



April 14, 2020

Jenna Curtis
Community Engagement Lead
Strategy Community Engagement Brand
Alberta Environment and Parks
9th Floor, South Petroleum Plaza
9915 – 108 Street
Edmonton, AB T5K 2G8

By email: jenna.curtis@gov.ab.ca

Re: Report on Grant Agreement 20GRSTR20

Dear Ms. Curtis,

The Peace River Area Monitoring Program (PRAMP) Committee is pleased to provide an interim report on Grant Agreement 20GRSTR20 provided by Alberta Environment and Parks (AEP).

As per the terms of the agreement, the attached report summarizes the expenditures and the interim results achieved. The expenditures total \$ 27,543.79. As you know, the COVID-19 pandemic and the resulting restrictions have had a significant impact on education and outreach opportunities. Many events where PRAMP planned to have a presence have been postponed. As a result, we have re-focused our efforts on different initiatives for the remaining 2019-20 grant funds.

The attached report includes three sections:

- Summary of interim results for 2019-20 grant funds
- Planned expenditures for the balance of the 2019-20 grant funds
- Proposed work plan and budget for 2020-21

We look forward to continuing to support air quality education and outreach in the Peace River area.

If you have any questions, please feel free to be in touch.

Sincerely,

Karla Reesor
Executive Director

PRAMP Engagement and Knowledge Translation Program Grant Agreement 20GRSTR20 – Interim Report for 2019-20 and Proposed Work Plan for 2020-21

April 2020

1. Overview

The Engagement and Knowledge Translation Grant (the Grant) received from Alberta Environment and Parks (AEP) has enabled the Peace River Area Monitoring Program (PRAMP) Committee to develop and deliver new initiatives to raise awareness and increase understanding about air quality and air quality monitoring in the Peace River area. See Attachment 1 for the Financial Report.

PRAMP requested and received an extension of Grant Agreement 19GRSTR14 for the period April 1, 2019 to November 29, 2019 and provided a final report on the expenditures and results in December 2019. Key results in 2019 included:

- Engagement with local apiaries – the PRAMP “Honey Tour”
- Introducing the Air Quality Health Index to the region
- School presentations lead by the PRAMP Outreach Coordinator

PRAMP received the 2019-20 20GRSTR20 Grant funds in December 2019. This report provides updates on the following:

- Summary of interim results for 2019-20 grant funds, with a focus on the period December 1, 2019 to March 31, 2020
- Planned expenditures for the balance of the 2019-20 grant funds
- Proposed work plan and budget for 2020-21

2. Interim Results for 2019-20 Grant Funds

Throughout 2019-20, PRAMP has relied on two key strategies to deliver engagement, education and outreach programs:

- **Partnerships** – By working with local organization such as the Peace Regional Eco-Centre and the Boreal Research Institute (NAIT), PRAMP is able to extend its reach in the communities and leverage financial and human resources to achieve shared outcomes. PRAMP has also worked closely with the Peace Airshed Zone Association (PAZA) on stakeholder engagement and outreach in the area. On-going collaboration with other Airsheds through the Alberta Airsheds Council results in high quality, relevant educational videos and classroom materials for PRAMP.
- **Working with and through local businesses** – As a result of the Honey Tour that PRAMP initiated in August 2019, PRAMP has been able to purchase and brand local honey and beeswax products that are very popular prizes and giveaways. In addition, regular ads on the local radio station raise the profile of PRAMP and support the local,

family-owned radio station. Local businesses benefit from PRAMP's investment and have been very pleased to partner on air quality initiatives.

PRAMP received this comment from Peace River Broadcasting (PRB):

"As one of Canada's last family-owned radio stations, we are so appreciative of your decision to use PRB for your messaging. You just started a campaign with us, and as unwelcoming as this crisis is, listenership is high and the air quality report you are doing for us is a fantastic addition to PRB programming."

Summary of Results for 2019-20 Grant Funds (Dec 1, 2019 to March 31, 2020)

Engagement

PRAMP met with municipal Councils and staff to share information about PRAMP's role, boundary expansion and monitoring results. In partnership with PAZA, meetings were held with:

- Municipal District of Smoky River
- Big Lakes County
- Smoky River Regional Committee

PRAMP met with Arnold Viersen, MP for Peace River – Westlock and MLA Dan Williams to learn about community concerns and to provide information about local air monitoring results.

In partnership with PAZA, PRAMP hosted a booth at the Mighty Peace Teachers' Convention to learn about classroom connections to air quality, and to share information about Airshed air quality classroom resources. More than 1400 teachers registered to attend the conference.

Participation at the BC Lung Association Annual Air Quality and Health Conference and the Growing the North Conference

Key results:

- Stronger relationships with local municipalities and government officials
- Increased awareness of Airsheds among area teachers
- New connections with and learning from air quality experts

Education

Materials for new classroom and community programs on vermiculture have been developed and will be ready to deliver post COVID-19.

