



together

2010 ANNUAL REPORT



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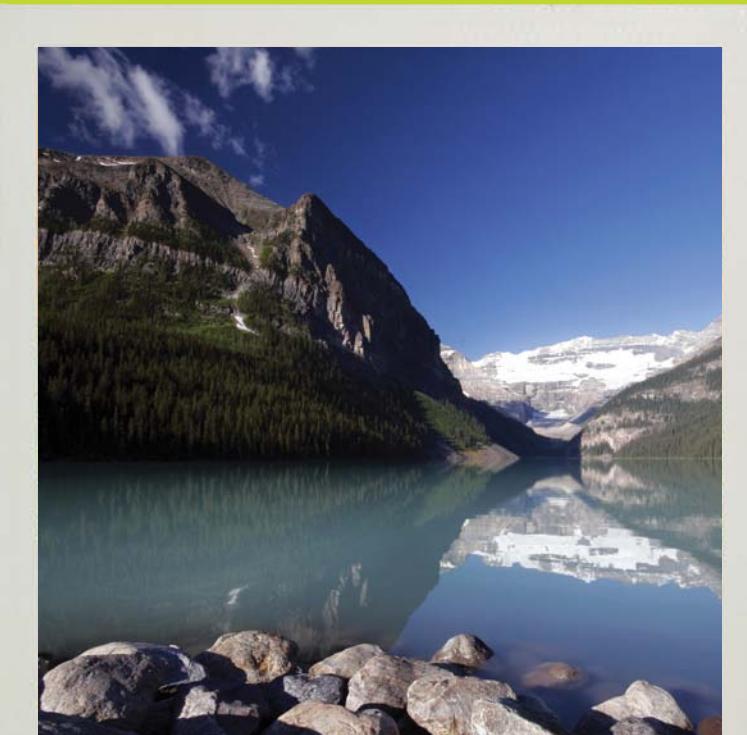
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VISION

The air will have no adverse odour, taste or visual impact and have no measurable short- or long-term adverse effects on people, animals or the environment.

MISSION

To recommend strategies to assess and improve air quality in Alberta, using a consensus process.



benefits



about CASA

Established by ministerial order in 1994, the Clean Air Strategic Alliance (CASA) has become a focal point for air quality planning in Alberta. Drawing on the shared responsibility of government, industry and non-government organizations, CASA's multi-stakeholder partnership is committed to a comprehensive air quality management system for Alberta.

Every group, every team, includes government, industry and non-government representation. Each of them, including the Board of Directors, makes decisions and recommendations by consensus. Consensus means "participants work together as equals to realize acceptable actions or outcomes without imposing the views or authority of one group over another."¹

Where consensus cannot be achieved, specific alternatives are provided to the Government of Alberta for decision. Those alternatives reflect the extent of consensus and areas of agreement, the specific issues about which there is no consensus, and the reasoning behind the differing views.

Through progress reports, actual benefits and results are compared to projected outcomes, responsibility, accountability and performance of the initiatives. Those reports are submitted jointly to the Ministers of Environment, Energy, and other Ministers as appropriate.

MANDATE

1. implement the Comprehensive Air Quality Management System (CAMS) for Alberta,
2. conduct strategic air quality planning for Alberta through shared responsibility and use of a consensus-building, collaborative approach, and
3. prioritize concerns with respect to air quality in Alberta, and develop specific actions or action plans and activities to resolve such concerns.

The mandate is supported by three air quality management goals:

1. Protect the environment by preventing short- and long-term adverse effects on people, animals and the ecosystem.
2. Optimize economic efficiency.
3. Promote pollution prevention and continuous improvement.

Responsibility for specific air quality planning is shared among stakeholders. Regulatory implementation, licensing, compliance, control and enforcement remain with existing government agencies.

¹Building Consensus for A Sustainable Future, *National Round Table on Environment & Economy*, 1996



workshop



highlights

One word sums up 2010 for CASA – transition! New Government of Alberta initiatives, secretariat turn-over, project teams beginning and wrapping up – through it all, some notable highlights were achieved.

CONSENSUS DECISION-MAKING TOOLKIT

A product of the Martha Kostuch Legacy Project, this hands-on, practical workbook is a combination of checklists and templates to enhance consensus-building. It guides users through the process by outlining steps that should be explored, and proposing solutions to common roadblocks.

CASA DATA WAREHOUSE

The CASA Data Warehouse moved to a system of data collection enabling industry to submit data electronically. Once the Air Monitoring Directive has been updated, those submissions will be mandatory. Server upgrades will let different users search the data according to their needs.

COORDINATION WORKSHOP

In a departure from previous Coordination Workshops, the one held this year extended beyond CASA projects and teams. The provincial and federal governments were developing many key initiatives affecting CASA, and the planning committee chose to provide a platform for participants to learn about them. At the same time, the committee realized that CASA was not the only organization impacted, so welcomed many stakeholders and non-CASA participants to this very successful networking opportunity.

PROJECT TEAMS

A number of CASA project teams completed their work in 2010. Some included new statements of opportunity in their recommendations, others laid the groundwork for future teams, and still others were disbanded. The dedicated members of these teams deserve kudos for their hard work:

- Human and Animal Health Implementation
- Vehicle Emissions
- Electricity Framework Review
- Indoor Air Quality

WEBSITE

To accommodate the growing demand on the CASA website, it was totally re-designed in 2010. The upgraded website makes it much easier to find information and documents. With a much more robust “back end”, we’ll be able to add new features and capabilities in the future without a problem.

message from the president



My past five years as CASA's President have deepened my appreciation for CASA stakeholders' willingness to have the tough discussions that are needed to reach new agreements. Since 1994 CASA has tallied one success after another, reaching agreements related to ambient air quality, flaring and venting, renewable and alternative energy, electricity emissions, confined feeding, and vehicle emissions. More recently, discussions have focused on the implementation of existing frameworks. It may sometimes seem that achieving success requires more work and that the gains are more limited, but the commitment of all parties to continue the dialogue remains. We share a belief that we can still improve on current practice.

CASA's continued success will depend on its capacity to address increasingly complex air quality issues, while working with a broader range of stakeholders. The 2010 Coordination Workshop provided a glimpse of the changing environment in which CASA now operates. By learning more about other planning initiatives led by the Government of Alberta, and its emphasis on regional planning, we developed a better understanding of how CASA's work relates to other multi-stakeholder discussions. At the same time, the federal government is moving to establish the national Air Quality Management System.

The CASA Secretariat is also in a period of transition. Norman MacLeod joined CASA as Executive Director late in the year. Following Kerra Chomlak's able leadership we were lucky to have Randy Angle available to step in as acting Executive Director. Randy's long history with CASA and air quality issues was invaluable and he's continued to act as a trusted resource.

Norm's extensive experience in multi-stakeholder initiatives and building partnerships between industries, governments, aboriginal communities and stakeholders is a great asset. His work in stakeholder relations and consensus-based processes has produced major collaborative agreements in every region of Canada. Secretariat staff continued to enthusiastically support the work of the Board and numerous project teams. Their efforts in supporting the many activities not directly related to project team work are especially appreciated.

Norman Vincent Peale said "Change your thoughts and you change your world", and so it is with CASA. In 2011 we will review CASA's existing business lines and activities through new eyes, constantly questioning our response to a changing "landscape", and renewing our commitment to improving Alberta's air quality together.

A handwritten signature in black ink, appearing to read "Peter Watson".

Peter Watson,
President

message from the executive director



As Executive Director for just a few months in 2010, I've had the luxury of viewing CASA's accomplishments through the eyes of a new entrant. It is an impressive record.

The agreements that CASA participants have produced over the last 15 years are a practical measure of the value of collaborative work between parties with common interests. There really is no other standing multi-stakeholder group in Canada whose work has resulted in a similar set of tangible policy advice to government. Still, like all organizations, the environment in which CASA operates is constantly evolving, presenting new air quality challenges. Author Christina Baldwin said that, "Change is the constant, the signal for rebirth, the egg of the phoenix". I have no doubt CASA will meet the many challenges that remain after our business plan is refined during this year of transition.

It is clear to me that the Board and stakeholders are dedicated to making CASA work, even when finding solutions means some tough sledding. Stakeholders are the backbone of this organization. CASA's success is a product of their focus, persistence and sweat-equity, and as we move forward, CASA will have to compete with increasing demands on their time by others. That is a compelling reason to build new efficiencies into all CASA discussions and to capitalize on networking opportunities. We will seek new partnerships in order to leverage our limited resources and to add value to the work we do.

Two examples illustrate the process and substance of CASA's work. 2010 saw the publication of the *Consensus Decision-making Toolkit*, a measure of CASA's positive experience with consensus-based discussions between those who are open to collaboration. This hands-on workbook will help many Albertans tackle difficult environmental issues through practical, step-by-step advice. The year also saw the project team working on the CASA Data Warehouse upgrade data accessibility so that different users will be able to search according to their needs.

I welcome the opportunity to grow with CASA, and I look forward to contributing to the considerable work that remains to be done.

A handwritten signature in black ink, appearing to read "Norman MacLeod".

Norman MacLeod,
Executive Director

board of directors and secretariat (as of December 31, 2010)

INDUSTRY STAKEHOLDER GROUPS (by sector)

Agriculture



Director –
Rich Smith,
Alberta Beef Producers



Alternate Director –
Dwayne Marshman,
Wild Rose Agricultural Producers

Mining



Director –
Peter Darbyshire,
Graymont Limited



Alternate Director –
Dan Thillman,
Lehigh Cement

Alternate Energy



Director – Vacant
Alternate Director –
David Lawlor,
ENMAX

Oil & Gas – Large Producers



Director – Vacant
Alternate Director –
Bill Clapperton,
Canadian Natural Resources Limited

Chemical Manufacturers



Director –
Rejeanne Cool,
ME Global Canada Inc.



