

Life in the Heartland/
Fort Air Partnership/Northeast
Region Community Awareness
and Emergency Response
2022 Public Perceptions Survey
November 18, 2022



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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 2019 and 2017.

Importance of Issues

- As in previous years, infrastructure (16%) and air quality (14%) were the top two
 mentions in 2022 as the most important issues facing the area. The issue of inflation
 was the next major concern at 10%. This was followed by crime/safety (8%).
 Inflation was not mentioned by more than 4% of respondents in previous years.
 When compared to previous surveys, the four top mentions all trended upwards
 from 2017.
- In 2022, air quality (14%) and traffic (10%) were the top two mentions as the most important industrial development and activity issues in the area, followed by land use (9%) and environment concerns (7%). Land use, lack of development (6%) and crime/safety (6%) were not mentioned by more than 4% of respondents in previous surveys. When compared to 2019, air quality trended up significantly as an issue while plants/refineries dropped significantly.
- Regarding important environmental issues in the area, air quality was again the top issue at 27% of total mentions followed by water quality (13%). Land use at 10% was the third among total mentions, a significant increase from previous surveys. Waste management and refineries/plants both declined as important issues, when compared to 2019.
- Overall, respondents follow environmental issues more closely (81% very or somewhat closely) than industrial development and activity 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. While those who follow industrial development and activity very or somewhat closely remained the same as in 2019, those who currently follow environmental issues very or somewhat closely is up 6% when compared to 2019.

Management of Issues

• Respondents felt safety/emergency response in the area was managed the best, with 62% considering it excellent or good. This was followed by water quality/quantity management (61%), industrial noise (57%), industrial light (54%) and air quality (51%).



- While the top five were the same as in 2019 and 2017, they all declined significantly regarding how well they were managed in the opinion of respondents.
 Safety/emergency response dropped the most dramatically, falling 16% when compared to 2019. The other four dropped either five or six percentage points compared to 2019.
- Management of greenhouse gas emissions was considered the most poorly managed issue, with only 32% saying it was managed excellently or good.
 Transportation was the next lowest (34%), followed by land use planning (36%) and management of industrial development (44%).
- Nearly half of respondents rated community investment as managed well (48% excellent or good) and this continued a positive trend upwards compared to previous surveys. The management of employment opportunities jumped the most significantly in a positive direction, with 51% of respondents saying it was managed excellently or good. This is an increase of 19% from 2019.

Interest in Issues

- The majority of respondents said they were very or somewhat interested in all issues except industrial noise and industrial light, with less than 40% of respondents indicating they were very or somewhat interested in those issues. However, interest in both increased when compared to 2019.
- The issues of most interest to respondents were air quality (72%), followed by water quantity/quality (70%), land use planning (69%) and safety/emergency response (68%). The top four rankings were the same as in 2019, although land use planning ranked higher than safety/emergency when compared to 2019. Except for land use planning, interest in all of the other three issues dropped when compared to 2019 interest in air quality dropping the most significantly by 6%.
- Interest in community investment (64% very or somewhat interested in 2022) and transportation (53% very or somewhat interested in 2022) continue to trend downwards compared to previous surveys. Interest in industrial development increased the most significantly among all issues. In 2022, 57% said they were very or somewhat in this issue, compared to 49% in 2019 and 52% in 2017.
- Interest in community investment (64% very or somewhat interested) remains relatively the same compared to previous surveys. The majority of respondents (56%) said they were very or somewhat interested in greenhouse gas emissions. This question was not asked in previous surveys.



Perception of Air Quality

• In 2022, the majority of respondents (66%) rated air quality as excellent or good. This was 5% better than in the previous two surveys. Overall, the positive trend upwards in this belief was reflected in the 2022 result, with 94% of respondents rating air quality as average or better, compared to 91% in 2019 and 88% in 2017.

Information Recall and Preferences

- A majority of respondents (63%) said they recalled seeing, hearing or reading
 information in the past year about environmental issues or industrial development
 and activity in the area. This is an upward positive trend when compared to previous
 surveys.
- Most respondents are seeing, hearing or reading information about environmental issues or industrial development and activity in the area from local newspapers (70%), followed by Edmonton radio/TV (28%), e-newsletters/websites (24%), Edmonton newspapers (14%) and social media (12%).
- While the amount of people getting information from their local newspapers remains unchanged from 2019, more people are receiving information from Edmonton TV/radio (up 6% compared to 2019) and e-newsletters/websites (up 4% from 2019). This is an upward trend that has continued since 2017. Of note was the decline in information gleaned from social media, which dropped 6% when compared to 2019.
- Respondents said local newspapers (70%) and Edmonton radio/TV (64%) were the
 most important information sources for them. This 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.
- E-newsletters/websites ranked third in terms of an important information source (47%), even though less than a quarter said they got their information about environmental or industrial development and activity in their area from that source now. Similarly, respondents ranked local radio as the fourth most important source of information to them (44%) but only 8% said they got their information from that source now.
- Social media and local radio declined 6% in importance and the Regional Info Update Line rose 4% in importance when compared to 2019. Online meetings/webinars were considered an important information source to 20% of respondents although none said this is how they received information currently.



Emergency Situations

- About one-third of respondents (35%) considered local media as their top source for information about an emergency situation that impacted public safety. This was followed by a local municipality (32%), alert systems/apps (26%) and social media (18%).
- Compared to 2017, alert systems/apps have doubled in popularity as a 'go to' source
 of emergency information. Compared to 2019, local municipalities jumped 7% in
 popularity while local media declined by a similar percentage. In 2022, only 7% of
 respondents said they would normally go online for public safety emergency
 information, a downward trend that has continued since 2017.
- Nearly three-quarters (70%) said wireless alerts would be the most effective way of contacting them about an emergency if they were driving in the area, followed by first responder roadblocks (37%), local radio (32%) and warning/emergency ahead signage (21%). Local radio was considered significantly less effective for emergency notification in 2022 when compared to 2019 (down 23%), while first responder roadblocks rose 11% in effectiveness compared to the last survey.
- Nearly two thirds (63%) of respondents were aware of the Shelter in Place action plan, a 19% improvement from 2019 and 26% more awareness than in 2017.
- The vast majority of respondents (90%) 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 4% improvement from 2019 and 5% from 2017.
- More than half of respondents (55%) said they were very or somewhat prepared to
 evacuate with an emergency kit of essentials ready to go. This is an improvement of
 5% compared to 2019 but nearly the same precentage response as in 2017.

Fort Air Partnership (FAP)

- More than one-third of respondents (37%) said they had heard of FAP. This is a 5% improvement from 2019 and 8% since 2017.
- Among those who were aware of FAP, a large majority (80%) mentioned the
 organization monitored and reported on air quality in and around Alberta's
 Industrial Heartland. This level of recognition decreased 5% since 2019.
- Compared to 2019, there was a slightly decline in the number of people who
 mentioned FAP makes air quality information available to the public. Those who
 were aware FAP provides air quality education and/or awareness remained the
 same.
- Those who provided an opinion on what FAP does said they had seen or accessed information about the organization mainly from local newspaper advertisements or articles (71%), followed by FAP print materials (38%), FAP's e-newsletter (27%) and FAP's website (26%).



- Compared to 2019, print products increased by 5% as a resource accessed by respondents while the website decreased by 6%. Since 2017, local newspaper ads/articles have continued to decline as an accessed source of information about FAP.
- Among respondents who mentioned the FAP website as an information source, nearly three quarters (74%) indicated the website was easy to understand, a jump of 10% compared to 2019. A majority also felt it was easy to find information on the website (60%) and easy to navigate (51%). However, there was a significant drop in the percentage of respondents who said the website had all of the information they wanted. Only 43% agreed with this statement in 2022, compared to 69% in 2019. The percentage of people who indicated they were likely to regularly visit the website to check air quality conditions (17%) continued to trend downwards when compared to previous surveys.
- The vast majority (92%) of respondents felt FAP was very or somewhat important. This is a slight decrease of 2% compared to 2019.
- Among those who offered an opinion, the majority of respondents were very or somewhat satisfied with FAP in all key areas. However, except for providing public information and/or awareness of local air quality, the satisfaction levels in 2022 were lower compared to 2019. Respondents were most satisfied with FAP's efforts to monitor and collect data on local air quality (68% were very or somewhat satisfied). They had the least satisfaction with FAP's work in making information easy to access and understand (54% were very or somewhat satisfied).
- A large majority of respondents (91%) felt it was very or somewhat important for Alberta Environment and Parks to allow FAP to continue its work. This was a slightly lower level of support than recorded in previous surveys.
- More than one-third of all respondents (36%) said they would like to receive periodic information about air quality in their area from FAP. This was an 8% increase from 2019.
- Twenty-five people said they would be interested in becoming a public member of the FAP Board.

