

Town of Drayton Valley

Community Sustainability Plan

2015 – 2019

Achievement
Review 2017



RESPONSIBLE, RESPONSIVE AND RESILIENT COMMUNITY

GOAL: THE TOWN OF DRAYTON VALLEY IS A COMMUNITY OF RESILIENCE

Strategy: Utilize the Building Community Resilience model

- Community Services is using this model.

Strategy: Engage the community (individuals, organizations, businesses) through a community development approach

- The Town values and respects community partners and works to engage our partners through a collaborative approach.
- An Achievement Review of the Community Sustainability Plan with stakeholders was conducted in 2017.
- Accountability and Transparency Policy C-01-17 and a Public Consultation and Communication Policy A-04-17 were adopted by Council on August 30, 2017.

Strategy: Design and evaluate preventative programs against resiliency to enable rehabilitation and reintegration

- The responsiveness of community members to address prevention and resiliency are key outcomes for Drayton Valley, e.g. raise awareness of homelessness through initiatives such as “Homelessness for a Night” and the “Poverty Simulator.”

Strategy: Continue the implementation of the Social Development Plan

- Ongoing activity.

GOAL: CITIZENS ARE AWARE OF THE RESOURCES AVAILABLE TO THEM AND KNOW HOW TO ACCESS THEM

Strategy: Coordinate and collaborate with community organizations to promote and deliver programs and services to residents.

- Well established and efforts will continue.
- The Early Childhood Development Centre (ECDC) informs parents regularly about the ability to utilize the “walk in” sessions at the Community Health Centre for concerns in the areas of speech, mental health, and physical therapy.
- The ECDC works closely with the Community Health Centre which visits the ECDC twice annually to share their dental health program.

Strategy: Encourage and support local groups and organizations, businesses, and governments to work collaboratively

- Ongoing activity.
- Granting programs support agencies throughout the town: Community Event Grant; Youth Arts, Heritage and Culture Grant; Roger Coles Memorial Youth Sport Grant; 2017 60th Anniversary Grant; Scholarship for Municipal Excellence; and other grants administered by FCSS.

Sample actions:

- *Establish an integrated Emergency Management plan to address emergency concerns*
- *Monitor ambulance service standards and communicate with the Province to ensure high quality standards*
- *Implement strategies for increasing and attracting appropriate health professionals*
- *Establish a walk-in clinic to address health needs and minor emergencies*
- *Promote the recruitment of diverse medical practitioners such as midwives and nurse practitioners*
- *Continue municipal efforts to bring groups together through social networking programs or events*
- *Facilitate social inclusion through accessible and affordable community transportation and recreation facilities*

GOAL: HIGH QUALITY MEDICAL, EMERGENCY, AND PROTECTIVE SERVICES ARE DELIVERED WITHIN DRAYTON VALLEY

Strategy: Improve emergency and health services within Drayton Valley

- See Integrated Emergency Management Plan section below under Milestones.
- Prenatal Program is offered to all residents by the Primary Care Network (PCN) through their Maternal Wellness Program.
- Several agencies (e.g. Brighter Futures Family Resource Society, Primary Care Network, etc.) are collaborating to provide high quality medical care and support.

Strategy: Work with the new Primary Care Network to help promote a range/diversity of health services to a variety of platforms/demographics

- Ongoing activity.
- Primary Care Network (PCN) collaborated with local gyms for prescriptions to help patients get active.

GOAL: DRAYTON VALLEY IS A SAFE COMMUNITY

Strategy: Encourage community members to take ownership of their community to make it safer for everyone

- Safe communities are important and continued collaboration will help to ensure this remains a priority.
- Citizens on Patrol (COP) is an organization targeting this.

Strategy: Create better connections from police to community to form strong relationships

- The position of a Community School Resource Officer (CSRO) was established and a positive ticketing program has been successful in strengthening ties between police and youth.

Strategy: Continue to implement safety bylaws, initiatives, and programs

- The Traffic Bylaw 2016/03/P was approved in 2016.

GOAL: INTERGENERATIONAL RELATIONSHIPS ARE STRONG IN OUR COMMUNITY

Strategy: Encourage and support local groups and organizations to partner with each other to share experiences and opportunities

- Community Services brought seniors into junior high schools for interaction with students.
- ECDC hosts intergenerational events throughout the year.
- Aim for Success has a Grandfriend Mentoring Program, supported by FCSS, in local schools.

GOAL: TECHNOLOGY IS EMBRACED TO IMPROVE QUALITY OF LIFE

Strategy: Work with corporate partners to introduce new technologies that improve residents' access to programs and services

- The Town and TELUS cooperated on the Smarter Cities project. The Smarter Cities Project improved the Town's access to high speed Internet services.

MILESTONES:

- An Integrated Emergency Management Plan is established
 - A Regional Agreement on Municipal Preparedness has been developed and agreed to by Brazeau County, the Village of Breton, and the Town of Drayton Valley in 2016.
 - The Municipal Emergency Management Plan (MEMP) continues to be enhanced. It was used during the Ft. McMurray evacuation.

