

**AIRSHED ENGAGEMENT AND  
KNOWLEDGE TRANSLATION PROGRAM**

**2018-**

**WORK 2021**

**PLAN**



**LICAP**  
ENVIRONMENTAL STEWARDS

# ORGANIZATIONAL OVERVIEW

In response to the expansion of oil and gas production in the region, the Lakeland Industry and Community Association (LICA) was formed in October 2000. LICA, a community-based not-for-profit association registered under the Alberta Societies Act, has evolved to become a Synergy Group, Watershed Planning and Advisory Council (WPAC) for the Beaver River Watershed and an Airshed Zone with a focus on environmental monitoring, environmental management, and community education and outreach. LICA will continue to facilitate all stakeholders' voices when addressing issues concerning the environment in our region.

## LICA AIRSHED ZONE

An airshed's role is primarily to monitor air quality. Guided by the Air Monitoring Directive, airsheds implement stakeholder-tailored air monitoring programs to meet regional data and information needs. Monitoring efforts undertaken by airsheds include direct measurement of air quality parameters (e.g. ozone, sulphur dioxide, hydrogen sulphide) and air effects on the environment (e.g. lake and soil acidification, precipitation chemistry, forest health).

Airsheds provide data which allow for the assessment of state of air quality and trends as well as for community monitoring needs including the Air Quality Health Index. Airshed monitoring data is not only used to fulfil local needs but is also used to support national and provincial initiatives including the Canadian Ambient Air Quality Standards set by the national Air Quality Management System and the Regional Air Quality Management Framework set by Lower Athabasca Regional Plan.

Airshed organizations also may undertake a variety of actions to benefit air quality including collaborating with sister organizations, providing advice and support to local stakeholders, presenting issues to the Alberta Airsheds Council and the Clean Air Strategic Alliance, raising awareness about the state of air quality, building long-term partnerships that examine air quality issues, and making recommendations to decision-making authorities.



# CONVENE AND COLLABORATE

## WE CONNECT STAKEHOLDERS AND PROMOTE COMMUNITY INVOLVEMENT

### 1.1 CREATE AND MAINTAIN PARTNERSHIPS

Strategy	Target	Timeline
Partner with other organizations on matters related to the environment	<ul style="list-style-type: none"> <li>• Create one new partnership per year for a project or event</li> <li>• Maintain existing partnerships to deliver environmental programming</li> </ul>	March 2019, 2020, 2021 March 2021

### 1.2 CONNECT WITH LOCAL PEOPLE

Strategy	Target	Timeline
Host topical, relevant events that engage the community to identify local environmental concerns	<ul style="list-style-type: none"> <li>• Host one open house per year</li> </ul>	March 2019, 2020, 2021
Create and execute a membership outreach strategy and expand membership and partnerships	<ul style="list-style-type: none"> <li>• Provide and promote an online membership sign-up form through social media and the LICA website</li> <li>• Make membership forms available at all events</li> <li>• Increase social media followers (Facebook, Twitter, Instagram) by 10% annually</li> <li>• Engage social media followers with weekly posts on relevant information</li> </ul>	March 2021 March 2021 March 2021 March 2021
Recruit, maintain and provide recognition for dedicated volunteers	<ul style="list-style-type: none"> <li>• Host one volunteer appreciation event per year</li> </ul>	September 2018, 2019, 2020
Build capacity to develop and maintain ongoing Indigenous engagement	<ul style="list-style-type: none"> <li>• Provide educational programs to schools in Indigenous communities</li> </ul>	March 2021

### 1.3 SUPPORT STEWARDSHIP EFFORTS

Strategy	Target	Timeline
Continuously improve and share Beneficial Management Practices	<ul style="list-style-type: none"><li data-bbox="583 331 1192 426">• Distribute and promote Alberta Airsheds Council Beneficial Management Practices materials such as Clean Air Factsheet</li></ul>	March 2021



# ENGAGE AND INFORM

## WE EDUCATE THE COMMUNITY, ADVOCATING FOR ENVIRONMENTAL STEWARDSHIP

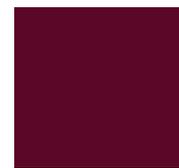
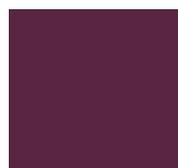
### 2.1 DELIVER ENVIRONMENTAL EDUCATION PROGRAMS AND INFORMATION TO MEMBERS OF OUR COMMUNITY

Strategy	Target	Timeline
Implement educational activities and programs that reach a broad spectrum of local stakeholders to foster current and future environmental stewards	<ul style="list-style-type: none"> <li>• Deliver at least five classroom presentations per year with an air quality focus</li> <li>• Deliver the Little Green Thumbs program in at least two schools per year</li> <li>• Deliver five summer and other youth-centered programs per year with an air quality focus</li> <li>• Hold at least one informational workshops/tours per year</li> </ul>	<p>March 2019, 2020, 2021</p> <p>March 2019, 2020, 2021</p> <p>March 2019, 2020, 2021</p> <p>March 2019, 2020, 2021</p>
Develop school programs which align with the Alberta school curriculum	<ul style="list-style-type: none"> <li>• Develop and deliver at least one new classroom presentation per year with an air quality focus</li> </ul>	March 2021
Develop hands-on learning activities for classroom and field programs to develop a connection between citizens and the environment	<ul style="list-style-type: none"> <li>• Develop and deliver at least one new hands-on learning activity for the community per year</li> </ul>	March 2021
Make data easily accessible to the public	<ul style="list-style-type: none"> <li>• Develop and maintain Air Quality Health Index reporting tool on LICA website</li> <li>• Publish monthly and annual technical continuous air quality monitoring reports on the website</li> <li>• Publish quarterly integrated air quality monitoring reports on the website</li> <li>• Launch a new data access portal for continuous monitoring data</li> </ul>	<p>June 2018</p> <p>March 2021</p> <p>March 2021</p> <p>March 2021</p>
Develop and disseminate communication materials on relevant topics	<ul style="list-style-type: none"> <li>• Maintain the LICA website to share information with all LICA members and the general public, to be updated quarterly at a minimum</li> <li>• Develop and disseminate quarterly newsletters</li> </ul>	<p>March 2021</p> <p>March 2021</p>

