



COMMUNITY SUPPORT PACKAGE

"Stop a Data Centre"

Disclaimer

This Community Support Package has been prepared by Little Town Big Data as an informational resource for residents and community groups seeking to better understand and participate in the municipal decision-making process surrounding proposed data centre developments.

The information contained in this document is provided for general educational purposes only. It is not legal, engineering, environmental, planning, or other professional advice, and should not be relied upon as a substitute for consultation with qualified professionals. While every effort has been made to provide accurate and useful information, Little Town Big Data makes no representations or warranties regarding the completeness, accuracy, or applicability of the material contained herein and does not guarantee any particular outcome.

This resource is intended to support respectful, informed, and lawful civic engagement. It is not intended to encourage or promote disruption, unlawful conduct, or interference with any public process or private activity. Rather, its purpose is to help residents ask informed questions, understand potential community impacts, and participate constructively in public consultation and municipal decision-making processes. Users of this document are encouraged to verify information independently and to seek professional advice where appropriate for their particular circumstances.

Land Acknowledgement

We acknowledge the traditional and Indigenous peoples whose nations lived throughout Canada before settlers arrived. Our team at LTBD is small and our mission is clear: to protect and support this land and its people from harmful corporate agendas. But we do not pretend to be experts in facilitating reconciliation and we will not post a generic reconciliation statement for performance purposes.

We can offer our sincerity and willingness to learn and grow. As a national organization, we acknowledge the traditional peoples and children of Turtle Island at large. Thank you to the elders who came before us; we humbly look to your example as we aim to cohabitate the natural world for generations to come.

FIRST STEPS LIST:

We know that it can feel overwhelming when a major project is proposed! So first, take a breath – next, review these steps. You'll find support documents for each step in the rest of this booklet.

1

ASK ALL THE MUNICIPAL LEVEL QUESTIONS

This section includes a list of categories and some suggested questions regarding the proposed project. Continue asking questions and keeping records!

SEEK INFORMATION FROM THE DEVELOPER

This section reviews some information to watch for when working with information provided by the proposing developer/business.

2

3

IDENTIFY THE DEVELOPER DETAILS

This is a critical step! You'll be an expert on this if you aren't already! We've identified a list of **supportive questions and reflections for you to reference while you're reading.**

IDENTIFY YOUR INDUSTRY REGULATORS

This section includes a table of regulatory bodies that exist in Alberta that might be **helpful to your specific community proposal.**

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EMAIL YOUR MLA & ELECTED OFFICIALS

This page includes links to **important contact details and template examples.** Elected officials do not always get back to people – but don't let that discourage you! This step is important!

GATHER YOUR NEIGHBOURS

Open communication is key! Go for coffee with others who are concerned. Create a Facebook hub where you can openly post, share and discuss. **This section has some suggested steps and social media support!**

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MUNICIPAL QUESTIONS

Make Your Voice Heard

- **Town Halls**

If your municipal government isn't already hosting town halls about the project, it is a good idea to request one formally and also publicly (on social media). Town Halls are a great place to ask these questions.

- **Private Conversation**

Emails and in-person visits are effective for getting direct responses.

- **Public Information**

The municipal office should be able to provide formal, publicly available information on the project proposal to-date. Request this and read through.

Take Notes & Share!

The next page has a list of categories and questions for your reference. These are not exhaustive but are more like a launching pad.

Grab a notebook or create a folder on your computer and write your own list. Fill in the answers as you find them and then be sure to share what you're finding with other community members who are just as concerned as you!

Municipal Government Question Concepts

Project Overview

- What is the complete scope of the project, including all planned phases, future expansions, and associated infrastructure?
- Why was this location selected, and what alternative sites were considered?
- What approvals have already been granted, and what decisions remain under municipal control?

Power Generation & Electrical Reliability

- Why is an onsite power plant required, and how often is it expected to operate?
- How will the project affect the reliability and capacity of the local and provincial electrical system?
- If the facility expands, will additional power generation be required?

Public Health

- What independent studies have been completed to assess impacts on air quality, noise, light pollution, and community health?
- What ongoing environmental monitoring will occur, and will those results be publicly available?
- How will the municipality ensure public health impacts remain within acceptable limits throughout the life of the project?

Fire Protection & Emergency Response

- Has the local Fire Department confirmed it has the personnel, training, and equipment necessary to respond safely to incidents at this facility?
- Who is responsible for paying for any additional firefighting equipment, specialized training, or emergency response resources required because of this project?
- Has a comprehensive emergency response plan been completed, tested, and reviewed with municipal emergency services?