- To support MEMP, several Public Safety capital initiatives have begun, including the purchase of a 100KVA generator for the Civic Centre to power the Emergency Control Centre (ECC) and two air raid sirens to be used as part of an all hazards early warning system.
- The County and the Town are working with the Healthy Communities Coalition (HCC) – Injury Prevention Subcommittee with the goal of raising public awareness concerning emergency preparedness. One method the subcommittee utilized was a Dinner and Dialogue session with experts from High River and Slave Lake to share some of their learnings.
- Pembina Crisis Connection Society (PCCS) is implementing policies and procedures to recognize and deal with Domestic Violence and the Workplace.
- The Community Resilience Model is used as the evaluation tool for all Community Service programs
 - The Resilience Model is taken from the presentation from Dr. Ungar, who is also conducting a five year study called RYSE – Resilient Youth in Stressed Environments, launched in 2017, in Drayton Valley. The Community Services Department plans and implements programs and services that endeavor to assist people in becoming more resilient. Programs are evaluated on whether they help the participants to help themselves.
- The Healthy Communities Coalition (HCC) organizes regular training sessions on the Community Resilience Model
 - HCC is utilizing a Community Development Model instead of a Community Resilience Model. The Community Development Model is composed of multiple steps and is a lengthy process.
 - Multiple training sessions are offered to the community (e.g. Suicide Talk, Mental Health First Aid (MHFA), Applied Suicide Intervention Skills Training (ASIST), education on alcohol abuse, etc.).
- Residents have access to a comprehensive summer programming schedule for their children
 - The Town has enhanced summer programming since 2016 (e.g. “Parks Play Program,” “Youth on the Move,” “Mad Science,” “Drayton Sports and Adventure Camp,” “Indoor Playground,” and “Skate Park Jam,” are some examples of enhanced summer programming).
- Over 50% of residents know where to access resources they require
 - The Town is utilizing the website and social media channels to communicate with town residents.
- The Town of Drayton Valley and Brazeau County have a satisfactory number of medical professionals in the community
 - The Pembina Physician Recruitment and Retention Committee continues to work to bring more doctors to the community and successfully attracted three doctors in 2016.
- Reports of vandalism in the community have decreased by 50%
 - The RCMP maintains statistical data on crimes and incidents and presents the information to Council on a monthly basis. These reports are available to the community in the agenda packages of the Regular Meetings of Council.

CARING AND INCLUSIVE COMMUNITY

GOAL: DIVERSITY IS EMBRACED AND ALL RESIDENTS ARE WELCOMED AND INVOLVED, AND PARTICIPATE IN COMMUNITY ACTIVITIES

Strategy: Identify and involve diverse populations

- In 2016, Community volunteers of the WelcomeIn Group have come together to help settle a Syrian family and immerse them into their new Canadian home.
- The Multicultural Association hosts regular events that are well-attended.
- Aboriginal Awareness Day is celebrated annually.

- The Town incorporates multiculturalism into Canada Day Festivities.
- ECDC staff work diligently to reach out to the immigrant population to offer quality care with subsidized spaces available should the family require and meet the guidelines for such subsidy.

Strategy: Continue to consult with and involve citizens to gain their input and expertise

- This is part of the ongoing operations of the Town. Consultation of the public is occurring and has occurred for several initiatives (budget consultation, plebiscite, Discovery Park art discussion, competition for artistic bike racks, and online surveys are some examples.).
- Accountability and Transparency Policy C-01-17 and a Public Consultation and Communication Policy A-04-17 were adopted by Council on August 30, 2017.

Strategy: Design infrastructure that allows for social inclusion and/or interaction

- Wheelchair accessible sidewalk ramps were installed at locations throughout the Town as part of the annual sidewalk repair program through Public Works. In 2017, the MacKenzie Avenue pavement rehabilitation project included the provision of wheelchair accessible ramps to improve access for persons with disabilities.
- Discovery Park was opened to the public in 2016 and designed for inclusion and to expand the utilization and interaction of people and the space. The grand opening of Discovery Park occurred on September 27, 2017.
- The Town provided partial funding for the construction of the Shark Park, a playground which aims to improve access for parents and children with disabilities and thus for social inclusion.

GOAL: SENIORS ARE ACTIVELY ENGAGED AND SUPPORTED TO ALLOW HEALTHY, INDEPENDENT LIVING

Strategy: Provide appropriate housing, transportation, wellness and recreation activities for seniors

- Several existing programs address recreation, housing, and transportation.
- An existing program was suspended after completion of this CSP; however, options for affordable transportation for seniors will continue to be explored.
- Wheelchair accessible sidewalk ramps continue to be installed at locations throughout the Town as part of the annual sidewalk repair program through Public Works.
- Community Services offers programs for seniors (e.g. Alive 55, strength training, classes at the pool, pickleball, etc.)
- The Senior Citizens Club, located in the 55 Plus Recreation Centre, is active in Drayton Valley.
- Seniors from Lezure Lea visit the ECDC to share their recyclable materials with the children to make crafts. ECDC staff invites seniors to participate in special events.

GOAL: YOUTH ARE INVOLVED IN THE COMMUNITY AND PROVIDED WITH THE RESOURCES AND SUPPORTS TO SUCCEED

Strategy: Provide opportunities for youth to be leaders

- Women in Leadership Program is in place.
- The Town funds part of the Community School Resource Officer (CSRO) position, which encourages positive behaviour amongst youth.
- Healthy Communities Coalition (HCC) offers a Community Helper Program.
- Aim for Success has a Grandfriend Mentoring Program.

