



**LIFE IN THE HEARTLAND (LITH)
Regional Advisory Committee**

Meeting Details

Date: February 5, 2025 | 5:00PM - 8:00PM (MT)

Location: Lion's Banquet Hall, Dow Centennial Centre | Fort Saskatchewan, Alberta

Attendees

Industry Representatives (IR):

AIHA	Mark Plamondon
Aux Sable	Chad Rothenburger
Dow Canada	Don Cameron
Dow Canada	Chris Fry
Dow Canada	Jess MacDonald
Dow Canada	Lisa Maddex
IPL	Lorraine Royer
IPL	Brooke Kenyon
IPL	Joanne Martineau
IPL	Madi Lee
Keyera	Carley Morgan
Keyera	John Parfett
Keyera	Tyler LeBaron
Keyera	Kyle Agnew
MEGlobal	Scott Maetche
NCIA	Patrick Howe
NCIA	Chantal Delfs
Nutrien	Cory Wald
NWR	Vanessa Goodman

Pembina Pipeline	Josianne Sullivan
Pembina Pipeline	Alyshia Petrulac
Pembina Pipeline	Yvette Guay
Pembina Pipeline	Katheryn Tolentino
Shell Scotford	Jamie Olscamp
Sherritt International	Alyssa Carson
Sherritt International	Greg Poholka
Wolf Midstream	Danny Irwin

Public Members (PM):

Public Member	Anne Ryan
Public Member	Barb Gamble
Public Member	Dave Armbruster
Public Member	Nevin deMilliano
Public Member	Lana Santana
Public Member	Marg Booker
Public Member	Vikki McLaren

Facilitation:

LITH

Facilitator

Call to Order

- The Facilitator called the meeting to order at 5:50 p.m.

Review of Agenda & Learnings from Previous Meeting

- Agenda and Minutes from Previous Meeting were accepted unanimously.

Safety Moment: Winter Wellness

- The Safety Moment spoke to Winter Wellness and highlighted that 15% of Canadians experience the winter blues. 2-3% of this group can have Seasonal Affective Disorder (SAD).
- How to combat:
 - Stay active and get outside.
 - Get natural light.
 - Stay connected with friends, family, and community.
 - Prioritize sleep and nutrition.
 - Practice self-care, however that looks for you.
 - Establish screen-free time or spaces.

Industry Presentations: Community Investment Company Spotlights

Presentation 1 – Keyera: Presented by Carley Morgan, John Parfett, Tyler LeBaron, Kyle Agnew

About Keyera

Overview

- Keyera operates an integrated Canadian-based midstream business with a headquarters in Calgary and pipeline infrastructure, rail, storage in the Edmonton Region.
- Acknowledged as one of Alberta's Top 85 Employers (2025), one of Canada's Top Employers for Young People (2025), and one of Canada's Top Employers (2025).
- Employs over 1700 employees in Alberta, with over 375 in the Edmonton and Heartland regions.

Purpose & Values

- Purpose: Empowering the lives of people today to create a sustainable tomorrow.
- Values: Home Safe; Own It; All In; Count on Me; Drive Value.

Community Engagement

- Keyera seeks to understand the perspectives of local communities and find opportunities to contribute to their overall health and economic success.
- Keyera's approach to community engagement is grounded in its core values and centres on the following key aspects:
 - Promote meaningful dialogue and engagement.
 - Enhance economic and social well-being.
 - Invest in community.

Social Investment - Keyera Connects

- Creating meaningful, sustained change by investing in initiatives that empower communities, promote skills development, and enhance social well-being and the natural environment.
- Through strategic partnerships and targeted investments, aim to support initiatives that address critical social challenges and drive long-term impact.
- Launched four areas of focus through Keyera Connects program mid-February 2025:

- Environmental Innovation.
- Indigenous Reconciliation.
- Skills Growth.
- Community Resiliency.

Assessing Opportunities

- Prioritizing investments that meet the unique needs of the communities in which they operate.