Emergency Preparedness

- What are the emergency response procedures for scenarios such as fires, explosions, hazardous material releases, prolonged power failures, and natural disasters?
- How will nearby residents and businesses be notified during an emergency, and what evacuation plans are in place?
- Has the municipality conducted an independent emergency risk assessment to determine whether it has sufficient capacity to respond to a major incident?

Financial Responsibility

- Who is financially responsible for environmental cleanup, emergency response, and site reclamation if the company ceases operations?
- Will financial security (such as bonds or guarantees) be required to protect taxpayers?
- What economic benefits are expected, and how do they compare with the long-term costs and risks to the municipality?

Other Categories to Consider

- Environmental Protection
- Hazardous Materials
- Municipal Infrastructure
- Water Security
- Community Benefits
- Indigenous Consultation
- Agricultural Impacts
- Land Zoning
- Regulatory Oversight

Three Overarching Summarized Questions

1. Can the municipality demonstrate, using independent expert evidence, that this project will not compromise public health, environmental quality, or emergency preparedness?
2. Does the municipality have the personnel, infrastructure, financial resources, and emergency response capacity required to safely support both the proposed data centre and its associated power generation facility without placing additional burdens on residents?
3. If a significant incident were to occur—such as a major fire, explosion, hazardous materials release, prolonged power outage, or company insolvency—who is responsible, who pays, and how will residents be protected?

DEVELOPER QUESTIONS

Seek Information from the Developer

This will be the proposal that that was provided to your municipal government. You are able to request a copy of this directly from the developer themselves. You'll want to thoroughly review this document, take notes, jot down questions, meet with others who are also reading it.

Be sure to keep a record of all points of contacts you develop when connecting with the developer.

Identifying Developer Details

The following pages contain a non-exhaustive list of things to look for when reviewing a proposed data centre project. As you read the developer's proposal, **pay attention not only to what is included, but also to what is missing**. This checklist is designed to help you identify areas that deserve a closer look and questions that may need to be asked.

Where possible, compare the information in the developer's proposal with responses from your municipal government and other supporting documents. Differences between them can reveal gaps, inconsistencies, or unanswered questions.

Just because an issue has been marked as "addressed" in one report doesn't necessarily mean it has been fully considered or resolved.

Developer Review Questions & Notes

Red Flags to Watch For:

- Vague terms like “minimal”, “anticipated”, “expected” that do not have any verifiable data or backing
- Claims that aren’t backed by publicly available reviews or reports
- Promises to address at a later date
- Missing information about expansion or responsibility

Power Generation & Electrical Reliability

- Why is an onsite power plant required, and how often is it expected to operate?
- How will the project affect the reliability and capacity of the local and provincial electrical system?
- If the facility expands, will additional power generation be required?

Project Scope

- Does the project scope cover future expansion, maintenance requirements, or future phases?

Power Generation

- Does it clearly state where power will come from and if it is to be developed onsite does the proposal detail the power plant as part of the project

Water Usage

- Is there emergency/contingency planning for events such as droughts or water restrictions? Is the sourcing of water explicitly outlined?

Dangerous Materials & Hazards

- Is there clear mapping of the response plans in the event of major incident? Does the proposal outline who would be responsible for responding and level of training required?

IDENTIFYING REGULATORS

Identify Relevant Regulators

Because there is no regulatory body for data centres as an industry, communities need to use the “throw spaghetti at the wall” method and ultimately, see what sticks. On the next page we’ve provided a table specifically for Albertan communities to connect with regulatory bodies and begin discovering what options are available to their specific community-proposal.