Life in the Heartland (LITH)

- A large minority of respondents (43%) said they had heard of LITH. This was an 8% increase from 2019 and 10% from 2017.
- Among those who were aware of LITH, 50% said the organization provides information/education about industrial activity and environmental issues in Alberta's Industrial Heartland. This was a 5% increase compared to 2019. The number of people who are aware that LITH provides industry information and/or education continues to trend positively upwards when compared to previous surveys.



- Among those who provided an opinion on what LITH does indicated they had seen
 or accessed information about the organization mainly from local newspaper
 advertisements or articles (70%), followed by LITH's e-newsletter (25%), LITH's
 website (24%), social media (22%) and LITH's community information evenings
 (19%).
- Compared to 2019, local newspaper ads and/or articles increased by 19% as a resource accessed by respondents. The website increased by 4%. 11% of respondents said they accessed information from update webinars. This response option was not presented in previous surveys.
- More than one-third of respondents (39%) said they would like to receive periodic information from Life in the Heartland. This was an 10% increase from 2019.



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 2019 and 2017. 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 September 20 – October 8, 2022 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.

| | | Re | esponde | ent Profile (Base = 400) | | | |
|--|------|------|---------|--------------------------------|------|------|------|
| Age | | | | Education | | | |
| | 2022 | 2019 | 2017 | | 2022 | 2019 | 2017 |
| 18 – 34 | 20% | 19% | 27% | High school or less | 16% | 14% | 21% |
| 35 - 54 | 38% | 44% | 33% | Some post-secondary | 13% | 19% | 11% |
| 55 and older | 42% | 38% | 40% | Degree, diploma or certificate | 57% | 57% | 57% |
| | | | | Master's or doctorate | 11% | 8% | 9% |
| | | | | Refused | 3% | 3% | 3% |
| Area of residence | | | Gender | | | | |
| | 2022 | 2019 | 2017 | | 2022 | 2019 | 2017 |
| Fort Saskatchewan | 29% | 38% | 30% | Male | 50% | 50% | 50% |
| Strathcona County | 42% | 31% | 30% | Female | 50% | 50% | 50% |
| Gibbons, Bon | 7% | 9% | 11% | Years Lived in Community | | | |
| Accord, | | | | | 2022 | 2019 | 2017 |
| Redwater | | | | 0-2 years | 2% | 7% | 9% |
| Other* | 11% | 10% | 22% | 3-5 years | 2% | 8% | 7% |
| Sturgeon County | 7% | 9% | 6% | 6-10 years | 7% | 13% | 13% |
| Lamont, Lamont County or Bruderheim | 4% | 3% | 2% | 10+ years | 89% | 72% | 71% |

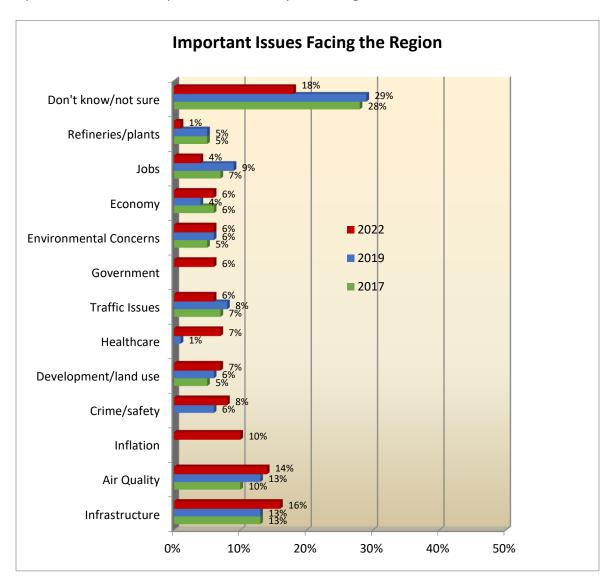
^{*}Other includes another village, hamlet or rural location in FAP's airshed or in the T5Y postal code.



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 2022, 2019 or 2017 are noted on the following chart.

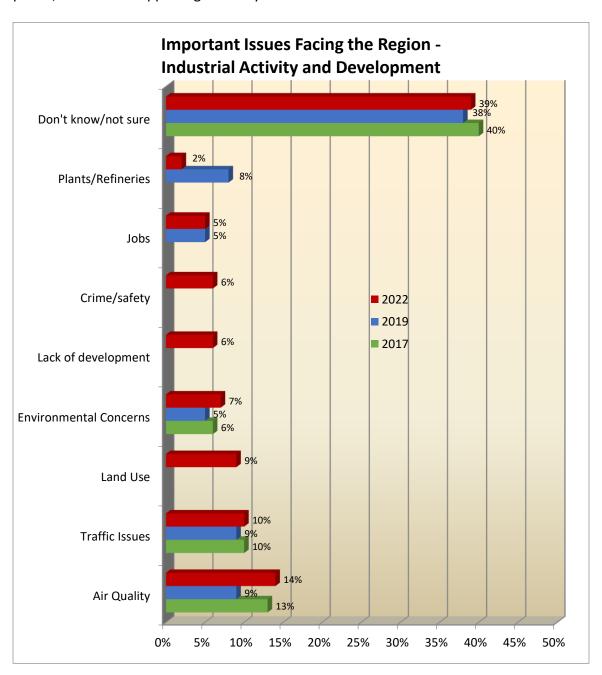
As in previous years, infrastructure (16%) and air quality (14%) were the top two mentions in 2022. The issue of inflation was the next major concern at 10%. This was followed by crime/safety (8%). Inflation was not mentioned by more than 4% of respondents in previous years. When compared to previous surveys, the four top mentions all trended upwards from 2017. For the first time, government was mentioned by more than 4% of respondents as an important regional issue.





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 2022, 2019 or 2017 are noted on the following chart.

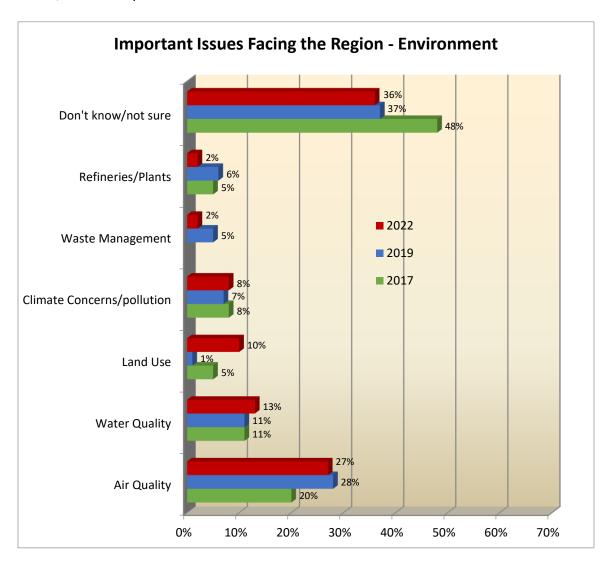
In 2022, air quality (14%) and traffic issues (10%) were the top two mentions, followed by land use (9%) and environment concerns (7%). Land use, lack of development (6%) and crime/safety (6%) were not mentioned by more than 4% of respondents in previous surveys. When compared to 2019, air quality trended up significantly as an issue while plants/refineries dropped significantly.





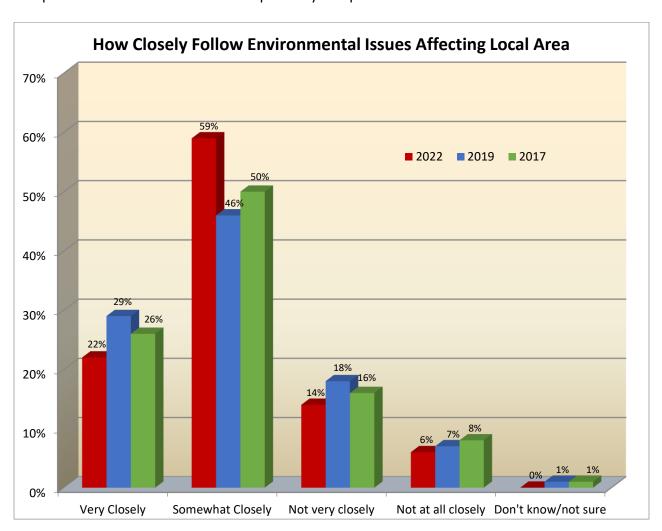
Lastly, respondents were asked the same question a third time, but to think about environmental issues in the area. Issues mentioned by 5% or more of all respondents in 2022, 2019 or 2017 are noted on the following chart.

Air quality was again the top issue at 27% of total mentions followed by water quality (13%). Land use at 10% was the third among total mentions, a significant increase from previous surveys. Waste management and refineries/plants both declined as important issues, when compared to 2019.

