



Community Talks - Hinton, Alberta

Full Report on Session Two: November 5th, 2022

Summary

In November 2022 Iron & Earth hosted the second Hinton session as part of the Community Talks Program. Building upon the first session hosted in January 2022, this conversation focused on the impacts of environmental changes on the community, industry diversification, and economic developments the community would like to see going forward. The event was attended by a diverse group of people from different industries, demographic backgrounds, and educational pathways. The attendees discussed the impacts of extreme weather events, the need to support workers in transitioning to new industries, the importance of affordability and strategies to remain competitive in the market economy, and the need for a community-centred approach that supports local business and changes consumer mindsets. The attendees also identified various barriers to rural accessibility and a desire for more effective communication about community services and opportunities.

1. Introduction

About Iron & Earth

Iron & Earth (I&E) is a non-profit organization with roots in the fossil fuel industry that is working toward a future where the workforce is dynamically engaged in a thriving green economy. We envision broad participation in a Just Transition, leading to strengthened economic and climate resilience, expanded accessibility to sustainable energy solutions and meaningful careers. This vision extends beyond workforce mobilization to foster a community-driven transformation, where people actively contribute to a sustainable and equitable future, for their communities and the planet. Its mission is to enable sustainable, community-driven climate solutions and reduce barriers for those seeking a future in the green economy with programs that support greater job security, social protection, and more training opportunities as we move toward a low-carbon economy.

Iron & Earth believes community engagement is an effective way to influence sustainable participation in a Just Transition, and that community-driven solutions have a greater chance of becoming successful and sustainable in the long-term. Iron & Earth takes the time to build relationships and adapt to individual community needs whenever possible.



Community Talks is Iron and Earth's engagement initiative designed to spark conversations about how environmental, social, and economic changes impact people across Canada. It is committed to meeting communities where they are at, by supporting self-determined, community-driven solutions, and offering non-prescriptive support with programs that are designed by the community and for the community.

Why this community was selected to have a conversation

Oil, gas, and coal have been instrumental in building prosperity for Hinton, and its people are deeply appreciative of the hard work of those who have contributed to the well-being of the community. There has been increased uncertainty in weather patterns leading to environmental climate events that have taken a toll on the community. Just in the past couple of years the town has been experiencing:

- Unprecedented weather conditions including cold snaps, heat waves, droughts, excess rain, mild/dry winters, wildfires and ecological impacts
- Since the first session, Hinton was hit with an extreme storm event in August 2022 causing infrastructure, road and trail damage, basement flooding, and sewage failures and backups. This resulted in a vast amount of insurance claims within the town which was a cause for concern for the expense these extreme weather events would cause residents in the short and long term.
- The 2023 wildfire season posed challenges to the Hinton Community and neighboring areas. Edson was evacuated twice in summer, and the risk of fire hazards and wildfires was prominent across the province and country. Wildfire smoke persisted throughout late spring and summer. The season started with unsettling weather conditions including unusually hot and dry conditions
- There have been staffing changes and closures in key industries, including metallurgical coal mines and pulp manufacturing processes. In 2020, one local mine ceased production, and the pulp mill reduced operations to one production line (formerly two) and transitioned from bleached to unbleached kraft pulp. These changes and closures have caused fluctuations in employment opportunities for residents in the town.
- UK packaging company Mondi to acquire Hinton Pulp mill in Alberta, Canada from West Fraser Timber for \$5m. Mondi to partner with West Fraser for local fibre. Mondi plans €400m investment for a new kraft paper machine in Hinton by the second half of 2027.
- Over 300 employees in the thermal coal industry face income insecurity moving forward, as well as secondary industries and contractors that have connections and/or contracts with said industry.



- The capacity of the town to source work and complete repairs on damaged infrastructure, whether from age or extreme weather events, has been inadequate.
- A shortage of available land for new developments has caused delays and deterred the creation of new industries/businesses, as well as the retention and restoration of existing ones.

Hinton also has many strengths:

- The town initially had a diverse economic community, involving industries such as pulp, forestry, coal, oil and gas, and tourism. This suggests that a diverse economic future is possible.
- Hinton is known as the "gateway to the Rockies," which creates a strong connection, familiarity, and sense of pride within the community towards the environment as a whole.
- There has been a rise in the number of developments for new renewable projects and other non-energy-related projects in the community and its surrounding areas. This includes the geothermal, hydro-power, and tourism industries.

