

Workshop Kick Starts Pledges to Reduce Ozone

On March 24 PAMZ held an ozone prevention and air quality workshop in Red Deer with support from The City of Red Deer, the Energy Resources Conservation Board and Alberta Environment. More than 40 participants from the oil and gas industry, local municipalities, provincial government agencies, non-government organizations and the public took part.

The workshop focussed on building awareness and identifying actions to reduce ground level ozone formation. Ozone in the upper atmosphere (stratosphere) is considered to be “good” ozone because it blocks most of the sun’s ultraviolet radiation from entering the lower atmosphere (troposphere). Ozone in the troposphere also known as “ground level ozone” is regarded as an air pollutant because it damages human health, vegetation, and many common materials and is also a key ingredient of urban smog. The idea is that attendees will go out and find ways within their own organizations to build awareness of this issue and strategies to address it.

Feedback from those who attended indicates that more workshops like this should take place in other areas of central Alberta. Participants found the speakers informative and helpful about practical actions that industry, municipalities and individuals could take to help reduce ozone. Guest speakers included Harold Gold from Bonavista Energy, Red Deer City councillor Paul Harris, Miles Kitagawa from Toxics Watch Alberta and Andy Lamb from Alberta Environment.

One participant commented, “I was surprised to learn that ozone emissions

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JOIN OTHERS IN MAKING A DIFFERENCE IN AIR QUALITY.

By making simple changes to your everyday life, you can save money and help create cleaner, healthier air.

- Look at ways to conserve energy at home and at work.
- Bike, walk, car pool or use public transit whenever possible.
- Reduce vehicular idling and other emissions.
- Educate yourself and others about further ways to reduce air pollution.

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Pledge Gauge at the Workshop. Left to Right: Andrea Hiba Brack, Jennifer Lutz, Monica Rosevear and Phil Boehme.

were as big a problem as it is in this area. There were lots of good ideas on how people can make a difference.” Attendees went away with fresh ideas and a tool kit of resources and incentive programs to help individuals and groups reduce ozone.

In keeping with the workshop theme, ACTION H.E.R.O. CHALLENGE – where EVERY ACTION COUNTS (ACTION H.E.R.O. is from **Action** for a **Healthy Environment** by **Reducing Ozone**) participants made 91 personal pledges to take individual actions. These pledges ranged from reducing idling of vehicles and conserving energy in the home to using alternative means of transportation. The pledges will be posted on our website in the near future. We encourage everyone to go online to learn more about ground level ozone, why you should be concerned and what you can do as an individual. You can make your own pledges to take personal action. We need your help to reduce ground level ozone in central Alberta and every action counts.

UPCOMING EVENTS

For more information visit www.pamz.org

PAMZ Issues Identification Meeting
Lacombe Memorial Centre
5214-50th Avenue Lacombe, Ab
May 19th
6:30-8:30pm

Cows, Creeks & Communities
Kurt Browning Arena, Caroline
June 9th
Contact Gary Lewis at 403-845-4444 or by email glewis@clearwatercounty.ca

PAMZ Annual General Meeting
June 15, 2011 at 6:30pm
Kurt Browning Complex
Caroline, Ab
Contact: Kevin Warren @ kevin@pamz.org or 403.862.7046



Do you know an Action HERO?

Action HERO is short for Action for a Healthy Environment by Reducing Ozone and PAMZ is looking for nominations of deserving companies, businesses, organizations or individuals to recognize on 2011's Clean Air Day, June 8th.

CRITERIA: A Parkland Ozone Management Zone (PAMZ) Action HERO demonstrates at least two of the following qualities:

INITIATIVE: Demonstrates best-in-class environmental performance, beyond mere compliance with environmental, health and safety regulations.

INNOVATION: Demonstrates innovative methods that effectively contribute to the Ozone Management Plan in the PAMZ region.

CONTINUOUS IMPROVEMENT: Considers activities like compliance assurance and continuous improvement of processes, products and services to significantly reduce or eliminate impacts to air quality and the environment on an ongoing basis.