Alternate Director –
Al Schulz,
Chemistry Industry Association
of Canada

Oil & Gas – Small Producers



Director –
John Squarek, Small Explorers &
Producers Association of Canada

Alternate Director – Vacant

Petroleum Products



Director –
Cindy Christopher,
Imperial Oil

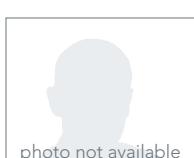


Alternate Director –
Ted Stoner,
Canadian Petroleum Products Institute

Forestry



Director –
Brian Gilliland,
Weyerhaeuser Co. Ltd.



Alternate Director –
Keith Murray,
Alberta Forest Products Association

Utilities



Director –
Don Wharton,
TransAlta Corporation



Alternate Director –
Jim Hackett,
ATCO Power Canada Ltd.

GOVERNMENT STAKEHOLDER GROUPS (by sector)

Aboriginal (First Nations)



Director –
Holly Johnson Rattlesnake,
Samson Cree Nation

Alternate Director – Vacant

Aboriginal (Métis)



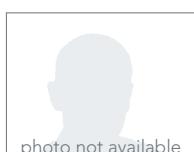
Director –
Louis Pawlowic,
Métis Settlements General Council

Alternate Director – Vacant

Federal



Director –
Randal Cripps,
Environment Canada



Alternate Director –
Brian Wiens,
Environment Canada

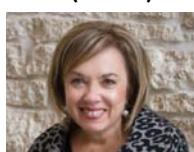
Local (Rural)



Director –
Tom Burton, Alberta Association
of Municipal Districts & Counties

Alternate Director – Vacant

Local (Urban)



Director –
Linda Sloan,
Alberta Urban Municipalities Association

Alternate Director – Vacant

Provincial – Energy



Director –
Peter Watson,
Alberta Energy



Alternate Director –
Jennifer Steber,
Alberta Energy

Provincial – Environment



Director –
Jim Ellis,
Alberta Environment



Alternate Director –
Bev Yee,
Alberta Environment

Provincial – Health



Director –
Margaret King,
Alberta Health and Wellness



Alternate Director –
Alex Mackenzie,
Alberta Health and Wellness

NON-GOVERNMENT ORGANIZATION STAKEHOLDER GROUPS (by sector)

Consumers/Transportation



Director –
Don Szarko,
Alberta Motor Association

Alternate Director – Vacant

Health



Director –
Tony Hudson,
The Lung Association – Alberta & NWT



Alternate Director –
Eileen Gresl Young,
COPD & Asthma Network of Alberta

Pollution A



Director –
Myles Kitagawa,
Toxics Watch Society of Alberta

Alternate Director – Vacant

Pollution B



Director –
Chris Severson-Baker,
Pembina Institute

Alternate Director –
Ruth Yanor,
Mewassin Community Council

Wilderness



Director –
David Spink,
Prairie Acid Rain Coalition



Alternate Director –
Ann Baran,
Southern Alberta Group
for the Environment

CASA SECRETARIAT



Director –
Norman MacLeod

PAST MEMBERS

Thank you to these past board members, who helped lead us in 2010:

- Darren Aldous, Alberta Urban Municipalities Association
- Randy Angle, CASA
- Darlene Carifelle, Métis Settlements General Council
- Kerra Chomlak, City of Leduc
- Jerry Cunningham, Métis Settlements General Council
- Robert Filkohazy, Wild Rose Agricultural Producers
- Tim Goos, Retired
- Theresa Howland, Bullfrog Power Inc.
- Alex McFadden, TransAlta Generation Partnership
- Ian Peace, Residents for Accountability in Power Industry Development
- Nashina Shariff, Toxics Watch Society of Alberta
- Trevor Swampy, Samson Cree Nation
- Allan Wells, Métis Settlements General Council

SECRETARIAT

Vision

CASA is a recognized leader in coordinating multi-stakeholder groups as they build consensus strategies to improve air quality.

Mission

The CASA Secretariat supports and coordinates our partners as they work towards the CASA vision. We are trusted to provide expertise, knowledge and best practices in each of our service-oriented roles.

- **Executive Director**

Norman MacLeod (from September);
Kerra Chomlak (to June)

- **Administrative Coordinator**

Alison Hughes

- **Administrative Assistant**

Jillian Kaufman

- **Communications Advisor**

Jean Moses

- **Financial Administrator**

Karen Bielech

- **Project Managers**

Jennifer Allan
Gustavo Hernandez
Linda Jabs
Robyn-Leigh Jacobson

Thanks to Randy Angle, Acting Executive Director for July and August.



results

evaluating and measuring CASA's performance

CASA has a strong system for measuring and evaluating its performance in the belief that "what gets measured gets done". That system includes setting priorities, evaluating organizational performance and determining performance measures.

PERFORMANCE EVALUATION

Article 16 of CASA bylaws states "*The performance of the Society will be evaluated upon the expiration of three years from the date of its incorporation, or the date of its last performance evaluation, by the Members of the Society.*" Performance evaluation occurred in 1997, 2001, 2004, and 2007.

In 2010, the CASA Board decided to use a caucus-based evaluation, which will in turn contribute to the development of a new strategic plan in 2011.

SETTING PRIORITIES

Every three years, the Board has a thorough discussion of emerging air quality issues. It is an opportunity for the Board to consider other activities which could impact CASA, and to re-evaluate CASA's mandate and mission.

PERFORMANCE MEASURES

CASA has five performance measures, with multiple indicators for each measure. All performance measures and their calculated results are approved by consensus of the CASA Board.

Note: Performance Measures 1(a) to 1(c) evaluate Alberta's progress toward CASA's vision of clean air and do not necessarily measure progress made by CASA itself. Performance Measure 2 is primarily a reflection of work done by airshed zones and the scientific community. Performance Measures 3 to 5 focus more directly on progress made by CASA.

The performance measures and corresponding indicators are:

Performance Measure 1a

Improved air quality indicators in areas of CASA action

Indicators

- Annual average ambient concentrations of: NO₂, SO₂, PM_{2.5}, H₂S, O₃, benzene, and wet acid deposition
- Annual peak concentrations of: NO₂, SO₂, PM_{2.5}, H₂S, O₃, and benzene
- Percent hourly exceedances of: NO₂, SO₂ and H₂S
- Percentage of stations assigned to action levels defined by the CASA Particulate Matter and Ozone Management Framework based on annual three-year data assessments completed by Alberta Environment

Performance Measure 1b

Change in emissions of substances of concern in areas of CASA action

Indicators

- Annual total emissions from power generation for NO_x, SO_x, PM_{2.5}, and mercury
- Change in flaring and venting associated with solution gas, well test and coalbed methane

Performance Measure 1c

Energy use as an indirect measure of air quality in areas of CASA action

Indicator

- Electrical power capacity based on renewable and alternative energy sources

Performance Measure 2

Capability to measure air quality effects on humans and the ecosystem

Indicator

- Percentage of monitoring stations and/or parameters implemented from the 2009 Ambient Air Monitoring Strategy for Alberta (AAMS)

Performance Measure 3

Number of recommendations through Comprehensive Air Quality Management System implemented

Indicator

- Percentage of substantive recommendations from 4 years ago, being 2006, that have been implemented

Performance Measure 4

Degree of CASA members', partners' and clients' satisfaction with the CASA approach

Indicators

Satisfaction with CASA's:

- Overall approach
- Openness and transparency
- Implementation of recommendations
- Resources for teams
- Achievements
- Support to airshed zones
- Communication between teams

Performance Measure 5

Degree of recognition by emitters and general public of CASA as a major vehicle for delivering improved air quality management for Alberta

Indicators

- Return visitors to website
- New stories about CASA
- Quality of news stories about CASA

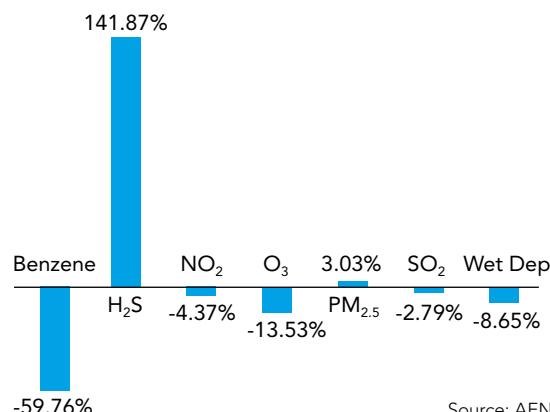
PERFORMANCE MEASURE RESULTS

Performance Measure 1a

For Performance Measure 1(a), the average ambient annual concentrations were calculated for: NO₂, SO₂, PM_{2.5}, H₂S, O₃, and benzene. The total annual wet acid deposition values were also calculated. The changes in the average concentrations of these substances from 1994 to 2009 are summarized in Figure 1.

Figure 1

Change in Average Concentration of Selected Substances (1994-2009)

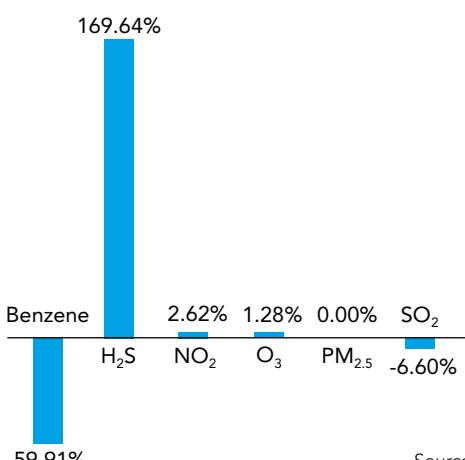


Source: AENV

The annual peak concentrations of NO₂, SO₂, PM_{2.5}, H₂S, O₃, and benzene were also calculated for Performance Measure 1(a). The changes in the peak concentrations of these substances from 1994 to 2009 are summarized in Figure 2.