Following the first online session hosted in January 2022, we organized this session to continue the conversation, discuss diverse perspectives and find innovative solutions for the unique needs of Hinton. These sessions are part of a three-conversation model that starts with general topics and works towards addressing specific interests and challenges of the community. This approach helps us understand the community's needs and experiences.

The key takeaways from the first session were:

- The need to be proactive and not wait for catastrophic weather or economic events;
- Diversification of industries is valuable in Hinton's future, while respecting their history;
- Support is needed for workers in transition of economies;
- Community should be included in the policy conversations to help guide the outcomes.



About the conversation participants

Continuing with our overarching goal we aimed to gather diverse people across various industry and local government groups, ages, genders, races, and educational backgrounds. The outreach for this session consisted of a few different methods including social media posts, physical advertisements and facilitator led outreach with the support of I&E, who prepared an amplification document to be used. The social media posts targeted I&E social media pages and local community Facebook pages. The host venue advertised the event via their social media pages, LED advertisement board and in their lobby. Physical posters were placed at high visited locations including the local library, recreation centre and local advertisement boards. I&E also reached out to local schools to encourage young people to participate in the session, although there was a pre-scheduled fall break that was occurring at the same time as the scheduled session date. Local industry and government was also invited to participate in the event.

I&E creates Google sign-up forms for its sessions, which include all necessary details for registration, as well as accessibility and demographic information. At the core of our program, we consider potential barriers to participation during the planning phase to accommodate them where possible and appropriate. Printed versions of these forms are also available for individuals who prefer paper copies or for walk-ins. Key supports included competitive reimbursement, dependent care assistance, and access to transportation. We also made sure to accommodate dietary considerations, such as providing gluten-free and vegetarian options. I&E aims to ensure accessibility whenever and wherever possible in all of its program sessions.

From the demographics data collected, 50% of attendants opted for reimbursements with one general accessibility request. 18.8% described themselves as Indigenous, while none of the participants self-identified as racialized. Our session was composed of a larger percentage of women, with 62.5% self-identified women and 37.5% self-identified men.



Figure 1.1 - Age Groups

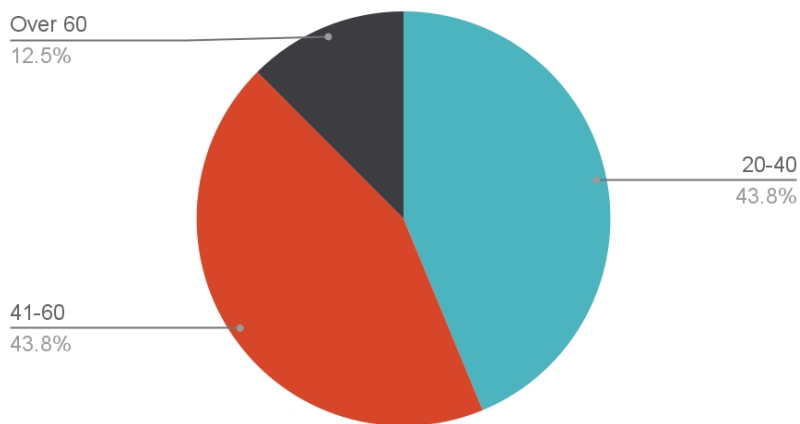


Figure 1.1 shows age groups with 43.8% of attendants were in the 20-40 range, 43.8% were in the 41-60, and 12.5% were over the age of 60. Additionally, 87.5% of the participants spoke English at home, while 6.3% spoke English and another language at home, and another 6.3% spoke only another language at home. 6.3% described themselves as recent immigrants to Canada, and 6.3% identified as someone with a disability. None identified as being part of the 2SLGBTQ+ community. With regards to socio-economic status, 62.5% of the participants identified as middle income, 18.8% were low income, and 6.3% were high income, with the remaining 12.5% prefer not to say.

