

PRAMP Outreach July 2020 to March 2021

Draft September 15, 2020

<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. <i>Operate transparently and give residents and stakeholders timely access to data and information in a manner that is readily understood.</i> 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? ○ What actions can individuals take to improve air quality? ❖ 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"> ○ Workshops (1-1 or small group) ○ Online seminars or presentations ○ When possible, in person events such as trade shows, community events, science fairs ❖ Partnerships <ul style="list-style-type: none"> ○ Centre for Boreal Research ○ Alberta Health/Services ○ FNMI: TSAG/AESN ○ Peace Airshed Zone Association ○ Alberta Airsheds Council (AAC) ❖ School Programs <ul style="list-style-type: none"> ○ PRAMP programs ❖ Citizen Science <ul style="list-style-type: none"> ○ Hand held devices (AirBeam) ○ Purple Air devices ❖ On-going Communications <ul style="list-style-type: none"> ○ Newsletters ○ Social media, print media ○ Website 										
<p>Budget Summary (details shown on page 2-3)</p> <table border="1" data-bbox="253 1333 769 1509"> <tr> <td>Engagement</td> <td>\$ 17,000</td> </tr> <tr> <td>Education</td> <td>\$ 12,000</td> </tr> <tr> <td>Communication</td> <td>\$ 14,000</td> </tr> <tr> <td>Promotion</td> <td>\$ 4,905</td> </tr> <tr> <td>TOTAL</td> <td>\$ 47,905</td> </tr> </table>	Engagement	\$ 17,000	Education	\$ 12,000	Communication	\$ 14,000	Promotion	\$ 4,905	TOTAL	\$ 47,905	
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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.	Meetings (on-line or in person as appropriate) with local stakeholders in a larger geographic area as PRAMP's boundaries change Host or participate in at least 3 community or on-line 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	\$14,000
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; assess curriculum and delivery approaches; assess outcomes. Host vermiculture workshops. Develop new communication messages and delivery channels to share information about PRAMP's Purple Air network and Particulate Matter.	\$12,000
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	Website design and functional enhancements Quarterly newsletters for Community and other Stakeholders Community Annual Report (non-technical)	\$14,000

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best practices and align messaging to improve understanding about air quality matters across Alberta	Community advertising (radio, on-line media, local magazine) Social Media presence enhanced	
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