Figure 2

Change in Peak Concentration of Selected Substances (1994-2009)



Source: AENV

Annual average and peak benzene concentrations have significantly decreased between 1994 and 2009. The reductions in ambient benzene levels are seen at monitoring stations in Edmonton and Calgary and are mainly the result of regulations to lower the benzene content of gasoline and regulations to improve the emission performance of on-road vehicles in Canada.

Substantial increases in ambient hydrogen sulphide concentrations are noted at monitoring stations located close to oil sands facilities north of Fort McMurray. An increase in the frequency of exceedances of ambient air quality objectives for hydrogen sulphide began in 2006. These are likely caused by fugitive emissions associated with oil sands operations. Alberta's ambient air quality objectives for hydrogen sulphide are based on odour.

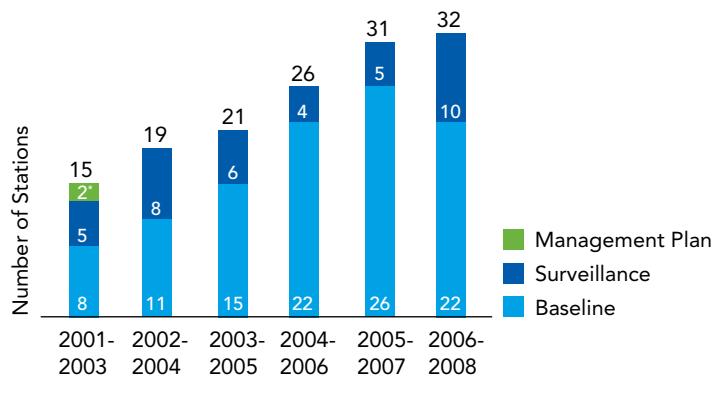
The Committee wishes to note that wet deposition is not included in the peak concentrations chart as it is a concern over long time periods and the peak concentrations are an indicator of short-term exposure.

This particular portion of performance measure 1(a) is not under direct CASA control and the Alberta Environment (AENV) State of the Environment (*SoE*) reporting already provides this information dating back to 1990. These two figures are excerpted from the Alberta Environment State of the Environment report which can be found at: www.environment.alberta.ca/02488.html. Please note the information contained in the two figures is aggregated information and more detailed information can be found by going to the State of the Environment report at the link provided.

New for 2010, under Performance Measure 1(a) is the percentage of stations assigned to action levels defined by the CASA Particulate Matter and Ozone Management Framework (PM and Ozone Framework) based on annual three-year data assessments completed by Alberta Environment (Figure 3).

The placement of a station is defined by the PM and Ozone levels for the last three years. This indicator is based on the actual annual levels.

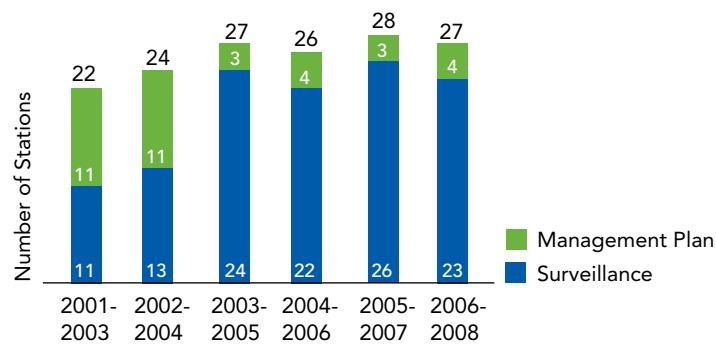
Figure 3
CASA Framework Action Levels for PM_{2.5}



*Action levels based on non-representative data. Source: AENV

The action levels for PM_{2.5} show relatively consistent behavior over time. There have been no stations assigned to the Canada Wide Standard Exceedance level. There were two stations assigned to the management plan level in 2001-2003, but these were based on incomplete data in one case, and for the other, the station did not meet siting criteria and was later moved. The proportions of stations assigned to the Surveillance and Baseline levels have ranged from 42 and 58% to 15 and 85% respectively. Variations are due to both changes in PM_{2.5} levels over time and the increase in monitoring. The number of stations reporting PM_{2.5} have more than doubled from 15 to 32 from the first assessment to the last.

Figure 4
CASA Framework Action Levels for Ozone



Source: AENV

There have also been no stations assigned to the CWS Exceedance level for ozone (Figure 4). The action levels for ozone show that the 2001-2003 and 2002-2004 assessments had more stations assigned to the Management Plan action level than subsequent assessments, but this was largely due to changes in meteorology.

Both indicators show that Alberta is in compliance with the Canada-Wide Standards for PM_{2.5} and ozone. The Capital Airshed Partnership, Parkland Airshed Management Zone and Calgary Region Airshed Zone have submitted ozone management plans to Alberta Environment and are beginning to implement these plans.

The stewardship for this indicator is different to the other indicators in Performance Measure 1(a) as it is very closely tied to CASA action and is calculated and reported annually to the CASA Board by AENV, as set out in Recommendation 28 of the 2009 Ambient Air Monitoring Strategy for Alberta (AAMS).

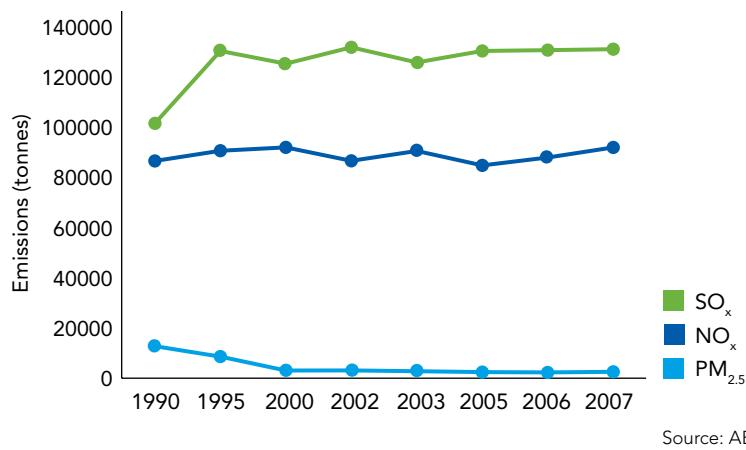
Performance Measure 1(b)

Total annual emissions from power generation in Alberta and the change in solution gas flared and vented have historically been used as indicators for Performance Measure 1(b). New for 2010 is an amendment to include well test and coalbed methane in flaring and venting.

For the power generation industry:

Criteria Area Contaminants (CAC)

Figure 5
CAC Emissions from the Electricity Sector



Mercury

Total annual emissions from power generation in Alberta has historically been used for performance measure 1(b). The mercury emissions data used in this measurement is taken from the Environment Canada National Pollutant Release Inventory (NPRI). Mercury monitoring and estimation methods have been improving over the years and reporting requirements may continue to change in future years. Facilities are not required to apply new methodologies to previously reported emissions estimations. Mercury is reported each year and has requirements that are largely independent of previous years' reporting. Because of these changes in the measurement methods and calculations, a trend for mercury is unable to be constructed. By the end of 2010, Alberta coal-fired power plants must have technology in place to capture 70% of mercury emissions, which is expected to lead to a decrease in mercury emissions. Beginning January 1, 2012 new and improved mercury calculation methods will be implemented under the Alberta Environment Cumulative Effects Management System, with increased capture rates and better measurements.

For the oil and gas sector:

Both the flaring (Figure 6) and venting (Figure 7) data are excerpted from the Energy Resources Conservation Board (ERCB) ST60B-2010 Report: "Upstream Petroleum Industry Flaring and Venting Report: Industry Performance for Year Ending December 31, 2009."

- Flaring and venting from all upstream oil and gas sources, including solution gas, well test and coalbed methane, decreased 22% and 11.9% respectively from 2008 to 2009.

- The total volume flared from all upstream oil and gas sources in 2009 was 539,106 m³ (19,134 MMcf), a decrease of 22.0 per cent from 2008.
- Vented volumes are broken down by source for 2000 to 2009. The total volume vented from all upstream oil and gas sources in 2009 was 367,106 m³ (13,033 MMcf), a decrease of 50,106 m³ (1,775 MMcf), or 11.9 per cent, from 2008.

Note: The years 1996 and 2000 were selected as the baseline years for solution gas flaring and venting respectively because these topics were addressed by the CASA Flaring and Venting Project Team with the latest data available at those times.

Figure 6
Flared from All Upstream Oil and Gas Sources

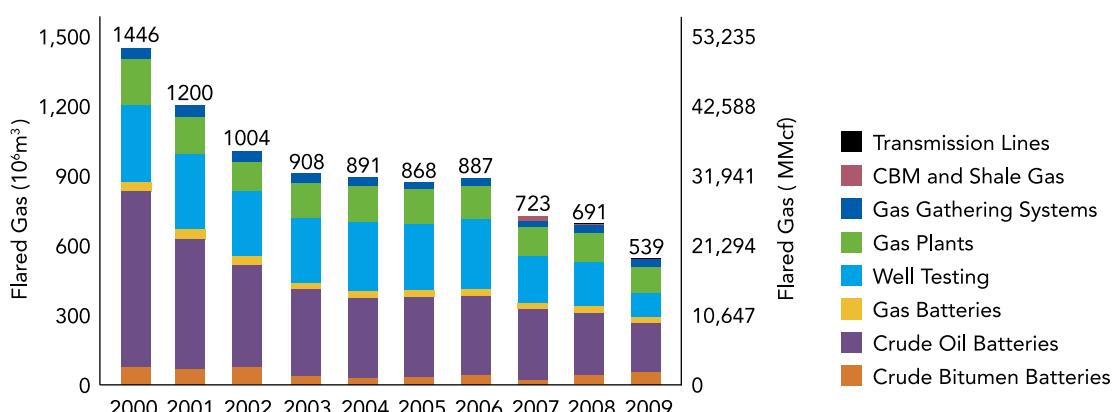
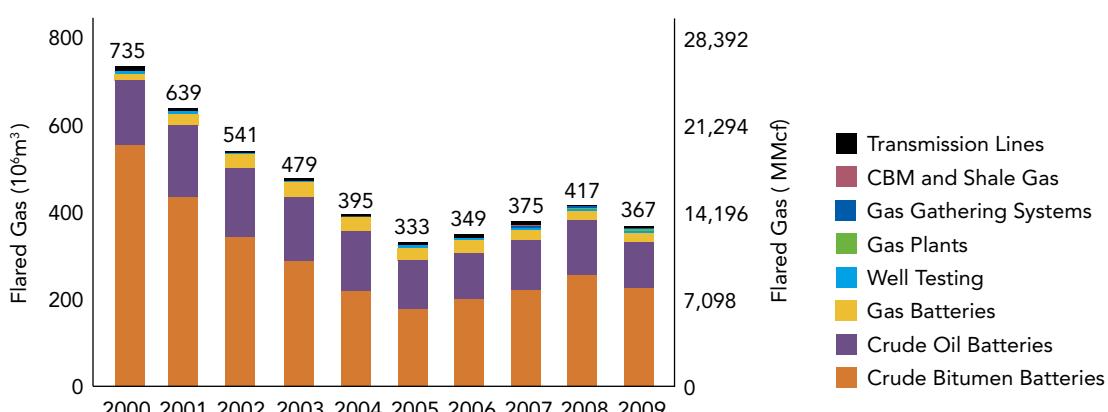