Figure 1.2 Job Sectors

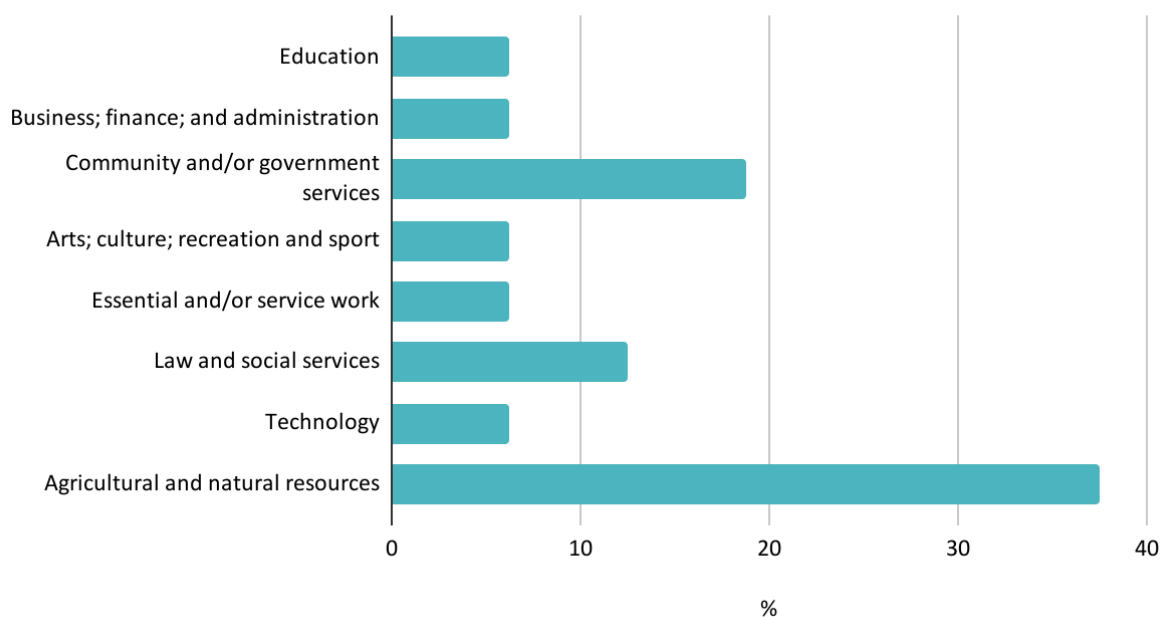




Figure 1.2 shows jobs sectors with 37.5% of attendants were part of the agricultural/natural resources category (including oil and gas, and renewable energy sectors), while the rest belong to various sectors: 18.8% in community and/or government services; 12.5% in law and/or social services; 6.3% in business, finance, and administration; 6.3% in arts, culture, recreation, and sport; 6.3% in education; 6.3% in essential and/or service work; and 6.3% in technology.

In regards to our original goal, comparing the demographics data of the participants to the census profile of Hinton, 2021¹ by Statistics Canada shows that we succeeded in some areas, while we were not as effective in others. Although the census data shows that Hinton's population is made up of 52% men and 48% women, we had a higher attendance by women at 62.5%. In addition, the census data shows that the demographics of 15-19 years old are 5.7%, 20-39 are 12.7%, 40-59 are 13.1%, and above 60 are 33.4%. In comparison, the age groups of the attendees are not representative of youth and the above 60 population. The census data also shows 14% Indigenous and 11% immigrant populations, compared to the demographics of the session's attendees at 18% for Indigenous population and 6.3% for immigrant population. Meanwhile, for job sectors data, the attendees' demographics were overtly representative of workers in agricultural and natural resources (including mining), lacking workers from the top 3 highest job populations in Hinton: retail, manufacturing, and accommodation and food service. Lastly, we recognize the absence in our community session of people of colour and 2SLGBTQ+ peoples, which was also noted by attendees in their feedback forms.

Compared to our first session, the second session had an increase of 60% in attendance, and equal distribution among the age groups 20-40 and 41-60. There was a 200% increase of attendees who identify as Indigenous, 6.3% increase in the disability category, and 6.3% increase in immigrant categories. Additionally, the session saw a more diverse first language at home, with a 6.3% increase in "another language" and another 6.3% in "English and another language" compared to only English in the first session. In the gender category, the session saw a 10% increase for women, and 20% increase for men. Both sessions did not have attendees who identified as people of colour or LGBTQ, which participants also noted in their feedback forms. Lastly, both sessions reflect high percentages of agricultural and natural resources workers.

¹ Statistics Canada. Census Profile, 2021 Census of Population Profile Table, <https://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/details/page.cfm?Lang=E&SearchText=Hinton&DGUIDlist=2021S05100374&GENDERlist=1,2,3&STATISTIClist=1&HEADERlist=0>



The Community Conversation

During our planning process, we carefully considered the language we would use in our conversation and created a detailed script (see Appendix A). These sessions address the unique needs of each community, as they face different challenges and have distinct economic and social situations. The objective is to invite a wide range of community members, including those with differing views on the energy transition and environmental narratives.