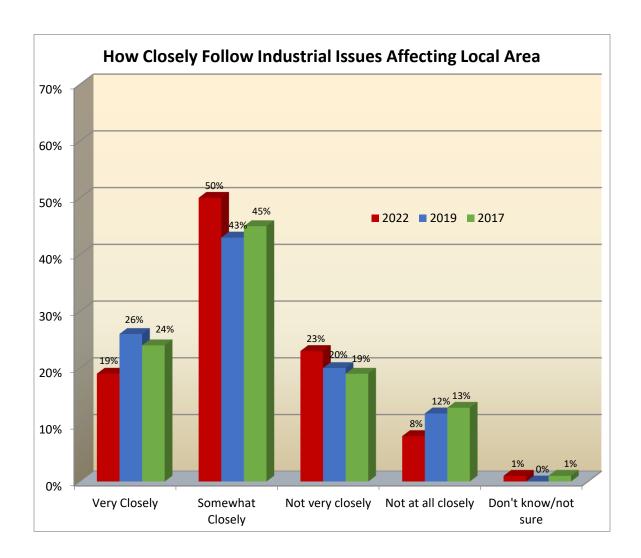




While those who follow industrial development and activity very or somewhat closely remained the same as in 2019, those who currently follow environmental issues very or somewhat closely is up 6% when compared to the previous survey. Of note is that for both environmental and industrial development and activity, the number of respondents who said they followed those issues very closely dropped by 7% when compared to 2019 and 4% and 5% respectively compared to 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 11 issues and asked to rate them using a five point scale.

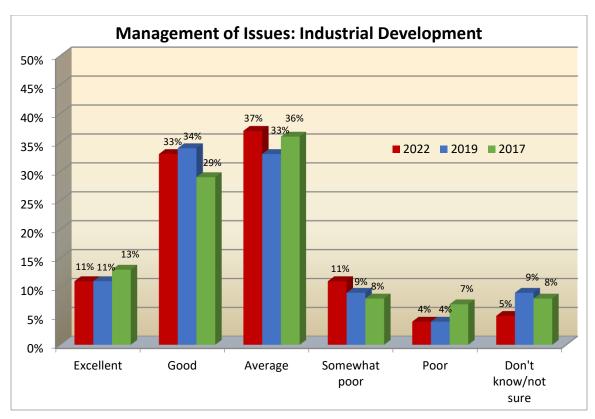
Respondents felt safety/emergency response was managed the best, with 62% considering it excellent or good. This was followed by water quality/quantity management (61%), industrial noise (57%), industrial light (54%) and air quality (51%).

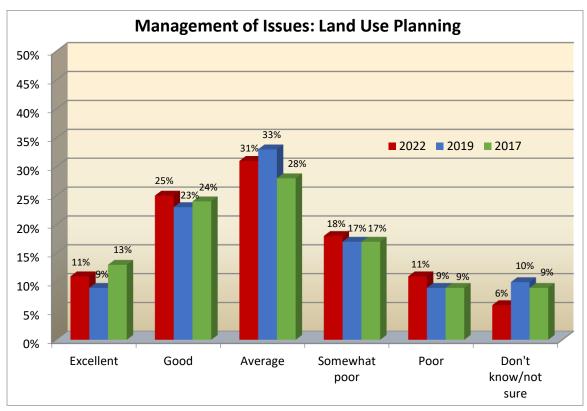
While the top five were the same as in 2019 and 2017, they all declined significantly regarding how well they were managed in the opinion of respondents. Safety/emergency response dropped the most dramatically, falling 16% when compared to 2019. The other four dropped either five or six percentage points compared to 2019.

Management of greenhouse gas emissions was considered the most poorly managed issue, with only 32% saying it was managed excellently or good. Transportation was the next lowest (34% excellent or good), followed by land use planning (36% excellent or good) and management of industrial development (44% excellent or good). The greenhouse gas question was not asked in previous surveys. The transportation management rating was 3% lower than in 2019 and the land use planning management rating improved 4%. The industrial development rating remained relatively the same.

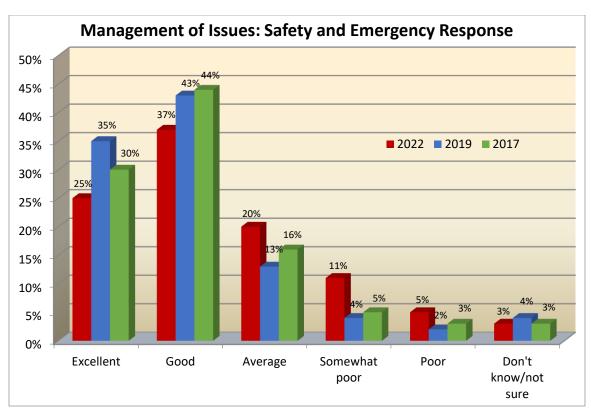
Nearly half of respondents rated community investment as managed well (48% excellent or good) and this continued a positive trend upwards compared to previous surveys. The management ranking of employment opportunities jumped the most significantly in a positive direction, with 51% of respondents saying it was managed excellently or good. This is an increase of 19% from 2019.