Strategy: Connect youth to different individuals and organizations in the community

- The Women in Leadership Program is accomplishing some of this, for example, a student interested in medicine was connected with local doctors and the hospital.
- Council reviews initiatives to engage youth and to receive their feedback and input as a priority and continually evaluates opportunities to do so.

GOAL: FAMILIES ARE ABLE TO ACCESS HIGH QUALITY CHILD DEVELOPMENT SERVICES

Strategy: Increase family participation in community programming

- Community Services offers many new programs for families and children, focusing on exercise, science, and fun (e.g. "Nature Play," "Parent & Me Loose Parts Playground," "Wiggle, Giggle & Move," "Dad & Me Play Dates," "Strollercize," and "Drayton Valley Triathlon" are some examples).
- The ECDC provides a variety of family programming.

Strategy: Strengthen parent/caregiver capacity by developing skills, knowledge, confidence and resiliency

- The Municipal Library and Community Services run family and newcomer programs.
- The Parenting Coalition and Parent Link's Community Literacy Program are active in the community.
- The ECDC does programming in these areas for parents. It has been a Quality Enhancement Goal for ECDC staff to remain motivated in the child care field by upgrading and accessing training to remain at the forefront of the changing child care climate.

Strategy: Increase the opportunities for positive, interactive and culturally relevant early childhood experiences

- ECDC has programming that includes nature walks, visits to the pet store, and the backyard play area was upgraded.
- Community Services offers programs for children, including the Triathlon which has a category for children.
- Eagle Point Blue Rapids (EPBR) Parks Council offers education for children with the trail system.
- The Pembina Nordic Ski Club offers cross country skiing in cooperation with schools.
- Aurora Elementary School is offering an Archery Club for their students.
- Wild Rose School Division (WRSD) is offering activities for Aboriginal Awareness Day which is also open to the public.
- Canada Day festivities offer opportunities for cultural activities for children.

GOAL: AN EXCEPTIONAL BASE OF COMMUNITY VOLUNTEERS THRIVES

Strategy: Design and implement a community volunteer recruitment and management plan

- There have been initiatives over the past several years that serve to coordinate the recruitment of volunteers and their placement in volunteer positions with community organizations.
- Volunteer management and promotion is an ongoing service of FCSS.

Strategy: Provide opportunities for volunteer development and training, and at a younger age

- FCSS has hosted grant writing/fundraising workshops as well as a workshop dealing with running effective meetings. Participants reported that they felt better able to serve their community as a result.
- Board development workshops are also hosted each year and are specifically designed to give volunteers the skills they need to serve on volunteer boards.

Strategy: Provide a common location to house volunteer and non-profit organizations

- The renovation and establishment of the Rotary House through the Rotary Club of Drayton Valley currently offers accommodation for six different non-profit organizations. These organizations are all in the social and/or community development areas and work collaboratively on community projects.

GOAL: COMMUNITY SUPPORT NETWORKS ARE VALUED AS INTEGRAL

Strategy: Preventative programs are designed and evaluated against resiliency to enable rehabilitation and reintegration

- Community groups and agencies are benefiting from ongoing collaborations with Dr. Ungar.
- The program “Mental Health Resource” was launched by the Primary Care Network (PCN).
- Brighter Futures Family Resource Society strengthens family connections via home visits, prevention, and early intervention.

GOAL: DRAYTON VALLEY PROMOTES RESPONSIBLE AND CARING OWNERSHIP OF PETS

Strategy: Support pet owners by facilitating access to services

- Available services include: ARC Bark Park, Cause for Critters, and Town ownership of a new Animal Control building.

GOAL: DRAYTON VALLEY RESIDENTS IDENTIFY WITH THEIR NEIGHBOURHOODS

Strategy: Identify neighbourhoods by name

- This is a planned project within the Community Services Department.

GOAL: DRAYTON VALLEY IS A COMMUNITY THAT EMBRACES/CHERISHES DIVERSITY

Strategy: Share meaningful stories of our community’s diversity and recognize those that embrace diversity

- The Legacy Project is documenting historical aspects of the community through digitizing issues of the Western Review and interviews with community founders.
- The Drayton Valley Historical Society is working on showcasing local aboriginal history.
- The WelcomeIn Group was established in 2016 and welcomed a Syrian refugee family to Drayton Valley in 2016.
- The Multicultural Association has members of ten different nationalities.

GOAL: DRAYTON VALLEY RESPECTS AND VALUES ALL OF ITS CITIZENS EQUALLY

Strategy: Continue the implementation of the Social Development Plan

MILESTONES

- Drayton Valley’s Specialized Transportation Service expands with the addition of a second handivan
 - An existing program was suspended after completion of this CSP; however, options for affordable transportation for seniors continue to be explored.
- Intergenerational programs are hosted on a regular basis
 - Community Services had seniors visit HW Pickup Jr. High School.
 - ECDC encourages seniors to visit their facility.
 - Aim for Success has a Grandfriend Mentoring Program at local schools.
- Youth are represented on 50% of all municipal boards and committees

- Youth engagement is accomplished through the Women in Leadership Program, and Council reviews other initiatives to engage youth and to receive their feedback and input as a priority and continually evaluates opportunities to do so
- The Positive Ticketing program is well utilized by the RCMP Detachment to make meaningful connections with youth
 - The Community School Resource Officer (CSRO) has been handing out positive tickets to youth in the community for things such as wearing bike helmets when riding. In 2016, 120 positive tickets were given out.
- The Town of Drayton Valley and Brazeau County community is home to 15 Day Home providers
 - The number of Day Homes is based on demand; currently, there are five in the broader community that are meeting the demand.
- A community wide MAT Program is established to cater to people who are homeless
 - A MAT Program was established in 2015 and continues to assist those in need.