As we identified in our first session we continued to consider our target audience. We referred to climate change as "human-caused extreme weather" or "environmental changes", and used the term "energy transition" instead of "just transition", "net-zero emissions" or "net-zero 2050". Furthermore, our focus was on the Town of Hinton and its residents, without mentioning any provincial, federal, or global affiliations. These considerations ensured that participants can use terminology they are comfortable with, without feeling pressured by imposed narratives.

Being our first in-person session, we encountered new challenges and opportunities, such as figuring out the best recording methods and equipment. We decided to record the session instead of doing note-taking in order to accurately determine the speakers, to respect each participant's consent & data preservation preferences. We found that the in-person session provides a more informal space for participants to banter with each other, thus creating a friendly discussion where participants felt comfortable to share their thoughts and experiences openly. On the other hand, this can lead to noise interference, verbal interruptions, and extensive exchanges of ideas that proved challenging for the transcription process. In comparison, virtual sessions created structure due to participants' ability to mute their microphones, taking turns to speak by using the "raise hand" feature, and visual aid in identifying speakers during the transcription process. On the other hand, participants were less likely to contribute spontaneously.

Numerous positive feedback was received about the local catering provided. The variety of freshly-made sandwiches and sweet treats was welcomed by the participants. We aim to consistently support small and local businesses whenever possible for all its service needs through session planning. Additionally, the venue itself was appreciated, allowing everyone to comfortably engage in the session. The clean and well-structured atmosphere of the venue only added to the overall positive experienced by participants.



2. What We Heard

We structured the discussion around three key questions, building upon themes identified in the first Hinton Community Conversation:

- Have the recent environmental events happening around town affected you in any way?
- What does industry diversification look like to you?
- What would you like to see in the community going forward?

In response to the first question, participants expressed that they are, indeed, feeling the impacts of environmental changes in their communities. Temperature variations — particularly, extreme heat — were top of mind throughout the conversation. However, participants also highlighted flooding and wildfires as sources of concern within the community. They described these disruptive changes to the environment as damaging their homes, creating discomfort for their pets and loved ones, affecting the prosperity of local agriculture, and damaging community infrastructure like bike trails and roads.

Three key themes emerged from the rest of the conversation: a focus on rural accessibility, an interest in improving community communication, and a focus on rooting industry transitions in continuity and community agency.

Rural Accessibility: The concept of “rural accessibility” describes how living outside major population centres creates barriers to obtaining essential goods and services. Affordability is a consistent feature throughout each category of access: while many Canadians are leaving dense urban centres due to the rising cost of living and lack of affordable housing². People living in rural areas experience unique financial barriers to addressing their essential needs.

Education: Lack of access to postsecondary education and training programs within Hinton drives a departure of youth from the community, as young people move away to take advantage of greater educational opportunities elsewhere. Those who do access training within the community may find that their skills are better compensated in other jurisdictions. For example, a participant brought up the challenge of training skilled tradespeople, particularly in industries where apprentices are required to attend school for several weeks. The participant expressed frustration over the apprentices leaving for higher-paying jobs in other regions after four years of sponsorship and assistance in

²Randy Thanthong-Knight and Erik Hertzberg, “People Are Leaving Canada’s Biggest Cities Amid A Housing Crunch”, Bloomberg News, January 11 2023. <https://www.bnnbloomberg.ca/people-are-leaving-canada-s-biggest-cities-amid-a-housing-crunch-1.1868764>



obtaining their journeyman ticket. To avoid losing these valuable resources, the participant suggested local training as a potential solution.

Healthcare: Participants spoke at length about the lack of available healthcare professionals within the town, indicating that it is difficult to access healthcare resources beyond the emergency room. “No therapist wants to come to Hinton,” one person remarked. “If I had known the medical situation here, I would not come here,” said another.

Markets: Throughout the conversation, discussants identified purchasing goods as another barrier within the community. Many stated that while they wanted to support local businesses, there simply weren’t enough resources within Hinton to satisfy their needs, driving people to order online or travel to other neighbouring communities. One participant connected their frustration with having to order necessities online to their desire to create less waste: “I hate ordering, cause that means there's a truck running down the road and it's a lot of boxes I have to recycle.”