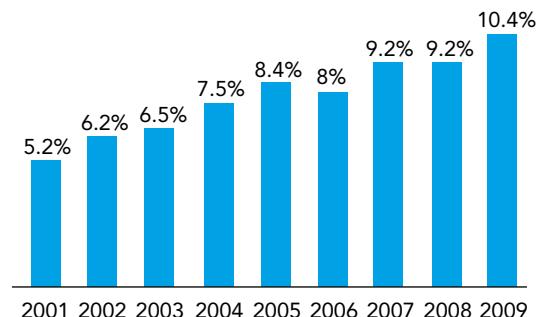
Figure 7
Vented from All Upstream Oil and Gas Sectors



Performance Measure 1(c)

The generation of energy in Alberta from renewable and alternative energy sources is the indicator used for Performance Measure 1(c) in Figure 8. Between 2001 and 2009, the proportion of total energy production and sales from renewable and alternative sources has doubled from 5.2% to 10.4%.

Figure 8
Electricity Generation from Renewable and Alternative Energy Sources in Alberta



Source: ERCB Statistical Reports

Source: ERCB ST60B

Source: ERCB ST60B

CASA 2010 Annual Report

Performance Measure 2

The CASA Board approved the 2009 AAMS in September 2009. The baseline year will now become 2009, with the methods used to calculate the indicators remaining the same as in previous years. However, they will be based on the monitoring stations and/or parameters outlined in the sub-programs contained in the 2009 AAMS.

The indicator for Performance Measure 2 will now be: The percentage of monitoring stations and/or parameters implemented from the seven sub-programs contained in the 2009 Ambient Monitoring Strategy for Alberta.

	2009	2010
Population-based	57%	57%
Ecosystem-based	18%	20%
Ozone	52%	75%
Background & Boundary Transport	44%	44%
Pattern Recognition	40%	40%

Overall, from September 2009 (51%) to September 2010 (54%), there was a 3% increase in monitoring stations in the Province.

Performance Measure 3

Performance Measure 3 (recommendations implemented) is an annual calculation to determine the extent of implementation of CASA recommendations after 3 years of implementation. The committee assessed CASA recommendations approved by the Board in 2006.

There was one substantive recommendation for 2006 from the Electrical Efficiency and Conservation team: "that the Government of Alberta develops an overarching Energy Conservation and Efficiency Framework for Alberta. The framework should be developed and implemented in a timely manner."

The recommendation has been implemented, rendering the 2006 recommendations fully implemented at 100%.

Performance Measure 4

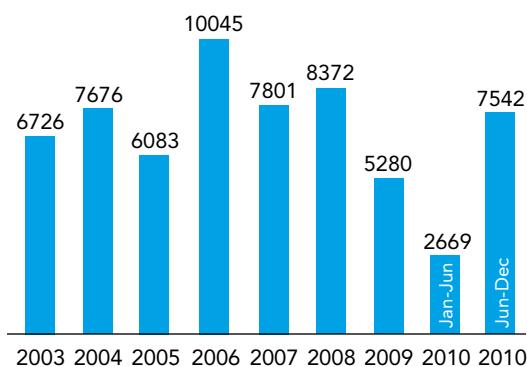
The performance indicator for this measure is based on a survey of CASA stakeholders designed to measure stakeholder satisfaction with the CASA organization and the CASA process.

- 50% of respondents were satisfied with the CASA way of addressing air quality issues.
- 84% were satisfied with the openness and transparency with which CASA conducts its business.
- 25% of stakeholders are satisfied with the implementation of substantive recommendations.
- 54% of respondents feel their group has the resources it needs to meet its objectives.
- In general, 45% are satisfied with CASA's achievements.
- 37% of respondents are satisfied with CASA's support to airshed zones.
- 33% of respondents were satisfied with communications.

Performance Measure 5

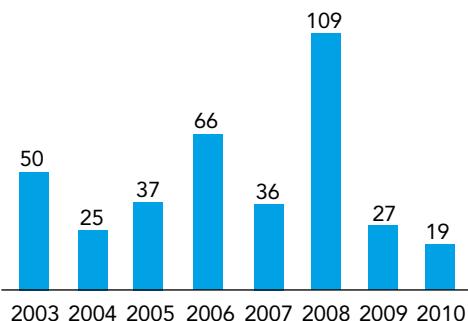
In 2010, the number of repeat visitors rose 43% from the previous year, closer to the average annual number of visitors since 2003. This can be explained, in part, by the new web design attracting more visitors, but is consistent throughout the year when the new website was only launched in November. Because CASA changed its host server and our analytics provider mid-way through the year, 2010 has been split between the two providers. The 2010 calculations could not be added together due to calculation differences, therefore are included separately in Figure 9 below.

Figure 9
Number of Repeat Visitors to the CASA Website



One news story indicator measures the number of news stories about CASA in the Alberta news media (print, television, radio, magazines, etc.) each year. The number of news stories is proportional to newsworthy activity by CASA, as set out in Figure 10.

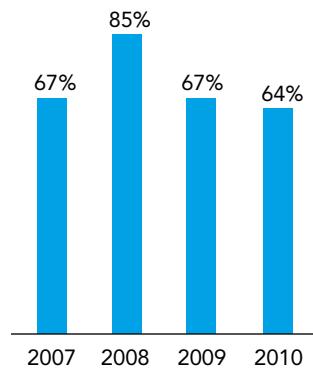
Figure 10
CASA News Stories Count



In 2010, the total number of news stories dropped, largely because there were fewer substantive recommendations put forward by project teams. The overall tone of the stories was split fairly evenly between positive and neutral, reflecting CASA's reputation in the environmental world.

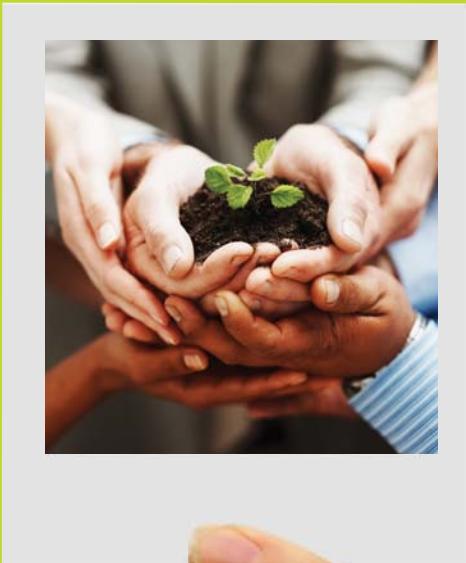
The second indicator measures the quality of that news coverage. Since 2007, that has been calculated using the Media Relations Rating Points (MRP)TM system developed by the Canadian Public Relations Society. The score is determined by evaluating several attributes of each story, and the presence of CASA messages in the article. Using the MRP, CASA achieved an overall score of 64.3% in 2010, down just slightly from 2009 as shown in Figure 11.

Figure 11
CASA News Stories Quality (MRP Rating)





Team work



CASA teams

BOARD COMMITTEES

Operations Steering Committee

This team is responsible for oversight of the development and operation of the CASA Data Warehouse (CDW) website and database. The Operations Steering Committee (OSC) is intended to function like a strategic board and does not deal with implementation details.

2010 Highlights

The future of the OSC has been under discussion because of the potential impact of emerging government policies such as the 2009 Ambient Monitoring Strategic Plan (AMSP) and the Clean Air Strategy (CAS). There is some uncertainty regarding the future role of the OSC and several potential directions are currently under discussion.

Implementation decisions for the Integrated Monitoring, Evaluation and Reporting Framework (IMERF), Cumulative Effects Management System (CEMS), Clean Air Strategy (CAS) and the national Air Quality Management System (AQMS – formerly the Comprehensive Air Management System) may all affect how data is collected, reported and stored and may have a direct impact on the role of the OSC. As a result, the OSC is anticipating alignment with these emerging policies.

Members

- Tom Dickson (chair), Alberta Environment
- Michael Bisaga, Lakeland Industry & Community Association
- Matthew Dance, Toxics Watch Society of Alberta
- Linda Jabs, CASA
- Shane Lamden, NOVA Chemicals Corporation
- Norman MacLeod, CASA
- Keith Murray, Alberta Forest Products Association
- Bob Myrick, Alberta Environment
- Janine Ross, Alberta Environment
- Bob Scotten, West Central Airshed Society
- Merry Turtiak, Alberta Health and Wellness
- Kevin Warren, Parkland Airshed Management Zone
- Brian Wiens, Environment Canada

CASA & AAC Joint Standing Committee

This committee's purpose is to strengthen the relationship between CASA, the Alberta Airsheds Council and the individual airshed zones and will provide a forum to discuss and address strategic issues related to effective air quality management in Alberta.