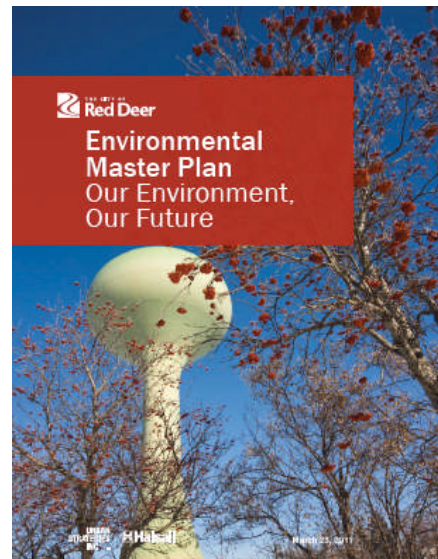
COMMUNITY STEWARDSHIP AND SUSTAINABILITY: Takes on a stewardship role beyond the business or organization's activities by interacting and supporting community, developing resource efficiency and providing environmental enhancement and sustainability.

Visit the Ozone Management Plan section of the PAMZ website <http://www.pamz.org/about/ozone> for further information.

Air Quality Initiatives Key to Red Deer's Environmental Master Plan

The City of Red Deer worked closely with PAMZ to determine what air quality metrics would be measured, to gather baseline data, and to set targets for improved air quality. "PAMZ was an incredibly valuable resource for us throughout the development of this plan," said Lauren Maris, who managed the project. "They were there to provide input and guidance on air quality issues every step of the way, and we are counting on them as one of our key partners to help us achieve our targets."

Air is one of seven focus areas for the plan, with a goal to improve air quality and reduce emissions. Within the Air focus area two specific aspects will be measured: greenhouse gas emissions and concentrations of airborne pollutants.



Greenhouse gas emissions are key contributors to climate change, and monitoring them is one of the best and most widely used measurements of environmental impact. To date The City has not been monitoring these emissions, so the methodology and baseline data must first be determined before targets can be set.

Regardless of how GHG emissions will be measured, it is known how they can be reduced: investigating opportunities for methane capture at the landfill, greening the municipal fleet and developing a carbon capture education campaign are a few of the recommended actions in the plan. Of course, the most important action is to determine the current levels by conducting a GHG inventory analysis.

Monitoring local air quality indicators such as Particulate Matter _{2.5}, ozone, sulphur dioxide, nitrogen dioxide and carbon monoxide will identify trends in air quality issues. Baseline information was gathered courtesy of the CASA data warehouse. Targets were set based on the Canada Wide Standard for PM_{2.5} and ozone, and on the CASA management plan triggers for sulphur dioxide, nitrogen dioxide and carbon monoxide.

The City has identified several actions that will help them meet their targets. One of the priority actions is to work with industry and within The City's own operations to reduce their emissions. The City will also continue to promote idle free behaviour, expanding from schools to include businesses, industries and institutions.

The Environmental Master Plan is a road map to improved environmental performance for Red Deer. It includes clear goals, measurable environmental targets, and recommendations for actions for both The City of Red Deer as a corporation and for the greater community.

To view the Master Plan please visit The City's website at: www.reddeer.ca/environmentalmasterplan

For more information contact Lauren Maris at (403) 314-5894 or by email at lauren.maris@reddeer.ca.

PAMZ Announces Photo Contest Winners

The 1st annual PAMZ photo contest closed on March 1, 2011. PAMZ received over 80 great entries. Thank-you to everyone who entered the contest. The contest will continue with the next deadline being March 1, 2012. The categories this year are Atmosphere (weather, sky, clouds, smoke & pollution, events), Nature (scenery, ecosystems & wildlife), Urban (cities, towns & other municipal scenes, Industry (oil and gas/ petro-chemical, agriculture, forestry & other), People (individuals and families enjoying the environment), Youth (all categories). Entry forms can be downloaded on the PAMZ website.