Transportation: Participants also spoke to the car-centric nature of Hinton, arguing that existing sources of communal transportation like the Sundog and Freedom Express buses, as well as in-town taxis, are expensive or too infrequent to accommodate demand. Hintonites that don’t have access to a vehicle are therefore even more limited in their ability to access essential services in neighbouring towns, as articulated in this passage from one conversation participant: “If you don't have a car, this is where you stay.”

Sustainability: Barriers to accessibility in rural communities also exist for Hinton town members seeking to access government environmental sustainability programs, such as the Canada Greener Homes Initiative launched by the Government of Canada. Some participants expressed interest in taking part in sustainability initiatives, but said that when they looked into them, they were too expensive and time-consuming for those living in a rural area without easy access to consultants trained in green retrofits. These extra hoops to jump through in accessing green programs may make them less appealing to those living outside of city centres, as one participant stated: “I mean, a lot of that programming was of really limited value if you lived outside of a major center, because there was nobody available...And I mean, that's government programs.”



Community Communication

Throughout the conversation, participants articulated a strong sense of positive communal identity in Hinton. They spoke with pride about the natural beauty surrounding their community, the lack of traffic, the easy access to mountain biking sites, and the abundance of local campgrounds. Most of all, participants spoke with enthusiasm about how welcoming the community is. For example, one parent who had recently moved to the town raved about how they had been embraced: “This community is wonderful. It is very welcoming. We’re part of the hockey teams at the rink and it’s just a wonderful little community.”

However, despite this positive communal identity, participants consistently indicated that there needs to be more effective communication about the kinds of services and opportunities that exist within Hinton. Put succinctly by one discussant: “Here everybody is sort of doing their own thing. And like I said, nobody knows about it.”

A participant who had moved to Hinton from Vancouver described the lack of information on the existing services within the community as a culture shock: “Simple things, like I needed somebody to help me with, like a plumber. So where do you go? You go to online. ‘Where in Hinton can I find? Where in Hinton? Where in Hinton,’ to the point that I’m actually thinking about creating a website that is *Where in Hinton* so people have access [to] it.”

Participants discussed a wide range of services, programs, and community assets that need better amplification, including but not limited to: walking trails around the valley, the work of Hinton Victim Support Services, a tree orchard program run by West Fraser, research projects in the town led by the University of Alberta and FRI Research, and a fridge that someone had converted into a communal library.

This lack of communication about existing projects extends to new energy developments. Speaking about a new geothermal project within the community, one individual told their group that, “I heard there was a potential project going on in town in the future, I’m not too sure. I don’t have too many details about that. I don’t know if anybody knows.”

One individual suggested that many institutions conducting vital work in Hinton lack the resources to adequately promote them: “Well, those organizations are really stretched out and it’s hard too. You know, you guys probably find [that] you’re [too] busy providing programming and you know, to chase people around to come in and utilize [them]. That’s always a challenge.” Another argued that the various institutions working to serve the



Hinton community are “siloed” from each other, and therefore are unable to effectively collaborate on shared missions.

Defining the Transition

Many Hinton residents that attended this conversation expressed an acceptance that a change in the kinds of industries that sustain the community is already underway. While this includes the development of new resources like geothermal energy, increased tourism within the area was also discussed at length as a burgeoning industry bringing changes to Hinton.

Throughout the conversation, individuals expressed a diversity of opinions on the scale at which these industries should be developing. For example, while one person expressed concerns about the “speed of [the] transition,” another argued that things are not moving quickly enough, stating that “there's a crisis to some extent now, and our solutions are just so small. They're not equal to what the situation we're in.” For another, consensus and community buy-in on the changing economy was key: “We want to make sure that everybody's on board.”

Participants pointed to industry diversification as a potential source of financial agency for Hinton locals. As put by one individual: “I don't love being a slave to just like, you know, the mill and the mine...resources are great, but like, you know, is that sustainable? Like, there's still got to be other ways to make a living, right?” Another person echoed this sentiment, commenting upon the tenuousness of employment in resource-dependent communities: “If it's no longer profitable for the company, they're gonna leave.”

Crucially, for some participants this openness to diversification is contingent on preserving elements of present-day quality of life in Hinton:

I do understand the importance of attracting new industry and new stuff to a community. But I don't really like the idea if it's at the expense of what we already have...and we need to support each other. And that's, like I said, that's what makes a community. And I'm already kind of blown away by the amount of community there is here, but it's a far cry from what it could be.