Measurement & Metrics

- Enables Keyera to better understand if they are having the impact they intend to through the work that they're doing.
 - Maximize impact of investment.
 - Ensure impact is meaningful to the community.
 - Enhance Keyera's decision making.
 - Create transparency with clear metrics for accountability.
 - Empower all stakeholders with measurable outcomes.
 - Allow for ongoing optimization of programs and partnerships.

Partnerships, Collaboration & Community Involvement

- Believe community education goes beyond providing education about industry. A forward focus is to offer training and development opportunities/programming to young talent.
- Commencing in March 2025, 12 students will embark on a first-of-its-kind program, created in partnership with NAIT, to help Indigenous participants build careers in the energy sector.
 - Through this collaborative initiative, students will benefit from specialized classes designed with flexibility and additional support to set them up for success in achieving industry certifications.
 - Youth expressed a desire to get meaningful employment, but also a lack of understanding of what industry needs - e.g. power engineers.
 - Keyera provides steam time for the students to meet technical qualifications.
- Social Investment/Keyera Connects information: <https://www.keyera.com/sustainability/social-investment/>.

Presentation 2 – DOW Chemical: Presented by Jessica McDonald, Lisa Maddex, Chris Fry

Delivering a Sustainable Future - Dow's Social Impact Priorities

About Dow

- AB Operations have two locations - Fort Saskatchewan (expansion) and Lacombe.
- Operate in 31 countries around the world.
- Ambition is to be the most innovative, customer-centric, inclusive, and sustainable materials science company in the world.

Social Impact Priorities

- Thriving Communities - Address community e address community-identified needs and support disaster resilience & response while advancing equitable opportunities in the communities in which Dow operates.
- STEM & Skilled Trades - work to build and diversify STEM & skilled trade education pipelines and connect students with innovation-based jobs, with an emphasis on underrepresented populations and youth.

- Environmental Sustainability - promote circularity, decarbonization, water stewardship and healthy ecosystems with a focus on communities that experience disproportionate environmental risks and burdens.

Assessing Community Needs

- Volunteer Program Liaison Position - Partnership with the Family & Community Support Services (City of Fort Saskatchewan); linking employee skills and expertise with community orgs; active listening.
- Data-Informed Approach - Qualitative feedback from partners; community surveys and census; public meetings; workforce feedback; reports from credible sources (e.g. Poverty Awareness, Policy Wise, etc.).
- Utilize External & Benchmarking and Advising - Consultants advise on social impact and Indigenous relation strategies; First Nation-owned social impact expert.

Measuring Impact & Current Partners

- Cyclical approach: listen to co-create partnerships > create opportunities for feedback > learn and grow together.
- Utilize relationships to measure and get feedback.
- Engage with employees.

Community Engagement Framework

- Employee and Stakeholder:
 - 77% of employees volunteer.
 - Skills-based employee framework.
 - Local community Interagency meetings.
 - Providing tools and resources.
- Long-Term Commitment and Sustainability:
 - Investing \$10M into this community over the next 4 years.
 - Increased staffing, with a registered Social Worker as volunteer program liaison.
 - Dedicated Community Relations Manager position.
- Adaptability and Innovation:
 - Participatory model.
 - Communication, cross-industry collaboration, strong governance, and seeking ways to embed equity.

Engagement with Indigenous Communities & Indigenous Inclusion Policy

- Connect with Indigenous Talent.
 - Careers and Dow Indigenous Learning Circle.
 - Career Fairs - NAIT, AISES and community.
- Support Indigenous economic inclusion.
 - Path2Zero Indigenous suppliers.
 - Ongoing Indigenous supplier engagement.
 - Explore opportunities with small Indigenous suppliers - recognition events, etc.
- Respectfully engage Indigenous communities.
 - MOUs signed with neighbouring First Nations.
 - Ongoing engagements and updates with leadership.

- Dow Indigenous Network (Employee Resource Group/ERG).
- Contribute to Indigenous organizations and initiatives.
 - Support Trade Winds, Indspire, University of Alberta i-STEAM Pathways.
 - Support Treaty Days and community events.
 - FSG Community engagement.