2010 Highlights

The formation of the CASA and AAC Joint Standing Committee is one of the outcomes from the work of the Airshed Zones Board Committee. A Committee Terms of Reference has been agreed to and the team will be meeting in early 2011 to commence its work.

The goals of this Committee are to:

- Ensure effective direct representation of AAC and its members' interests concerning CASA-Airshed Zones relations and strategic air quality management to CASA Board members.
- Assess the effect of CASA recommendations on AAC and its members, including funding, and respond as required to any potential impacts.
- Identify and address strategic issues of mutual interest to the CASA Board and AAC and its members, including issues related to air quality management roles and responsibilities.
- Monitor implementation of all recommendations made by the Airshed Zones Board Committee in its final report and determine ways to respond if implementation is not proceeding as expected.

Members

- Mike Bisaga, Lakeland Industry and Community Association
- Tom Burton, Alberta Association of Municipal Districts and Counties
- Bill Clapperton, Canadian Natural Resources Ltd.
- Norman MacLeod, CASA
- Kristina Friesen, Alberta Airsheds Council
- Linda Jabs, CASA
- Myles Kitagawa, Toxics Watch Society of Alberta
- Shelly Pruden, Peace Airshed Zone Association
- Al Schulz, Chemical Industry Association of Canada
- Bob Scotten, West Central Airshed Society
- Chris Severson-Baker, Pembina Institute
- Kevin Warren, Parkland Airshed Management Zone
- Bev Yee, Alberta Environment

Executive Committee

The Executive Committee provides leadership, advice and direction to support CASA's strategic goals and objectives. Providing guidance to, and taking direction from, the Board of Directors, the committee provides impartial leadership through focusing on meeting content and keeping CASA focused on moving forward.

Members liaise with Ministers and advocate for CASA and the CASA process, monitor board effectiveness and adherence to policies and procedures, and oversee CASA finances and operation of the secretariat.

2010 Highlights

The Executive Committee successfully concluded its search for a new Executive Director in July of 2010, providing continuity during a time of significant change for CASA and the Secretariat. Executive Committee oversight of all strategic planning activities in 2010 provided a basis for the Board to make well-informed decisions about CASA's future as a valued forum for multi-stakeholder dialogue about air quality.

Members

- Peter Watson, President – representing government stakeholders
- Cindy Christopher, Vice-President – representing industry stakeholders
- Myles Kitagawa, Vice-President – representing non-government stakeholders
- Kerra Chomlak, Secretary-treasurer – CASA's Executive Director (to June)
- Norman McLeod, Secretary-treasurer – CASA's Executive Director (from September)

Communications Committee

This longest-running committee develops communications policy and direction for recommendation to the Board of Directors. The team provides direction and advice to strategic internal and external communications initiatives, plans and priorities in support of the CASA mission and vision. Its responsibilities also include administration of performance measure five (degree of recognition of CASA).

2010 Highlights

This year, the team successfully organized a Coordination Workshop to provide stakeholders with information about a number of initiatives and other organizations having a potential impact on CASA. It also developed a public participation policy for approval by the Board.

Members

- Tony Hudson (chair), The Lung Association, AB & NWT
- Ann Baran, Southern Alberta Group for the Environment
- Ogho Ikhalo, Alberta Environment
- Karen Karbaszewski, Alberta Energy
- Jean Moses, CASA
- Deb Steele, The Lung Association, AB & NWT
- Rachel Turner, Canadian Association of Petroleum Producers
- Brian Waddell, Alberta Environment
- Ruth Yanor, Mewassin Community Council

Corresponding Members

- Bob Curran, Energy Resources Conservation Board
- Tom Neufeld, Energy Resources Conservation Board
- Gloria Trimble, Environment Canada

Performance Measures Committee

This committee is charged with developing a process for calculating and assessing CASA's performance. It also oversees the calculation of performance indicators related to those measures. The first three performance measures are calculated every three years. The other two are measured annually. (See pages 15 - 21.)

2010 Highlights

In 2010, all of the five performance measures were assessed according to the approved schedule.

Members

- Linda Jabs, CASA
- Bob Myrick, Alberta Environment
- Ted Stoner, Canadian Petroleum Products Institute
- Ruth Yanor, Mewassin Community Council

Strategic Foresight Committee

The Board initiated a strategic foresight process to inform their strategic planning. Strategic foresight is the process of creating and maintaining a forward view of significant trends and drivers and using the insights that arise in strategic and organizational ways. This process will ensure the CASA Board has a solid foundation for strategic conversations and planning.

2010 Highlights

A new committee this year, the Strategic Foresight Committee enlisted a contractor's help to guide them through the strategic foresight process, and to better prepare the Board to explore, make sense of and respond to the full range of anticipated changes in the next 20-30 years, and to build foresight capacity within CASA and its stakeholder groups.

Members

- Myles Kitagawa (co-chair), Toxics Watch Society of Alberta
- Bev Yee (co-chair), Alberta Environment
- Bill Clapperton, Canadian Natural Resources Limited
- Stephanie Clarke, Alberta Environment
- Gerry Ertel, Shell Canada Limited
- Jillian Flett, Alberta Environment
- Kristina Friesen, Alberta Capital Airshed Alliance
- Eileen Gresl Young, COPD & Asthma Network of Alberta
- Robyn Jacobsen, CASA
- Margaret King, Alberta Health and Wellness
- Norman MacLeod, CASA
- Al Schulz, Chemistry Industry Association of Canada
- Chris Severson-Baker, Pembina Institute
- Rich Smith, Alberta Beef Producers
- Jennifer Steber, Alberta Energy
- Brian Wiens, Environment Canada

PROJECT TEAMS

Confined Feeding Operations Implementation Review

This new team will provide a progress report outlining and assessing implementation of the original 2008 CFO recommendations. The team will also identify and share learnings from the implementation of the recommendations. This work will prepare the 2011 CFO Project team when it reconvenes later this year.

2010 Highlights

The terms of reference were approved, and the team expects to provide their final report mid-way through 2011.

Members

- Ron Axelson, Intensive Livestock Working Group
- Ann Baran, Southern Alberta Group for the Environment
- Laura Blair, Alberta Environment
- Robyn Jacobsen, CASA
- Sandi Jones, Alberta Agriculture and Rural Development
- Jim McKinley, Natural Resources Conservation Board
- Denis Sauvageau, Friends of an Unpolluted Lifestyle

Electricity Framework Review

This review team's responsibility was to assess new emission control technologies and update emission standards for new generation units. It also determined if there were any new substances that may require standards, reviewed implementation progress, and considered whether the framework is achieving its objectives.

2010 Highlights

There was general consensus that the 2003 framework was satisfactorily implemented, but several areas needed further work. The team also reached consensus on the best available technology economically achievable and updated source standards for new coal-fired units. The team was not able to reach consensus on updated source standards for gas-fired units. The CASA Board agreed to forward this issue to the Government of Alberta for a final decision. The team is continuing to work on the development of a Particulate Matter Management System for existing coal-fired units.

Members

- Randy Dobko (co-chair, Alberta Environment)
- Jim Hackett (co-chair), ATCO Power Canada Ltd.
- Tom Marr-Laing (co-chair), Pembina Institute
- Casey Chan, Capital Power
- Jack Davis, Alberta Utilities Commission
- Terry Dumonceau, EnCana Power and Processing ULC
- Ahmed Idriss, Capital Power Corporation
- Robyn Jacobsen, CASA
- Bob Jones, Alberta Association of Municipal Districts & Counties
- Rod Kause, TransAlta
- Bevan Laing, Alberta Energy
- Ken Omotani, TransAlta Generation Partnership
- Krista Phillips, Canadian Association of Petroleum Producers
- Al Schulz, Chemistry Industry Association of Canada
- Nashina Shariff, Toxics Watch Society of Alberta
- Rahul Shrivastava, ENMAX
- John Skowronski, Canadian Petroleum Products Institute
- David Spink, Prairie Acid Rain Coalition
- John Squarek,
Small Explorers and Producers Association of Canada
- Carolyn Tester, Imperial Oil, Products and Chemicals
- Trevor Thain, Town of Whitecourt
- Joan Tingley, ATCO Power Canada Ltd.
- Harry Tyrrell, Mewassin Community Council
- Wayne Ungstad, Ponoka Fish and Game
- Srikanth Venugopal, TransCanada Transmission
- Bev Yee, Alberta Environment

Flaring and Venting

The Flaring and Venting project team assessed performance of the upstream oil and gas industry in managing flaring and venting, also considering possible recommendations to improve the management framework.

2010 Highlights

After studying and discussing the issues related to the feasibility and implications of eliminating routine flaring and venting, the team prepared its final report. The team reported that a number of previous recommendations were implemented through regulations and best management practices and resulted in significant reductions in flaring and venting. It also developed two of their own consensus recommendations. At the close of 2010, members had not yet reached consensus on the disposition of the team (i.e. to disband the team or go into abeyance).

Members

- Andrew Higgins (co-chair),
Canadian Natural Resources Limited
- Chris Severson-Baker (co-chair), Pembina Institute
- James Vaughan (co-chair),
Energy Resources Conservation Board
- Bob Barss,
Alberta Association of Municipal Districts & Counties
- Randy Dobko, Alberta Environment
- Wayne Hillier, Husky Energy
- Robyn Jacobsen, CASA
- Anna Maslowski, Alberta Energy
- Randall McNeill, Husky Energy
- Ian Peace,
Residents for Accountability in Power Industry Development
- Krista Phillips,
Canadian Association of Petroleum Producers
- Jolene Shannon,
Pembina Agricultural Protection Association
- Ralph Smith, Wildrose Agricultural Producers
- Jim Spangelo, Energy Resources Conservation Board
- John Squarek, Small Explorers and Producers Association

Human and Animal Health Implementation

This team's responsibility was to create an implementation plan for previous recommendations from the Human Health Project and Animal Health Project teams.

