



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

Meeting Details

Date: June 11, 2025 | 5:00PM - 8:00PM (MT)

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

Attendees

Industry Representatives (IRs):

AIHA Mark Plamondon

AIHA Conal MacMillan

Dow Canada Don Cameron

Dow Canada Jess MacDonald

Dow Canada Lisa Maddex

HAMP Nadine Blaney

IPL Kim Benedict

Keyera Carley Morgan

MEGlobal Scott Maetche

MEGlobal Amanda VanderBurg

NCIA Patrick Howe

NCIA Chantal Delfs

NRCAER Brenda Gheran

NWR Karla Johnston

Pembina Pipeline Moe Oulette

Pembina Pipeline Kam Kelly

Plains Midstream Amanda Keddie

Shell Jamie Olscamp

Sherritt Greg Poholka

Wolf Midstream Corey Payne

Public Members (PMs):

Public Member Al Montpellier

Public Member Anne Ryan

Public Member Nevin deMilliano

Public Member Lana Santana

Public Member Marg Booker

Public Member Vikki McLaren

Public Member Laurie Danielson

Facilitation:

LITH Sheena Fitzpatrick

Facilitator Shawna Bruce

Call to Order

- The Facilitator called the meeting to order at 5:45PM.

Welcome & Introductions

- Public Members (PMs) introduced themselves. There were representatives from Sturgeon, Fort Saskatchewan, Morinville, Fort Saskatchewan and Ardrossan.
- Industry Representatives (IRs) introduced themselves and their organization. There was representation from MEGlobal, Pembina, NCIA, Dow Chemical, AIHA, HAMP, Inter Pipeline, Sherritt, Keyera, Shell, NR CAER, NWR Refinery, and Plains Midstream.

Safety Moment: Safety Tips During Emergencies

- PMs shared their reaction to a recent evacuation warning notice deployed in the region.
- Some expressed that it was a strong lesson to be prepared and having a “go bag” for emergencies.
- Others expressed the need to have conversations with their families, children, newcomers, or other demographics – specifically groups for which prepared communication may not be tailored to.
- **Discussion Questions:**
 - What lines of communication are being used to reach our communities?
 - How can municipalities ensure they are reaching intended audiences and demographics?
- **Resource(s):**
 - [Government of Alberta, Emergency Preparedness](#)
 - [Government of Canada Pets and Service Animal Preparedness](#)

Dinner Discussion Recap

Question 1: What topics should industry explain more clearly, and how would you like to receive that information?

Topics Needing Clarification

- Long-term goals and plans from industry, including social and environmental goals.
 - What are the long-term prospects and scenarios?
 - What are the plans for products and industry 50-100 years from now?
- Water and air quality monitoring – more information is needed on what is being monitored and why.
- How is industry improving my quality of life?
 - What is the impact to me, now and in the future?
- Clear link between NCIA, LITH, AIHA, HAMP, and other relevant groups in the Industrial Heartland.
 - While it’s clear that the groups are intended to support the community, who is doing what and their delineation is unclear.
- Value integration – what are the specific benefits and values of the products that industry produces?
 - Can we utilize those products more locally?
 - Where are the products going?
 - What are the marketing strategies for these products?

How Public and Communities may Best Receive Information

- Social media works but only for certain demographics.
- Information evenings well-received by mature demographics.
- Advocates and community “influencers” are needed to share information.

- Exploring the possibilities of bus tours around the Industrial Heartland and on sites, as appropriate/feasible.
- Community engagement that showcases why industry leaders personally value initiatives like LITH's RAC, and why industry is in the community sponsoring initiatives.
- Creating a template for industry (i.e., NCIA) that creates more efficiency around this kind of information with appropriate links to resources and prioritized language.
- Centralized hub with major projects, activities, Q&A, etc. that then links to industry sites – one spot for all the information the public may be looking for.
 - Opportunity to revise LITH website to be a clearer centralized hub.
 - Review is needed to determine what is missing, what is needed, what needs more clarity, and if the website would benefit from any interactive mechanisms for website visitors.
- Education can start with younger children and getting into schools.
 - Idea to have a competition or learning day that showcases what industry does, what they make, how they work, etc.
 - Could mimic a “farm days” model.

Meeting Open Discussion Q&A

Question 1: Where does industrial activity most disrupt your day-to-day life or sense of safety?

- Rail traffic at night creates noise and acoustic pollution.
- Feel a sense of threat due to the potential for something to “go wrong” – need to know the plan and how to eliminate any danger.
 - Alberta Emergency Alerts (AEA) are geolocated and will automatically be triggered if you are in an area at risk.
 - Shelter in Place.
 - Call the Update Line.
- How are industries communicating with the public – would be beneficial for public members to review.
- If you are outside of a company's designated EPZ, there is not a mandated requirement for industry to communicate with you, but it is suggested.
- Scenarios and their response need to be communicated to the public more clearly.
 - Having scenarios listed on a website is not an effective method of sharing this information.
 - Information should be presented or shared at a forum-style engagement where industry members are available to answer public questions and concerns.
- The public do not necessarily know where they need to look for information.

Question 2: What climate-related changes are you seeing locally that industry needs to understand better?

- Dow:
 - Has a new project with Ducks Unlimited that provides incentives for landowners looking to change their wetlands to farmland, to keep them as wetlands to support biodiversity.
 - Sometimes, new wetlands are created to offset infrastructure operations.
- NCIA:
 - Working closely with the government to progress wetlands as well, noting it is a critical focus for water management.
 - Focused efforts through the North Saskatchewan Watershed Alliance.