Sample actions:

- *Enhance the volunteer recognition program*
- *Work with community agencies to increase opportunities for volunteer development*
- *Enhance volunteer programs such as “student work for credit” and “employee-supported volunteer time”*
- *Enhance the promotion of the “go volunteer” database*
- *Provide presenter series on related topics*
- *Expand the “Rotary House” concept to find a location for non-profit clubs to store documents, host meetings, and share administrative duties*
- *Work with landlords to allow pets in rental properties*
- *Work with vet clinics and vet schools to bring semi-annual spay and neuter clinics*
- *Encourage the presence of pets as integral to the programming objectives of specific operations such as senior lodges and childcare centres*
- *Celebrate the successful completion of the Plan’s goals*
- *Work with the community to update the Social Development Plan*
- *Engage community partners in the continuing implementation of the Social Development Plan*

A COMMUNITY FULFILLED WITH FOOD THAT IS ACCESSIBLE AND SECURE FOR ALL

GOAL: LOCALLY PRODUCED FOODS ARE WIDELY ACCESSIBLE TO ALL RESIDENTS OF OUR COMMUNITY

Strategy: Increase participation in local farmers’ markets

- Attendance of the local Evergreen Farmers Market has increased and is a vibrant component of the community.

Strategy: Establish household, community, and commercial gardens

- There are three community gardens in the area.
- Current focus of the Grow Eat Together (G.E.T.) group in tandem with local producers.
- ECDC has gardens established and back yard play space with two planters where children grow and harvest vegetables. Some of this harvest is taken to the foodbank as ECDC staff feels that children need to recognize that food can be grown and shared to feed a community.

Strategy: Work with the local distributors to improve accessibility of local foods

- Current focus of the Grow Eat Together (G.E.T.) group and the Evergreen Farmers Market.

GOAL: NUTRITIOUS FOOD PROGRAMS ARE IN PLACE THROUGHOUT OUR COMMUNITY

Strategy: Establish educational programs about making healthy food choices

- This is done in schools, at the ECDC, and by the Health Unit (“Nutritional Beginnings”).
- There are three community gardens in the area.
- Brighter Futures Family Resource Society runs a community kitchen program called “Cooking with Friends” which is addressing nutritious and healthy food options.
- During the summer of 2017, the Evergreen Farmers Market Kids Club hosted a “Make, Bake, Grow and Sew” program in cooperation with the CETC, FCSS, Drayton Valley and District Agricultural Society, and TELUS.

GOAL: FOODS ARE PRODUCED BY USING ENVIRONMENTALLY SUSTAINABLE PRACTICES

Strategy: Provide education to food growers and consumers on environmentally sustainable practices

- Current focus of the Grow Eat Together (G.E.T.) group.
- Brighter Futures Family Resource Society runs a community kitchen program called “Cooking with Friends” which is addressing nutritious and healthy food options.

Strategy: Work with food producers, restaurants and suppliers to adopt sustainable food producing practices

Sample actions:

- *Facilitate community-based gardens and local farmers’ markets*
- *Establish educational programs about sustainable food production*
- *Use, whenever possible, local produce and foods for all municipally-run events*
- *Facilitate through supportive measures the development of community and commercial gardens*
- *Use utility right-of-ways as locations for community gardens*
- *Provide training opportunities to create local manufacturing and distribution of food*
- *Establish a community kitchen facility with multiple stations*
- *Host a community harvest where school children grow and sell their produce*
- *Include all stakeholders dealing with nutrition in educational programs on sustainable practices*
- *Adopt healthy food choice alternatives in all school programs*
- *Promotion of local community initiatives such as the 100k kitchen, community gardens and local greenhouses*

MILESTONES

- Locally produced foods are used for all municipally run events and functions
 - The Town is using locally produced foods for municipally run events and functions when possible.
- A community-based greenhouse is established within the next 3 years
 - The Town is supportive of community members who step forward to take a leadership role.
- All municipal facilities and schools offer healthy food alternatives
 - The contract for concession at the Omniplex notes that healthy food options are available.
 - Schools are providing healthy food for kids.
- Restaurants offer foods produced through sustainable practices

A COMMUNITY ENRICHED WITH INNOVATION AND LEARNING

GOAL: DRAYTON VALLEY IS A REGIONALLY RECOGNIZED TRAINING CENTRE WHERE CITIZENS HAVE ACCESS TO QUALITY

TRAINING, INFORMATION, AND EDUCATION

Strategy: Develop a Human Resources Training Centre as community training and information centre

- Courses are offered through the Clean Energy Technology Centre (CETC). The CETC is actively exploring course offerings tailored to the needs of the community.

Strategy: Create learning opportunities in green technologies

- Ongoing activity.
- The CETC is actively pursuing green technologies in our region and aims to become a Provincial leader in this field.