2010 Highlights

The team met in April 2010 and decided to remain in abeyance as they await further information. Alberta Health and Wellness (AHW) will provide an update to CASA on the Syndromic Surveillance Network (SSN) project at least every six months. After the update, the project manager and the chairs decide whether to meet. AHW expects to provide an update to the team about the progress in the SSN project by April 2011.

Members

- Alexander MacKenzie (co-chair),
Alberta Health and Wellness
- Ruth Yanor (co-chair), Mewassin Community Council
- Mark Boulton, Suncor
- Kerra Chomlak, CASA
- Simon Cobban, Intensive Livestock Working Group
- Marilyn Craig, Energy Resources Conservation Board
- Eileen Gresl, COPD & Asthma Network of Alberta
- Gustavo Hernandez, CASA
- Judy Huntley, Bert Riggall Environmental Foundation
- Joe Kendal,
Alberta Agriculture, Food and Rural Development
- Dean Lien, Farmer's Advocate
- Laura McLeod, Alberta Health Services
- Carol Newman,
Canadian Association of Petroleum Producers
- Gary Sargent, Canadian Association of Petroleum Producers
- Al Schulz, Canadian Chemical Producer's Association
- Merry Turtiak, Alberta Health & Wellness
- Brenda Woo, Health Canada

Particulate Matter and Ozone Management Implementation

This team monitors the implementation of the 2003 PM and Ozone Management Framework, and provides stakeholder advice on implementation as required.

2010 Highlights

The Ozone Management Plans that were developed by the Alberta Capital Airshed Alliance (ACAA), the Calgary Region Airshed Zone (CRAZ) and the Parkland Airshed Management Zone (PAMZ) were approved by Alberta Environment. Each of these airsheds is implementing the recommendations contained in their respective plans.

In both May and November 2010 the project team received updates on the national Air Quality Management System (AQMS – formerly the Comprehensive Air Management System) that was accepted by the federal, provincial and territorial ministers in October 2010. The AQMS will include Canadian Ambient Air Quality Standards (CAAQS) for fine particulate matter ($PM_{2.5}$) and ozone (O_3) and air quality triggers below the standards. The project team has agreed to review and analyze any scientific literature or information provided by AQMS when reviewing the $PM_{2.5}$ and O_3 standards. The project team is also in the process of drafting a "Lessons Learned" document as it pertains to the Framework implementation in Alberta. It will be used to provide input into the federal provincial stakeholder engagement process. The review of the 2003 Framework is on hold in light of the new National AQMS policy under development.

Members

- Claude Chamberland (Co-Chair), Shell Canada Energy
- Bob Myrick (Co-Chair), Alberta Environment
- Ian Peace (Co-Chair), Residents for Accountability in Power Industry Development
- Sara Barss, TransCanada
- Jill Bloor, Calgary Region Airshed Zone
- Erin Evans, City of Calgary Alternate
- Kelly Fyhn, EPCOR
- Linda Harvey, City of Calgary
- Debra Hopkins, Alberta Health and Wellness
- Marc Huot, Pembina Institute
- Ahmed Idriss, Capital Power Corporation
- Linda Jabs, CASA
- Myles Kitagawa, Toxics Watch Society of Alberta
- Shane Lamden, NOVA Chemicals Corporation
- Norman MacLeod, CASA
- Keith Murray, Alberta Forest Products Association
- Mike Pawlicki, Lafarge Canada Inc.
- Ken Robertson, City of Calgary
- Dennis Stefani, Alberta Health Services (Calgary and Area)
- Karina Thomas, Alberta Health and Wellness
- Kevin Warren, Parkland Airshed Management Zone
- Darcy Walberg, Agrium

Corresponding Members

- Randy Angle, CASA
- Andrew Clayton, Alberta Environment
- Long Fu, Alberta Environment
- Shane Lamden, NOVA Chemicals Corporation
- Bettina Mueller, Alberta Energy
- Crystal Parrell, Alberta Environment
- Krista Phillips, Canadian Association of Petroleum Producers

Martha Kostuch Legacy Workshop

This team built on their successful workshop on consensus decision-making in honour of Dr. Martha Kostuch by developing and distributing the *Consensus Decision-making Toolkit* to aid in consensus success.

2010 Highlights

Following the workshop, the team secured Board support for additional peer review and implementation design for the tools identified from the workshop. Although originally beyond the terms of reference, the team considered this additional work as necessary for a robust product. Later in the year CASA, in partnership with the Alberta Water Council, printed and distributed the *Consensus Decision-making Toolkit*.

Members

- George Murphy (chair), Alberta Environment
- Jennifer Allan, CASA
- Ann Baran, Southern Alberta Environmental Group
- Kerra Chomlak, CASA
- Carmen Gilmore, Alberta Energy
- Krista Phillips, Canadian Association of Petroleum Producers
- Terry Sly, Alberta Water Council

Vehicle Emissions Implementation

This team was to recommend initiatives to reduce vehicle emissions and support CASA's clean air vision.

2010 Highlights

This year, the VET team was successful in drafting two final reports. The team's assessment of the adoption of diesel particulate filter technology in Alberta showed a major reduction in emission reductions of total hydrocarbons, carbon monoxide and total particulate matter. The team's final report presented this year outlined the five major projects undertaken by the team since 1997. With acceptance of the report, the VET team was disbanded.

In 2010, the team discussed new initiatives to address the reduction of vehicle emissions under the current context. It developed a draft Statement of Opportunity for the development of a provincial vehicle emissions reduction framework. This draft will be finished after the Alberta Clean Air Strategy is finalized.

Members

- Rob Bioletti (co-chair), Alberta Environment
- Myles Kitagawa (co-chair), Toxics Watch Society
- Ron Schafer (co-chair), City of Calgary
- Maureen Brown, City of Calgary
- Peter DzikowskiAlberta, Infrastructure and Transportation
- Gustavo Hernandez, CASA
- Mike Mellross, City of Edmonton
- Mayne Root, Alberta Motor Transportation Association
- Ted Stoner, CPPI
- Don Szarko, Alberta Motor Association
- Kyle White, City of Calgary
- Scott Wilson, Alberta Motor Association

airshed zones

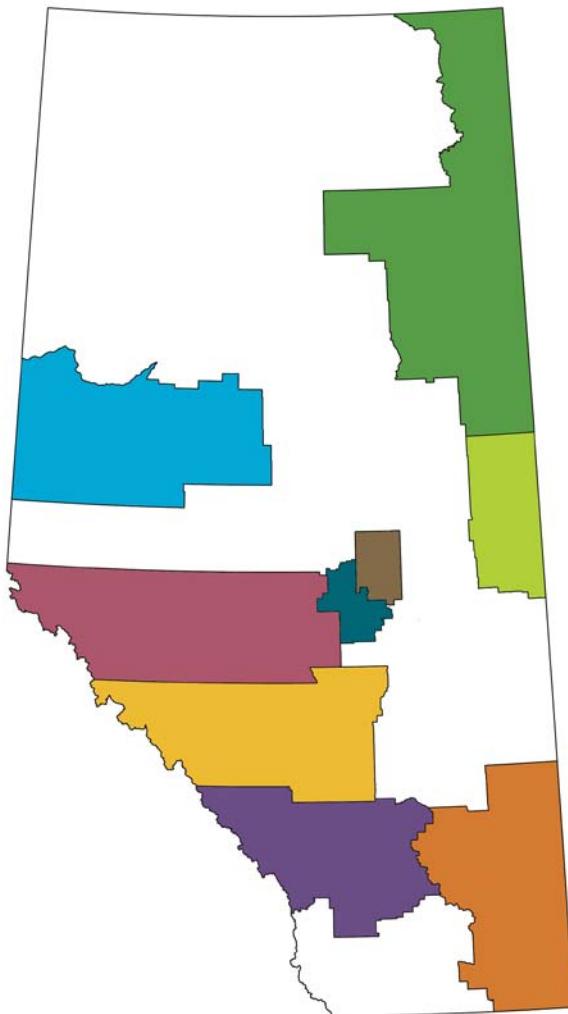
In Alberta, non-profit societies or associations conduct passive and/or continuous ambient air quality monitoring as airshed zones. They are formed by local stakeholders to deal with air quality issues in a specific region, and are funded by the partners in each airshed zone. Although CASA provides guidelines for formation and operation, each airshed zone operates independently as a non-profit society or association. All endorsed airshed zones are consensus-based and support the CASA vision.

CASA has endorsed eight airshed zones throughout the province, and as a courtesy, reports from those airshed zones are included in this annual report. The Alberta Capital Airshed Alliance (Edmonton and area) exists, but endorsement by CASA is pending.

2010 Highlights

- The CASA and Alberta Airsheds Council Joint Standing Committee was formed to nurture the relationship between CASA, the Alberta Airsheds Council and individual airshed zones.

Airshed Zones



- Wood Buffalo Environmental Association Airshed
- Peace Airshed Zone Association
- Lakeland Industry & Community Association
- Fort Air Partnership Airshed
- Alberta Capital Airshed Alliance
(CASA endorsement pending)
- West Central Airshed Society
- Parkland Airshed Management Zone
- Calgary Region Airshed Zone
- Palliser Airshed Society

ALBERTA AIRSHEDS COUNCIL

As the number of airshed societies in the province increased and their roles evolved over a decade, the airsheds found increasing value in working together. The Alberta Airsheds Council identifies and advocates for the common interests of Alberta's airsheds.

This past year, the CASA and Alberta Airsheds Council Joint Standing Committee was created, as part of a set of four recommendations designed to strengthen the relationship between CASA and Alberta's airsheds. The standing committee also provides a forum to discuss and address strategic issues related to effective air quality management in Alberta.

The Alberta Airsheds Council:

- Provides a forum for discussing air quality issues and management strategies;
- Strengthens relationships between airsheds, regulatory agencies and others;
- Facilitates communication between airsheds and the public; and
- Acts as a resource for forming airsheds.

