



KEEP PARKLAND GROWING

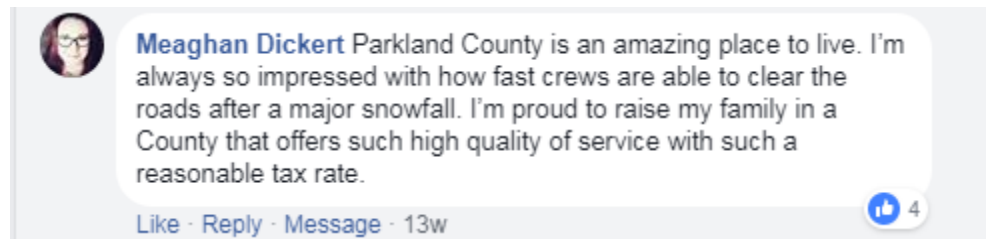
CAMPAIGN UPDATE

INTRODUCTION

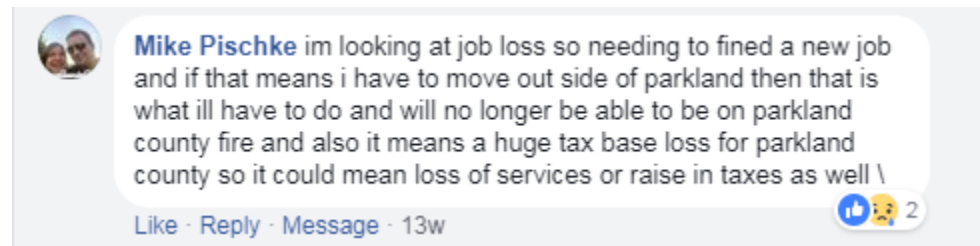
- ▶ The Keep Parkland Growing campaign was established with the intention of promoting community support for infrastructure projects that would allow the County to diversify the local economy.
- ▶ The Government of Alberta needed to hear from our residents. The campaign provided residents with a stake in the process, allowing them to provide input and engaging in a conversation where they might not have had the opportunity before.
- ▶ In total, the eight posts shared for the campaign reached over 75 thousand people, receiving 1890 reactions and 672 comments.

WHAT WE HEARD

- ▶ **Residents are happy with the quality of life in Parkland County.**



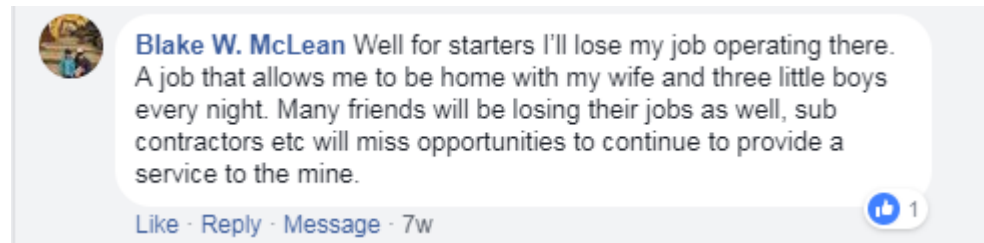
- ▶ **There are severe impacts in the community as a result of the accelerated phase out of coal-fired energy.**



WHAT WE HEARD

► Changes are happening now.

- Residents are already losing their jobs and in some instances relocating away from Parkland County.



WHAT WE HEARD

- Residents feel that Parkland County is worth investing in, and provided tangible reasons why:



Cherice Schribar I am really hoping to see more industries like the pinnacle renewable energy's wood pellet plant being built in Entwistle. We will need more like this in the western part of the county now that the mine will be shut down. This was a great addition to the county and I'd love to be able to see more industries like this so I don't have to move into town to be closer to employment.

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Diane Unterschultz Fillinger We currently run two Home based businesses, one is solely internet based. Online speeds/providers have been a serious challenge; we feel good knowing the County has assembled a stakeholder committee and task force to be a leader in this access. [#keepparklandgrowing](#)
[#liveworkplaycommunity](#)

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Susan Fern Lehman Parkland has excellent schools with top notch programs . It has wonderful playgrounds parks recreational facilities and some truly fine nature trails to walk, ski , bike throughout the county. There is an excellent live stage theatre as well as movie theatre and shopping is very accessible. Best of all great people live here.

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WHAT WE HEARD



Parkland County

Published by Rebecca Lewicki [?] · 21 February ·

Thank you to all of our residents, who have been voicing their support, and urging the Province to [#KeepParklandGrowing!](#)

"Our residents are engaged and see the County as a worthwhile investment." - Mayor Rod Shaigec

Read the latest news release from Parkland County: <http://bit.ly/2sGRUE9>

Two side-by-side social media-style posts from Parkland County. The left post features a quote from Jesslyn F. about commuting and the #trainproblem, with a 'KEEP PARKLAND GROWING' banner below. The right post features a quote about provincial investment and the #KeepParklandGrowing hashtag, also with a 'KEEP PARKLAND' banner. Both posts include the Parkland County logo and a link to a news release.

“
Working in Acheson is great!
Commuting from the
tri-region makes the commute
short and sweet, however
solving the #trainproblem
would make it even better
- Jesslyn F.

Our hope is that the
province has heard
and clear, and we
to seeing investment
Parkland County is
upcoming Province

KEEP PARKLAND GROWING

KEEP PARKLAND

Residents voice their support, urge Province
to [#KeepParklandGrowing](#)

Residents voice their support
to [#KeepParklandGrowing](#)

- ▶ Residents agree that infrastructure investment is required in Parkland County.
- ▶ Train delays on Highway 60 at the CN rail line and the condition of Highway 628 were the two issues that we heard about most.

WHAT'S HAPPENED SINCE?

- ▶ Since the completion of the campaign, communication with the Province has continued but there has not been any progress with funding critical infrastructure projects.
- ▶ In December, 2017, a memorandum of understanding was presented to the provincial government, however the government has yet to respond.