



WEST CENTRAL AIRSHED
STRATEGIC PLAN
2022





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



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



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 Air Monitoring Directive and is informed by AEP’s Five-Year Monitoring Plan.

Tactics:

1. COLLECT, ANALYZE, AND INTERPRET DATA
 - a. Collect 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. Collect air quality data for the assessment of trends and emerging issues.
2. SCIENCE AND TECHNOLOGY ADVISORY COMMITTEE
 - a. Hold quarterly STAC meetings.
 - b. Provide representation on the Alberta Airsheds Council Technical Committee (AAC-TC).
3. REGIONAL MONITORING PLAN
 - a. Consult with AEP on revised Regional Monitoring Plan
 - b. Initiate annual update of Regional Monitoring Plan
4. NETWORK IMPROVEMENTS

**Some changes are pending AEP approval*

 - a. Breton – remove SO₂ analyzer
 - b. Carrot Creek – improve access road and new pad; remove SO₂ analyzer
 - c. Entwistle – complete PM study and engage with stakeholders regarding potential new monitoring site.
 - d. Hinton West – establish new site
 - e. Tomahawk – decommission
 - f. Whitecourt – establish new monitoring site
 - g. Purchase additional portable monitoring trailer
 - h. Purple Air - continue deploying sensors at WCAS stations without PM analyzers and gap communities in partnership with ECCC
5. STATION AUDITS
 - a. Perform annual internal audit of monitoring stations
 - b. Following AEP audit, develop plan for corrective actions, as required.
 - c. Address tree issues at Hinton, Edson and possibly Steeper
6. AIR QUALITY REPORTS
 - a. Submit reports to AEP on behalf of WCAS and members, as required.
 - b. Maintain and enhance live data map on website.
 - c. Publish annual air quality data report for members.



COMMUNICATIONS AND ENGAGEMENT

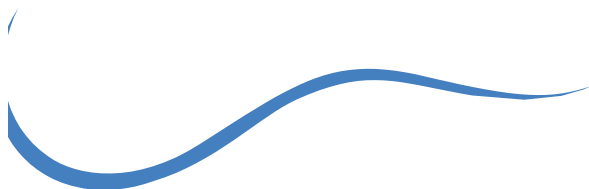
Goal #2 - Increase general awareness of regional air quality

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. 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 air quality and the environment
2. WEBSITE AND SOCIAL MEDIA
 - a. Maintain and enhance website
 - b. Expand social media presence (Twitter, Facebook, etc.).
 - c. Search engine optimization (SEO)
3. EDUCATIONAL MATERIALS
 - a. Pilot and refine grade 5, 9 and 12 materials
 - b. Promote materials to schools and school boards
 - c. Liaison with Post-Secondary Institutions
 - d. Provide opportunities for student projects connected with air quality
4. NEWSLETTERS
 - a. Develop bi-monthly newsletters
5. COMMUNITY MONITORING/CITIZEN SCIENCE
 - a. Engage community leaders and other stakeholders in hosting sensors



MANAGEMENT OF AIR QUALITY ISSUES

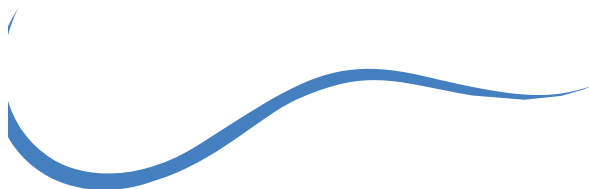
Goal #3 - Facilitate multi-stakeholder approaches to addressing local air quality issues

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 partner organizations (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) in the North Saskatchewan Region 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 the 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

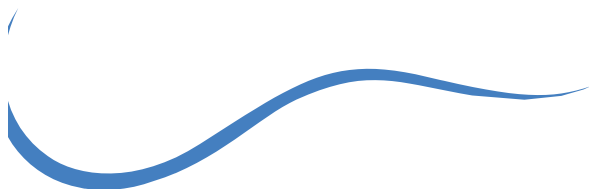
Goal #4 - WCAS has the necessary organizational capacity to meet its objectives.

