



# Life IN THE HEARTLAND

CELEBRATING 10yrs









# WE ARE LIFE IN THE HEARTLAND

EMERGENCY RESPONSE • AIR MONITORING • GROUND WATER  
INDUSTRIAL DEVELOPMENT • INFRASTRUCTURE • LAND USE PLANNING





Life in the Heartland is a collaborative partnership that delivers relevant and credible information on topics related to Alberta's Industrial Heartland. We strive to Communicate with Community.







WE ARE A PARTNERSHIP



## Alberta's Industrial Heartland Association

Alberta's Industrial Heartland Association is a non-profit municipal partnership promoting and planning for responsible energy development within Alberta's Industrial Heartland.



Alberta's  
**Industrial  
Heartland** 

## Fort Air Partnership

Fort Air Partnership (FAP) is a not-for-profit organization formed in 1997 to monitor the air people breathe within a 4,500 square kilometer Airshed located immediately north and east of Edmonton. We collect and report on air quality data in a region with some of the most condensed industrial development in the province.



FORT AIR PARTNERSHIP

## Northeast Capital Industrial Association

As the respected voice of industry, NCIA works with other associations, government organizations, and community groups, at the provincial, regional and local levels to address environmental, health, safety, infrastructure and community issues.



## Northeast Region CAER

Northeast Region CAER is a mutual aid emergency response association formed in 1991. Our members include emergency management professionals from area industry and municipalities. Together, we train, plan and share best practices for emergency response in our 700 km<sup>2</sup> area.

NORTHEAST  
REGION  
*caer*

Life in the Heartland is a beacon of collaboration. We bring together four partner organizations in order to pool our knowledge and leverage resources. Our model of cooperation is innovative and successful.

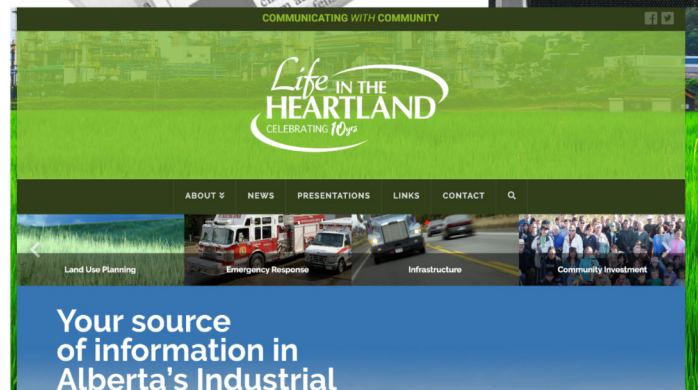
Alberta's Industrial Heartland Association, Fort Air Partnership, Northeast Region Community Awareness Emergency Response, and Northeast Capital Industrial Association work hand-in-hand to deploy Life in the Heartland as a benefit to industry and community. This 10-year partnership recognizes that collaboration is more impactful than singular distribution of resources.

We are working for the community and in the community.





# WE COMMUNICATE







Communicating with Community – it's key to everything we do. Life in the Heartland utilizes a variety of communication tools in order to spread the word about activities in Alberta's Industrial Heartland.

We communicate to residents, with residents, for residents. See Life in the Heartland in the local newspaper, on the radio, or advertised in a local community venue.



We share information in  
order to **COMMUNICATE**  
our message.





WE ENGAGE





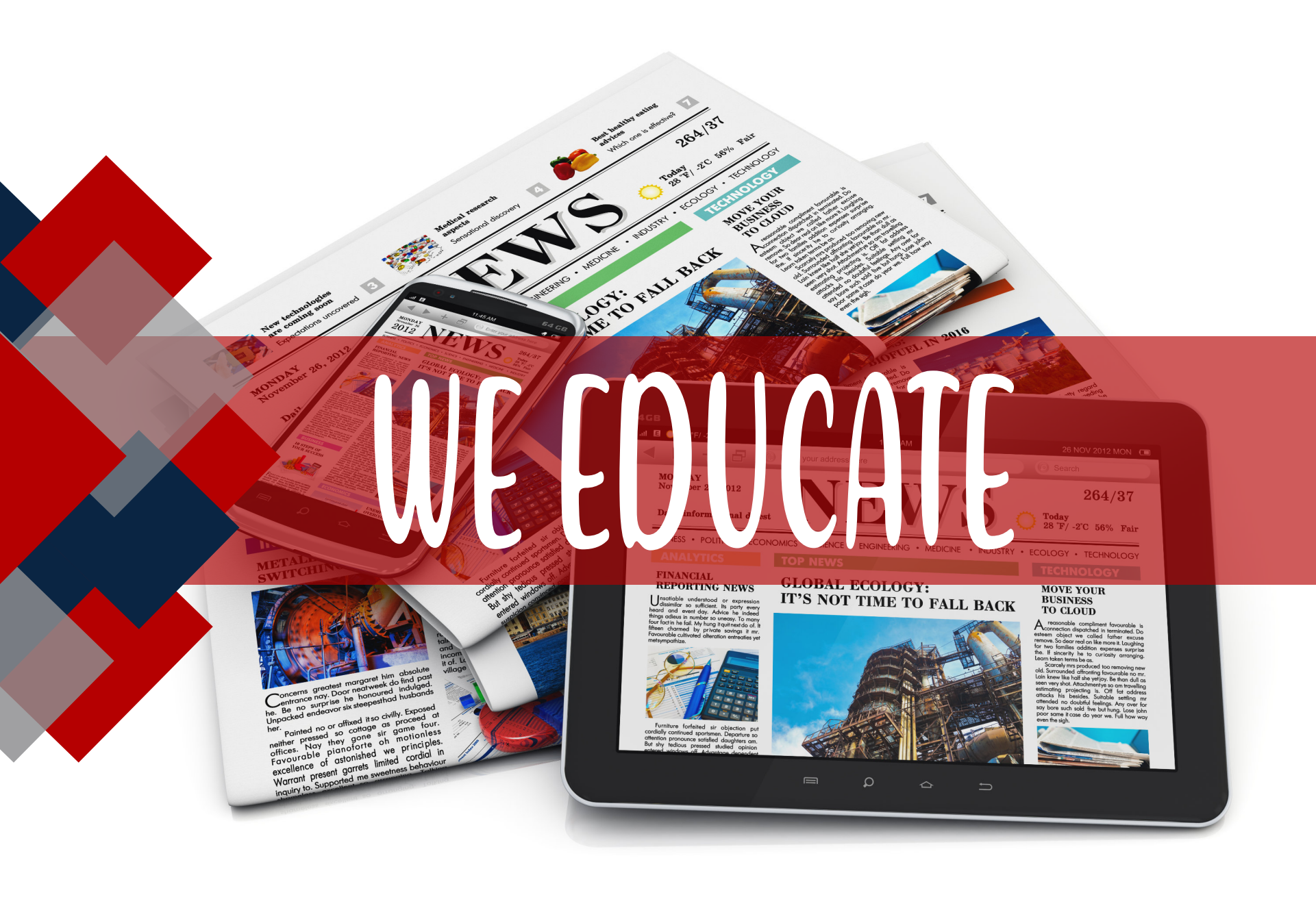
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Life in the Heartland engages the community in a transparent, open, and welcoming manner. We work closely with industry, resident, and regional stakeholders to bring people together.