Strategy: Continue participating in regional, national, and international learning partnerships

- Ongoing activity.

Strategy: Ensure access to a diverse range of educational and training opportunities in the community

- Opportunities are available through CETC, Drayton Valley Community Learning, NorQuest College, Drayton Valley Municipal Library, and Rotary Children's Library.

Sample actions:

- *Expand the Clean Energy and Technology concept and attract other "green" manufacturers*
- *Work with trade institutions on developing a green technology based learning centre*
- *Establish the Clean Energy and Technology Centre and work with stakeholders to implement its Strategic Plan*
- *Continue and expand partnerships within all disciplines that benefit our community*
- *Act as a mentor to other communities*
- *Communicate and celebrate our successes*
- *Continue partnerships with Norquest College, Northern Alberta Institute of Technology and Grant MacEwan University, the Open Learning Agency, University of Alberta, and other institutions that may present an opportunity*
- *Maintain and/or enhance opportunities for residents to access life-long learning programs*
- *Research and implement e-education opportunities*
- *Work with local organizations and businesses to promote volunteer development*

GOAL: BUSINESSES, COMMUNITY ORGANIZATIONS AND THE TOWN OF DRAYTON VALLEY AND BRAZEAU COUNTY

WORK COLLABORATIVELY TO PROVIDE LEARNING OPPORTUNITIES

- Learning opportunities are available through CETC, Drayton Valley Community Learning, NorQuest College, Drayton Valley Municipal Library, and Rotary Children's Library.

Strategy: Develop business and community educational and mentorship programs

- Women in Leadership Program
- Industry-specific roundtables through the Town's Economic Development Department
- Fire Fighter Training Program
- Women In Business Network
- Aim for Success Grandfriend Mentoring Program at local schools

Strategy: Continue to support libraries in the community

- Ongoing activity.
- Interlibrary loans borrowed have increased by 21.7%. Interlibrary loans lent have increased by 11.7%. Downloadable content and usage of eResources increased by 14%. Circulation of Drayton Valley owned items increase by 11.5% (All numbers 2016 compared to 2015). The Drayton Valley Municipal Library continues to serve seniors with outreach programs such as the WOW Van that visits several senior facilities and to which Sunrise Village was added in 2016.

- The Drayton Valley Municipal Library and Rotary Children’s Library offer a wide variety of regular programs as well as special programs that are well utilized. Some examples are: Write Stuff, Seniors Outreach, Art, Gardening, Wellness programs, Author Talks, Storytime, Rhymetime, Makerspace, Fun Friday.

MILESTONES

- The Clean Energy Technology Centre is constructed
 - Completed in March 2016.
- Local libraries experience a 20% increase in usage
 - Significant increases for interlibrary loans borrowed and lent, downloadable content and usage of eResources, and circulation of Drayton Valley owned items in 2016 compared to 2015.
- A dedicated and provincially recognized training program on green technology is established
 - One of the CETC’s pillars is education with the vision to have such a program and a partnership with NorQuest College has been established.

A COMMUNITY THRIVING IN WELLNESS AND HEALTH

GOAL: DRAYTON VALLEY IS A VIBRANT AND HEALTHY COMMUNITY FOR ALL AGES

Strategy: Create an integrated and accessible system of natural spaces and parks

- New trails were incorporated as part of Discovery Park to encourage walking, cycling, and social interaction.
- A new trail in the NW Quadrant of Drayton Valley is being constructed, with anticipated completion in 2017.
- Wheelchair accessible sidewalk ramps continue to be installed at locations throughout the Town as part of the annual sidewalk repair program through Public Works.
- Revitalization of green space fosters health, wellness, and community gatherings, which is achieved through park and trail construction/redesign.

Strategy: Provide opportunities for healthy lifestyles through education and physical activities

- Installation of outdoor fitness equipment at Discovery Park was completed in fall 2016.
- Documentary Movie Nights (many focused on health) were hosted in spring 2016.
- Various fitness classes are offered at the Total Works Health and Fitness Centre.
- Artistic bike racks were installed in 2016 to promote cycling and commuter bikes for Town employees are available.
- Primary Care Network (PCN) offers Walk & Talk sessions once a week. PCN members of the Chronic Disease team and Mental Health team are available to answer questions on a wide range of topics and can direct people to various services offered by PCN or other services in the community.

GOAL: RECREATIONAL FACILITIES AND PROGRAMS ARE AVAILABLE AND ACCESSIBLE FOR ALL

Strategy: Continue to work with community partners to ensure appropriate recreation facilities, services, and programs are available

- The bi-annual Community Registration Night at the Omniplex is a platform for various organizations of the community to inform about their programs and services.

Strategy: Enhance communication of the available programs

- Community Services continues to provide programming that is responsive to community needs. A bi-annual Community Guide is published to provide information about programs.

Strategy: Adapt and integrate recreation facilities and programs to meet the evolving needs of residents and visitors

- Ongoing activity.

Strategy: Determine the feasibility of developing new recreation facilities

- A Feasibility Study for a new pool was completed in 2011 and a Net-Zero Study was accepted as information at the Regular Meeting of Council on September 13, 2017.
- The 2016-2020 Recreation and Culture Master Plan was adopted in 2016.