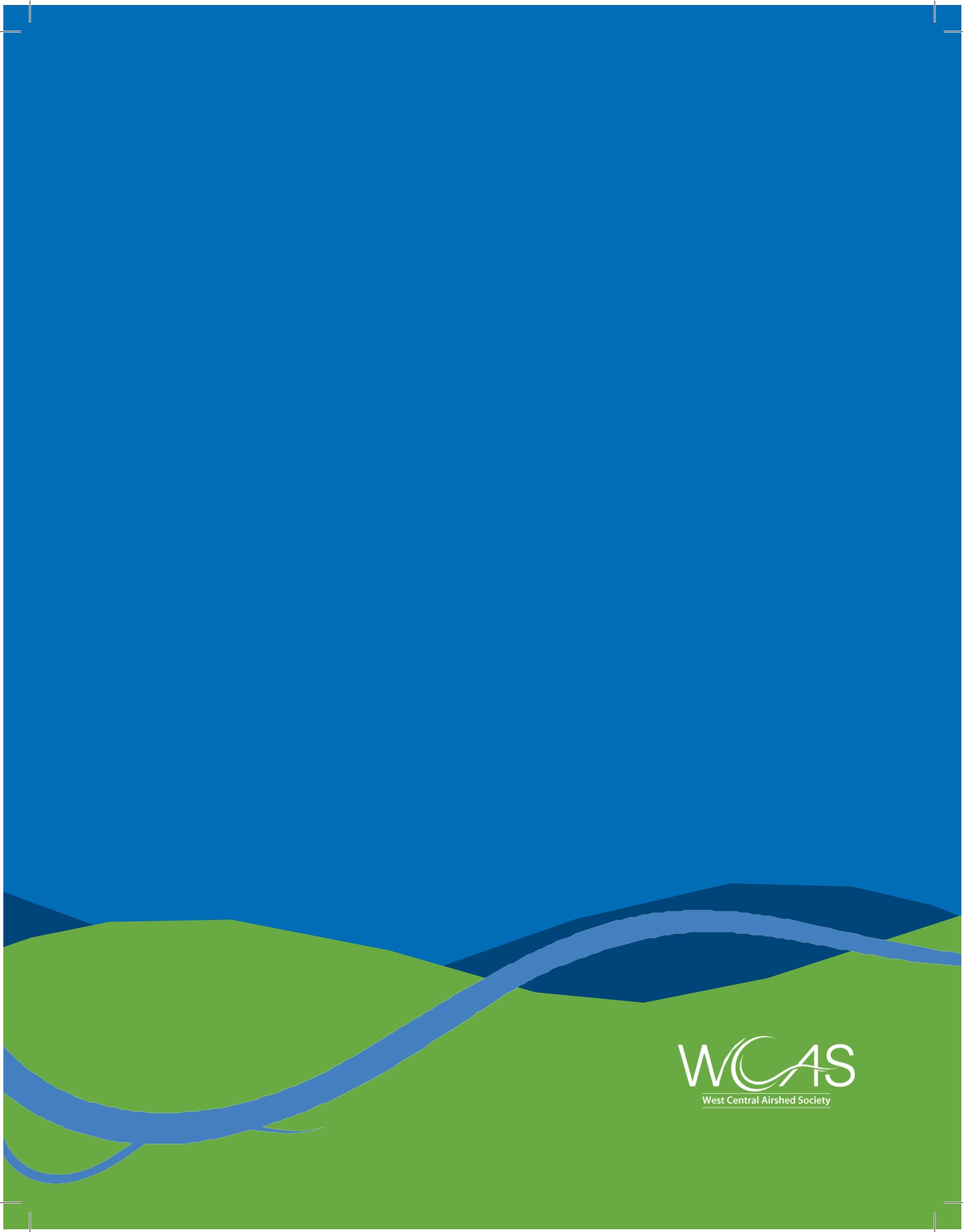
Objectives:

- 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's interests on the AAC and through liaison with other partner organizations
- Increase sector-balanced membership in the 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
 - a. Host Annual General Meeting for Members.
 - b. Review and update bylaws as necessary
 - c. Review policies.
2. OPERATIONS AND HUMAN RESOURCES
 - a. Maintain and enhance Standard Operating Procedures (SOPs).
 - b. Monthly staff meetings, daily communications
 - c. Review and update contracts and/or recruit personnel as needed.
 - d. Provide performance evaluations
3. TRUTH AND RECONCILIATION
 - a. Host an Indigenous Engagement Workshop for Board and Staff
 - b. Engage with Indigenous Consultant to develop and implement a land acknowledgement
 - c. Engage with Indigenous Communities
4. ALBERTA AIRSHEDS COUNCIL
 - a. Participate on the Alberta Airsheds Council (AAC) Board of Directors.
 - b. Participate on the Alberta Airsheds Council Technical Committee (AAC-TC)
 - c. Participate on the AAC Communications Committee for development of tools for Airsheds and Alberta- wide communications initiatives
5. MEMBERSHIP
 - a. Actively recruit new members including emitting industry, municipalities and NGO's
 - b. Investigate EPEA Approvals in WCAS related to Air Quality.
6. FUNDING
 - a. Solicit expertise on reviewing membership fees with engagement of all members
 - b. Support AAC on sustainable funding initiatives of the Airshed model.
 - c. Apply for grant funding from AEP and other sources.





WCAS
West Central Airshed Society