsample 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 data 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 | | | | Education | | | | | | |
| | 2019 | 2017 | 2015 | | 2019 | 2017 | 2015 | | | |
| 18 - 34 | 19% | 27% | 20% | High school or less | 14% | 21% | 22% | | | |
| 35 - 54 | 44% | 33% | 44% | Some post-secondary | 19% | 11% | 11% | | | |
| 55 and older | 38% | 40% | 35% | Degree, diploma or certificate | 57% | 57% | 58% | | | |
| | | | | Master's or doctorate | 8% | 9% | 6% | | | |
| | | | | Refused | 3% | 3% | 3% | | | |
| Area of residence | | | Gender | | | | | | | |
| | 2019 | 2017 | 2015 | | 2019 | 2017 | 2015 | | | |
| Fort Saskatchewan | 38% | 30% | 44% | Male | 50% | 50% | 50% | | | |
| Strathcona County | 31% | 30% | 25% | Female | 50% | 50% | 50% | | | |
| Gibbons, Bon | 9% | 11% | 15% | Years Lived in Community | | | | | | |
| Accord, | | | | | 2019 | 2017 | 2015 | | | |
| Redwater | | | | 0-2 years | 7% | 9% | 4% | | | |
| Other* | 10% | 22% | 9% | 3-5 years | 8% | 7% | 12% | | | |
| Sturgeon County | 9% | 6% | 6% | 6-10 years | 13% | 13% | 12% | | | |
| Lamont or Bruderheim | 3% | 2% | 1% | 10+ years | 72% | 71% | 73% | | | |

*Other includes another village, hamlet or rural location in FAP's airshed or in the T5Y postal code.

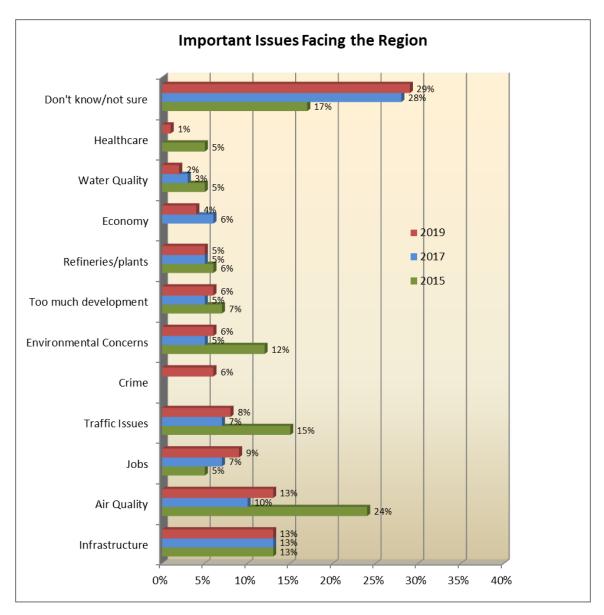




Importance of Issues

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 2019, 2017 and 2015 are noted on the following chart.

Infrastructure and air quality, at 13% each, were the top two mentions in 2019, followed by jobs (9%) and traffic issues (8%). This was the same top four issues as in 2017. For the first time since conducting the baseline survey in 2015, crime was mentioned by more than 5% of all respondents. When compared to previous surveys, jobs continue to trend upwards as an important issue for local residents while water quality is trending downwards.

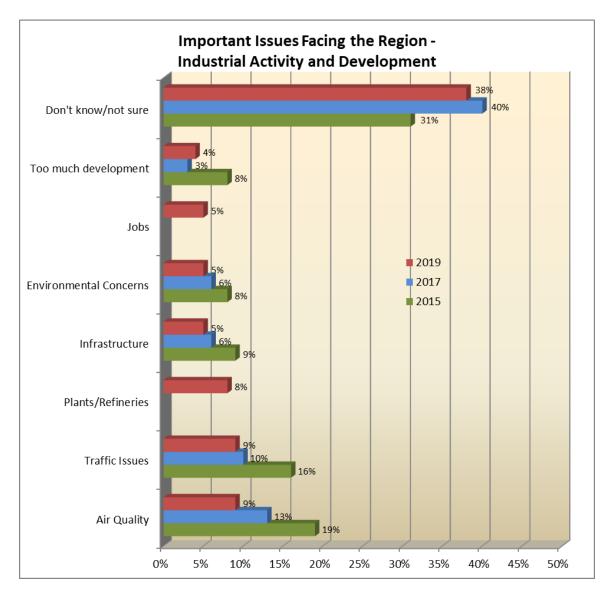




Respondents were then asked the same question but to think specifically about industrial development and activity in the area. Issues mentioned by 5% or more of all respondents in 2019, 2017 and 2015 are noted on the following chart.

In 2019, air quality and traffic issues were the top two mentions, both at 9%, followed by plants/refineries (8%). The top two mentions remained the same as in previous years. For the first time since conducting the baseline survey in 2015, plants/refineries were mentioned by 5% or more respondents as an important industrial issue.

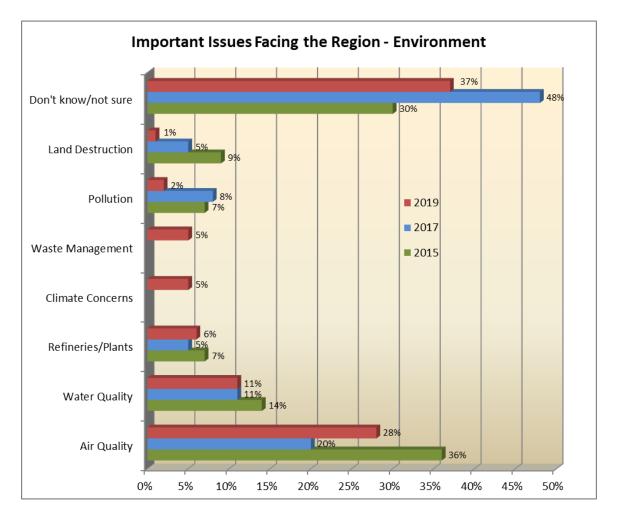
When compared to 2015 and 2017, all issues are trending downward except for plants/refineries; jobs, which reached 5% for the first time; and too much development, which slightly increased when compared to 2017.





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 2019, 2017 and 2015 are noted on the following chart.

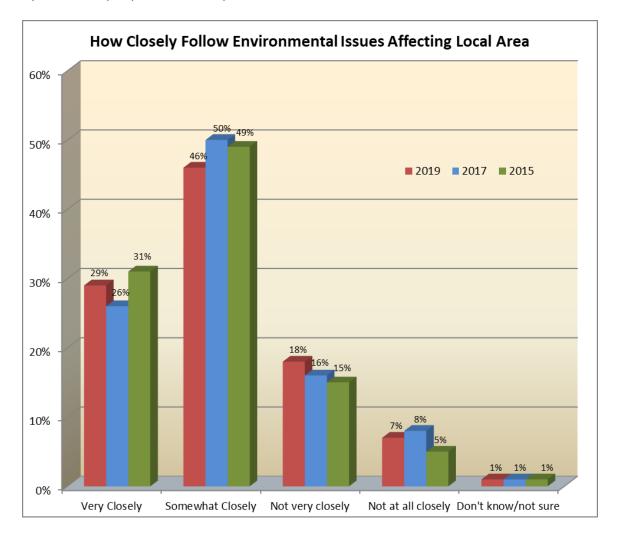
Air quality was again the top issue at 28% of total mentions (an increase of 8% from 2017) followed by water quality. These two issues were also the most frequently mentioned issues in previous surveys. For the first time, climate concerns and waste management received 5% each of total mentions. Pollution as a concern dropped significantly from 8% in 2017 to 2% in 2019. Land destruction has also declined significantly as a key issue, having dropped from 9% in 2015 to only 1% in 2019.