Materials prepared for talk on PRAMP and air quality monitoring as part of the Boreal Nature Series hosted by Northern Alberta Institute of Technology. Format changed from in-person to webinar on April 22, 2020.

Key results:

- New vermiculture program will provide new information to schools and the community, in partnership with the Peace Regional Eco-Centre



Community Workshop on Vermiculture

PRAMP offers an interactive presentation on:

- The importance of keeping as much material as possible out of landfills
- The super composting Red Wiggler Worm
- How to compost plant matter waste by vermicomposting
- A demonstration of building and maintaining a vermicomposting bin

A plastic bin, Red Wiggler Worms and supply of bedding will be supplied so you can begin composting.

We would love to do a presentation for your community!

Contact: Eileen Coristine 780.834.7075
PRAMP Education and Outreach Coordinator
outreach@prampairshed.ca

Communication

PRAMP Winter 2020 newsletter sent by email and posted on PRAMP website.

Participation in Alberta Airshed Council campaign to Stop Needless Idling (social media).

PRAMP ads about AQHI and air monitoring results placed in Move Up magazine with more than 15,000 copies distributed in northwestern Alberta.

PRAMP radio ads on a local station about air monitoring and the AQHI.

AQHI tweets to be generated automatically (in progress)

Key results:

- AQHI information more accessible
- Awareness of the AQHI and risks of needless idling



Promotion

New visual tools to educate and engage community members about air quality, e.g. portable AQHI lanterns, interactive game wheel

New promotional items targeted for junior high and high school youth

Key results:

- Prepared to engage at schools and community events, post COVID-19

3. Planned Expenditures for the Remaining 2019-20 Grant Funds

The COVID-19 pandemic and the resulting restrictions have had a significant impact on education and outreach opportunities. A number of key outreach activities have been deferred including:

- Peace Regional Science Fair – PRAMP sponsored the event, arranged to provide judges and was planning an interactive display booth.
- Peace River Chamber of Commerce Trade Show – PRAMP has participated for the past 2 years. It is one of the largest trade shows in the area. PRAMP had arranged to have a booth.
- Agriculture, Home and Sport Trade Show – PRAMP had committed to a booth at this new event, in partnership with PAZA
- Vermiculture workshops for communities and for Grade 4 classrooms

Following confirmation from AEP staff that 2019-20 grant funds could be carried over to 2020-21, PRAMP re-evaluated its plans to focus more on social media and on-line services rather than in-person events during the time of the COVID-19 restrictions. In-person education and outreach will resume as soon as possible once it is safe to do so.

Proposed Expenditures for the Remaining 2019-20 Grant Funds

Engagement

Seek opportunities for on-line engagement with municipalities and other stakeholders.

Engage students and parents with a new on-line Clean Air Day contest (to be launched late April or early May).

Assess locations to locate new AQHI lanterns in the region (to be deployed post COVID-19).

Education

Provide on-line resources to area teachers and parents – content is currently under development for Grade 5 science related to air quality and will be shared directly with Peace River area teachers.

Share PRAMP role and local air monitoring results at the Boreal Nature Series webinar on April 22.

The poster features the NAIT logo and 'CENTRE FOR BOREAL RESEARCH BOREAL NATURE SERIES' at the top. Below this, it says 'FREE PUBLIC EVENT' and 'AIR QUALITY IN THE PEACE RIVER-THREE CREEKS AREA: Monitoring a success story'. To the right is a photograph of tall evergreen trees looking up at the sky. At the bottom, it lists the date and time: 'WEDNESDAY, APRIL 22nd, 2020 | 7:00pm - 8:30pm', the format 'Virtual Webinar', and the speakers: 'GUEST SPEAKERS: Michael Bisaga and Lily Lin, Peace River Area Monitoring Program'. The PRAMP logo is also present.

NAIT CENTRE FOR BOREAL RESEARCH
BOREAL NATURE SERIES

FREE PUBLIC EVENT

**AIR QUALITY IN THE
PEACE RIVER-THREE
CREEKS AREA:
Monitoring a success story**

WEDNESDAY, APRIL 22nd, 2020 | 7:00pm - 8:30pm
Virtual Webinar

GUEST SPEAKERS: Michael Bisaga and Lily Lin
Peace River Area Monitoring Program

This presentation will provide a brief summary of the Peace River Area Monitoring Program's (PRAMP) history and evolution, its mission...