Atmosphere

1st Place



Leanne Kerik- Mesocyclone Cloud

2nd Place



Sharon Blain- Storm Cloud over silage Field

3rd Place



Dallas Rosevear- Clouds over pasture

Nature

1st Place



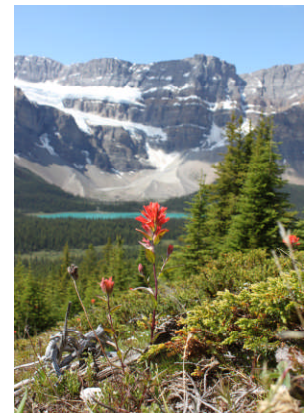
Sharon Blain- Monarch Butterfly

2nd Place



Sheree DeCoteau- Crescent Falls

3rd Place



Valorie Murray- Wild Flowers & Bow Lake

Youth

1st Place



Brittney Fiselier- Niche Valley, SW of Sundre

2nd Place



Jared Harder- Frost on Trees

3rd Place



Tessa Nybo- Red Deer River Ya Ha Tinda

Member Profile: Lauren Maris



Lauren Maris is the newest member of the PAMZ Communications Committee, having joined just over a year ago.

Lauren grew up in Red Deer and after high school left for university in British Columbia to obtain a degree in Communications. She moved back to Alberta in 1996 and worked with Precision Drilling for nearly ten years, ending her time with the company as the personnel manager for their international drilling division. She started her own company in 2006 called EarthWise Solutions in which she worked as a residential environmental consultant, helping people consume less energy and produce less waste in their homes. During this time she wrote a book called *Live Green, Calgary!* which is a directory of environmental programs, products and services in the city. She is

currently drafting a similar book for resources specific to Edmonton as well updating the *Live Green, Calgary!* book.

Lauren moved to Red Deer with her spouse Trevor and two step sons, aged six and nine, in 2009 and started with The City of Red Deer as their Environmental Program Specialist. The majority of her work over the last year has exclusively been related to The City's Environmental Master Plan, acting as the project manager. This involved managing the consultants, and organizing input from the public, stakeholders and departments within The City. The majority of her job is creating and delivering environmental programs for The City of Red Deer now that the Environmental Master Plan is near completion.

Lauren is really excited about starting her first "grown up" garden this spring and is hiring a landscape designer who specializes in water wise and native landscape designs to plan the landscaping of her yard. With two active boys in her life she spends what spare time she has under water at the Collicutt Centre, camping and bowling as a family.

Lauren values the dedication that the PAMZ Communications Committee brings to promoting awareness about air quality. "PAMZ and The City have worked closely during the development of the Environmental Master Plan," said Lauren. "PAMZ has provided a tonne of support to development of the air quality section of the plan, as well as planning events around clean air day and helping publicize The City's idle free campaign. I look forward to continuing our mutually beneficial partnership for many years to come."

PAMZ Receives Presentation on Environmental Non-Government Organizations

At its January 24, 2011 Board Meeting the PAMZ Board received a presentation on Environmental Non-Government Organizations (ENGOS) from Myles Kitagawa, a director of the Toxics Watch Society of Alberta. Myles is a well-known and respected environmental activist who has been working on environmental causes in Alberta since the early 80s.

Myles' absorbing presentation provided an overview of the composition of the environmental community in Alberta, describing their key characteristics and dispelling the stereotypes most people have of environmental organizations.

From the presentation we learned that Alberta's ENGO community is composed of a wide variety of organizations of varying sizes, objectives and methods for advancing social change. The simplified depiction of environmental organizations conveyed in the popular media can obscure the constructive opportunities to work with this committed group of Albertans. The last part of the presentation covered how environmental advocacy has changed in recent years, and discussed some of the emerging new types of "activists for the environment".



Myles speaking to the PAMZ membership



PAMZ Parkland Airshed Management Zone

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The Zone is a newsletter published three times a year by the Parkland Airshed Management Zone Association (PAMZ), a non-profit society established to monitor and manage air quality issues in the Parkland Region of Alberta. For more information about the association visit our website or contact the PAMZ Executive Director, Kevin Warren at kevin@pamz.org.