CALGARY REGION AIRSHED ZONE (CRAZ)

In 2010, the CRAZ technical committee began working with the City of Calgary and Alberta Environment to relocate the Calgary Central Air Monitoring Station. We hope for a site meeting AQM Directive guidelines, and welcomed by the community. Once the site is finalized, stakeholder consultations will begin. CRAZ is also very excited about the public education component planned for the station.

The technical committee has also been busy planning a passive monitoring network of up to 35 stations, for deployment in 2011. That involves consultation with municipalities, industries who do monitoring and the public.

CRAZ formed a particulate matter/ozone audit committee in 2010 to review our plan to ensure all parties are working on the objectives, and identify realistic tasks. A key element is reporting back to key stakeholders and general public on completed and future projects.

Membership fees were approved at the AGM and response has been very positive. CRAZ will continue work on formulating a fair and equitable funding formula.

Part of the membership drive is engagement with the 23 municipalities in the CRAZ area. Of the 12 presentations in 2010 asking for endorsement of their membership, eight had voted in favour by year end. There is still work to be done but we believe the dialogue will continue and all municipalities will see the benefit in working together on a regional issue.

CRAZ's staff in 2011 will work on the education/outreach committee's plan for the region.

The CRAZ Board, staff and volunteers are excited about meeting new challenges and demands in 2011, building a solid financial program and providing credible air monitoring data. Learn more at www.craz.ca.

FORT AIR PARTNERSHIP (FAP)

In 2010 Fort Air Partnership (FAP) continued its transition toward a regional air monitoring network. Operating a regional network (rather than fence line monitoring) gives a more well-rounded characterization of regional air quality. It provides the ability to measure the cumulative impact of all pollutant sources, taking into consideration regulated industrial emissions, plus non-regulated sources like urban, oil and gas, and agricultural. In 2010 FAP began laying the groundwork for a monitoring network assessment to provide guidance as we continue to move toward a regional monitoring network.

FAP commissioned a continuous monitoring station in the Town of Bruderheim, with a public open house and tours at the station coinciding with the AGM. This station is important for understanding the air quality residents of Bruderheim experience, providing data to calculate the Air Quality Index (AQI). The AQI is also reported at FAP's Lamont County, Fort Saskatchewan and Elk Island monitoring stations.

FAP also continued working with WCAS and ACAA in implementing recommendations from the Capital Region Ozone Management Plan. An ozone network assessment for the larger Capital Region was completed, prompting three additional ozone monitoring study sites around the Edmonton Census Metropolitan area. Five new passive monitoring sites were also added to the FAP network. Two new particulate monitors were installed and significant equipment upgrades made to the National Air Pollution Surveillance (NAPS) station at Elk Island National Park. Incremental upgrades were made to data management and reporting systems.

FAP's continuing communications included distribution of annual reports, information pamphlets and fact sheets in the *Making it Clear* series, plus presentations to industry groups, county councils, community advisory panels and the public. A new website was developed and launched in December. FAP also continued support for the Life in the Heartland initiative, a collaboration between organizations in the Industrial Heartland to keep residents informed about issues regarding industrial development.

LAKELAND INDUSTRY AND COMMUNITY ASSOCIATION (LICA)

2010 was a year of growth for the LICA Airshed Zone.

2010 marks LICA's first year of operating the fully implemented regional air quality monitoring program. The continuous monitoring program currently consists of three fixed continuous monitoring trailers and one portable monitoring station. Building on the success of other airsheds' programs, LICA is presently developing a procedure for receiving stakeholder input for selecting and prioritizing potential monitoring sites for the portable station.

For 2010, LICA's other monitoring programs also included the 26 station passive monitoring network, integrated volatile organic compound and polycyclic aromatic hydrocarbon sampling at selected locations, and the landowner-sampled *Community Monitoring Project*.

Within the last year, the Airshed established its first soil acidification monitoring plot in Moose Lake Provincial Park, which will help improve stakeholders' understanding of potential soil acidification throughout the Lakeland region. LICA was fortunate to have elders from Frog Lake First Nations and the Zone II Regional Council of the Métis Nation of Alberta lead a traditional Aboriginal blessing to commemorate the inaugural soil acidification plot. Over the next two years, LICA has plans to implement two more soil monitoring plots at other locations within the airshed zone.

Projects planned for 2011 include analyzing co-located and duplicate sampling data, interpretation and analysis of volatile organic compound and polycyclic aromatic hydrocarbon monitoring data, establishing synergy with the Beaver River Watershed Alliance through lake chemistry analysis (potential acidification impacts), and education and outreach through local schools or focused public events.

Strategically looking ahead to 2011, the LICA Airshed will continue to provide an increased awareness about air quality to the Lakeland community and determine what role the Airshed Zone can play in Alberta Environment's Cumulative Effects Management (CEM) System.

PALLISER AIRSHED SOCIETY (PAS)

The Palliser Airshed Society has been significantly restructured. The Board has taken a number of steps to improve the air monitoring program and build a sustainable operations strategy. It developed and executed a new business plan that has proven successful. PAS has seen an increase in membership, a slight increase in area and a significant increase in revenue. Costs have been held down and the budget has not been exceeded.

One special project was approved in 2010. In response to an odour complaint in downtown Medicine Hat during a cold weather inversion, PAS agreed to install a THC and NOx analyzer on the downtown fire hall from December 2010 to the end of February 2011. The hope is the data will help to define the emission issues during cold winter inversions.

Alberta Environment has provided a core funding grant for 2010 and 2011. The funding will help PAS in its efforts to sustain an effective monitoring program for the region.

PAS is involved with developments relative to the new Government of Alberta Land Use Framework and new monitoring initiatives. PAS wants to be a part of the process as these new initiatives develop.

PARKLAND AIRSHED MANAGEMENT ZONE (PAMZ)

The Parkland Airshed Management Zone's 2010 activities again focused on operation of its Air Quality Monitoring Program and implementation of its Ozone Management Plan.

The Martha Kostuch portable station supported a number of air quality investigations, including locomotive emissions in Mirror plus odors in the James River area and near a landfill west of Rocky Mountain House. During "ozone season" (April through October) the David McCoy portable was deployed northwest of Trochu to better understand ozone formation and behavior in the zone.

An in-situ calibration system was added to the Caroline station, significantly improving the quality of its daily performance checks and data validation process. Calibration systems in the two portable stations are slated for replacement in 2011 and 2012.

A new PAMZ brand, information booth and upgraded PAMZ website were launched, and received enthusiastically by both members and the public.

We began implementation of the objectives developed in 2009 as part of our five-year plan. The executive began an organizational review to help ensure PAMZ is structured to efficiently and effectively achieve the objectives. Later the PAMZ issues response group began reviewing its process for responding to, addressing, and following up on air quality issues. Both are scheduled for early 2011 completion.

The Red Deer acid deposition sampling station operated by PAMZ since 2005 was transferred back to Alberta Environment, and the station relocated to a site near the Dickson Dam. Our four continuous stations were again audited by Alberta Environment, achieving the best results since the program began in 2000, a testament to the Quality Assurance Plan implemented in 2009.

In 2010 implementation of short-term and continuous actions concentrated on public outreach and education. These activities will culminate with an Ozone Prevention Workshop in early 2011. PAMZ and its partners will also begin work on medium-term objectives. The groundwork for this work was laid late in the year with the reconvening of the PAMZ Ozone Management Plan Committee.

PEACE AIRSHED ZONE ASSOCIATION (PASZA)

In 2010 the Peace AirShed Zone Association realized growth and improvement in both our air quality monitoring network and community involvement, building a strong foundation for the organization in the coming years.

PASZA continues to focus on the priority of producing credible air quality monitoring data. We replaced the aging Valleyview Station with a new aluminum structure, began replacement of the network data loggers and upgraded site communications at the stations. These improvements streamline the data collection system and minimize operational downtime.

Early in 2010, PASZA thought it important to review the principles of consensus decision-making. Facilitated by CASA, the review helped our Board of Directors understand the process and the importance of everyone's role.

PASZA communicated our vision by continuing community outreach presentations to industry, municipal, community, school and college groups. Our radio advertising campaign provided members an opportunity for recognition in the organization. During local air quality advisories, we provided media interviews in response to media and public requests for PASZA data. Our second annual photo contest attracted a record number of entries, with prizes presented to five talented photographers.

We welcomed many partnership opportunities this year. At various open houses, PASZA provided regional air quality data along with industry and government partners. Provincial government partners used PASZA's data during an emergency response situation. We also provided educational support on airshed development and process to stakeholders outside our boundaries where none exists.

PASZA continued to support the need for air quality monitoring surrounding confined feeding operations by operating a network of six passive monitoring stations. *The Girouxville Ambient Air Quality Summary Report, December 2010*, available on our website, summarizes the results of this project.

Late in the year we began reviewing our monitoring network to ensure that PASZA is meeting the needs of our stakeholders. It's a timely start to 2011, our 10th anniversary, when we will celebrate our accomplishments and plan for future opportunities.

For more information, please visit www.paza.ca.

WEST CENTRAL AIRSHED SOCIETY (WCAS)

The West Central Airshed Society completed its fifteenth year of operations. From a meagre start of two continuous monitoring stations, WCAS now operates thirteen permanent continuous monitoring stations and one mobile station plus fourteen passive monitoring sites.

WCAS enjoys a strong membership of seventy five members representing the public, NGO's, industry and government sectors. The annual budget now exceeds one million dollars. Funding from industry provides 95% of the budget with government contracts providing 5%.

WCAS has undertaken a special project in 2010 to develop and run a statistical model using air quality data and crop growth data collected at three air monitoring/agriculture bio monitoring sites in the WCAS region. Dr. Herman Sievering from the University of Colorado has been contracted to examine the correlation of exposure to air pollutant concentration and crop growth response. Dr. Sievering will be providing WCAS with a report at the May 2011 WCAS Annual General meeting. Preliminary results indicate a strong correlation can be demonstrated with a high degree of reliability.