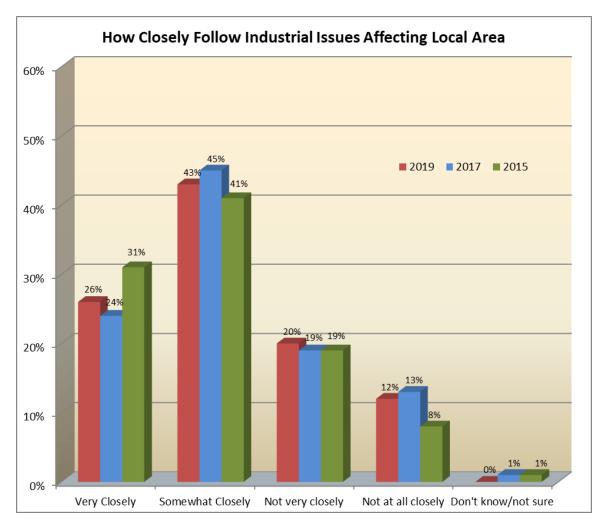


In two separate questions, survey respondents were next asked how closely they follow environment issues and then, industrial development and activity affecting their local area. Overall, respondents follow environmental issues more closely (75% very or somewhat closely) but focus on industrial development 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 quite similar to the 2017 and 2015 results, although those who currently follow environmental issues very or somewhat closely is 5% less than in 2015. Similarly, industrial issues are followed very or somewhat closely by 3% fewer people when compared to 2015.











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 78% considering it excellent or good. This was followed by water quality/quantity management (67%), industrial noise (63%), industrial light (59%) and air quality (57%).

The top five matched results from 2017 and 2015 although industrial light switched places with air quality in the ranking order when compared to 2017. While the percentage who felt air quality was being managed well remained the same compared to 2017, the favourable management approval rating rose by at least 3% for the other top selections. This continued an upward satisfaction trend from results seen in 2015.

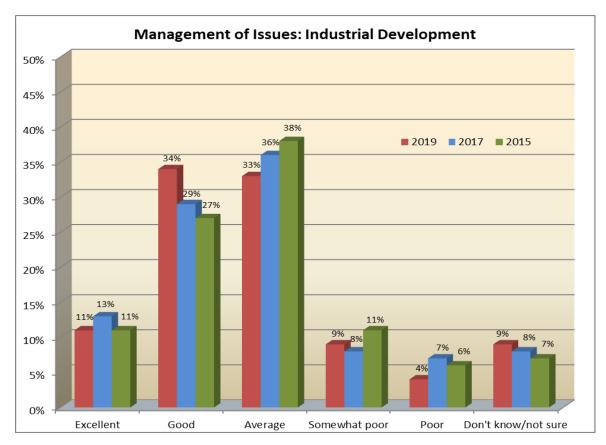
Transportation continued to be considered the most poorly managed issue, with about one-third (32%) of all respondents in 2019 saying the issue was being managed somewhat poorly or poorly. However, 37% thought it was being managed well (excellent or good), a 7% increase from 2017 and 14% increase from 2015.

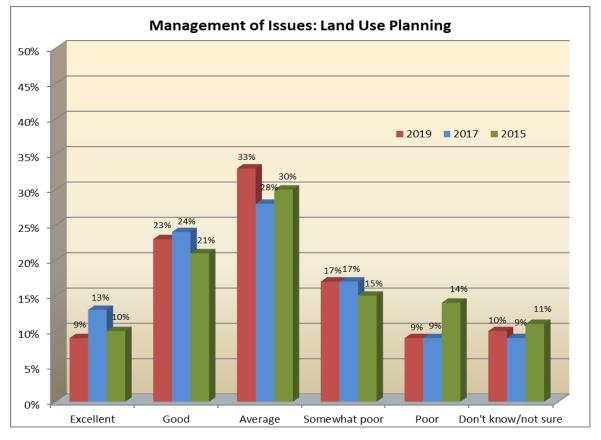
Employment opportunities and land use planning received the next lowest rankings, with 26% of respondents considering those issues somewhat poorly or poorly managed. For both, only 32% felt those issues were being managed well, a drop of 2% and 5% respectively from 2017.

Management of community investment and industrial development received the same approval rating (45% excellent or good). These were both improvements from 2017.

*2015 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.



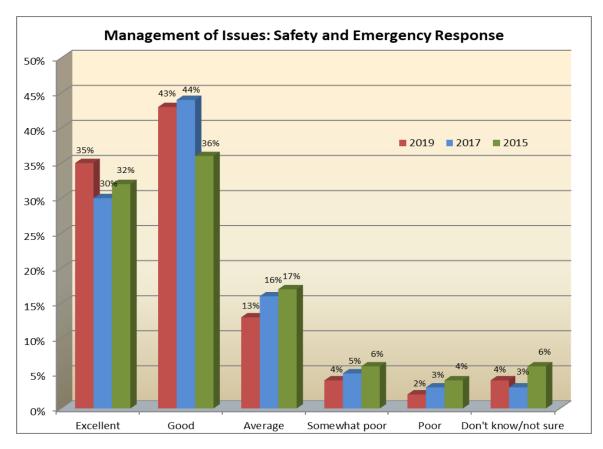


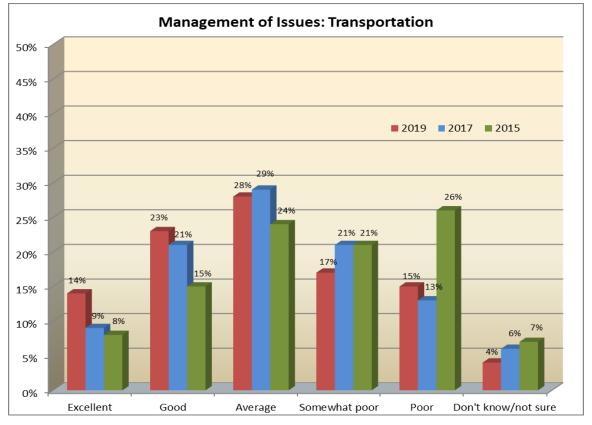






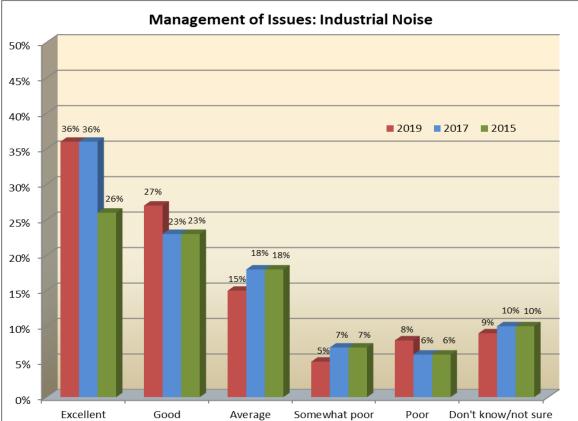
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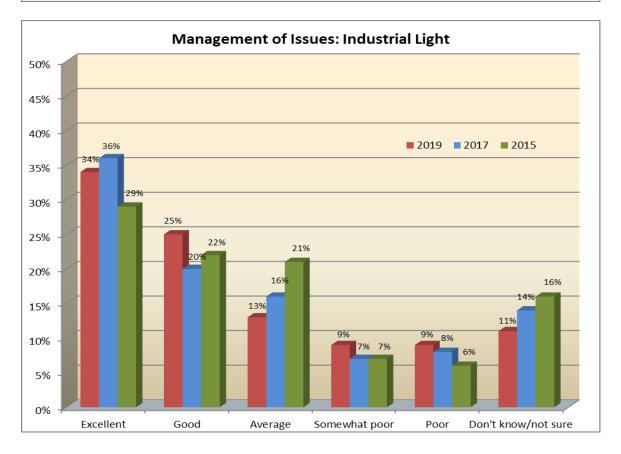