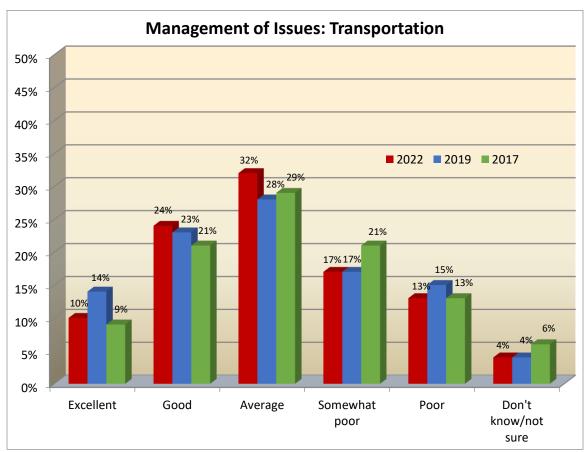




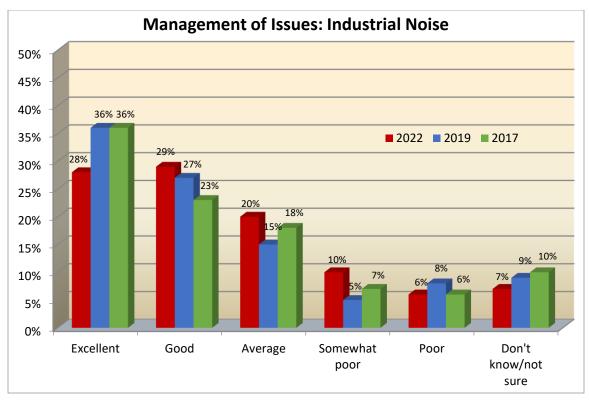


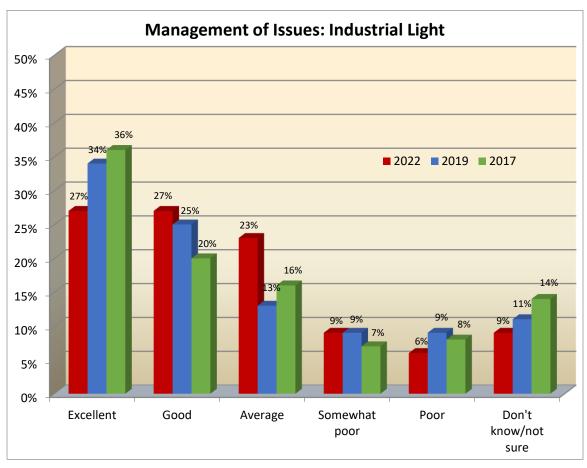




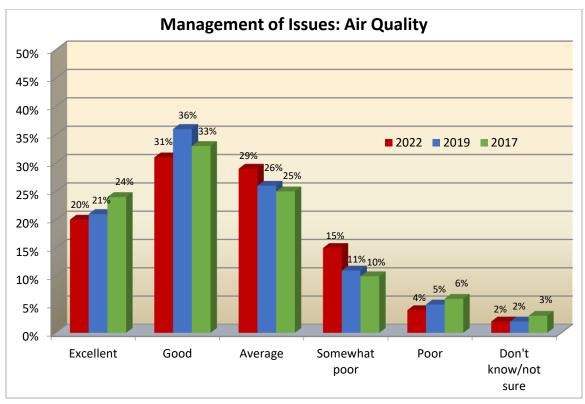


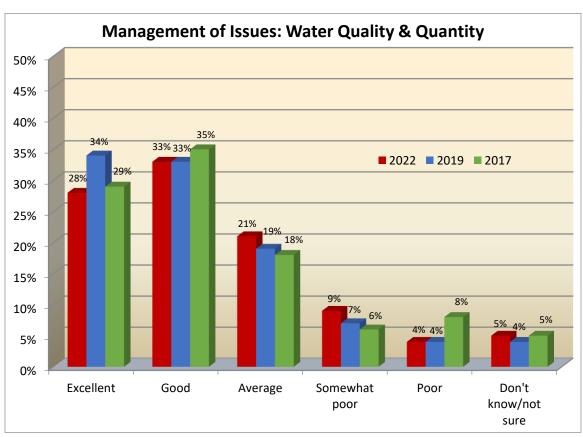




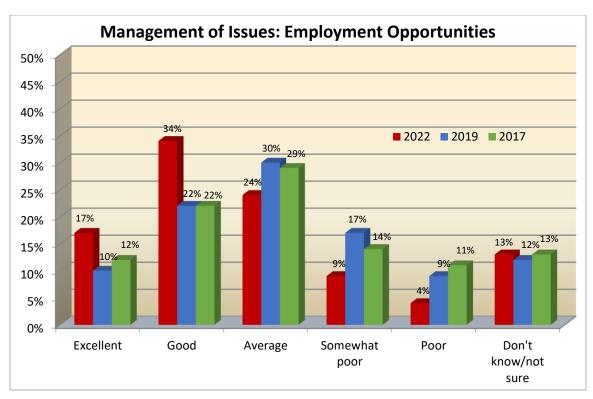


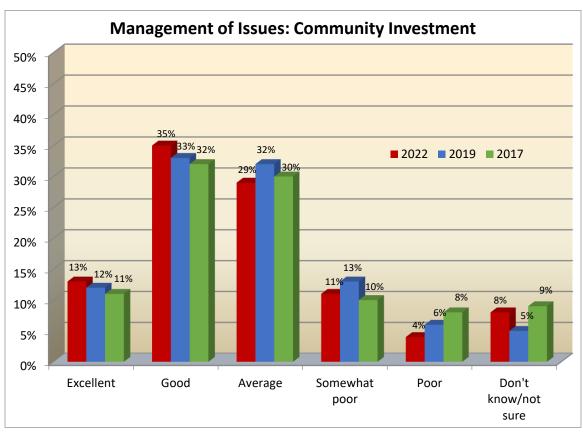




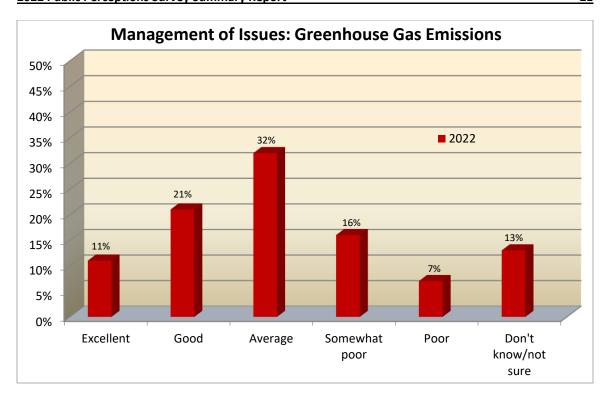














Interest in Issues

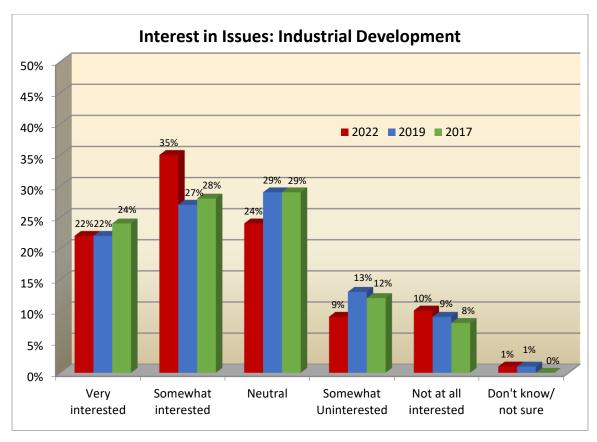
Respondents were then asked their level of interest in the same issues, using a five point rating scale. The majority of respondents said they were very or somewhat interested in all issues except industrial noise and industrial light, with less than 40% of respondents indicating they were very or somewhat interested in those issues. However, interest in both increased when compared to 2019.

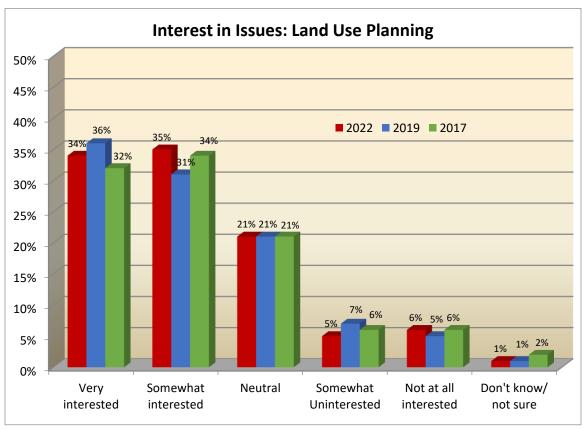
The issues of most interest to respondents were air quality (72%), followed by water quantity/quality (70%), land use planning (69%) and safety/emergency response (68%). The top four rankings were the same as in 2019, although land use planning ranked higher than safety/emergency when compared to the previous survey. Except for land use planning, interest in all of the other three issues dropped when compared to 2019 – interest in air quality dropping the most significantly by 6%.

Interest in community investment (64% very or somewhat interested in 2022) and transportation (53% very or somewhat interested in 2022) continue to trend downwards compared to previous surveys. Interest in industrial development increased the most significantly among all issues. In 2022, 57% said they were very or somewhat in this issue, compared to 49% in 2019 and 52% in 2017.

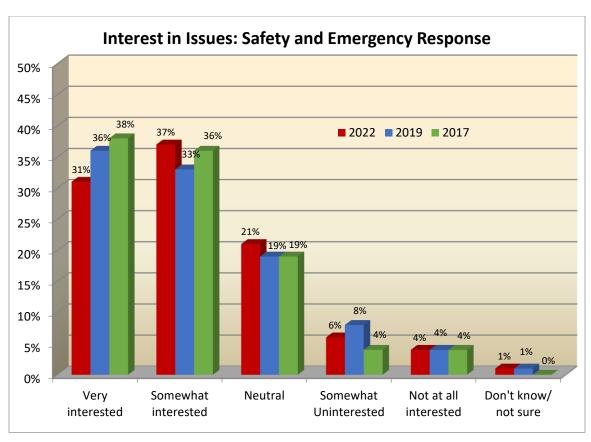
Interest in community investment (64% very or somewhat interested) remains relatively the same compared to previous surveys. The majority of respondents (56%) said they were very or somewhat interested in greenhouse gas emissions. This question was not asked in previous surveys.