This is particularly true when it comes to worker wages, as articulated in the following quote:

I mean, trying to go green, they're trying to close, like coal mines and everything down. But if they can offer the same sort of wage, and way of life or lifestyle, 90% of people wouldn't have an issue transitioning. It's when they try to take a wage and a lifestyle like mine away and push you into a minimum wage job, you're gonna get a lot of pushback.

Overall, the Hintonites we spoke to had confidence in the power of local citizens to affect positive changes within the community. “[The] best ideas come from citizens,” said one participant. Another remarked that, “I think sometimes citizens got to decide what they’re going to support...rather than waiting for somebody else to do it all the time.”

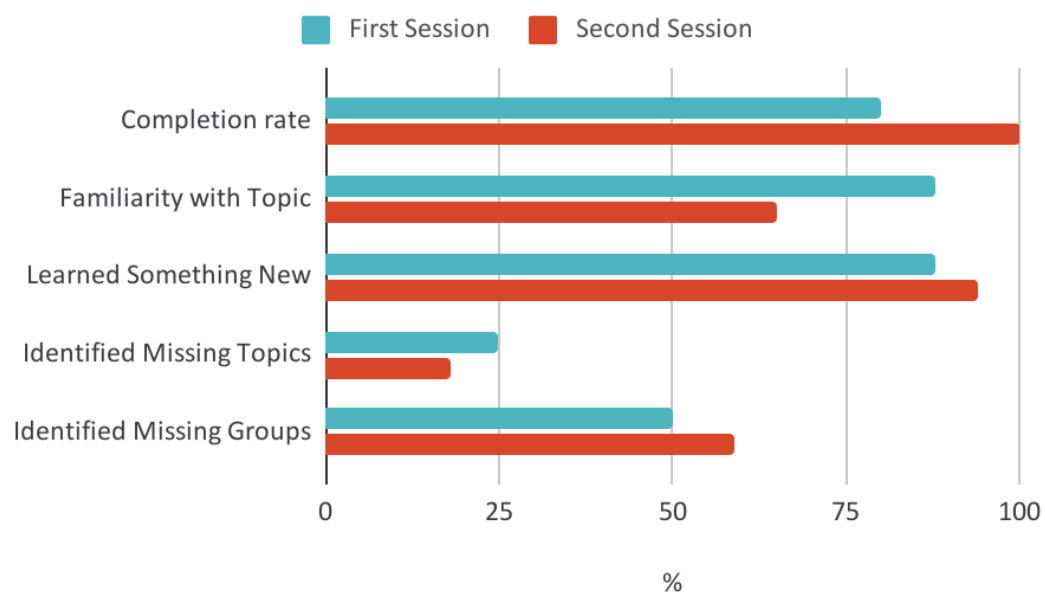


3. What We Learned

Feedback

We shared a Google feedback form at the end of our session which was completed by all of the participants. The overall level of satisfaction by participants was 4.7 of 5, with 71% rating 5 and 29% rating 4 satisfaction levels.

Figure 3.1 - Feedback Form Results



As illustrated in Figure 3.1 - Feedback Form Results, the feedback forms were completed by all of the participants. This is an improvement from the 80% completion rate from the first session. 65% of participants were familiar with the topics prior to the discussion, and 94% of participants learned something new about the conversation topics during the discussion. This is an improvement compared to the first session where 88% of participants were familiar with the topics, and 88% felt they learned something new during the conversation.



In the first session, 25% of respondents identified missing topics in the conversation, and 50% felt that there were some groups absent, such as youth and other vulnerable populations. Meanwhile, in the second session, 18% respondents identified missing topics such as ways to implement the community involvement plans; provide topics about education and development of youth in relevant industries; and the implementation of charging stations for electric cars. Lastly, 59% of the participants identified missing communities and groups, such as youth and students; seniors; people with lower income; Indigenous peoples; industry leaders; and workers from mills and mines.

Feedbacks on the discussion include participants appreciating hearing from others in the community; that facilitators did a great job in facilitating the discussions; the topics discussed were interesting; and that participants had put out their concerns but not sure if any tangible actions would be taken following the discussion.

Finally, 94% of attendees would like to continue the conversation, and all participants would like to be contacted for future projects or activities by I&E relating to these topics.