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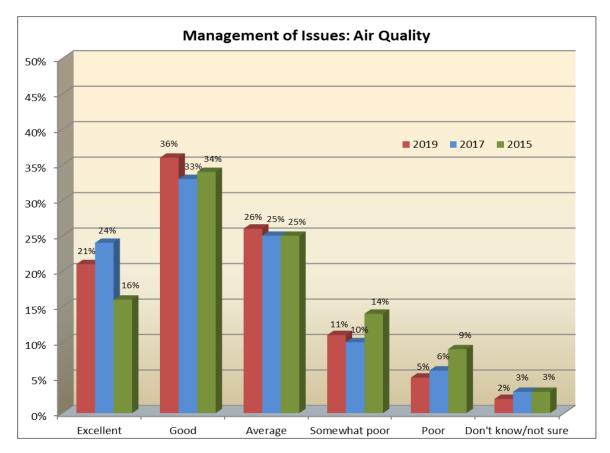


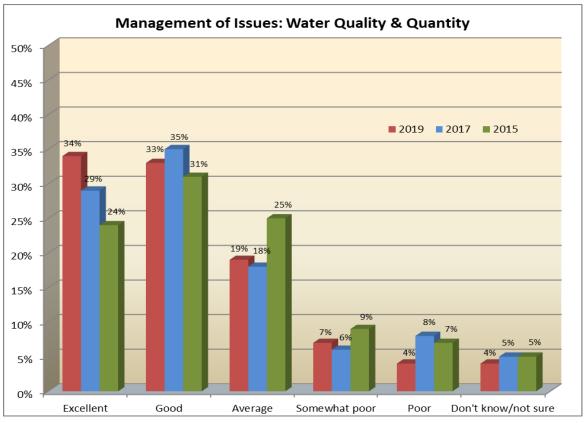






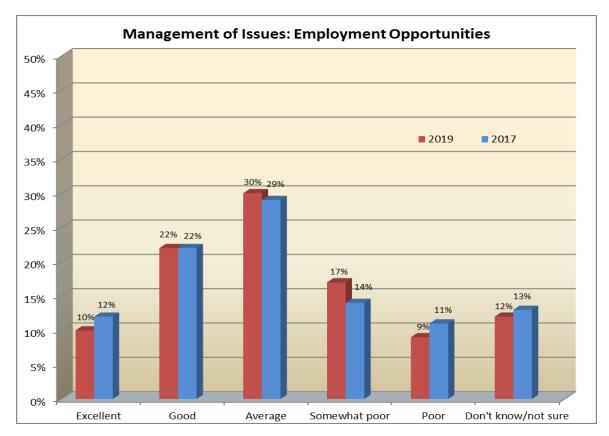
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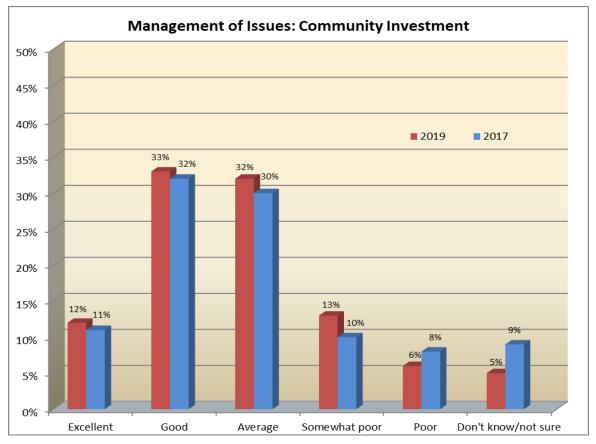






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Interest in Issues

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 issues except industrial development, industrial light and industrial noise, which all received less than a 50% very or somewhat interested total.

The issues of most interest to respondents were air quality (78%), followed by water quantity/quality (75%), safety/emergency response (69%) and land use planning (67%). The top four rankings were the same as in 2017, although safety/emergency response received the most frequent mentions in the previous survey. Among the top four, air quality had the largest jump in interest (up 6%) compared to 2017.

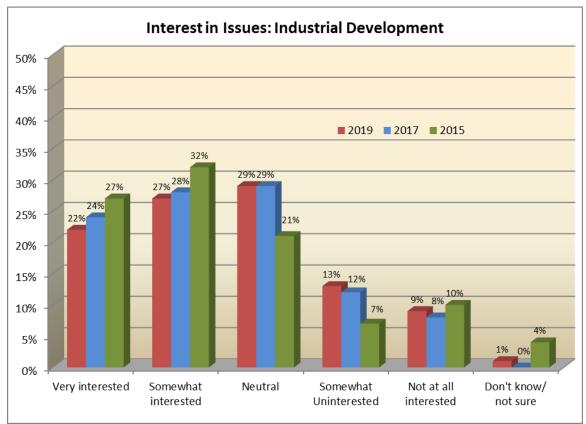
Of least interest was industrial light and industrial noise (only 29% and 33% of respondents respectively said they were very or somewhat interested in these topics). When compared to 2017, this was a decline of 5% in interest for industrial light and 8% drop in interest for industrial noise.

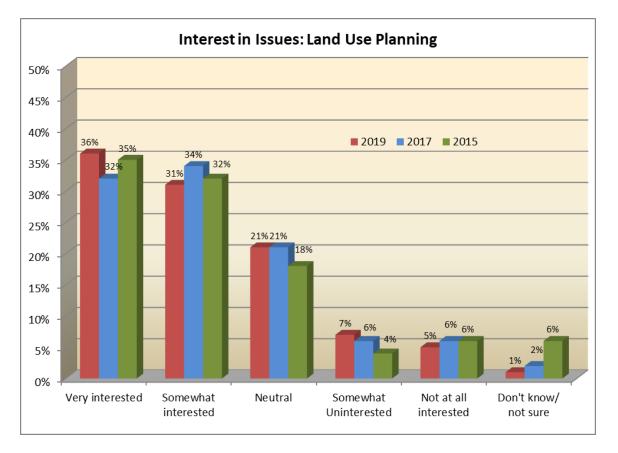
Safety and emergency response, transportation and industrial development as issues of interest continue to trend downwards since the first baseline survey in 2015. The level of interest in air quality, employment opportunities and water quality and quantity is trending upwards while the level of interest in land use planning and community investment has remained relatively the same.

*2015 comparatives are not possible for employment opportunities or community investment as interest in these issues was not included in the 2015 survey.