Another special project undertaken was the ozone monitoring project upwind and downwind of the City of Edmonton. WCAS offered to donate the use of its mobile air monitoring station for a fourteen month monitoring program, plus it offered to operate and maintain the WCAS mobile station and two portable monitoring stations provided by Alberta Environment. The ozone monitoring program included monitoring ozone NOx, VOC's and met data in three air monitoring stations located northwest of the City, southeast of the City and another station further south and east of the City.

WOOD BUFFALO ENVIRONMENTAL ASSOCIATION (WBEA)

2010 was an exciting and successful year for the Wood Buffalo Environmental Association. In addition to effectively maintaining the ambient air network, WBEA continued – and significantly expanded – work through the Terrestrial Environmental Effects Monitoring (TEEM) program.

WBEA saw many highlights in 2010:

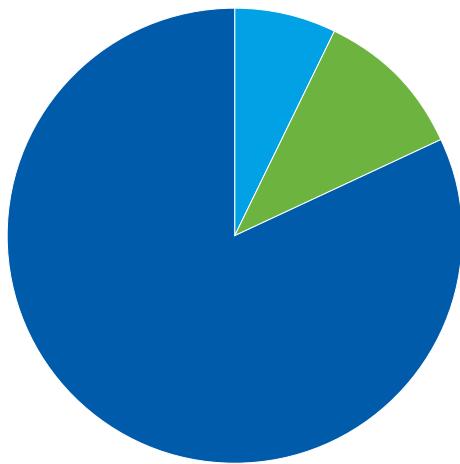
- WBEA is partnering with Environment Canada on a joint monitoring study to measure the dry and wet deposition of polycyclic aromatic hydrocarbons (PAHs) at three of WBEA's air monitoring stations over a 6 month period. Environment Canada is now a member of WBEA.
- WBEA has engaged community members from Fort McKay in an ongoing berry monitoring study with WBEA science staff.
- In 2009 a full review of the Human Exposure Monitoring Program was carried out, and as a result the HEMP committee will re-position itself rapidly over the next 6 months to become more relevant to current air quality issues, while meeting the intent of human exposure monitoring requirements found in industry approvals.
- WBEA received the Environmental Achievement Award through the Regional Municipality of Wood Buffalo 2010 Civic Awards.
- WBEA's membership endorsed the 2010-2015 WBEA Strategic Plan. The Plan provides a solid foundation from which WBEA can successfully navigate the challenges of the next five years.
- WBEA hired two Communications Advisors, an Ambient Air Technical Committee Program Manager, an Air Quality Specialist, and a Data Management Specialist.
- WBEA participated in the annual Air and Waste Management Association (AWMA) conference in Calgary in June 2010, and held its own technical session during which 14 extended abstracts and one full paper were presented. This was an opportunity to bring air quality and terrestrial monitoring in the oil sands together for the first time in a scientific forum.

funding

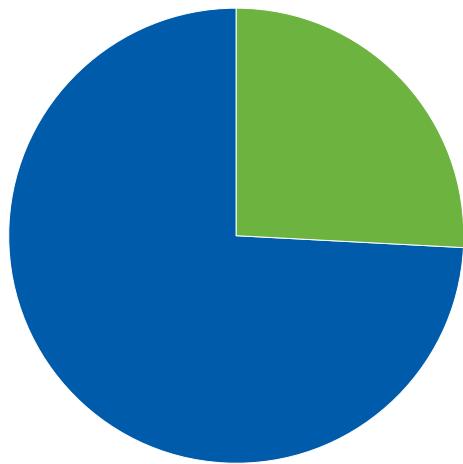
Core operations of CASA were supported by a financial contribution from the Government of Alberta. Industry, government and non-government organizations provided additional funding and in-kind support for CASA projects.

An actual dollar figure has been placed on the support and assistance provided by each sector. That figure was compiled by including time and travel costs, as well as cash and in-kind contributions. As a result, the actual value of stakeholder contributions is likely undervalued. However, these figures are presented here in order to acknowledge and recognize our partners' involvement in CASA.

Cash and In-Kind Contributions by Stakeholder Group



Total Cash and In-Kind Contributions



the organizations

CASA could not operate without all the people behind the scenes who support those sitting at the board table and/or on project teams. Thanks to these organizations which provided financial and in-kind contributions of time and expertise, ensuring a foundation for success.

- Agrium
- Alberta Agriculture and Rural Development
- Alberta Association of Municipal Districts & Counties
- Alberta Beef Producers
- Alberta Capital Airshed Alliance
- Alberta Energy
- Alberta Energy and Utilities Board
- Alberta Environment
- Alberta Forest Products Association
- Alberta Health and Wellness
- Alberta Health Services
- Alberta Infrastructure and Transportation
- Alberta Motor Association
- Alberta Motor Transportation Association
- Alberta Urban Municipalities Association
- Alberta Water Council
- AltaGas Ltd.
- ATCO Power Canada Ltd.
- Bert Riggall Environmental Foundation
- Building Owner & Managers Association of Edmonton
- Calgary Region Airshed Zone (CRAZ)
- Canadian Association of Petroleum Producers
- Canadian Natural Resources Limited
- Canadian Petroleum Products Institute
- Capital Power Corporation
- Chemistry Industry Association of Canada
- City of Calgary
- COPD & Asthma Network of Alberta
- Employment and Immigration
- EnCana Power and Processing ULC
- Energy Resources Conservation Board
- ENMAX
- Enmax Energy Corporation
- Environment Canada
- Friends of an Unpolluted Lifestyle
- Graymont Western Canada Inc.
- Health Canada Alberta Region
- Husky Energy
- Imperial Oil Resources
- Imperial Oil, Products and Chemicals
- Intensive Livestock Working Group
- LICA
- Matthew Dance Consulting
- MEGlobal Canada Inc
- Métis Settlements General Council
- Mewassin Community Council
- Milner Power Inc.
- Natural Resources Conservation Board
- Nexen Inc.
- NOVA Chemicals Corporation
- Parkland Airshed Management Zone
- PASZA
- Pembina Agricultural Protection Association
- Pembina Institute
- Ponoka Fish and Game
- Prairie Acid Rain Coalition
- Samson Cree Nation
- Shell Canada Energy
- Shell Canada Limited
- Small Explorers and Producers Association of Canada
- South Peace Environmental Association
- Southern Alberta Group for the Environment
- Suncor
- The Lung Association, Alberta & NWT
- Toxics Watch Society of Alberta
- TransAlta Corporation
- TransAlta Generation Partnership
- TransCanada
- West Central Airshed Society/Palliser Airshed Zone
- Weyerhaeuser Company Ltd.



financial statements

auditor's report

To the Members of The Clean Air Strategic Alliance Association
Edmonton, Alberta

We have audited the accompanying financial statements of the The Clean Air Strategic Alliance Association, which comprise the statement of financial position as at December 31, 2010, and the statements of operations and changes in fund balances and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian generally accepted accounting principles, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of the The Clean Air Strategic Alliance Association as at December 31, 2010, and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.



HAWKINGS EPP DUMONT LLP

Chartered Accountants

Edmonton, Alberta
February 8, 2010



Chartered Accountants

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statement of financial position

AS AT DECEMBER 31, 2010

	2010			2009
	Core	External Projects	Total	Total
ASSETS				
Current Assets				
Cash and cash equivalents	\$ 1,212,247	\$ 161,047	\$ 1,373,294	\$ 1,632,285
Receivables	12,281	16,667	28,948	46,797
Interfund receivable (payable)	(11,519)	11,519	–	–
Prepaid expenses	4,611	–	4,611	7,380
	1,217,620	189,233	1,406,853	1,686,462
Property and Equipment	17,623	19,061	36,684	11,404
	\$ 1,235,243	\$ 208,294	\$ 1,443,537	\$ 1,697,866
LIABILITIES AND FUND BALANCES				
Current Liabilities				
Accounts payable and accrued liabilities	\$ 21,080	\$ 17,450	\$ 38,530	\$ 42,668
Deferred contributions	833,995	171,783	1,005,778	1,275,030
	855,075	189,233	1,044,308	1,317,698
Long-term Liabilities				
Deferred contributions related to property and equipment	–	19,061	19,061	–
	855,075	208,294	1,063,369	1,317,698
Fund Balances				
Internally restricted	290,000	–	290,000	290,000
Unrestricted				
Invested in property and equipment	17,637	–	17,637	11,404
Available for operations	72,531	–	72,531	78,764
	380,168	–	380,168	380,168
	\$ 1,235,243	\$ 208,294	\$ 1,443,537	\$ 1,697,866

On Behalf of the Board: President



Executive Director



statement of operations and changes in fund balances

FOR THE YEAR ENDED DECEMBER 31, 2010

	2010			2009
	Core	External Projects	Total	Total
Revenue				
Grants	\$ 921,345	\$ 520,514	\$ 1,441,859	\$ 1,267,077
Interest	7,094	304	7,398	6,370
	928,439	520,818	1,449,257	1,273,447
Expenses				
Projects	309,500	–	309,500	342,199
General and administrative	391,948	–	391,948	287,399
Board support	103,559	–	103,559	111,756
Communications	118,118	–	118,118	94,299
Other	285	–	285	937
External Projects	–	520,818	520,818	431,233
	923,410	520,818	1,444,228	1,267,823
Excess of Revenue over Expenses before Other Items	5,029	–	5,029	5,624
Other Items				
Loss on disposal of property & equipment	(5,029)	–	(5,029)	–
Excess of Revenue over Expenses	–	–	–	5,624
Fund Balances, Beginning of Year	380,168	–	380,168	374,544
Fund Balances, End of Year	\$ 380,168	\$ –	\$ 380,168	\$ 380,168

The full auditor's report is available upon request to the CASA secretariat.

CONTACT INFORMATION

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