Conclusions

I&E hosted their second community conversation in Hinton where participants continued to share their experiences and concerns. They emphasized the need for industry diversification, rural accessibility, and effective community communication. Participants also expressed a desire for more support for workers transitioning to new industries, as well as a need for affordable and accessible healthcare, education, markets, and transportation. Rural accessibility was a critical issue, with participants highlighting the lack of access to essential goods and services. There were also challenges in accessing government environmental sustainability programs, such as the Canada Greener Homes Initiative.

The conversation highlighted the strengths and challenges of the community. Hinton began as a diverse economic community, which suggests that a diverse economic future is a possibility. Participants identified the lack of communication about existing services and projects as a significant challenge, and the need to amplify these services and projects to the community. The community conversation successfully brought together diverse voices to discuss the challenges and strengths of the community. The session emphasized the importance of community-led climate solutions and the power of engaging citizens in finding solutions. The success of the session shows the importance of community involvement in finding innovative solutions tailored to Hinton's needs.



4. Next Steps

I&E intends to proceed with sharing the knowledge acquired from this community event with the community of Hinton and other communities across Canada. The discussions sparked by this event have the potential to inspire future conversations, ideas, and community interests. We are currently planning a third event in Hinton scheduled for October 2023. This event will build upon the discussions held in the previous sessions and will incorporate fresh ideas and perspectives from the community. In advance of this event, we will develop a local campaign to ensure a diverse range of participants, representing the community's diversity, in future sessions. More information about this third event will be made available in the upcoming weeks and months.

After our third session in October, we will conclude this phase of the program in Hinton. We will compile final reports and complete a needs assessment that summarize the needs and desires of Hinton residents. These reports will be shared with our outreach network, key stakeholders, decision-makers, and published on our website for the benefit of all. Furthermore, the communities team and other iron and earth programs will work on post-session opportunities resulting from these sessions, including potential partnerships, employment programs, mentorship opportunities, advocacy efforts, and more.

If you would like to learn more about the program's progress and the work that takes place after the sessions, please contact us at communities@ironandearth.org.



Appendix A

The following appendix contains the script that was used as a general guide by the facilitators for the Community Conversation conducted by Iron & Earth.

Script for Facilitating a Iron & Earth Session - Second Hinton Session

CONVERSATION TIME BREAKDOWN:

1. Session Introduction: 20 minutes
2. Breakout Group Setup: 5 minutes
3. Breakout Conversations: 60 minutes
4. Break: 10 minutes
5. Reporting Back: 5 minutes
6. Session Conclusion: 20 minutes

TOTAL TIME: 120 minutes

DOORS CLOSE TIME: 10:10am

START TIME: 10:00 am

END TIME: 12:00 pm

SETUP PERSON:

- Set up presentation slides/theater screen
- Setup microphone(s) and lighting
- Have a facilitator in front doing headcount checking registered names and hand out registration forms if they haven't filled them, for those unregistered, provide registration form and letter of consent. Once we cap our numbers lead folks to fill up our sign up sheet

[Doors will be locked after 10:10, remind guests if they leave that they will need to be let back in and to let one of the facilitators know]

SESSION INTRODUCTION: 20 Minutes

- Session Overview Introduction

Welcome to the second Hinton Community Conversation. Today's conversation is being led by Iron & Earth.

[primary facilitator introduce themselves]



We want to acknowledge the Indigenous Peoples from this area, their traditions, cultures and ways of life. We are grateful to share this land with you all.

For the rest of this introductory session, we'll talk a bit about Hinton and the issues it's facing, what we found in our first session and review some key ideas.

Then we'll be sorting you into breakout groups to talk through some questions related to environmental events we've been experiencing, diversification, and what we want to see in the community going forward. There is also pen and paper if you prefer to share your ideas in a written form.

Each group will have a facilitator. You'll be in those breakout groups for about 60 minutes.

Finally, we'll come back together for a quick wrap-up and aim to be done by 12pm.

If you haven't filled out our registration or consent forms please fill it and give it to one of our facilitators.

IMPORTANT: This is a space that welcomes diversity of opinions, we ask that these conversations are approached with mutual respect and care.

- Privacy Policy

We shared a letter of consent for you to sign. In it we explained the participation, reimbursement and confidentiality processes. From it:

We would like to highlight that we will be recording today's conversation, but the transcripts and documents collected will only be shared between Iron & Earth staff. After this process ends, the notes will stay with Iron & Earth. These notes will be used to produce our reports. However, your participation will remain anonymous.