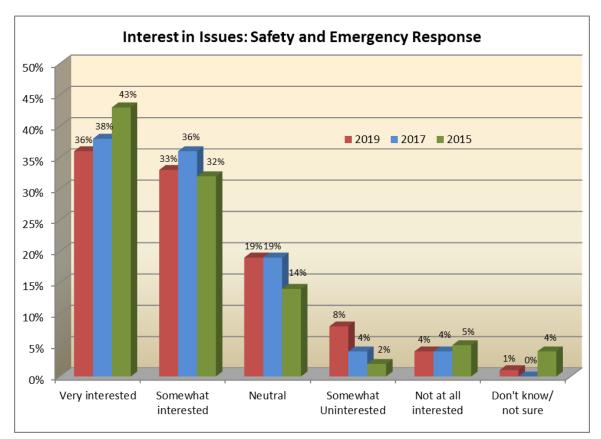


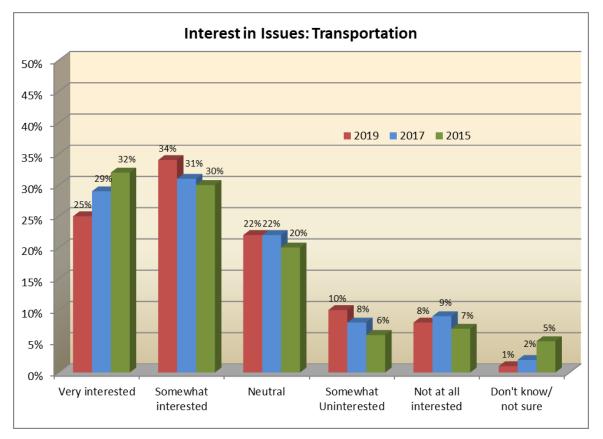






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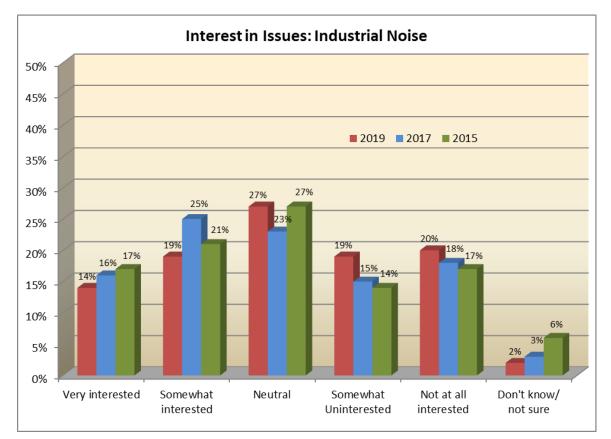


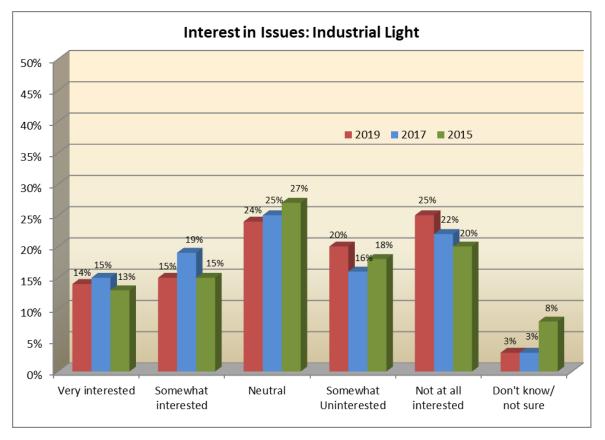




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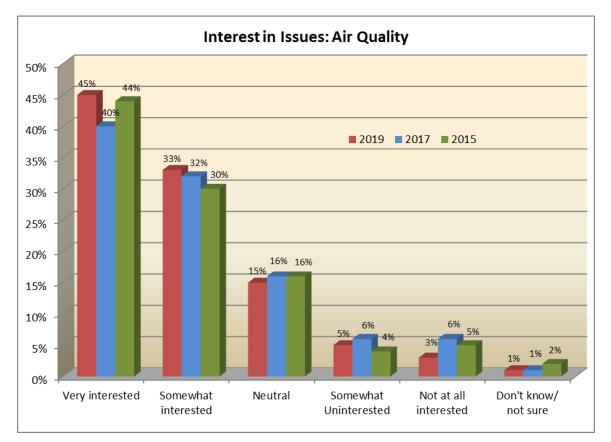
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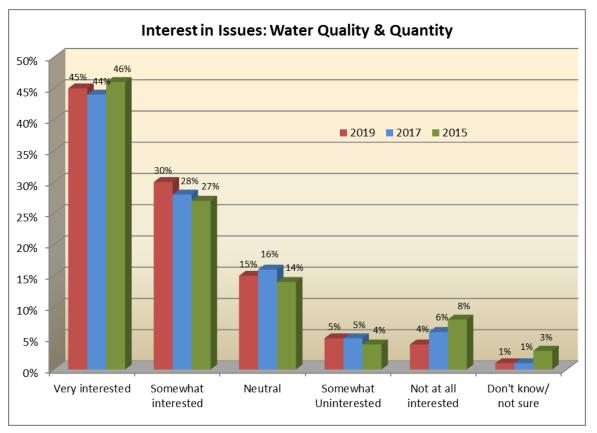






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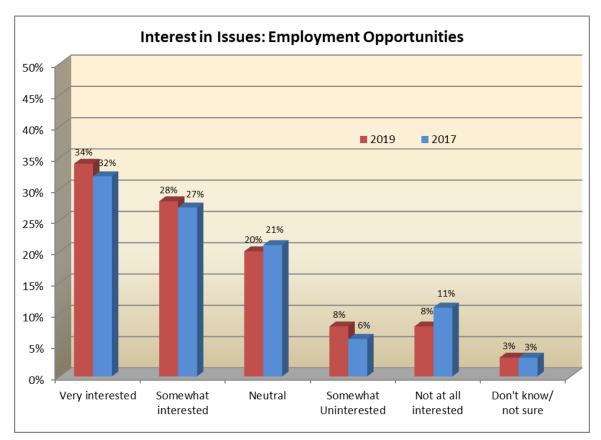


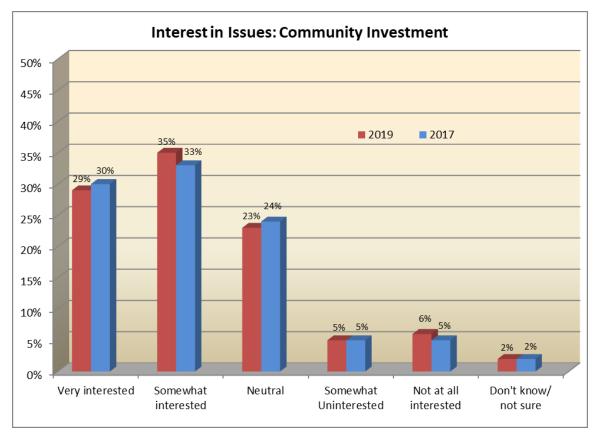




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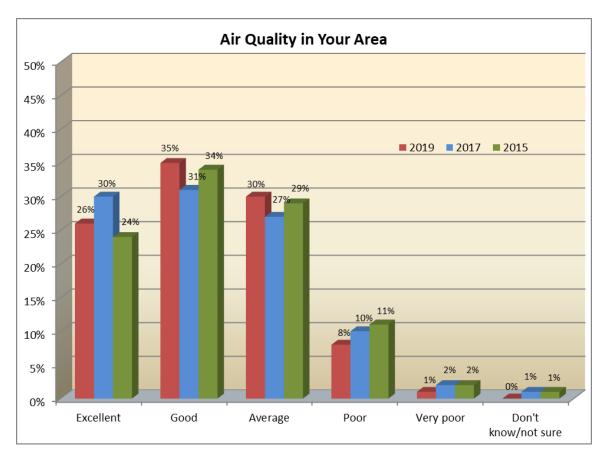


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Perception of Air Quality

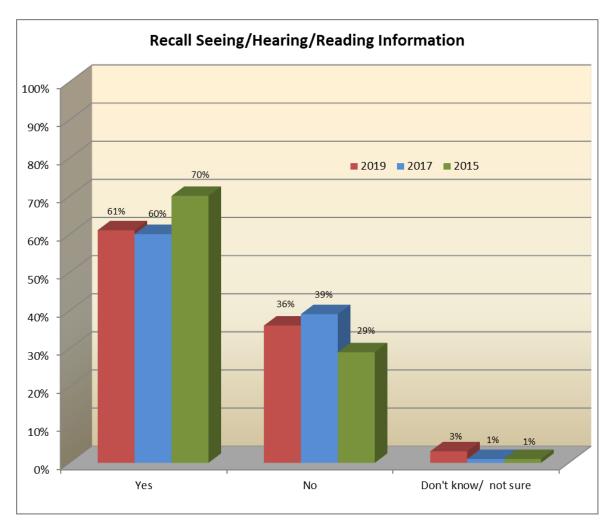
All respondents were asked to rate the air quality where they live. As in 2017, the majority (61%) or respondents in 2019 rated it as excellent or good. While 4% fewer people rated air quality as excellent in 2019, overall there is a positive trend upwards in the perception of air quality in region. 91% rated it as average or better in 2019, compared to 88% in 2017 and 87% in 2015.