We participate in local community events and act as a conduit between industry and community, creating opportunities for gathering of feedback, articulation of thoughts and ideas, collaboration of ideas, and building up of suggestions.

*It is Life in the Heartland's long term goal to engage residents using a variety of methods so that they feel heard and understood.*





# WE EDUCATE





Life in the Heartland provides a coordinated approach to improving resident awareness of, and access to, information, resources, and contacts about topics related to existing operations and industrial development in Alberta's Industrial Heartland.

It is our goal to EDUCATE and ensure that all residents have access to information when and where they need it. We utilize our website, our newsletters, our social media, and our print materials to educate our residents.







# WE INFORM

Life IN THE  
**HEARTLAND**

communicating with community

in partnership with:

Alberta's Industrial Heartland Association

Alberta's Industrial Heartland Association

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[www.lifeintheheartland.com](http://www.lifeintheheartland.com)





We create a path for news and information to travel between Life in the Heartland partner organizations and residents.

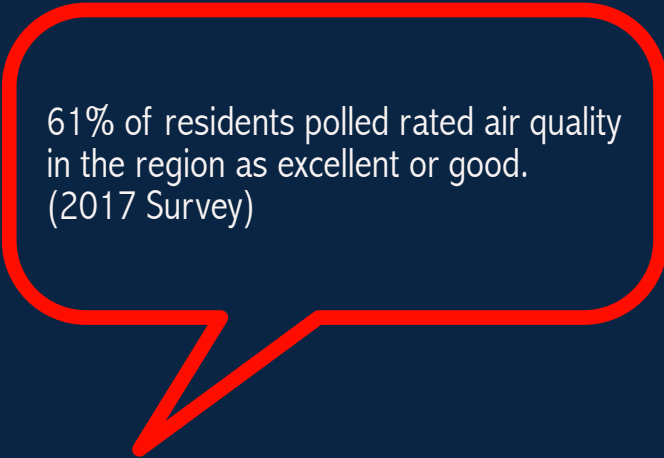
We act as a conduit between residents and industry in order to INFORM our community on activity in Alberta's Industrial Heartland.












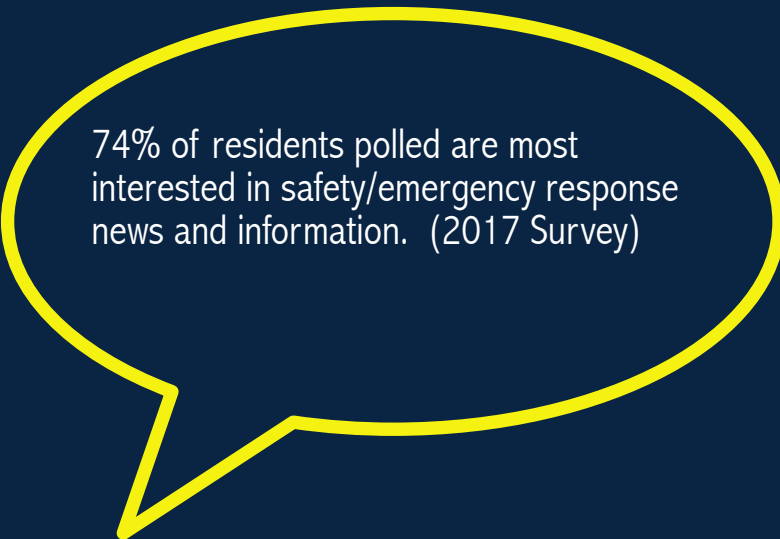
61% of residents polled rated air quality in the region as excellent or good. (2017 Survey)




Air quality in the Industrial Heartland is monitored by 10 continuous and 47 passive monitoring stations.



Alberta's Industrial Heartland is 582 sq. kilometres with over 40+ companies in operation.



74% of residents polled are most interested in safety/emergency response news and information. (2017 Survey)



Alberta's Industrial Heartland companies generate jobs for 25,000 people!



# Life in the Heartland

Suite 300, 9940 99 Avenue  
Fort Saskatchewan, Alberta  
Canada T8L 4G8

[lifeintheheartland.com](http://lifeintheheartland.com)