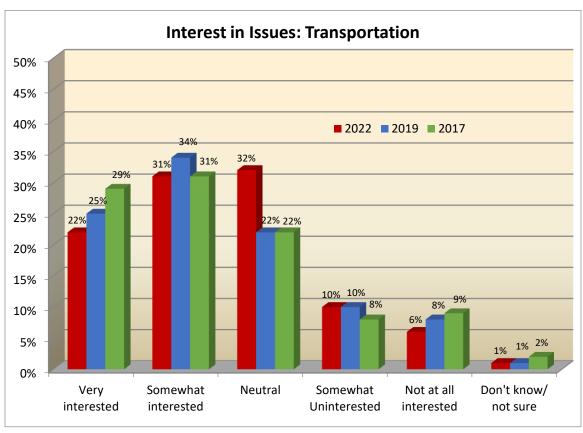




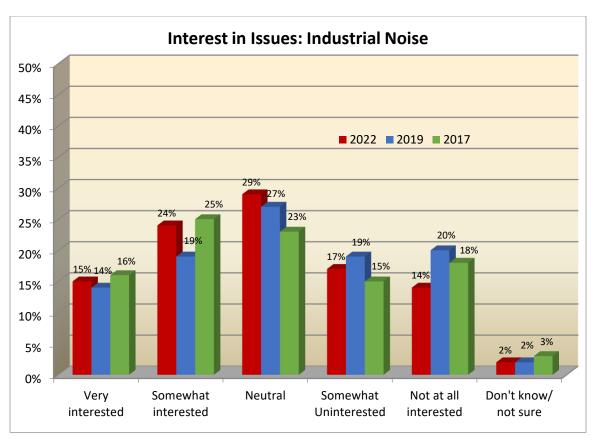


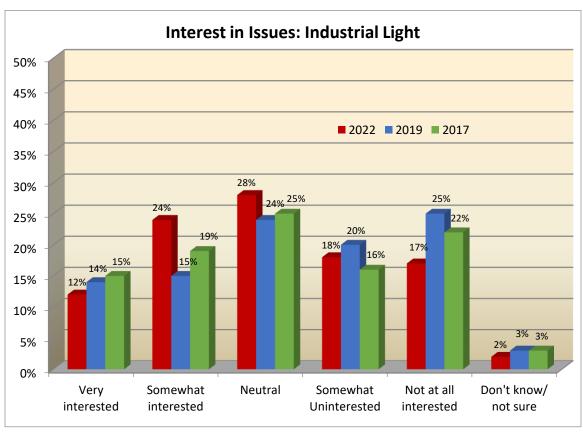




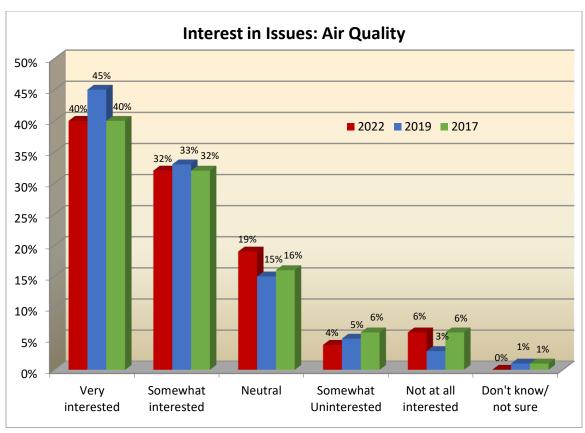


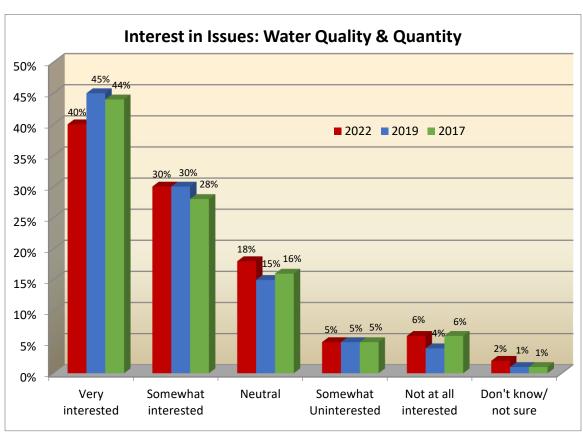




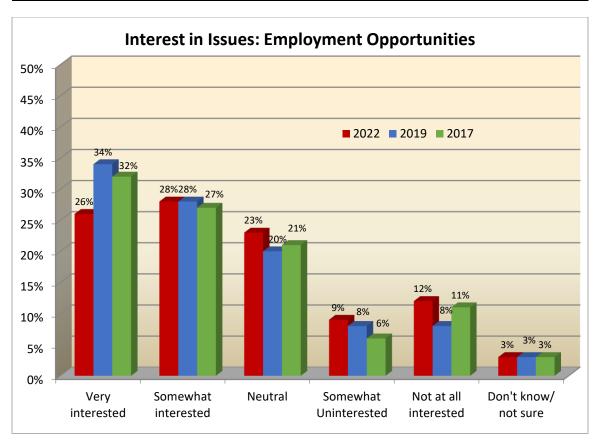


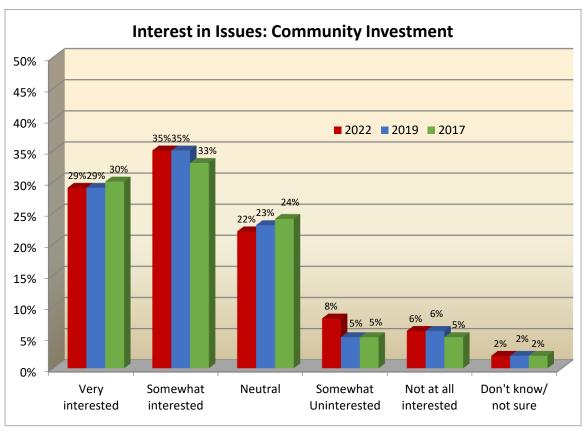




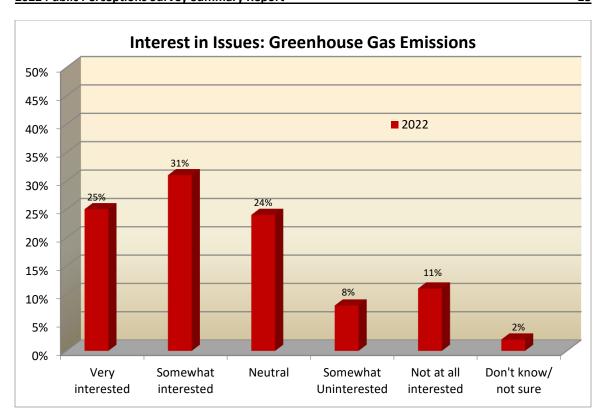








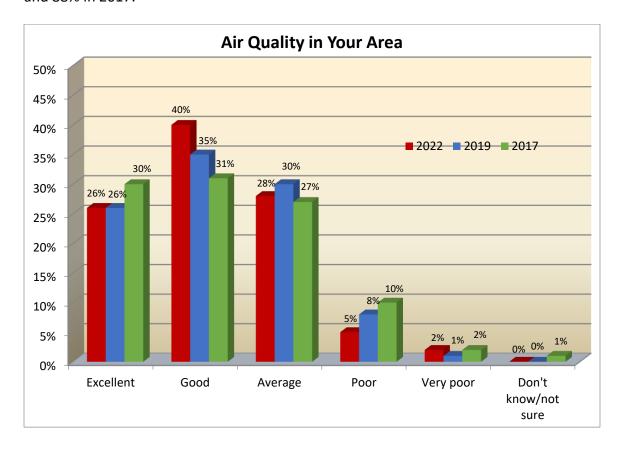






Perception of Air Quality

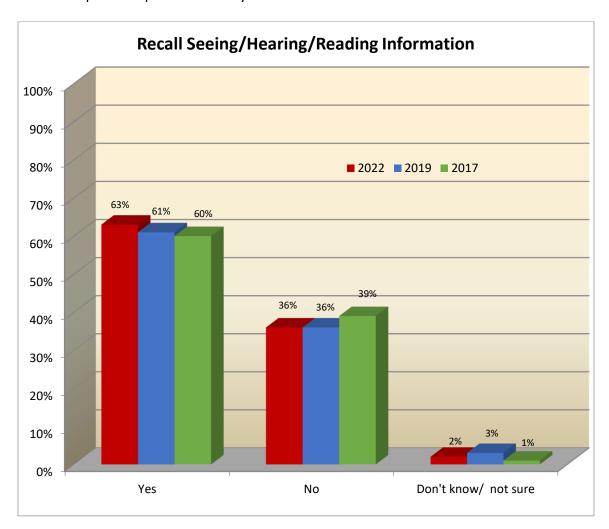
All respondents were asked to rate the air quality where they live. In 2022, the majority (66%) rated it as excellent or good. This was 5% better than in the previous two surveys. Overall, the positive trend upwards in this belief was reflected in the 2022 result, with 94% of respondents rating air quality as average or better, compared to 91% in 2019 and 88% in 2017.





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 (63%) said they did, while 36% did not. This is an upward positive trend when compared to previous surveys and 2% better than in 2019.

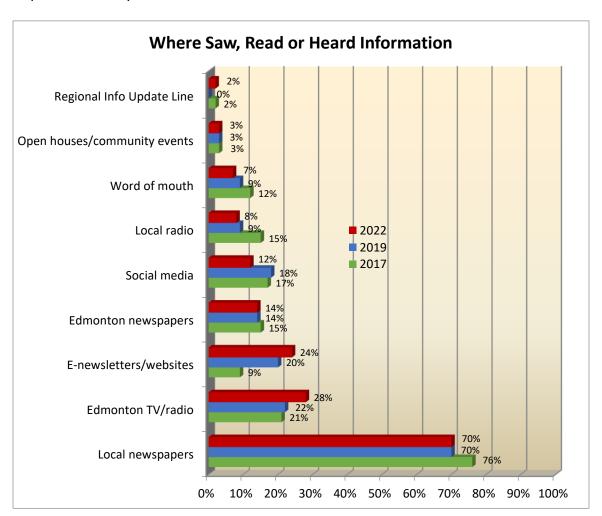




Those who did recall seeing, hearing or reading some information about environmental issues or industrial development and activity in the area (250 respondents) were asked where they saw, heard or read about it. The following graph shows the types of media mentioned. A list of options was not read but multiple choices were allowed.

It shows that local newspapers dominate at 70%, followed by Edmonton radio/TV at 28%, e-newsletters/websites at 24%, Edmonton newspapers at 14% and social media at 12%. All other media were mentioned by less than 10% of the respondents.

While the amount of people getting information from their local newspapers remains unchanged from 2019, more people are receiving information from Edmonton TV/radio (up 6% compared to 2019) and e-newsletters/websites (up 4% from 2019). This is an upward trend that has continued since 2017. Of note was the decline in information gleaned from social media, which dropped 6% when compared to 2019. The amount of information from Edmonton newspapers remains relatively unchanged when compared to previous surveys.