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 (61%) said they did, while 36% did not. This was similar to 2017 but 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.

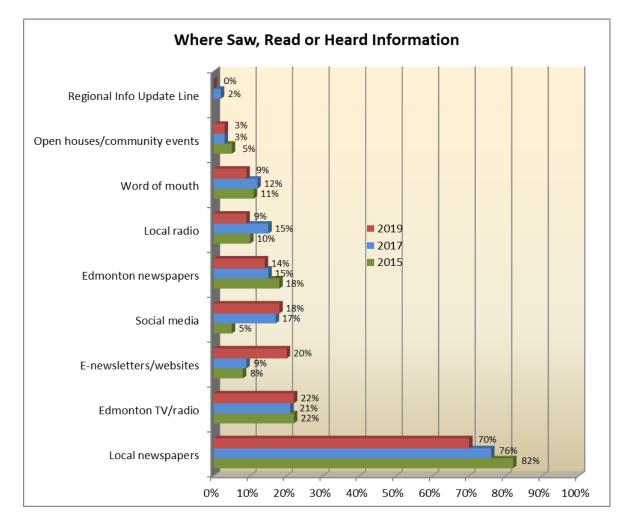




Those who did recall seeing, hearing or reading some information about environmental issues or industrial development and activity in the area (244 respondents) were asked where they saw, heard or read it. The following graph shows the types of media mentioned. A list of options was not read but multiple choices were allowed.

It shows that local newspapers dominate at 70%, followed by Edmonton radio/TV at 22%, e-newsletters/websites at 20%, social media at 18% and Edmonton newspapers at 14%. All other media were mentioned by less than 10% of the respondents.

Since 2015, there is a downward trend in the number of people getting their information from local newspapers. Conversely, there is a trend upwards in the number of people getting information from electronic means such as social media, e-newsletters and websites. Of particular note is a jump of 11% from 2017 in the number of respondents who said they hear, saw or read information about environmental issues or industrial development and activity in the area via an e-newsletter or website.



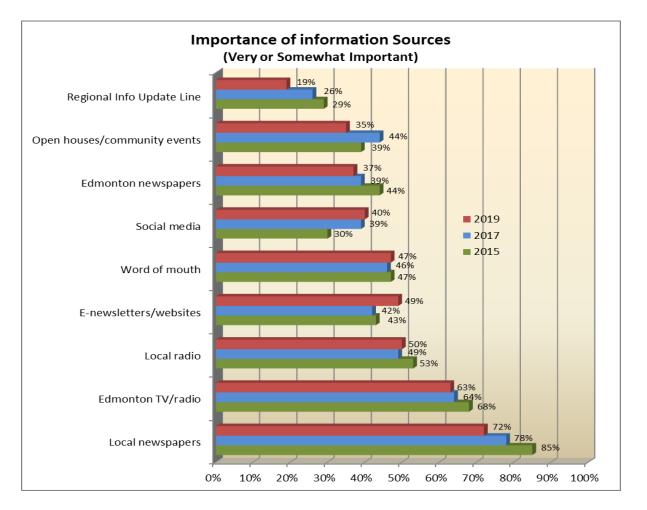
*A 2015 comparative is not possible for the Regional Info Update Line as this was not recorded as a media option in the 2015 survey.



The same respondents were then asked how important various information sources were to them. A list of sources was read to them. Multiple selections were allowed. The two highest percentage responses - local newspapers and 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 an important source (50%), even though only 9% of people said they got their information from that source now. Similarly, 49% of respondents said e-newsletters/websites was an important source for them but only 20% said they get their information about environmental or industrial development and activity in their area from that source now.

Of note in comparing responses on this question to previous surveys, open houses/community events declined 9% since 2017 as an important information source while e-newsletters/websites jumped 7% in importance compared to two years ago. Local and Edmonton newspapers, Edmonton radio and TV, and the Regional Information Update Line have all declined since 2015 as important information sources regarding local environmental or industrial development and activity in the area.



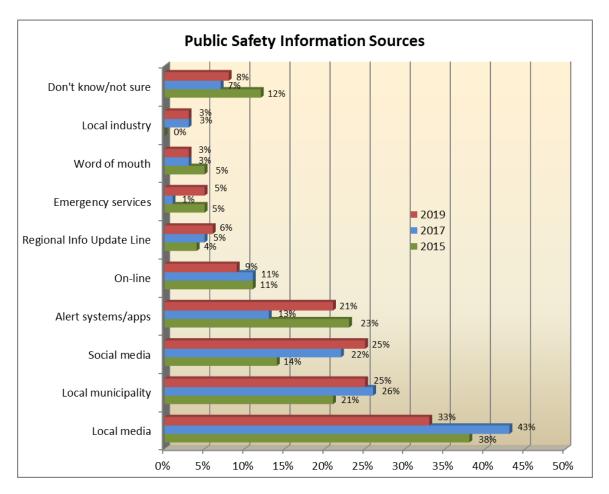




Emergency Situations

All respondents were asked where they would normally go to get information about an emergency situation that impacted public safety. Respondents were permitted multiple mentions. A list of options was not read. Local media was the number one source (33%), followed by local municipality and social media, both at 25%, and alert systems/apps like municipal systems, Alberta Emergency Alert and Alert Ready (21%).

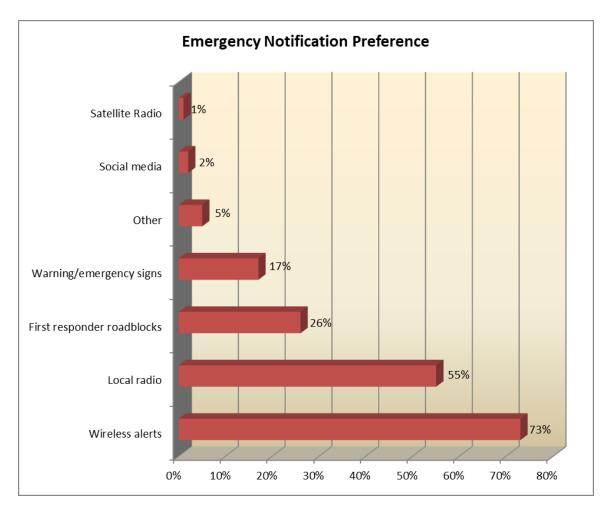
Compared to previous surveys, local media has declined as a 'go to' source while social media continues to trend upwards in popularity. Of note is alert systems/apps jumped up 8% as a source of emergency information compared to 2017, while local media declined 10% as a mentioned source from two years ago.





The next question asked if the respondent was driving in an area where an emergency occurred, what would be the top two ways of effectively notifying them. A list was read and two responses permitted. This question was not asked in previous surveys.

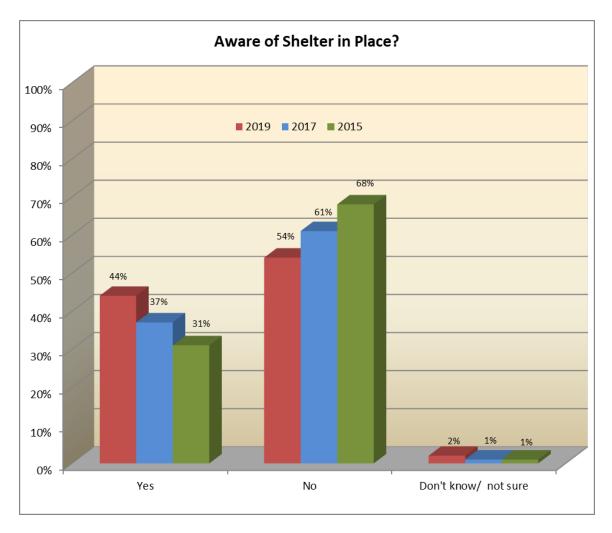
Nearly three-quarters (73%) said wireless alerts would be the most effective way, followed by local radio (55%), first responder roadblocks (26%) and warning/emergency ahead signage (17%).