Strategy	Target	Timeline
Develop and disseminate communication materials on relevant topics	<ul style="list-style-type: none"> <li>• Share relevant environmental information through social media</li> <li>• Complete annual reports to share information and organizational successes</li> <li>• Develop and disseminate fact sheets on relevant topics such as vehicle emissions</li> <li>• Maintain a glossary of terms commonly used by LICA</li> </ul>	<p>March 2019, 2020, 2021</p> <p>March 2021</p> <p>March 2021</p> <p>March 2021</p>

### 2.3 BUILD COMMUNITY CAPACITY AND ACTIVE PARTICIPATION

Strategy	Target	Timeline
Foster dialogues and rapport among LICA’s diverse membership and local area stakeholders	<ul style="list-style-type: none"> <li>• Make Board and Committee meetings open to the public</li> </ul>	March 2021
Facilitate community-based monitoring	<ul style="list-style-type: none"> <li>• Partner with Inside Education to deliver Clean Air Responsible Schools (CARS) program and provide air quality data to Inside Education’s online database</li> </ul>	March 2021
Deliver celebratory events focused on generating a greater appreciation for the environment	<ul style="list-style-type: none"> <li>• Hold or attend at least two celebratory events to promote clean air (i.e. Clean Air Day) per year</li> </ul>	March 2019, 2020, 2021
Communicate with the public to determine topics of interest	<ul style="list-style-type: none"> <li>• Develop and maintain an online communication tool such as “Contact Us” button on the LICA website</li> <li>• Circulate surveys to members to identify topics of interest</li> </ul>	<p>March 2021</p> <p>March 2021</p>



# INFLUENCE AND IMPROVE

WE PROVIDE TIMELY, DEFENSIBLE AND ACCESSIBLE ENVIRONMENTAL DATA. WE INTERPRET DATA AND WORK WITH OTHERS TO IMPROVE OUR COLLECTIVE UNDERSTANDING OF THE ENVIRONMENT IN WHICH WE LIVE. WE USE DATA TO IDENTIFY OPPORTUNITIES AND SYNERGIES FOR POSITIVE ENVIRONMENTAL OUTCOMES IN OUR REGION.

## 3.1 COLLECT, ANALYZE AND INTERPRET DATA

Strategy	Target	Timeline
Provide information to assist in understanding the impact of multiple sources on the environment including ability to distinguish between industry specific sources from other anthropogenic and natural sources	• Update Air Quality DNA Posters	March 2021
	• Publish an interpretive annual air monitoring report to bridge the content between the community annual report and the technical/compliance monitoring report	March 2021
	• Develop a new format for the Dashboard reports and streamline the publishing process	March 2021



# EFFICIENT AND EFFECTIVE

## WE RESPONSIBLY MANAGE OUR RESOURCES TO ACHIEVE OUR VISION AND MISSION

### 4.1 IMPROVE ORGANIZATIONAL CAPACITY

Strategy	Target	Timeline
Provide opportunities for Board and committee members to represent LICA in workshops	<ul style="list-style-type: none"><li>• Provide at least one opportunity for Board and committee members per year</li></ul>	March 2019, 2020, 2021
Maintain subcommittees for projects and programs as required	<ul style="list-style-type: none"><li>• Maintain standing Education and Outreach Committee which includes membership from the community, Industry and Government</li></ul>	March 2021

### 4.2 MANAGEMENT OF LICA RESOURCES

Strategy	Target	Timeline
Develop and prioritize annual work plans to further understanding of regional environmental concerns	<ul style="list-style-type: none"><li>• Develop annual work plans collaboratively with Program Managers, LICA Executive Director, Education and Outreach Coordinator and LICA Officers, for Board approval</li></ul>	March 2019, 2020, 2021

### 4.3 ESTABLISH SOUND FINANCIAL MANAGEMENT AND REPORTING PROCEDURES

Strategy	Target	Timeline
Develop annual budgets for all revenue sources	<ul style="list-style-type: none"><li>• Review Strategic Budget annually to assess financial needs</li></ul>	September 2018, 2019, 2020
Secure funding required to implement work plans	<ul style="list-style-type: none"><li>• Submit Airshed Engagement and Knowledge Translation Program grant application as required</li></ul>	February 2019, 2020, 2021
Manage finances in accordance with generally accepted accounting principles	<ul style="list-style-type: none"><li>• Complete monthly income statements to present to Board of Directors outlining expenditures from all revenues sources</li></ul>	March 2021
Conduct independent annual financial review	<ul style="list-style-type: none"><li>• Contract a professional accountant to complete an annual financial review for the organization</li></ul>	June 2019, 2020, 2021