pramp
PEACE RIVER AREA MONITORING PROGRAM

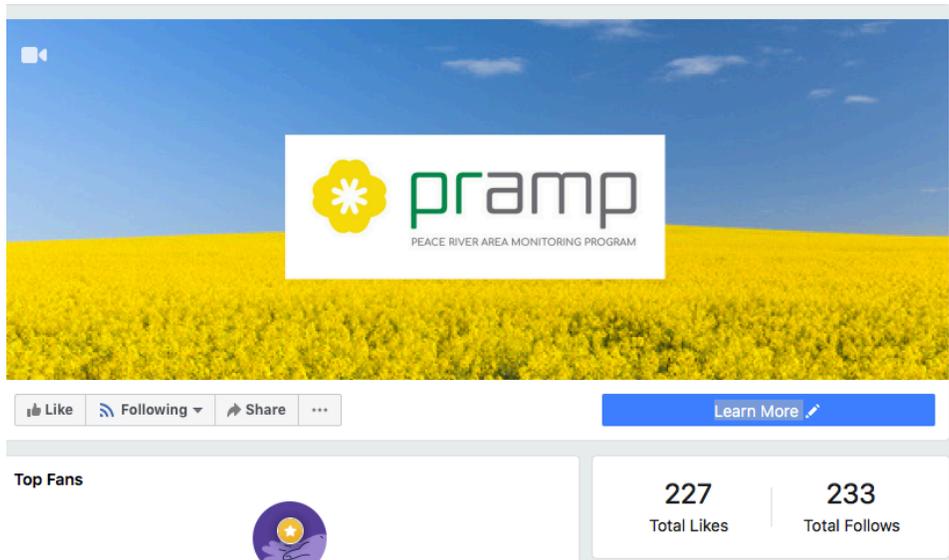
Communication

Prepare and distribute a PRAMP newsletter with information about air monitoring during the COVID-19 pandemic.

Continue radio ads on River Country 94.9 after the AQHI report following the noon hour news.

Place new ads in the Move Up magazine (circulation 15,000+ in Northwestern Alberta) to promote community vermiculture workshops and information about the AQHI.

Implement a campaign to boost engagement on Facebook and Twitter. (Note – since initiating this campaign in early April, PRAMP has more than quadrupled its followers on Facebook).



Promotion

Design and purchase products to raise the profile of PRAMP at future trade shows and community events, including updated pull up banners, a trade show backdrop and tent for outdoor events.

4. Work Plan and Budget for 2020-21

PRAMP Education and Outreach Work Plan 2020-21		
Objectives	Deliverables	2020-21
Area of Focus: Engagement		
Maintain, enhance and evaluate the Education and Outreach work plan to support the PRAMP goals. The Plan will include approaches to measure, track and report on the program results.	Education and Outreach Work Plan updated to incorporate AQHI information and information about wildfire smoke	\$3,000
Engage local citizens, First Nations, Métis, companies, municipalities and other stakeholders in 2-way dialogue to understand local issues and provide information about local air quality based on PRAMP monitoring, and the AQHI. The summer of 2020 will be the first wildfire season when Peace River area residents will be able to rely on the AQHI.	Meetings with local stakeholders in a larger geographic area as PRAMP's boundaries change Host or participate in at least 3 community events each year, e.g. PRAMP Open House, local trade shows Hire a part-time local contractor to support PRAMP relationships with Indigenous communities to better understand any community concerns and to raise awareness about air quality	\$18,000
Area of Focus: Education		
Develop and deliver classroom and community programs targeted to air quality, citizen science and taking action to improve air quality.	Maintain and enhance relationships with area schools; 20+ learning events delivered; assessment of outcomes.	\$16,000
Area of Focus: Communication		
Continual improvement of communication tools and approaches to meet local needs and provincial objectives Partner with Alberta Airsheds and other organizations to develop and share communication tools, develop best practices and align messaging to improve understanding about air quality matters across Alberta	Website design and functional enhancements Newsletters for Community and other Stakeholders Community Annual Report (non-technical) New communication tools and channels established Social Media presence enhanced	\$6,000

Area of Focus: Promotion		
Appropriate promotional items to raise the profile of air quality monitoring and the AQHI in the Peace River area.		\$4,905
TOTAL		\$47,905

Conclusion

In 2020-21, PRAMP will continue to leverage the grant funds with in-kind support from its stakeholders and looks forward to increasing air quality literacy for residents and school-age children in both rural areas and towns in the Peace River area.

With an established air monitoring role for the Oil Sands Monitoring Program, PRAMP has demonstrated reliable and cost-effective service delivery since its launch in 2015. With the Engagement, Education, Communications and Promotions program funding, PRAMP will also deliver high-value engagement and learning events in the area.

Attachment 1

**Peace River Area Monitoring Program Committee
Grant Financial Report
20GRSTR20
December 1, 2019 to March 31, 2020**

	<u>Amount</u>
AEP Grant 20GRSTR20	47,905.00
Advertising	1,940.36
Comms & Outreach Liaison	4,682.26
Community Event	4,075.48
Outreach Materials	682.50
Printing and Copying	1,676.10
Promotion	2,403.09
Travel	4,901.42
Total Grant Expenses	<u>20,361.21</u>
 Total Grant Carryforward	 <u><u>27,543.79</u></u>