Strategy: Create connectivity between trail systems and add more access points to the river

- Connection of trails is ongoing work.

Strategy: Encourage community organizations to remove barriers to access to recreation services

- Primary Care Network (PCN) is working on fitness prescription passes in partnership with local fitness facilities.

Sample actions:

- *Maintain a high number and good quality walking/cycling paths and other open space amenities*
- *Establish a physical link between all natural spaces and parks, both locally and regionally*
- *Develop an Open Space and Trails Master Plan with neighbouring municipalities*
- *Continually provide facility users access to modern equipment and highly trained staff*
- *Expand recreational opportunities through partnering with local user groups*
- *Provide barrier free access for those individuals with mobility difficulties*
- *Develop trail/walkway signage (“you are here”)*
- *Create material (maps) to show how different neighbourhoods can access grocery, stores, and services via paths*
- *Support the EPBR Parks Council in developing river access points*
- *Use technology to aid in disseminating program information to targeted audiences*

MILESTONES

- Walking paths and trails within the community are connected
 - Connectivity is in progress.
- A joint municipal Recreation Master Plan is established
 - A Joint Municipal Recreation Master Plan has not been established yet, but Town Council adopted a 2016 - 2020 Recreation and Culture Master Plan. Brazeau County also adopted a Recreation and Culture Master Plan.
- A joint municipal plan for the establishment of a new aquatic facility is adopted
 - A Feasibility Study for a new pool was completed in 2011 and Council accepted the Net-Zero Study as information at the Regular Meeting of Council on September 13, 2017.
- A combined program for an indoor playground and gymnastics is established
 - The Community Centre opened in January 2017 and provides an indoor playground and other programming for young children and parents.
 - There are two gymnastics clubs within the area.
- The second phase of the Eleanor Pickup Arts Centre renovations is completed
 - Phase II was completed in November 2015 with minor deficiencies completed throughout 2016.
- An outdoor rink is established in Drayton Valley
 - Completed in 2016 and located at Discovery Park.

ARTS/CULTURE/HERITAGE

We value and respect our culture, multiculturalism, and heritage through community participation in cultural and heritage events and through the preservation of historical sites. Our community has the ability to host a variety of social, visual and performing arts, entertainment, and cultural events, all of which play an important role in building a vibrant and inclusive culture in the community.

GOAL: DRAYTON VALLEY IS INCLUSIVE TO ALL CULTURES AND HERITAGES AND CELEBRATES THIS DIVERSITY

- Council approved an Arts and Culture Policy A-05-16 in November 2016.

Strategy: Celebrate the spirit of our heritage and the multiculturalism of our community

- The Multicultural Association and the Drayton Valley Historical Society are engaged groups in this area of interest.
- The Drayton Valley Historical Society is currently researching local aboriginal history.
- The local Communities in Bloom Committee in partnership with the Drayton Valley and District Historical Society placed historical plaques on heritage sites.
- The Legacy Project is digitizing the newspaper and recording the history of the Town's founders.
- The Royal Canadian Legion Branch #269 celebrates history on an ongoing basis.

Strategy: Develop and offer multicultural and historical training programs

- The Multicultural Association provides information on members' individual cultures at the Canada Day festivities.
- Aboriginal Awareness Day is an annual celebration.

GOAL: DRAYTON VALLEY IS HOME TO A VARIETY OF CULTURAL VENUES, HISTORICAL BUILDINGS AND PROGRAMS THAT ARE AVAILABLE AND ACCESSIBLE TO ALL

Strategy: Develop programming for and promote existing venues

- The local Communities in Bloom Committee in partnership with the Drayton Valley and District Historical Society placed historical plaques on heritage sites and added three sites to the Historical Walking Tour in 2017.
- The Eleanor Pickup Arts Centre (EPAC) and Max Centre are venues in town that actively work to bring in different performances throughout the year.

Strategy: Expand the museum and historical village

- The Town has created historical walking trail maps and the maps are accessible on the Town's website.
- The Drayton Valley Museum is going through the process of becoming a designated museum, and this designation is expected to be complete in 2018. The Museum cooperates with summer camps, River Valley Players, and local schools. Three exhibitions on local history were held in the summer 2017.

GOAL: ARTS ARE CELEBRATED, AND OPPORTUNITIES TO GET INVOLVED ARE AVAILABLE FOR ALL AGES

Strategy: Increase awareness of the arts, culture, and heritage of our community

- The Town of Drayton Valley, Brian's House of Coffee, the EPAC, and Cobblestone, for example, showcase local art.
- A local artist/welder was hired to create the Town's artistic bike racks.

- The Drayton Valley Municipal Library offers free art classes.
- Paint nights are offered through private businesses.
- In 2017, the Chain of Office was designed with four blank medallions so community members could design the medallions to showcase elements of Drayton Valley that portray the natural environment, entrepreneurship, community and culture and heritage.

Strategy: Provide opportunities for young people to start learning and to appreciate arts and heritage

- Community Services offers a wide variety of programs.
- The Municipal Library expanded their regular and special events program exponentially.

Strategy: Drayton Valley recognizes and embraces our First Nations and Metis heritage

- The Historical Society is currently researching local aboriginal history and intends to create a permanent exhibition at the Drayton Valley Museum honouring local aboriginal history.
- Aboriginal Awareness day is an annual celebration.