Challenges

- Saying no to great organizations because they don't align to Dow's priorities.

Funding Process

- To be eligible for a charitable contribution, all the criteria below must be met:
 - The contribution must be to a qualified organization.
 - The contribution must be for a charitable purpose.
 - The contribution must include a tax-deductible portion (if applicable within the country).
 - The contribution must align to one of Dow's charitable contributions commitment areas.
 - The organization must agree to Dow's Nondiscrimination Policy.
- Dow Grants and Investments information: <https://corporate.dow.com/en-us/purpose-in-action/global-citizenship/grants-investments.html>.

Presentation 3 – Pembina Pipeline: Presented by Alyshia Pretulac

Pembina Community Investment Program

Mission & Values Alignment

- Strong Indigenous Communities.
- Safe, Inclusive and Connected Communities.
- A Sustainable Future.

Community Needs Assessment

- Community Investment is driven by company values; funding is designated to projects that demonstrate alignment with values.
 - Safe - *We care for each other.*
 - Trustworthy - *We have each other's backs.*
 - Respectful - *We seek to be gracious and kind.*
 - Collaborative - *We are great together.*
 - Entrepreneurial - *We create to succeed.*
- Cyclical Review for Focus Areas:
 - Needs Assessment > Evaluation Framework > Employee Engagement > Program Marketing > Impact Measurement.

Impact Model & Measuring

- Resources to support such as:
 - Time, skills and experience.
 - Networks and partnerships.
 - Financial resources.
- Activities and Outputs which generate opportunities in their focus areas:
 - Give Grants.

- Co-create projects.
- Leverage networks.
- Promote programs.
- Engage employees.
- Share stories.
- Impacts in their strategic focus areas centered on increasing community access, capacity, knowledge and/or innovation to advance reconciliation, equity and belonging, as well as sustainability:
 - Indigenous Peoples.
 - Safe, inclusive and connected communities.
 - A sustainable future.
- Work with a third-party auditor and ensure the information was true, it aligned with the goals of the org, that it was indeed voluntary, and that the act had an impact.
- In 2024, Pembina's overall community footprint was \$11.2M across all operating communities.

Employee Involvement

- Pembina prioritizes projects that offer opportunities for their own employees to engage or volunteer with the program/initiative.
 - PATH Program - Pembina Action That Helps
 - Community Action Teams - help drive where allocations are given in their communities.

Adaptability & Innovation

- **Highlight:** *Project Forest* partners with Indigenous and non-Indigenous communities, conservation groups, corporations and private landowners to "rewild" local landscapes and convert under-utilized land or non-productive agriculture land to lush forest.

Challenges & Learnings

- Receive far more requests than they can fund - sometimes can't fund up to half of the requests that come in.
- Across Western Canada, the narrative is that they need support for the next workforce and healthcare in rural communities.

Presentation 4 – Inter Pipeline (IPL): Presented by Lorraine Royer

Mission and Value Alignment

- We are a trusted thought partner - so we listen and collaborate to understand.
- Give the workforce opportunities to grow and develop - look for opportunities to participate, engage, and show up.
- Focused on the longevity and sustainability of our business - look for long-term relationships and strategic partnerships.
- Prioritize safety - transparent in communication and consultation.

Community Needs Assessment

- Identifying the Needs of Communities - Focus on food, shelter and wellness initiatives, meeting regularly with community members and organizations to identify key needs.
- Ensuring Community Voices are Heard - Committees assist in facilitating donations, organizing events and volunteer, ensuring community input shapes engagement activities.

Impact Measurement

- Measuring Impact of Community Engagement Initiatives - Continuous feedback loop with communities; allowing IPL to identify key areas for impact and ensure our initiatives align with local needs.
- Success story - review. Robb Nash.