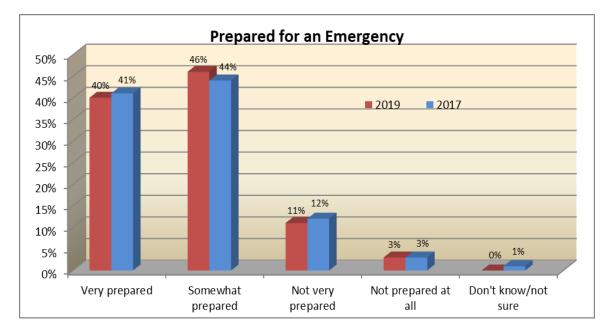


Respondents were then asked if they were personally aware of a safety action plan called Shelter in Place. Nearly half (44%) were aware of the plan, a 7% improvement from 2017 and 13% more awareness than in 2015.

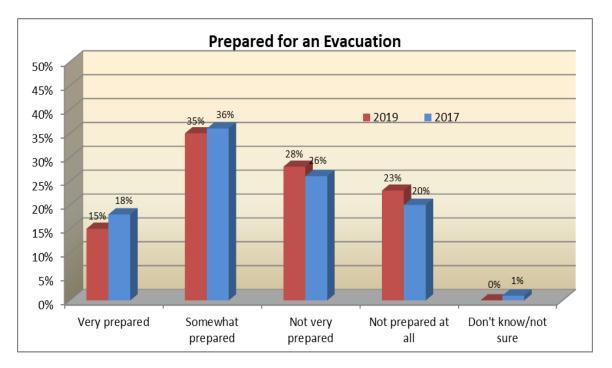




The next question asked respondents how well prepared their household was to look after its immediate needs for 72 hours in the event of an emergency. The vast majority (86%) said they were very or somewhat prepared, a slight increase from 2017. This question was not asked in 2015.



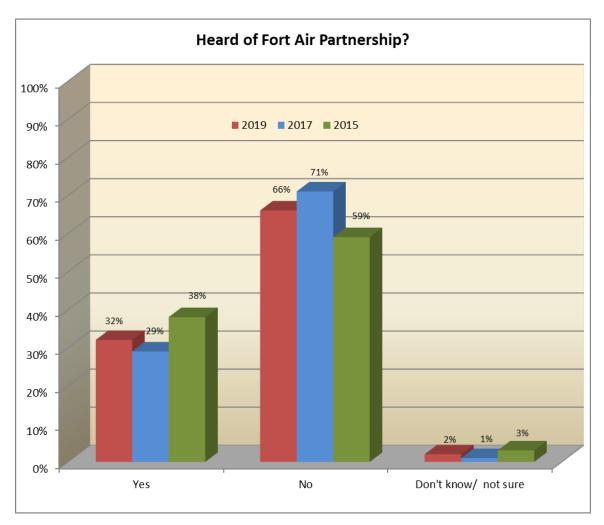
Respondents were also asked how well prepared their household was to evacuate with an emergency kit of essentials ready to go. Half (50%) of the respondents said they were very or somewhat prepared to evacuate, a drop of 4% compared to 2017. This question was also not asked in 2015.





Fort Air Partnership

The questionnaire then asked respondents a series of questions about Fort Air Partnership (FAP). This portion of the survey began by asking all respondents if they had ever heard of an organization called Fort Air Partnership. About one-third of respondents (32%) said they had heard of FAP. This is a 3% improvement from 2017.

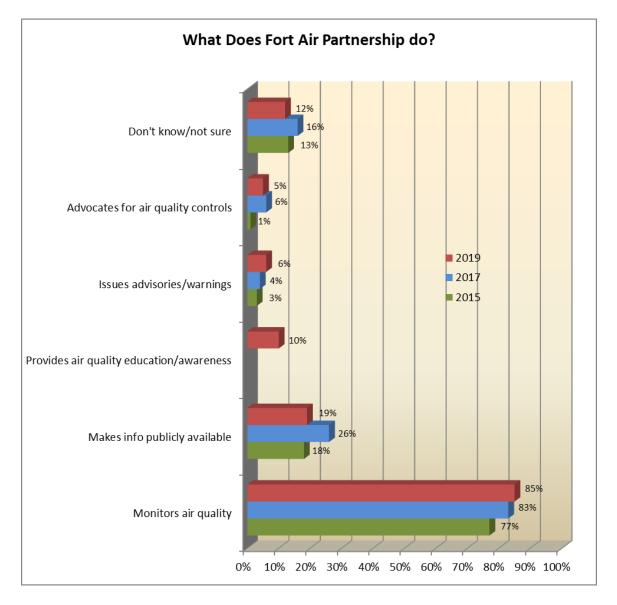






Those who were aware of FAP (129 respondents) were asked what the organization did. Respondents were permitted multiple responses but were not read a list of options. A large majority (85%) mentioned monitoring and reporting air quality in and around Alberta's Industrial Heartland. This level of recognition has trended upwards since 2015.

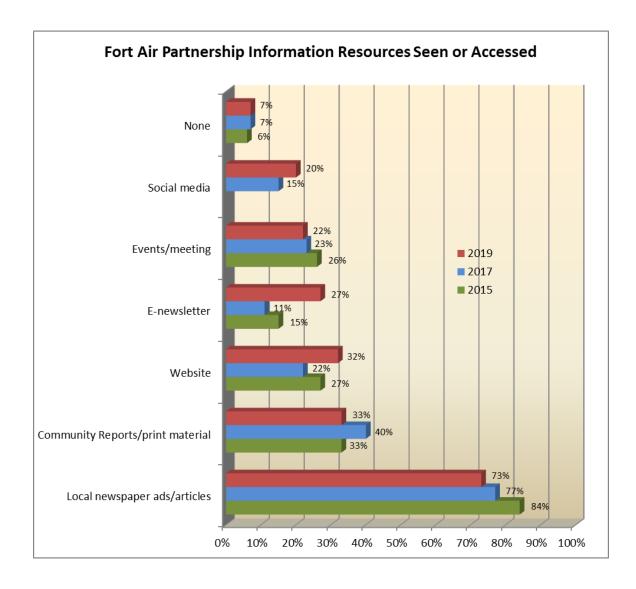
While there was a decline from 2017 in the number of people who mentioned FAP makes air quality information available to the public (19% today versus 26% in 2017), this may be attributable to the addition in 2019 of the category 'provides air quality education/awareness'. Combined, 29% of respondents proffered FAP makes information publicly available and/or provides education and awareness.





Those who provided an opinion on what FAP does (113 respondents) were asked which FAP information resources they have seen or accessed in the past. A list was read to them and multiple choices were permitted. Local newspaper advertisements or articles were the most widely seen (73%) followed by FAP print materials (33%), the website (32%) and the e-newsletter (27%).

