



Communicating with Community

Life in the Heartland Update & Survey Results

Fort Saskatchewan
2015





Communicating with Community

Overview

- Launched in 2009
- Funded by five partner organizations
- Goal: Provide a coordinated approach to improve access to information, resources, and contacts about industrial operations and development.



Over the past 6 years, we've been communicating with the community about:

- industrial development & operations
- environmental monitoring & management
- transportation
- emergency response....and more



Heartland Area Survey

- Formal telephone survey of 400 people
- Conducted in June 2015
- Goal: Examine awareness & perceptions of industry-related topics
- Results were compared to similar survey conducted in 2011



Sources of Information

2011

1. Newspaper
2. Television news
3. Family/friends
4. Internet



2015

1. Local newspaper (85%)
2. Edmonton radio/TV (68%)
3. Local radio (53%)
4. Word of mouth (47%)
5. Edmonton newspaper (44%)
6. Enewsletters/websites (43%)
7. Open houses/events (39%)
8. Social media (30%)

* Ranked in order of importance

Important Issues Facing Region

2011

1. Health care
2. Power lines
3. Infrastructure/roads
4. Education
5. Unemployment
6. Snow removal

2015

1. Air quality
2. Traffic issues
3. Infrastructure
4. Environmental concerns
5. Too much development
6. Refineries/plants

* Ranked in order of importance

Interest in Industrial Development

2011

68% follow very or
somewhat closely



2015

72% follow very or
somewhat closely

Fort Saskatchewan:
72% follow very or
somewhat closely

Interest in Specific Topics

2011

1. Air quality
2. Water quality
3. Transportation & roads
4. Land use planning

2015

1. Safety/emergency response (75%)
2. Air quality (74%)
3. Water quality (73%)
4. Land use planning (67%)

* Ranked in order of interest

Management of Specific Topics

Overall

1. Safety/emergency resp
2. Water quality/quantity
3. Industrial noise
4. Industrial light
5. Air quality

WORST:
Transportation

Fort Sask

* Indicated >% than overall

1. Safety/emergency resp*
2. Water quality/quantity*
3. Industrial noise*
4. Industrial light*
5. Air quality

WORST:
Transportation*

Knowledge of Life in the Heartland

2011

2015

Heard of Life in the Heartland

30% overall

33% overall

39% of Fort Saskatchewan

Know our Role

0% knew role

28% knew role

26% of Fort Saskatchewan

How can WE help YOU?

Frequency

Resource

Continuous

Facebook, Twitter, Website

1x/month

Heartland 101

3x/year

Newsletter

2x/year

Community Information Evening

1-2x/year

Advertising series



Contact

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