- Local impacts are not necessarily “corrected” (e.g., if a wetland is destroyed, it does not necessarily need to be built in the same location or community as which it was removed from).
 - Water: <https://www.alberta.ca/water-availability-engagement>
 - Fires: *Direct and the smoke*
 - The “new reality” of increased fires
 - Increase in wildland-interface faces
 - Perhaps DIZ should have a placeholder for emergency planning as well
 - Fire Smart: <https://firesmartalberta.ca/>
 - Some places have launched evacuation guides for their residents; others have set bylaws for what types of trees are or are not permitted as a prevention measure.
- Keyera
 - Study on mycology, the scientific study of fungi, to assess how mushrooms might be leveraged to mitigate, prevent, or lessen the risk of forest fires.
- HAMP
 - “Haze Days” due to impacted air quality have increased significantly over the last few years, and it will continue to worsen.
 - HAMP is seeing an uptake in children’s sport associations looking for guidance on how to proceed.

Question 3: During an emergency, what worries you most about how information is shared, or actions are taken?

- Transparency, though there is recognition that companies are limited as they don’t wish to instill fear. However, the public still want to know exactly what information they need.
 - What happened?
 - What are you doing about it?
 - What do I need to do?
- The reality is, the public need to know what is happening in a timely manner to protect themselves and their families. They need the information timely to save lives.
 - The public needs to know that someone is taking action – this instills trust.
- **London, Ontario – Example:** Train on fire driving through town. Went right downtown into the centre, conductor was not aware.
 - Over 500 calls to 911.
 - Train came in > firefighters went out > directed train where to go > fire went out.
 - However, no communication was shared regarding how the issue was managed and the public was left uninformed.
- **Sharing the actions you’re taking is just as important as executing the actions themselves.**
- **Alberta – Example:** Air Emissions and what HAMP isn’t monitoring:
 - Government of Alberta has mobile air monitoring, but their suite of parameters may also be limited.
 - If plume is going in a direction that can’t be monitored, there are control points that are assessed, fence line monitoring, and dispersion modelling.
 - HAMP noted it is quite scientific to map out a plume – you can predict where it’s going to be.
 - Is there a preparedness plan? Does the public understand this?

- What is the zone of negative health impact?
 - Who is responsible if a dangerous good is being transported, and does it depend on the transport type (i.e., truck versus rail, etc.)?
- How does risk and control engineering get factored in by industry?
- Tabletop exercises help industry and relevant stakeholders “respond” to scenarios and understand *who is on first*.
- Evacuation Routes (straight from the Heartland, Southern Route).
 - There should be some form of information that directs people where to go in an evacuation.
 - Does AIHA have these? Do the communities impacted?
 - Some noted there’s no defined emergency evacuation route as of right now.
 - Others noted you would not pre-select evacuation routes because it depends on the hazards (i.e., wind direction; water; etc.).
- What if it was a tornado, as this would impact all industry. How would they coordinate?
 - What do those who live along the “route” get alerted?
 - It was noted this would be a discussion for larger Emergency Response Team – likely a broader discussion with municipalities.

Question 4: What tells you your voice is heard - or ignored - when industry makes decisions?

- Articles in the **newspaper**.
- Lots of the larger developments in the region have had well-run **open houses** (e.g., Shell with Carbon Capture, Dow with Path2Zero).
 - Over the years there has been great community engagement to gather information, however unsure if there was a feedback loop to show how action was executed.
- Attending **LITH Info Evenings**.
- Dow:
 - Last RAC was February, and we spoke about Community Investment – all data informed, talking to grassroots and non-profit organizations.
 - In that context, industry was listening to the community on where to direct investments.
 - Piloted a program called Spring Blitz.
 - Matched around 20 employees that went to different homes and helped with outdoor maintenance – and even an AC installation!
- Other general comments:
 - Light pollution – responding to community feedback by making changes.
 - Some projects have consultation requirements as set forth by the Gov’t or Regulatory bodies.

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:** Tons of information shared, and questions answered. One thing that stands out is the collaboration between everyone – whether it be a success or a challenge.
- **Sharing:** Everyone has the same goal.

[PM2]

- **Learned:** Amazed that there isn't a webpage or place to go that links everyone together or houses FAQs.
- **Sharing:** Fort Sask Alerts, Fire Smart, and Mycology to reduce fires.

[PM3]

- **Learned:** Theme of ongoing communication and the format to convey relatively basic information. This has been a recurring challenge, and a centralized webpage with FAQ would help alleviate this.
- **Sharing:** FAQs are something that can be worked on through LITH.

[PM4]

- **Learned:** Glad to hear that after major incidents (i.e., fire in Sturgeon County), industry does after action reviews to keep the conversation going.
- **Sharing:** Having an emergency management plan – we did ok!

[PM5]

- **Learned:** Connecting with others in your community can be very powerful.
- **Sharing:** The awareness for such a wide variety of things and how deeply industry is engaged in them.

[PM6]

- **Learned:** Climate-related items. Industry is aware.
- **Sharing:** All the information that we have goes out to several communities.

[PM7]

- **Learned:** To say only one thing would be underscoring what was discussed today.
- **Sharing:** Love how industry supports and complements one another – all working towards a common goal or goals.

Closing

- The Facilitator adjourned the meeting at 8:06 PM.

Next Meeting

Date: September or October 2025, TBC | 5:00PM - 8:00PM (MT)

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