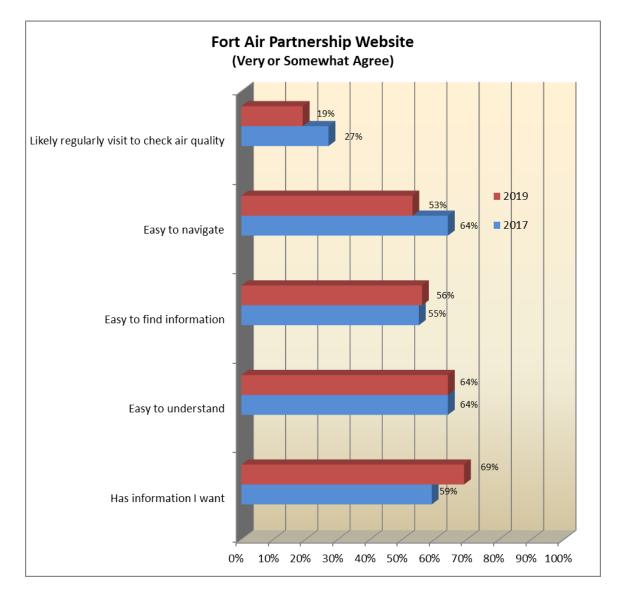
Compared to 2017, print products declined as a source. Since the first baseline survey in 2015, there is a significant upward trend in the amount of FAP information being accessed via on-line sources. Of note is the jump in website and e-newsletter visibility/access, up 10% and 16% respectively from 2017. Social media was up 5% over two years ago. Social media was not asked about as a source in 2015.





Respondents who had mentioned the FAP website as an information source (36) were asked about their satisfaction with various aspects of the site. This question was not asked in 2015.

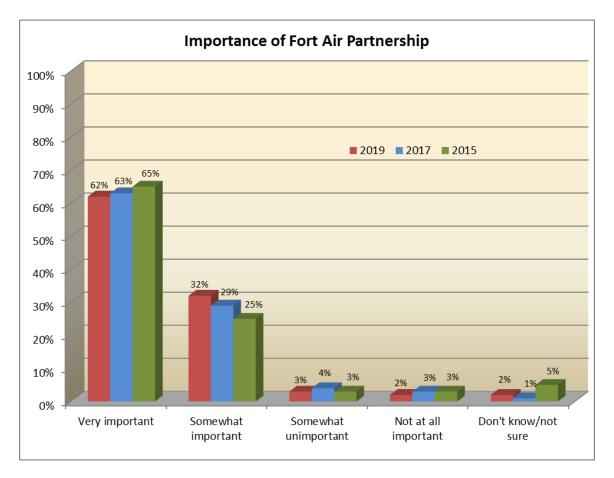
As in 2017, a majority expressed satisfaction with the website and less than 10% had dissatisfaction with any one category. 'Having information I want' saw the biggest improvement from 2017, jumping 10% to an overall satisfaction of 69%. Ease of navigation saw the biggest decline in satisfaction, dropping 11% to 53%. A fewer percentage of people (down 8%) also indicated 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 (94%) felt the organization was very or somewhat important. Only 5% felt it was somewhat unimportant or not important at all.

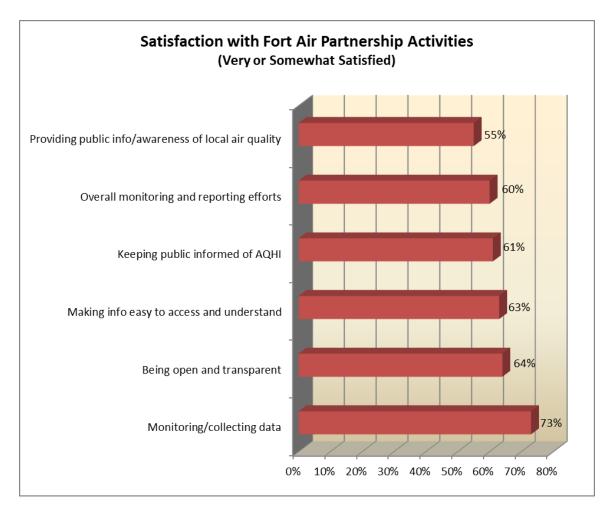
The importance of FAP to people has seen a continued upward trend since 2015. In 2017, 92% of respondents said FAP was very or somewhat important while in 2015, the percentage was 90%.





Having been read an explanation of what FAP is and does, all respondents were asked about their level of satisfaction with FAP's work in a number of key areas. A list was read to them. In previous surveys only those who had heard of FAP were asked this question so data comparisons cannot be provided for 2017 and 2015.

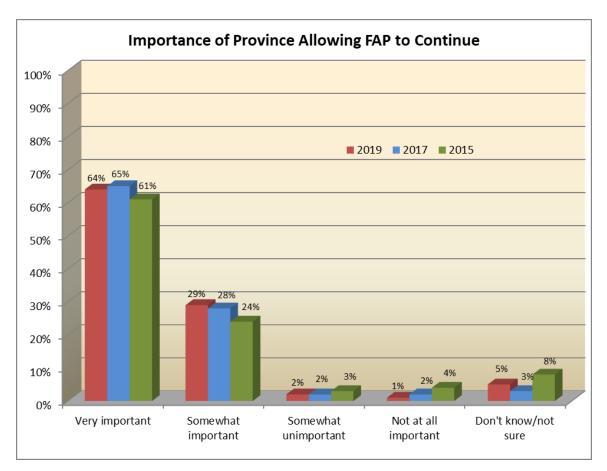
Among those who offered an opinion, the majority of respondents were very or somewhat satisfied with FAP in all key areas. They were most satisfied with FAP's efforts to monitor and collect data on local air quality (73% were very or somewhat satisfied). They had the least satisfaction with FAP's work in providing public information and raising awareness of local air quality (55% were very or somewhat satisfied).



The percentage of respondents who were very or somewhat dissatisfied with FAP did not exceed 8% in any one area.



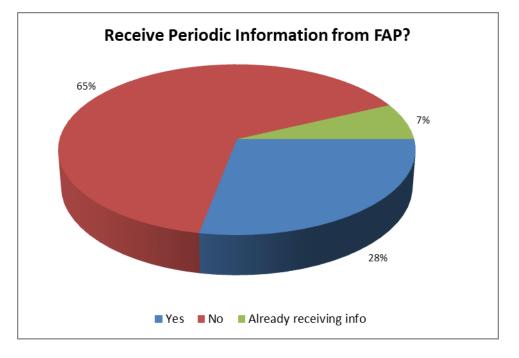
The next question asked: "Alberta Environment and Parks monitors, evaluates and reports on environmental impacts to air, water, land and biodiversity in the province. How important would you say it is for Alberta Environment and Parks to allow local organizations like Fort Air Partnership to continue 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 the same level of support as in 2017 but an 8% increase from 2015.



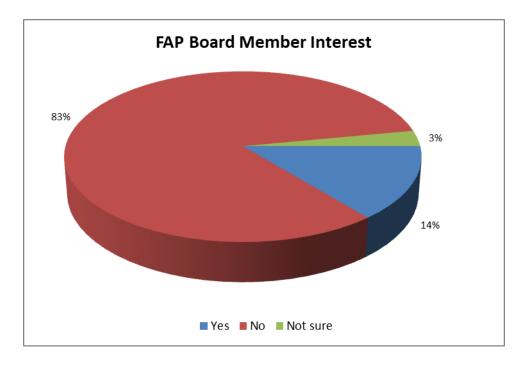




All respondents were asked if they would like to receive periodic information about air quality in their area from FAP. More than one quarter (111 people) said yes and provided their contact information.