GOAL: DRAYTON VALLEY IS HOST TO A DIVERSITY OF TALENT AND CREATIVITY

Strategy: Showcase, celebrate and promote local talent

- Drayton Valley celebrates local talent through Canada Day performances, Town's artistic bike racks, Performing Arts Festival at the Tour of Alberta in September 2016, Multicultural Association, EPAC, Max Centre, Brian's House of Coffee, Cobblestone, and local dance studios.

Sample actions:

- *Promote community multicultural events and cross-generational cultural activities*
- *Celebrate our cultural diversity with food and dance with all ethnic groups in the community*
- *Encourage further inclusion of youth and seniors in multicultural and historical events and planned leadership opportunities*
- *Embrace our local heritage and historical events for educational purposes*
- *Incorporate workshops that instill tolerance and the value of multicultural diversity*
- *Complete all renovations to the Eleanor Pickup Arts Centre to optimize its use for a variety of events*
- *Establish an outdoor amphitheatre or stage to be used for a variety of events*
- *Continue to work with community groups and the Historic Society to identify buildings with historical significance and find ways to preserve them, either on-site or on relocation site*
- *Create a "heritage site" bylaw*
- *Support schools and other stakeholders in their endeavor to promote arts and culture*
- *Place local art within public facilities*
- *Incorporate cultural elements in every event planned in the community*
- *Expand the community's ability to host media, performing, and visual arts*
- *Foster cross-discipline partnerships choirs/visual arts and sports/music to participate in each other's events*
- *Create a central organization for arts (music, drama, fine arts)*
- *Promote a diversity of arts programs through the high schools and junior high schools*
- *Increase exposure to other cultural talent from other regions of the world*
- *Promote affordable summer camps that focus on art, drama, music*
- *Promote the Arts and Culture grant program*
- *Have local groups tie in with school/school groups to tap into youth talent*
- *Promote partnerships between local artists/performers and local restaurants and cafes to host jam sessions, poetry readings, and other forms of arts and culture*

MILESTONES

- The Multicultural Association hosts a major multicultural event each year
 - They host a Welcome dinner for newcomers every two years and smaller events throughout the year.
- All municipal facilities display local art
 - Local art is and will continue to be proudly displayed at several Town facilities. Murals painted by a local artist are decorating several buildings in town (Legion, Food Bank, ECDC, G.E.T. shed).
- A local Arts Council is established
 - There is a local Fine Arts Society in existence.
 - At the Cultural Roundtable held in May 2017, representatives of the industry agreed to work toward the establishment of a subcommittee of the arts under the Drayton Valley and District Chamber of Commerce.
- A Cultural Endowment Fund with the Community Foundation is established
 - The Town has a Youth Arts, Heritage and Culture Events Grant available.
- The Drayton Valley and District Historical Society establishes a 10 year Strategic Plan
 - The Drayton Valley and District Historical Society continues to ensure their work has a lasting legacy.
- Town Council adopts conceptual plans for community parks
 - Three parks (Discovery Park, Downtown Park, Rotary Park) were conceptually redesigned in 2015. Discovery Park was officially opened on September 27, 2017.
- The Town of Drayton Valley adopts a Cultural Granting Policy, supporting local initiatives in arts and culture
 - Council approved the Youth Arts, Heritage and Culture Events Grant A-16-15 in 2015.

GOVERNANCE & PARTNERSHIPS

Governments, organizations, and agencies all have a direct impact on the community through policy choices, regulating powers, resource allocation, and decision-making. Developing and implementing relevant and appropriate plans and/or projects that factor in the social, economic, environmental, and cultural aspects requires a commitment to actively involve people in the decision-making process. Engaged citizens and inter-agency collaboration in a small community can lead to many innovative initiatives that contribute to positive change.

CIVIC LEADERSHIP AND PUBLIC ENGAGEMENT

GOAL: THERE IS A HIGH DEGREE OF WELL-TRAINED, QUALITY LEADERSHIP WITHIN OUR COMMUNITY AND IN THE BROADER COMMUNITY

Strategy: Broaden leadership capacity within regional and provincial boundaries

- Town provides an annual budget for elected officials to attend conferences.
- Administration is highly supportive of ensuring staff have the tools and training to succeed in their roles.
- Conferences and workshops are hosted at the CETC.
- Rotary Club of Drayton Valley offers programming to develop new leaders.
- Community group conferences occur that enhance leadership (e.g. Aim for Success I Am Empowered Conference, Women in Business Conference, etc.).

Strategy: Actively train leaders within the community

- Women in Leadership Program in place.
- Workshops are hosted at the CETC.
- Aim for Success and Rotary Interact Club offer programming.

Sample actions:

- *Develop a “Leaders of Tomorrow” program*
- *Increase Council and staff visibility by making presentations to schools and youth organizations*
- *Create youth positions on municipal and public organizations and committees*
- *Develop ways to engage with young residents (elementary) on governance and community issues*
- *Host annual town hall meetings where citizens can offer input into how their municipal government is working for all age groups*
- *Provide the public with timely and relevant information through various media*
- *Showcase Municipal Councillors through various media*
- *Develop a regular Town newsletter outlining all of the major activities, accomplishments, and upcoming council meetings*
- *Organize a campaign to increase voter turnout*
- *Develop better advanced polling options*

GOAL: ALL LEVELS OF PUBLIC ENGAGEMENT WITHIN DRAYTON VALLEY ARE HIGH

Strategy: Engage the youth of our community

- Women in Leadership Program has a mentor category of civic leadership.
- Council attends schools to speak to classrooms and youth groups.