Sustainability and Long-Term Commitment

- Future-proofing a business by:
 - Showing up, engaging at the community level, and listening to understand.
 - Plan for (at least) a 3-year cycle.
 - Ensure CI, Indigenous Relations and stakeholder outreach programs are viewed through a Sustainability lens.
 - Work to improve measurement.
 - Constantly assess if Key Performance Indicators (KPIs) are effective.
 - Report, measure, improve.
 - Report to our leadership in terms they understand - how does CI support business priorities, what is the ROI?
 - Making sure all folks on the ground in our communities are actually telling their leadership what is meaningful to them.
 - Plastics Research in Action.
 - Project with NAIT. Let's learn how to make sure the impact of plastics in communities and environment is effectively measured.

Adaptability and Innovation

- Good ideas come from everywhere.
- Listen to the communities in what the needs really are.
- Keep strategies high-level and adaptive.
- Employees: iCARE program; over 8000 employee volunteer hours; 3600 students impacted through Robb Nash.

Challenges and Learnings

- Finding the right contacts in the communities.
- Limitations to support every request.

Women Building Futures - WBF

Women Building Futures: <https://womenbuildingfutures.ca/>

- Been around for 20-years centered around women in construction.
- Identified challenge of current workforce in the skilled trades nearing retirement, so those positions and skill sets will need to be replaced. It is of note that Women only account for 4% of the Power Engineers in AB.
 - Collaborative partnership approach and initiative through Pembina, Dow, and IPL to introduce a preparatory course for 4th-Level Powering Engineering to bridge this gap through NAIT.
 - Also committed to providing students of the program with the steam time needed to receive and complete appropriate credentials.
- WBF started the Power Engineer Career Accelerator (PECA).
 - PECA is an introductory program that covers basic safety certifications and workplace readiness, prepares participants to pursue Power Engineering at an accredited post-secondary institution and supports them with steam time placements.

- Starts with a 2-week prep course before the program.
- The goal is to increase women's earning potential and create economic resiliency by connecting them with career opportunities that offer starting pay above a living wage as well as opportunities to grow and develop.

Industry Representative Panel: Q&A

Question 1: [PM6] I would like each of you to define the word 'community', but in different senses. Is it a community of like-minded people, or a geographic community? What do you as a business get out of engaging a community?

- Answer (Pembina): We like to think communities are geographic, for this area, the Heartland in general. There are a lot of resources we can pull from in terms of people, industry, and other organizations to amplify our impact. Through CI, there are multiple benefits to the benefits. Supporting the community creates resilient communities - you can't build a thriving business without a thriving community.
- Answer (IPL): We have regional communities and offices that we collect feedback from, but we also think of communities by themes and groups: youth, Indigenous, etc. We think about how we are serving these different groups and communities and how to improve. Social license to operate is one of the main reasons we focus on CI. Employees are more productive, retained, and proud of the company they work for if they are serving the communities in which they live. Communities also have to want the industry there.
- Answer (Keyera): Community is a complicated term, as you rightly point out. At one level there are communities within communities and sometimes we focus on themes or groups - youth, schools, environment, etc. For CI, we branch into a few different levels: provincially, locally, geographic areas. These kinds of interactions give the opportunity to build and develop relationships, opening a forum to maximize opportunities and solutions that will benefit the community.
- Answer (Dow): Dow applies the geographic lens, at approximately 40-km outside of manufacturing facilities. We know that when employees are engaged in the community, they show a correlation in terms of their employee experience. As well, the social license to operate is critical as our operations and growing them have a community impact. You must continue to build those relationships if you want to continue to operate.

Question 2: [PM1] When there's applications for CI, what weighs on the decision and how do you prioritize? If you invest in long-term projects, is there a reassessment done after so long to ensure it maintains purpose? Does the community have to do anything back - for instance, Pembina has a Youth Activate in the rec centre and have an hour of free time - by doing that, does the Morinville Centre have things they have to do in return?

- Answer (Dow): We outline the social outcomes that we're leaning towards, so we're looking for projects that help reach/achieve that outcome. If there are no opportunities for volunteerism or lack of clarity on the budget submitted, these details or lack thereof can impact the decision. Usually, we meet with our partners at least quarterly, and ensure they are still meeting objectives. Not all partnerships have expected benefits in returns or Contribution Agreements, but there is not an expectation for everything.
- Answer (Keyera): Your project will be evaluated first if it's located in one of Keyera's operating locations, and then further if there is a meaningful tie to key pillars. Volunteer opportunities for employees also help to increase

Question 3: [PM7] Always looking how company CI initiatives align with the communities. Why do some companies choose to only support charitable status companies as opposed to non-profit status?

