



WEST CENTRAL AIRSHED
STRATEGIC PLAN
2021



The West Central Airshed is a not-for-profit, multi-stakeholder organization that monitors, reports, evaluates and educates on air quality.

WCAS is the first of Alberta's ten Airsheds, who together serve as the air monitoring partnership for Albertans. One of WCAS' primary roles is to gather the information together from air quality monitoring data ensuring all stakeholders, including the public, have access to this important information.

VALUE OF WCAS

Multi-stakeholder Collaboration

While our members have various mandates and interests regarding air quality, WCAS offers important partnerships and synergy where collaboration, engagement and coalitions on topics of mutual interest can occur

Credible Voice in the Region

WCAS is an important voice for its members by increasing awareness of regional air quality, bringing attention to air quality issues and offering solutions and opportunities to improve air quality

Expertise and Information

WCAS can provide air quality data and other information to its members and the public

Responsive

WCAS is a member-focused organization that is also responsive to all public inquiries

OUR FOCUS AREAS

The WCAS has three areas of focus that provide services to the members

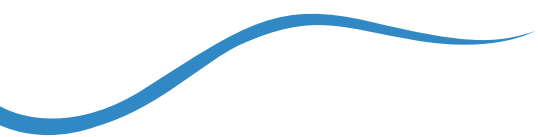
Collection and Reporting of Ambient Air Data

Knowledge Translation and Outreach

Management of Air Quality Issues

And a fourth focus area to ensure resources are in place to accomplish the first three

Organizational Capacity



COLLECTION & REPORTING OF AMBIENT AIR DATA

Goal #1 – Air quality data, representative of the airshed and compliant with Alberta’s Air Monitoring Directive, is collected and available to all stakeholders.

Objectives:

- Be a conduit for the public and stakeholders to access air quality data
- Investigate and make effective use of available technologies and methodologies
- Assure monitoring is compliant with the Air Monitoring Directive and is informed by AEP’s Five-Year Monitoring Plan

Tactics:

1. COLLECT, ANALYZE AND INTERPRET DATA
 - a. Generate air quality data to support the regulatory obligations of WCAS members
 - b. Collect air quality data to support Air Quality Health Index at the community level
 - c. Analyze air quality data for the assessment of trends, hot spots and emerging issues

2. SCIENCE AND TECHNOLOGY ADVISORY COMMITTEE
 - a. Recruit and orient members to the Committee
 - b. Schedule a minimum of 2 Committee meetings
 - c. Provide representation on the Alberta Airsheds Council Technical Committee (AAC-TC)
3. REGIONAL MONITORING PLAN
 - a. Review and update Regional Monitoring Plan
 - b. Keep current on WCAS members’ permits to ensure monitoring is adequate
4. STATION AUDITS
 - a. Perform annual internal audit for monitoring stations
 - b. Following AEP audit, develop plan for corrective actions, as required
5. AIR QUALITY REPORTS
 - a. Keep current on WCAS and members’ requirements for reporting and ensure protocols are adequate to meet the needs
 - b. Include air quality data and highlights on quarterly newsletter
 - c. Launch new live air data map on website
 - d. Publish annual air quality report for members



KNOWLEDGE TRANSLATION AND COMMUNICATIONS

Goal #2 - Increase general awareness of regional air quality.

Objectives:

- Promote a better understanding of regional air quality
- Promote WCAS as a trusted, credible source of air quality information
- Support members in their role of informing their audiences about air quality

Tactics:

1. COMMUNICATIONS AND ENGAGEMENT PLAN
 - a. Develop and maintain a communications plan that considers media, web, social media, print, display/events, schools and opportunities to engage within member organizations including municipalities and industry
 - b. Develop and deliver educational activities through schools and communities
2. CONNECT WITH COMMUNITIES
 - a. Publish annual Report to the Community
 - b. Participate in community and member events
 - c. Liaise with Municipal Councils and Chambers of Commerce
 - d. Participate in Synergy Groups (Yellowhead and Pembina)
 - e. Partner with other organizations on matters related to the environment
3. WEBSITE AND SOCIAL MEDIA
 - a. Launch new website that includes information on air quality and WCAS
4. ALBERTA AIRSHEDS COUNCIL COMMUNICATIONS COMMITTEE
 - a. Participate on the AAC Communications Committee for development of tools for Airsheds and Alberta-wide communications initiatives

MANAGEMENT OF AIR QUALITY ISSUES

Goal #3 - Facilitate multi-stakeholder approaches to addressing local air quality issues.

Objectives:

- Respond to concerns about local air quality issues with appropriate information
- Provide science-based data to inform air quality issues
- Identify strategic opportunities for collaboration
- Actively participate on management initiatives led by other organizations (i.e. CASA, AEP, etc.) that align with WCAS goals

Tactics:

1. ENGAGE DECISION-MAKERS
 - a. Liaise with elected officials through presentations and meetings to raise awareness of air quality and the role of WCAS
 - b. Be an advocate for good air quality
2. REGIONAL AIR QUALITY MANAGEMENT
 - a. Participate in and support Capital Region Air Quality Management Framework (through Oversight Advisory Committee) and any similar initiatives in the Upper Athabasca Region
 - b. Facilitate input and support to GOA Regional Planning as possible
3. AIR QUALITY MANAGEMENT RESOURCES
 - a. Provide issue response tools, developed by WCAS or other organizations on air quality issues such as odour management, residential wood/open burning, idling reduction, and other related air quality topics





ORGANIZATIONAL CAPACITY

Goal #4 - WCAS has the necessary organizational capacity to meet its objectives.

Objectives:

- Ensure WCAS has effective governance, strong management and makes the best use of its talented human resources
- Further the Alberta Airshed model by participating and providing leadership with the Alberta Airsheds Council
- Speak for WCAS interests on the AAC and through liaison with other partner organizations
- Increase sector-balanced membership in WCAS
- Ensure WCAS is sustainably funded
- Maintain and enhance relations with all orders of government
- Define membership expectations and costs
- Enhance capacity/interest in consensus building and interest-based negotiation

Tactics:

1. GOVERNANCE AND HUMAN RESOURCES
 - a. Schedule AGM
 - b. Review and update bylaws as necessary
 - c. Enhance Policy manual as needed
 - d. Develop operational procedures manual.
 - e. Provide interest-based negotiation (consensus decision making) training to Board and committees
 - f. Develop and maintain Terms of Reference for committees
2. ALBERTA AIRSHEDS COUNCIL
 - a. Participate in the Alberta Airsheds Council (AAC)
3. MEMBERSHIP
 - a. Encourage membership growth in all sectors by creating and implementing sector specific (industrial, municipal and NGO) funding model
4. FUNDING
 - a. Following network assessment, review fee structure with member sectors
 - b. Support AAC on sustainable funding initiatives of the Airshed model
 - c. Apply for grant funding from AEP and other sources.