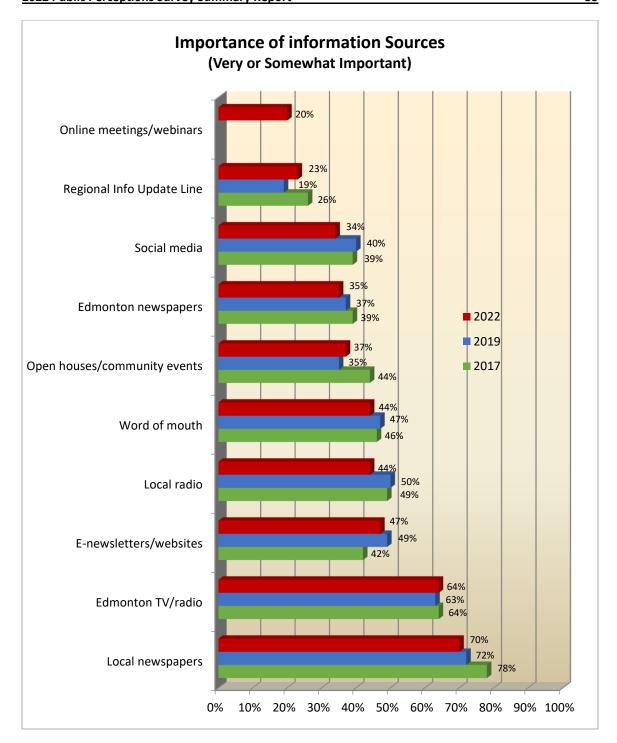
The same respondents were then asked how important various information sources were to them. A list of sources was read to them. Multiple selections were allowed. As in previous surveys, the two highest percentage responses - local newspapers (70%) and Edmonton radio/TV (64%) - matched the two most frequently mentioned sources where people were seeing, hearing and reading information about environmental or industrial development and activity in their area.

E-newsletters/websites ranked third in terms of an important source (47%), even though less than a quarter said they got their information from that source now. Similarly, respondents ranked local radio as the fourth most important source of information to them (44%) but only 8% said they got their information about environmental or industrial development and activity in their area from that source now.

Social media and local radio declined 6% in importance when compared to 2019. The Regional Info Update Line rose 4% in importance when compared to 2019 but still was considered 3% less important as an information source compared to 2017 results.

Online meetings/webinars were considered an important information source to 20% of respondents although none said this is how they received information currently. This response option was added in 2022 so no comparison with previous surveys can be made. All other information sources stayed at relatively the same levels of importance when compared to previous surveys.



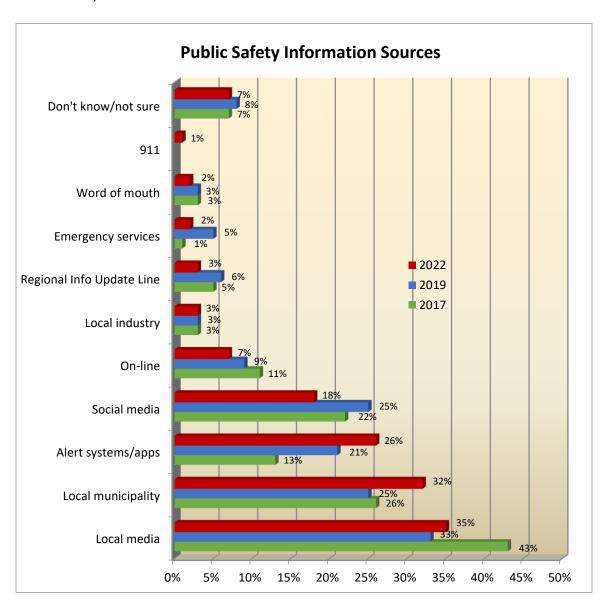




Emergency Situations

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 (35%), followed by a local municipality (32%), alert systems/apps (26%) and social media at 18%.

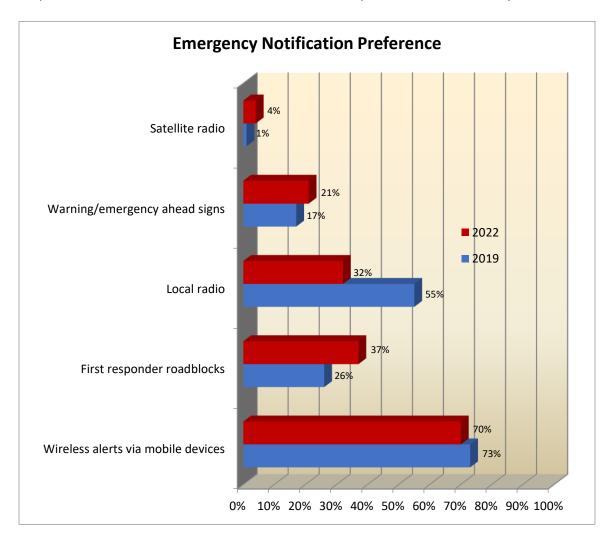
Compared to 2017, alert systems/apps have doubled in popularity as a 'go to' source of emergency information. Compared to 2019, local municipalities jumped 7% in popularity while local media declined by a similar percentage. In 2022, only 7% of respondents said they would normally go online for public safety emergency information, a downward trend that has continued since 2017.





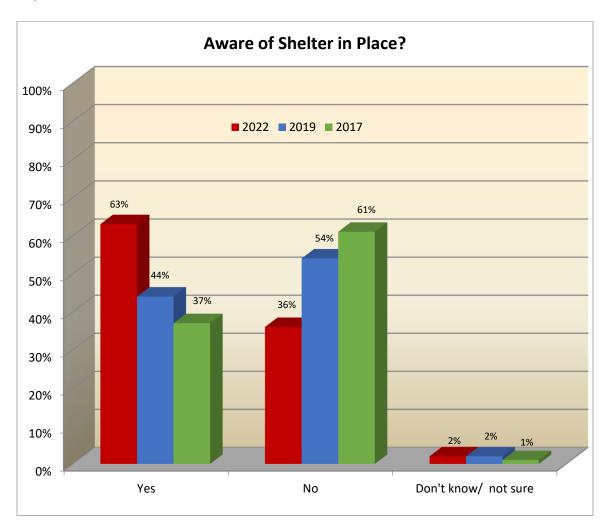
The next question asked if the respondent was driving in an area where an emergency occurred, what would be the top two ways of effectively notifying them. A list was read and two responses permitted. This question was not asked in 2017.

Nearly three-quarters (70%) said wireless alerts would be the most effective way, followed by first responder roadblocks (37%), local radio (32%) and warning/emergency ahead signage (21%). Local radio was considered significantly less effective for emergency notification in 2022 when compared to 2019 (down 23%), while first responder roadblocks rose 11% in effectiveness compared to the last survey.



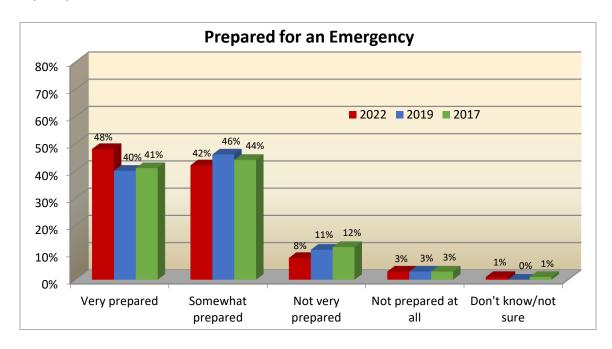


Respondents were then asked if they were personally aware of a safety action plan called Shelter in Place. Nearly two thirds (63%) were aware of the plan, a 19% improvement from 2019 and 26% more awareness than in 2017.

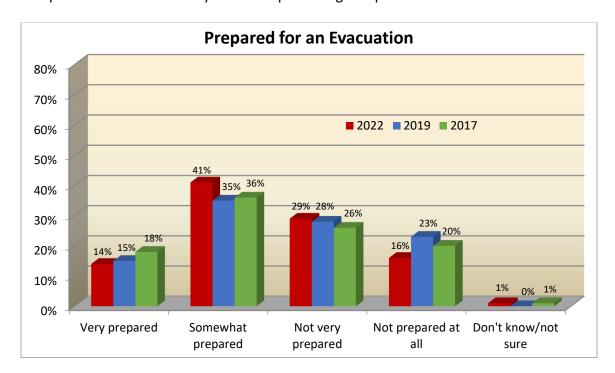




The next question asked respondents how well prepared their household was to look after its immediate needs for 72 hours in the event of an emergency. The vast majority (90%) said they were very or somewhat prepared, a 4% improvement from 2019 and 5% from 2017.



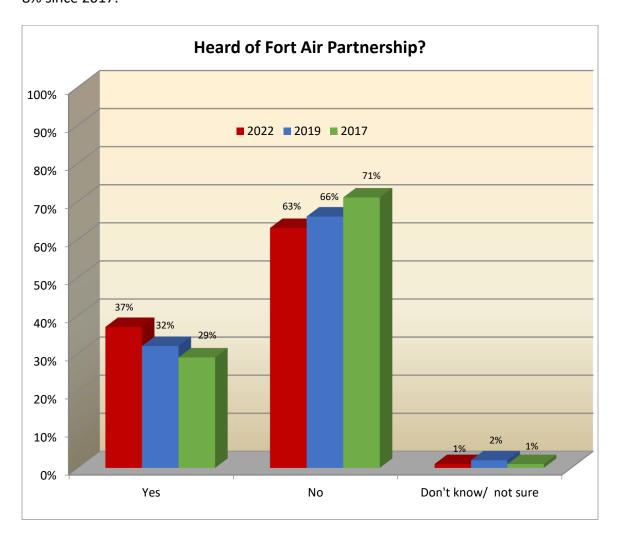
Respondents were also asked how well prepared their household was to evacuate with an emergency kit of essentials ready to go. More than half (55%) of the respondents said they were very or somewhat prepared to evacuate, an improvement of 5% compared to 2019 but nearly the same precentage response as in 2017.





