

KEEPING YOUR COMMUNITY INFORMED

Life in the Heartland is a partnership of five organizations improving access to information and resources for local communities in and around Alberta's Industrial Heartland.

ABOUT US

- Launched in 2009
- Funded by the 5 partner organizations
- Communicate through events, media, online, and presentations
- Topics include industrial development, environmental monitoring & management, safety, transportation, land use planning

WE CONNECT WITH

- Local residents
- Local organizations
- Government (local municipal & MLAs)
- Media
- Industry

PEOPLE ARE CURIOUS

72%

Follow **industrial activity** close or somewhat close

75%

Are interested in **safety & emergency response** (top ranked topic)

70%

Recall **seeing/hearing information** in the past year about environment & development

85%

Rank **local newspaper** as very or somewhat important source of information (top ranked source)

34%

Have attended a **Community Information Evening** (second ranked resource behind local newspapers)

PEOPLE HAVE OPINIONS

Best Managed

Safety & emergency response had the most Excellent or Good rankings

Worst Managed

Transportation had the most Poor or Somewhat Poor rankings

Air Quality

The majority of people (58%) rated **air quality** in the region as Excellent or Good

In an Emergency

People rely on **local media, alert systems, and their local municipality** for information

Life in the Heartland

28% knew the **role of Life in the Heartland**, compared to 0% in the 2011 survey

CONTACT US

Stay up to date by following us on social media, attending our Community Information Evenings, subscribing to our 3x per year newsletter, or checking out our website.

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Twitter: @LifeinHeartland
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