IMPORTANT: We do want to include some quotes in the community and final reports, but they will have no name attached to them.

We also want to make sure that you know that you are free to leave at any point during this session. We truly appreciate your time and respect your privacy.

IMPORTANT: Lastly, we ask that you please do not record, or photograph the conversation.



- Facilitator Introductions

We have 2 other local facilitators with us today.

[Secondary *facilitators please introduce yourselves*]

- Conversation Introduction

Resource-based industries have built prosperity for Hinton and we are grateful for the hard work of the people that have contributed to the wellbeing of our community.

We had our first conversation here back in January via zoom and we'll be sharing our findings with you later on. Our purpose for this event is to continue the conversation, understanding that there are diverse opinions on the subject, and bringing our community together to find new ideas tailored specifically to Hinton.

1. Our community is experiencing:
 - Weather Events: extreme cold snaps, extreme heat waves, drought or extreme excess rain, mild/dry winters, pests (mountain pine beetle)
 - Since our session: extreme storm damage and jasper wildfire, prolonged summer/hot fall.
 - Industry fluctuations and changes
2. Our community also has strengths:
 - Hinton is a diverse economic community (Pulp/forestry/thermal coal/metallurgical coal/oil and gas/tourism), so a diverse economic market is not unfamiliar to this community,
 - Hinton is the “gateway to the rockies” so there is a certain connection, familiarity and sense of pride to the environmental throughout the community
 - Relevant Projects: LED street lights, TC Hydro power station, West Fraser’s Lignin Plant, more EVs for sale, Par999’s The Bliss of Hinton (Educational Hotel/Luxury Resort), Novus Earth’s Latitude 53 Project

3. What we found:

What are people in Yellowhead County saying:



- 49% of yellowhead believe that the province has felt negative effects from extreme weather events
- 51% of yellowhead believe that the focus should be adapting to climate events

What is the government saying:

- Welcomes new economic opportunities
- No up to date sustainability plan
- Focus on efficiency in municipal buildings

What residents are saying from our last session:

- They are thinking about extreme weather events, income security and community
- Affordability
- Need to be proactive
- Diversification of industries is valuable in Hinton's future
- Support needed for workers in transition of economies
- Community should be included in the policy conversations

BREAKOUT CONVERSATIONS: 60 Minutes

Setting-up Breakout Groups: 5 minutes

[Participants should say their first names when they speak, so that they can be recorded. This is only for reference purposes, the name will not show in any of our results]

[Facilitators please remember to turn on recording once you're in the breakout group]

1. Question 1 (20 Minutes)

HAS THE RECENT ENVIRONMENTAL EVENTS HAPPENING AROUND TOWN
AFFECTED YOU IN ANY WAY?

If not, what have you observed?

2. Question 2 (20 Minutes)

Back in January, residents identified Industry diversification as one way of addressing the extreme weather events and income insecurity. With that in mind,
WHAT DOES INDUSTRY DIVERSIFICATION LOOK LIKE TO YOU?

[If needed or asked, we are using this term because it speaks of expansion rather than industry closures]



3. Question 3 20 Minutes

IN RESPONSE TO THESE, WHAT WOULD YOU LIKE TO SEE IN THE COMMUNITY GOING FORWARD?

From your relationships with your loved ones to your neighbors, the community as a whole and the local government.

BREAK: 10 MINUTES

Reporting back to the room: 5 minutes

CONCLUSION: 20 MINUTES

Desired outcomes and impacts of this project

After this conversation is over, we will be writing up a short report about what was shared in this conversation.

This report will hopefully be a useful resource for understanding the needs and desires of the community and it will tie in with the report from our first session.

Iron & Earth wants to develop a third session early next year in Hinton where we can continue this process and facilitate a space for further discussion, where local ideas can lead to local solutions.

We'd like you to take some time and give us your feedback on this conversation. This is your chance to tell us if there's anything you wish we had talked about, anything you learned, or anything else you want to tell us! We will also send this via email for those who are unable to complete it at this time.

[Share feedback forms and give time to fill them out]

On behalf of Iron & Earth, I'd like to thank you again for joining us. Have a wonderful rest of your day!

[SESSION END]

[Collect remaining registration and consent forms and Audio Recording Devices]