Fort Air Partnership

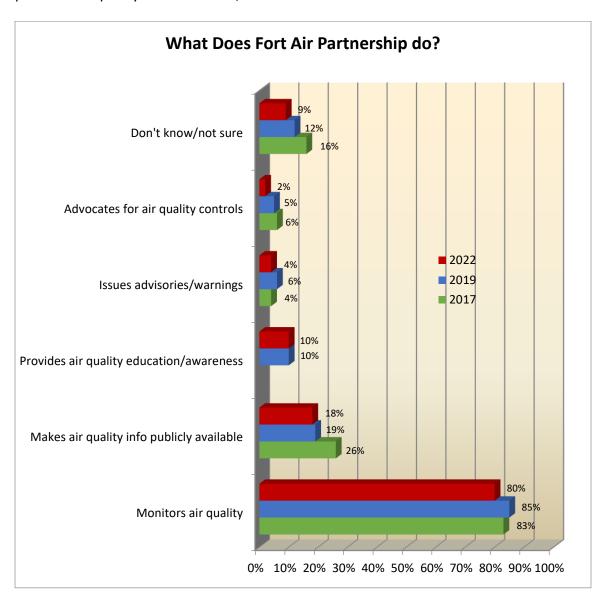
The questionnaire then asked respondents a series of questions about Fort Air Partnership (FAP). This portion of the survey began by asking all respondents if they had ever heard of an organization called Fort Air Partnership. More than one-third of respondents (37%) said they had heard of FAP. This is a 5% improvement from 2019 and 8% since 2017.





Those who were aware of FAP (146 respondents) were asked what the organization did. Respondents were permitted multiple responses but were not read a list of options. A large majority (80%) mentioned the organization monitors and reports on air quality in and around Alberta's Industrial Heartland. This level of recognition decreased 5% since 2019.

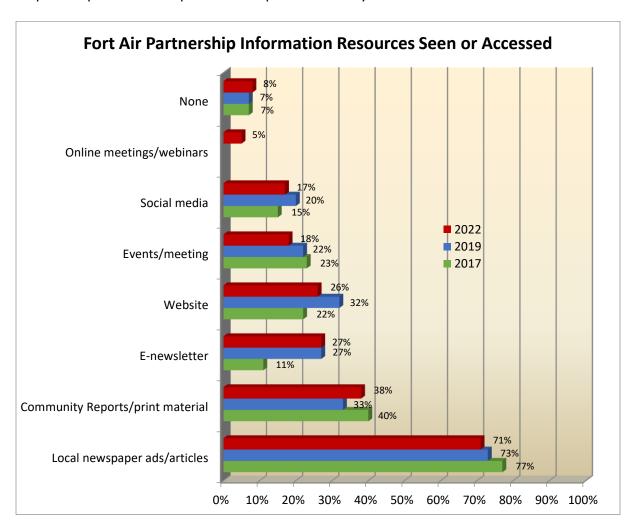
Compared to 2019, there was a slightly decline in the number of people who mentioned FAP makes air quality information available to the public. Those who were aware FAP provides air quality education and/or awareness remained the same.





Those who provided an opinion on what FAP does (133 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 (71%) followed by FAP print materials (38%), FAP's enewsletter (27% and FAP's website (26%).

Compared to 2019, print products increased by 5% as a resource accessed by respondents while the website decreased by 6%. Since 2017, local newspaper ads/articles have continued to decline as an accessed source of information. 5% of respondents said they accessed information from online meetings/webinars. This response option was not presented in previous surveys.

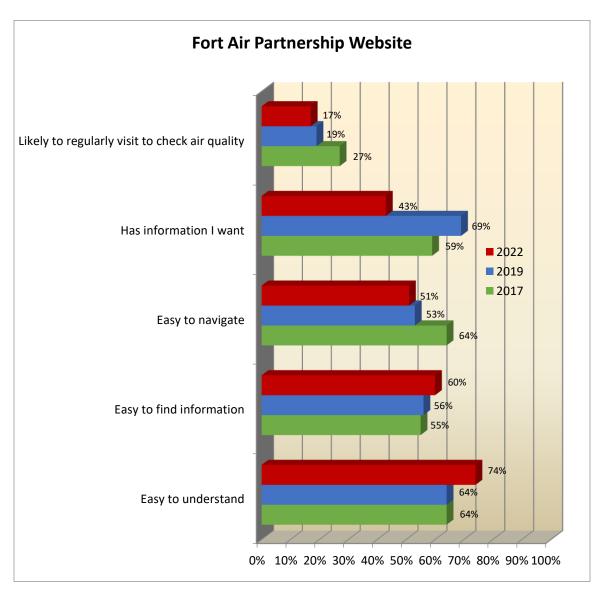




Respondents who had mentioned the FAP website as an information source (35) were asked about their satisfaction with various aspects of the site.

Nearly three quarters of respondents (74%) indicated the website was easy to understand, a jump of 10% compared to 2019. A majority also felt it was easy to find information on the website (60%) and easy to navigate (51%). However, there was a significant drop in the percentage of respondents who said the website had all of the information they wanted. Only 43% agreed with this statement in 2022, compared to 69% in 2019.

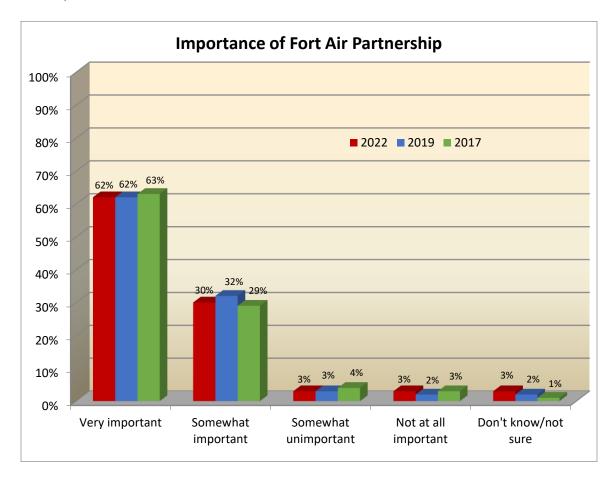
The percentage of people who indicated they were likely to regularly visit the website to check air quality conditions (17%) continued to trend downwards when compared to previous surveys.





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. This is a slight decrease of 2% compared to 2019. Only 6% felt it was somewhat unimportant or not important at all.

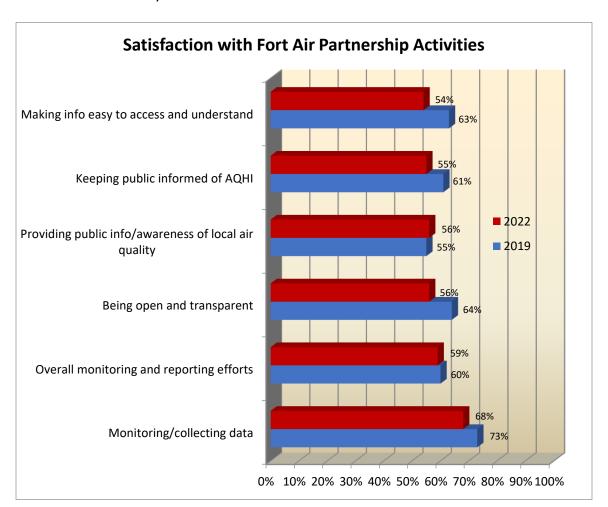




Having been read an explanation of what FAP is and does, all respondents were asked about their level of satisfaction with FAP's work in a number of key areas. A list was read to them. In 2017, only those who had heard of FAP were asked this question so data comparisons cannot be provided for that survey.

Among those who offered an opinion, the majority of respondents were very or somewhat satisfied with FAP in all key areas. However, except for providing public information and/or awareness of local air quality, the satisfaction levels in 2022 were lower compared to 2019. Respondents were most satisfied with FAP's efforts to monitor and collect data on local air quality (68% were very or somewhat satisfied). They had the least satisfaction with FAP's work in making information easy to access and understand (54% were very or somewhat satisfied).