- Answer (IPL): We've noticed that challenge happening throughout our operating areas, particularly in remote and Indigenous communities. As a solution, we've created a PDF form that allows submissions that do not have charity status to go through the same
- Answer (Dow): About 2 years ago, we embedded equity by allowing non-profit status in addition to Charities. We ask for an audit by an accredited financial institution, bylaws, and board composition, and may request additional details as needed to balance risk mitigation. Don't accept organizations that only do an internal audit.
- Answer (Keyera): Anyone can apply for funding!
- Answer (Pembina): Accepts all non-profit and charities.

Question 4: [PM4] Where do community connections tend to stem from, internal vs. external?

- Answer (IPL): It takes work, and you must be out and ask questions all the time. When you find the right person, sometimes community connections stem this way. Other times, requests come in from the community to industry directly. Especially with Indigenous communities, what we hear is that we *work at the speed of trust*.
- Answer (Dow): Having a dedicated resource embedded in the community.

Roundtable: Final Thoughts and Takeaways

- All Public Members (PM) were invited to provide something they learned, a question they have, and a piece of information they'll share with others from today's meeting and Guest Speaker Presentations.

[PM1]

- **Learned:** Didn't know how much CI in terms of money, effort, and teams. Really like that there is a whole plethora of effort happening.
- **Question:** When money is committed over a period of time, how do you know it is being applied as intended and what details are needed?
- **Sharing:** Everything I've learned tonight will be shared - that industry has a community presence and business community.

[PM2]

- **Learned:** Loved hearing the stories of community involvement. Known that to happen through being a beneficiary as a principal.
- **Question:** The process that Indigenous young people would need to go through to get into the engineering program. How do you get involved and sign up? As well, how much support is given to children and youth camps?
- **Sharing:** Would like to share with family members who workspaces that could share the program.

[PM3]

- **Learned:** So heartened to hear more about the celebration of employee volunteer hours and their investment. Keep celebrating those volunteers!
- **Question:** Intakes are happening - how long are they and how often? Curious about the selection committees - who makes them up?
- **Sharing:** Shawna's Winter Wellness Safety Moment!

[PM4]

- **Learned:** Learned about the different lenses.

- **Question:** How do your CI process and KPIs stay adaptable to changing needs?
- **Sharing:** Walking the journey to success with community - something Keyera said.

[PM5]

- **Learned:** Amazed at how much time, people, energy, and money is put into the communities.
- **Question:** How does one contact the committee or division for community relations and investment - where can folks find more?
- **Sharing:** This is cool stuff!

[PM6]

- **Learned:** One of the things that I've done in my life is that I went to the Governor General's Leadership Study Conference - it's an experience that everyone should go to, as it brings together people from all aspects of life. You learn about those places, and you can find out about things you may not have ever thought of - tonight is an example of this.
- **Question:** Here in this room, there is so much wisdom, it's just incredible. It's about the human skills that we each have. The contributions that you make are beyond fabulous. One of the things that just stood out is how much congeniality there appears to be between businesses - you spoke so nicely to each other and made my heart swell.

[PM7]

- **Learned:** So pleased to be part of this committee and conversation. Looking forward to this conversation helped drive me. Making connections is vital. I knew about volunteering, but when you look at the number of hours, resources, and \$ that go into it, it's very heartwarming. Now I know where I can find volunteers.
- **Sharing:** Impressed by the engagement for Truth & Reconciliation. I want to extend an invitation for this year's Truth & Reconciliation Day.

Closing

- The Facilitator adjourned the meeting at 8:01 p.m.

Next Meeting

Date: May 7, 2025, | 5:00 p.m. - 8:00 p.m. (MT)

Location: Lion's Banquet Hall, Dow Centennial Centre | Fort Saskatchewan, Alberta