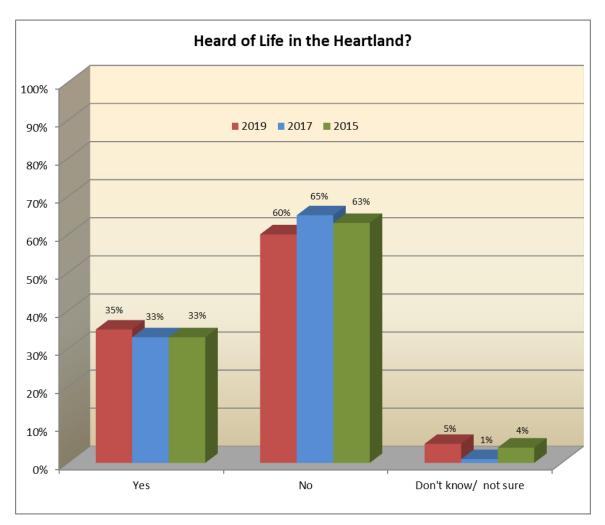
Those who agreed to receive information from FAP or are already receiving information from the organization were also asked if they would be interested in becoming a public member of the FAP Board. Twenty people (14%) said yes and provided their contact information.





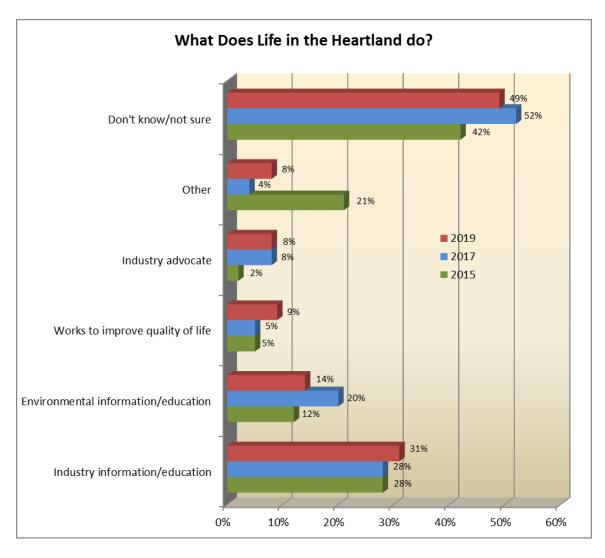
Life in the Heartland

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 (35%) said they had heard of LITH. This was a 2% increase from 2017 and 2015.





Those who were aware of LITH (139 respondents) were asked what the organization did. Respondents were permitted multiple responses but were not read a list of options. Nearly half (45%) said the organization provides information/education about industrial activity and environmental issues in Alberta's Industrial Heartland. This was a decrease of 3% compared to 2017 but up 5% from 2015.

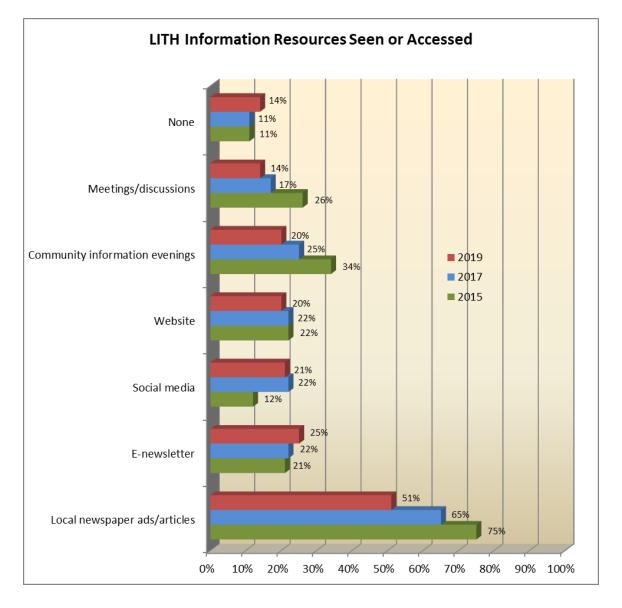






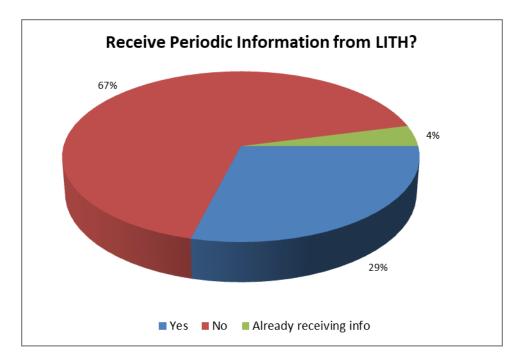
Those who provided an opinion on what LITH does (71 respondents) were asked which LITH information resources they have seen or accessed in the past. A list was read to them and multiple responses were permitted. Local newspaper advertisements or articles were the most widely seen (51%), followed by the e-newsletter (25%), social media (21%), the website and LITH's community information evenings, both at 20%.

While seeing/accessing the e-newsletter is trending upwards since 2015, local newspaper ads/articles, Community Information evenings hosted by LITH, and face-to-face meetings or discussions with LITH representatives are trending downward. Accessing or viewing LITH's website and social media has stayed relatively the same since 2017.





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. More than one quarter (114 people) said yes and provided their contact information.





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: NA: this is not asked.
 - 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





<u>General</u>

- 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.
 - A. Very closely
 - B. Somewhat closely
 - C. Not very closely
 - D. Not at all closely

DO NOT READ

- E. 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/apps
 - E. Regional Information Update Line
 - F. Social Media (Twitter/Facebook)
 - G. Other (SPECIFY)
- 13. If you were driving in an area where an emergency occurred, what would be the top two ways of effectively notifying you? READ LIST. ONLY TWO RESPONSES ALLOWED.
 - A. Local radio
 - B. Satellite radio
 - C. Warning/Emergency ahead signs
 - D. Wireless alerts to cell phones or other mobile devices
 - E. First responder roadblocks
 - F. Other (please specify)
- 14. Are you personally aware of a safety action called Shelter in Place?
 - A. Yes
 - B. No
 - C. Don't know/not sure
- 15. Now I would like to ask you two questions about emergency preparedness. How 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





- 16. In the event of a community evacuation, 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

- 17. 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
- 18. 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 Alberta's Industrial Heartland region
 - B. Advocates for more strident air quality control
 - C. Provides education and awareness about local air quality.
 - 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
- 19. 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. 20. ALL OTHERS GO TO Q. 21.
 - 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. Social media like Facebook or Twitter
 - G. Other (SPECIFY)
 - H. None of the above



50



- 20. 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.
- 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. 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:

NOTE: INCLUDE DON'T KNOW/NOT SURE IN POSSIBLE RESPONSE TO EACH STATEMENT

- A. Monitoring and collecting data on local air quality
- B. Providing public information and raising awareness of local air quality
- C. Keeping the public informed of Air Quality Health Index levels
- D. Being an open and transparent organization
- E. Making air quality information easy to access and to understand
- F. Fort Air Partnership's overall monitoring and reporting efforts
- 23. 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

- 24. Have you ever heard of Life in the Heartland?
 - A. Yes
 - B. No GO TO Q. 27
 - C. Don't know/not sure GO TO Q. 27
- 25. 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. 27
- 26. 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
- 27. 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. 29
 - C. Not sure
 - D. Already receive it GO TO Q. 29
- 28. May I get your name and an e-mail address so that Life in the Heartland can send you updates?

| Name: | |
|---------|--|
| E-mail: | |



- 29. Would you like to receive periodic information about air quality in your area from Fort Air Partnership?
 - A. Yes
 - B. No GO TO Q. 33
 - C. Not sure
 - D. Already receive it GO TO Q. 31
- 30. May I get your name and an e-mail address so that Fort Air Partnership can provide you with updates?

| Name: | | | |
|---------|--|--|--|
| E-mail: | | | |

- 31. Would you be interested in becoming a public member of the Fort Air Partnership Board of Directors?
 - A. Yes
 - B. No GO TO Q. 33
 - C. Not sure
- 32. May I get your name, e-mail address and phone number so that Fort Air Partnership can contact you?

| Name: | | | | |
|---------|---------|--|--|--|
| E-mail: | | | | |
| Phone r | number: | | | |

DEMOGRAPHICS:

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

- 33. 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

34. 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)

35. 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.

