

Soil Movement Educational Communication Strategy

The Agriculture and Environment department has developed the following educational communication strategy to support and educate ratepayers who consider bulk soil transfer onto agricultural lands in Wheatland County. It is critical that landowners understand the risks of allowing large amounts of unknown soil to be applied to quality agricultural lands in Wheatland County, prior to accepting offers from developers. This strategy represents our effort to inform landowners of risks and options prior to their decision-making, so that they are empowered to seek additional information and support as required.

1. Fact Sheet Publication

A fact sheet titled “Accepting Soil onto Agricultural Land” has been developed identifying risk areas associated with bulk soil transfer and offering a series of recommendations for landowners considering accepting soil. It features photos of local soil issues caused by acceptance of soil on agricultural lands. This fact sheet is currently the primary educational tool for the campaign.

2. Wheatland County Website Promotion

In July 2020, the fact sheet will be made accessible on the County website and featured at site locations where members of the public may seek information about soil movement projects (i.e. development permits, road use agreements, agricultural services).

3. Wheatland County Social Media Promotion

A series of social media posts will be developed featuring key pieces of information from the fact sheet and imagery that explain risks and support suggestions, with linkage to the full fact sheet document. Social media posts will be released between July and September of 2020, and again between March and May of 2021 when soil movement is expected to increase.

4. County Connector Advertisement

The fact sheet will be featured in the August 2020, and February and/or April 2021 editions of the County Connector.

5. Landowner and Soil Haul Inquiry Response

When landowners or soil haul companies inquire about soil movement activities at the County, employees will supply the landowner with the fact sheet. These types of inquiries may be made to front line administrative, transportation and infrastructure, planning & development, or agriculture and environment employees. All employees will be made aware of the fact sheet and educated as to appropriate opportunities to share it with members of the public.

6. Fact sheet Accessibility

The fact sheet will be printed and displayed in the administration office alongside other agricultural materials. It will be taken to agricultural events as appropriate and its display at other County-hosted events will be promoted by agriculture and environment employees.