

PRAMP Outreach 2019

Draft April 16, 2019

<p>PRAMP Goals</p> <ol style="list-style-type: none"> 1. Assist in verifying that air quality is improving and odours are being minimized as a result of operational and regulatory requirements. 2. Operate transparently and give residents and stakeholders timely access to data and information in a manner that is readily understood. 3. Demonstrate that oil and gas operators have effective control mechanism. 4. Verify that air quality is at acceptable levels and that emissions residents are exposed to are below toxic thresholds. 5. Maintain its status as an independent Not-for-Profit Organization and Airshed that is focused on continuous improvement and responsible growth. 		<p>Outreach Objectives</p> <p>Goal 2 is the focus for PRAMP's education and outreach work. In particular, PRAMP is seeking to Engage and Educate to achieve the following Objectives:</p> <ul style="list-style-type: none"> ❖ Improve air quality literacy in the Peace River area so that residents understand: <ul style="list-style-type: none"> ○ What is air quality and the Air Quality Health Index (AQHI)? ○ How is air quality monitored and analyzed? ○ Why is it important to understand air quality? ○ How are air quality measurements and odours related? ❖ Increase PRAMP engagement with the community to better understand and assist in responding to air quality and odour concerns. 															
<p>Who do we want to reach?</p> <ul style="list-style-type: none"> ❖ School age children ❖ Indigenous communities ❖ Town and rural residents ❖ Local industry ❖ Local municipalities 		<p>How will we reach the audiences?</p> <ul style="list-style-type: none"> ❖ Events <ul style="list-style-type: none"> ○ Trade shows ○ Community events ○ Stakeholder meetings ○ Science fairs (CWSF, PCRSF) ❖ Partnerships <ul style="list-style-type: none"> ○ Boreal Research Institute ○ Inside Education ○ Alberta Health/Services ○ FNMI: TSAG/AESN ○ Airsheds/AAC ❖ School Programs <ul style="list-style-type: none"> ○ CARS (with Inside Education) ○ PRAMP programs ❖ Citizen Science <ul style="list-style-type: none"> ○ Hand held devices ❖ Communications <ul style="list-style-type: none"> ○ Newsletters ○ Social media, print media ○ Website 															
<p>Budget</p> <table> <tr> <td>Planning</td> <td>\$ 3,000</td> </tr> <tr> <td>Outreach Contractor</td> <td>\$14,000</td> </tr> <tr> <td>Events</td> <td>\$14,000</td> </tr> <tr> <td>Partnerships</td> <td>\$ 4,000</td> </tr> <tr> <td>Materials</td> <td>\$ 6,000</td> </tr> <tr> <td>Communications</td> <td>\$ 8,000</td> </tr> <tr> <td>TOTAL</td> <td>\$49,000</td> </tr> </table>		Planning	\$ 3,000	Outreach Contractor	\$14,000	Events	\$14,000	Partnerships	\$ 4,000	Materials	\$ 6,000	Communications	\$ 8,000	TOTAL	\$49,000		
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<p>April</p> <ul style="list-style-type: none"> • Board approval of work plan and contractor role 	<p>May / June</p> <ul style="list-style-type: none"> • Post Outreach job description • Assess partnership options and community events • Plan Citizen Science project 	<p>July/August</p> <ul style="list-style-type: none"> • Outreach Contractor begins • Contractor contacts schools for fall programs (Aug) 	<p>Sept to Nov</p> <ul style="list-style-type: none"> • Station launch event • AGM and Open House • Programs in schools • Arrange stakeholder meetings 														