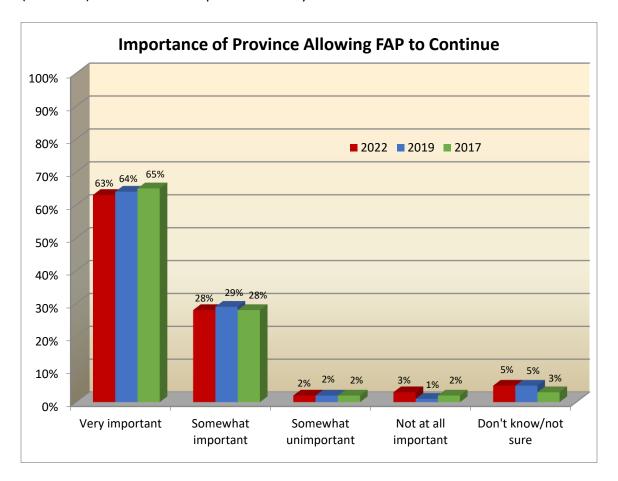
The percentage of respondents who were very or somewhat dissatisfied with FAP did not exceed 10% in any one area.





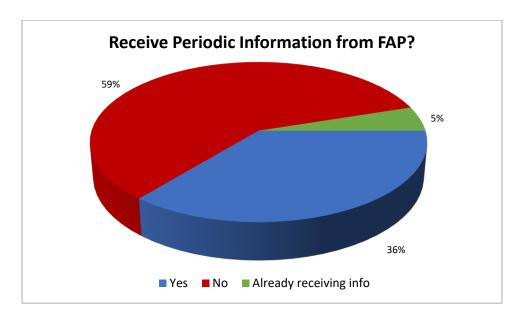
The next question asked: "Alberta Environment and Parks monitors, evaluates and reports on environmental impacts to air, water, land and biodiversity in the province. How important would you say it is for Alberta Environment and Parks to allow local organizations like Fort Air Partnership to continue managing local air monitoring and reporting as per provincial guidelines?"

A large majority (91%) felt it was very or somewhat important for Alberta Environment and Parks to allow FAP to continue its work. This was a slightly lower level of support (down 2%) than recorded in previous surveys.

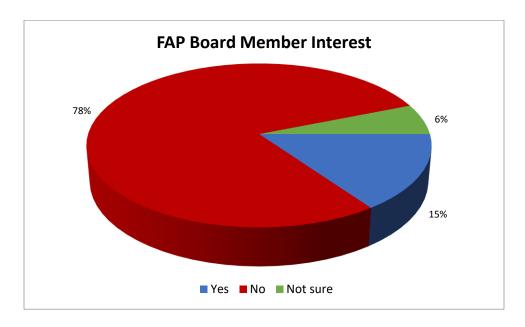




All respondents were asked if they would like to receive periodic information about air quality in their area from FAP. More than one-third (36%) said yes and provided contact information. This was an 8% increase from 2019.



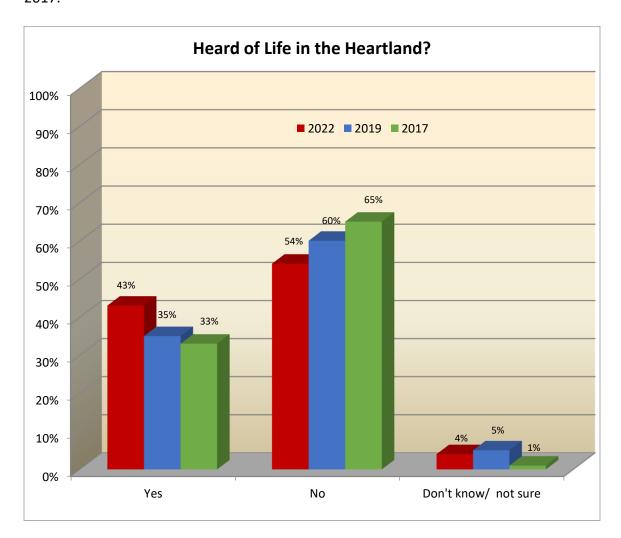
Those who agreed to receive information from FAP or are already receiving information from the organization were also asked if they would be interested in becoming a public member of the FAP Board. Twenty-five people (15%) said yes and provided their contact information.





Life in the Heartland

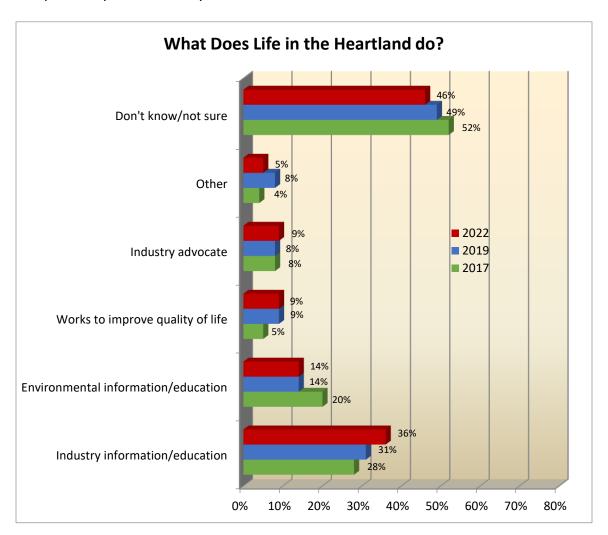
The questionnaire then asked respondents a series of questions about Life in the Heartland. This portion of the survey began by asking all respondents if they had ever heard of an organization called Life in the Heartland. A large minority of respondents (43%) said they had heard of LITH. This was an 8% increase from 2019 and 10% from 2017.





Those who were aware of LITH (170 respondents) were asked what the organization did. Respondents were permitted multiple responses but were not read a list of options.

Half of these respondents said the organization provides information/education about industrial activity and environmental issues in Alberta's Industrial Heartland. This was a 5% increase compared to 2019. The number of people who are aware that LITH provides industry information and/or education continues to trend positively upwards when compared to previous surveys.

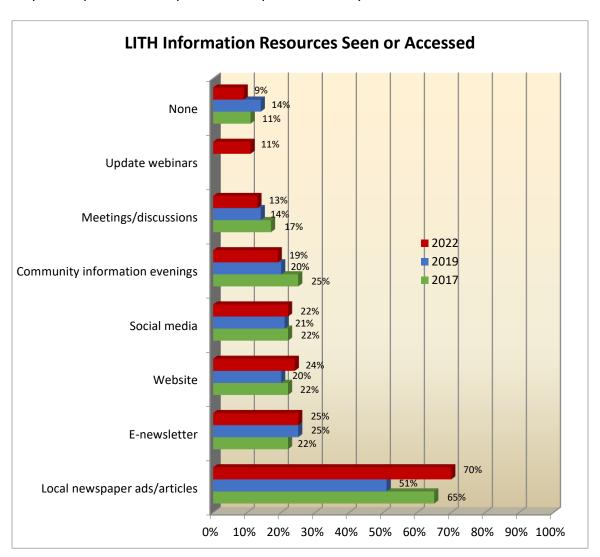




Those who provided an opinion on what LITH does (91 respondents) were asked which LITH information resources they have seen or accessed in the past. A list was read to them and multiple responses were permitted. Local newspaper advertisements or articles were the most widely seen (70%), followed by the e-newsletter (25%), the website (24%), social media (22%) and LITH's community information evenings (19%).

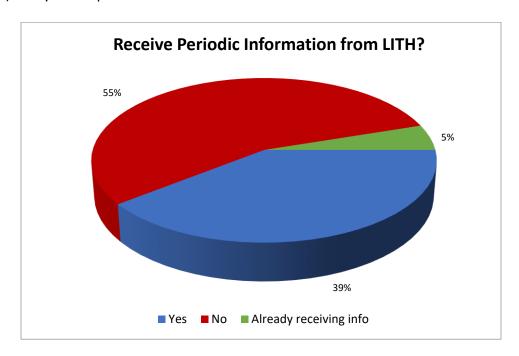
Compared to 2019, local newspaper ads and/or articles increased by 19% as a resource accessed by respondents. The website increased by 4%. The percentage of people accessing LITH information via other sources has stayed relatively the same since 2017.

11% of respondents said they accessed information from update webinars. This response option was not presented in previous surveys.





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-third (39%) said yes and provided contact information. This was an 10% increase from 2019.





Appendix A: Telephone Survey Questionnaire

Sample Size & Quotas

- 400 in FAP's airshed (includes Industrial Heartland Region)
- Include the northern portion of T5Y
- Gender quota 50/50 split
- Age quota 18-34 (35%), 35-54 (35%), 55+ (30%)
- 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
 - K. Greenhouse gas emissions
- 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



- K. Greenhouse gas emissions
- 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. Online meetings/webinars
 - K. Other (DO NOT SPECIFY)
 - L. 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
 - J. Online meetings/webinars

Emergencies

- 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. Online meetings/webinars
 - H. Other (SPECIFY)
 - I. None of the above
- 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. Industry update webinars hosted by Life in the Heartland
 - H. Other (specify)
 - I. 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 |)f |
|-----|--|----|
| | 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: ˌ | | | | |
|---------|---------|--|--|--|
| E-mail: | | | | |
| Phone i | 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.