Identify Relevant Regulators

Area of Interest	Potential Regulator / Authority	What They May Oversee	Where to Learn More / Contact
Municipal Planning & Land Use	Municipal Government	Land use bylaws, zoning, development permits, municipal servicing	Your municipality's Planning & Development Department website
Agricultural Land	Municipal Agricultural Service Board (where applicable)	Agricultural land use, subdivision, compatibility with surrounding agricultural operations	Your municipality or county website
Power Plants & Transmission	Alberta Utilities Commission (AUC)	Power plants, substations, transmission lines, public interest hearings	https://www.auc.ab.ca
Electricity Grid	Alberta Electric System Operator (AESO)	Grid connections, transmission planning, system reliability	https://www.aeso.ca
Environmental Protection	Alberta Environment and Protected Areas (EPA)	Environmental approvals, air quality, water licences, contaminated sites	https://www.alberta.ca/environment-and-protected-areas
Water Use & Water Licences	Alberta Environment and Protected Areas	Water withdrawals, groundwater and surface water approvals	https://www.alberta.ca/environment-and-protected-areas
Air Emissions	Alberta Environment and Protected Areas	Air emissions approvals and monitoring	https://www.alberta.ca/environment-and-protected-areas
Occupational Health & Safety	Alberta Occupational Health and Safety	Worker health and safety requirements	https://www.alberta.ca/occupational-health-safety
Oil & Gas Infrastructure (where applicable)	Alberta Energy Regulator (AER)	Pipelines, certain energy infrastructure, environmental compliance	https://www.aer.ca
Fisheries & Fish Habitat	Fisheries and Oceans Canada	Fish habitat and impacts to waterways	https://www.dfo-mpo.gc.ca
Species at Risk & Migratory Birds	Environment and Climate Change Canada	Species at risk, migratory birds, federal environmental protection	https://www.canada.ca/en/environment-climate-change.html
Navigable Waters	Transport Canada	Impacts to navigable waterways	https://tc.canada.ca
Emergency Management	Alberta Emergency Management Agency (AEMA)	Provincial emergency preparedness and coordination	https://www.alberta.ca/alberta-emergency-management-agency
Fire Protection	Local Fire Department / Fire Authority	Emergency response capability, fire protection planning	Contact your local municipality or fire department
Building & Safety Codes	Municipal Safety Codes Authority	Building permits, electrical, plumbing, gas and fire code compliance	Your municipality's Safety Codes or Building Services Department

WRITE LETTERS & FORM COMMUNITY

Write your MLA & MP

- Find your MLA's contact details - [link to directory](#)
- Find your MP's contact details - [link to directory](#)
- Submit a Letter with the LTBD Campaign - [link to submission form](#)
- View our LTBD Letter Templates - [link to templates](#)

Gather Your Neighbours

You already love where you live. You already have the community.

As you move forward in these next steps its important to make sure that when people want to be involved – they have the opportunity to be involved! It's important to work together and keep everyone's eyes on the big picture. Collaboration and cooperation is everything. Celebrate one another and it's going to work! And whatever you do – don't stop! Even when it feels like you're spinning your wheels and no one's listening; especially when it feels like that. Your neighbours *will* hear you and the critical mass moment will come.

- **Create a Collective/Community Group** - use Whatsapp or create a private thread where you're all able to take and see communication flowing openly. This group is for people who are actively doing their own legwork and it is about bringing you all together.
- **Create a Community Group on Facebook/Instagram** - this is for the people who are not necessarily driving the initiative but who are ready to take action! Designate one or two committed social media managers to communicate actionable steps with followers!

TIPS FOR SOCIAL MEDIA MARKETING

01.

Lead with your Message

What is the point of what you want to say? You want people to do something? Come somewhere? **Start with that** Whether it's in design or in writing, make it easy for people to IMMEDIATELY understand what you're trying to say.



02.

Repeat. Repeat. Repeat.

You're going to feel like a broken record. But marketing psychology shows that people start to trust organizations after ~8 exposures. As well, you're gonna want to repeat yourself because ~90% of your audience didn't hear you the first time.



03.

Be RESPECTFUL. Be Accurate.

It's so easy to throw mud and shade. Don't go there. You do not need to give corporations the opportunity to use the word "defamation". **If you are not 100% sure – do not say it online or anywhere until you are 100% sure.**



04.

CALL TO ACTION & Link in Bio

This is important – you want to always give people a place to go for more information or an **actionable** next step! You can use your community page. Use your custom URL in your Instagram bio and regularly link to it on Facebook & ask people to use it.



05.

Have Fun

Seems crazy, right? Because the stakes are high and this isn't actually "fun". But if you can't find ways to enjoy the process, it's going to feel like a burden. Share your wins and share your realness. You are a neighbour in your community. Be that, too.



SIGNAGE & MAKING YOUR MARK IN TOWN

Getting Offline And Into the Real World

Online momentum is important as it lets you build your narrative. But the offline work is critical! Touching down the message into lawn signs, into presentations and gatherings – this is what takes something from being an idea into being a movement.

01.

Lawn Signs to Unite

We can add a form submission to your community page or a contact detail. LTBD has pre-made templates for you to utilize or customize – [please request more information here](#)



02.

Community Presentations

Do you have someone on your team who is able to put together a powerpoint about your communities technical concerns? Grounding the cause in hard data & community info sessions is powerful! Signage and support available on request.



03.

Peaceful Solidarity Gatherings

When you gain momentum, why not have a gathering near the proposed project site? Invite a local musician. Thank your neighbours for showing up. Follow the rules, be respectful, but just show one another that you're ready to be there.



Thank you!

Your work is so appreciated and making a difference! We are all stronger together and it's an honour to be collaborating with you. Please reach out to littletownbigdata@gmail.com if you have any questions or would like to discuss anything in this pamphlet.