Strategy: Increase participation among youth and seniors to transcend inter-generational barriers

- FCSS and ECDC offer programming opportunities to embrace inter-generational relationships. ECDC also offers reading programs that support the enhancement of intergenerational relationships.
- Aim for Success offers a Grandfriend Mentoring Program.

Strategy: Ensure transparency and accountability in all decisions made by Town Council

- Transparency and accountability to residents is of the utmost importance and efforts included public posting of council agendas and minutes; social media communication; newspaper; radio; public engagement; consultations and surveys.
- Accountability and Transparency Policy C-01-17 and a Public Consultation and Communication Policy A-04-17 were adopted by Council on August 30, 2017.

Strategy: Increase opportunities for citizen participation in municipal decision making

- Budget consultations with the community were conducted including gathering input and feedback on the participatory budget. Numerous avenues utilized to engage and obtain feedback such as: online surveys; Council meetings are open to the public; citizens are encouraged to contact Mayor or Council; public portion of Governance and Priorities; social media; traditional media; news releases, and public engagement opportunities.

MILESTONES

- Town Council includes a schedule of school and organization presentations on its Annual Calendar
 - Several members of Council participate in the annual FCSS - Making Financial Cents Program.
 - Letters were sent to the local schools to invite them to visit the Aspen Waste Management Facility as well as the Centre for Water Intelligence (CWI).
 - Council shares important information with schools.
 - CIVIX, a national program, is offering the possibility of conducting election simulations at schools by using their program "Student Vote" for students under the voting age coinciding with official elections.
- Over 50% of eligible voters vote in the municipal elections
 - Candidate forums are held by the Drayton Valley and District Chamber of Commerce in advance of municipal elections.
 - Candidate School is organized by the Town to provide information to candidates in municipal elections.
- Youth are represented on more than 50% of all municipal and public organizations
 - Council reviews initiatives to engage youth and to receive their feedback and input and continually evaluates opportunities to do so.
- Residents participate in the annual budget process through a structured forum
 - In 2016, there were numerous opportunities for public engagement with the budget process and input from residents was sought at numerous events, including the Community Registration Night, hockey games, and seniors' events.

LOCAL AND REGIONAL PARTNERSHIPS

GOAL: LOCAL AND REGIONAL PARTNERSHIPS WITH APPLICABLE MUNICIPALITIES, AGENCIES, BUSINESSES AND ORGANIZATIONS ARE STRONG

Strategy: Work collaboratively with all sectors to achieve mutual goals

- Collaboration with the County exists to achieve mutual goals: Intermunicipal Development Plan and Intermunicipal Collaboration Framework, Community Peace Officer, Fire Services, RCMP, Weed Inspector, construction of trails.
- The Women in Leadership Program is an example for partnerships between the Town, schools, Alberta Health Services, local businesses, and non-profit organizations.

- CETC has numerous partnerships.
- Through the partnership with the Town and FCSS, excellent relationships and partnerships have been created that result in benefits to residents.
- Whenever possible, the Town works with organizations like Drayton Valley Hospitality and Tourism Authority (DVHTA), Drayton Valley and District Chamber of Commerce, local School Boards (e.g. funding of the Community School Resource Officer (CSRO) position and the family wellness worker program) to achieve common goals.
- Grow Eat Together (G.E.T.) Group.
- FCSS and several other agencies in town are working with Dr. Ungar.
- Brighter Futures Family Resource Society is collaborating with Wild Rose School Division and various community halls to host programs.
- Granting programs of the Town support agencies throughout the community: Youth Arts, Heritage and Culture Grant; Roger Coles Memorial Youth Sport Grant; 60th Anniversary Grant; Scholarship for Municipal Excellence; and other grants through FCSS, to enable programs and opportunities for residents.

GOAL: RELEVANT POLICIES ARE COORDINATED ACROSS APPLICABLE MUNICIPALITIES, AGENCIES, BUSINESSES AND ORGANIZATIONS

Strategy: Work with Brazeau County in determining a long-term community strategy

- Ongoing activity.

Strategy: Develop and maintain an Inter-Municipal Development Plan (IDP)

- Ongoing activity.

Strategy: Develop regional economic, recreation and tourism plans

- Collaborative agreements exist.
- Partnership with Drayton Valley Hospitality and Tourism Authority (DVHTA).

Strategy: Share knowledge and understanding regarding sustainability

- Council endeavours to share knowledge and build relationships to support sustainability in the community. The North Saskatchewan Watershed Alliance is an example of cooperative work in this regard.
- CETC is hosting workshops focusing on green technology.
- Preserve Our Ultimate Resource (P.O.U.R.) Program through the Town is available.
- The Town has a Memorandum of Understanding (MOU) for the Centre of Water Intelligence (CWI) with ISL and MetalBossTechnologies.

Strategy: Develop service plans for municipal operations

- Snow Removal Policy.
- Curbside Collection plans.
- Infrastructure management including rehabilitation and replacement.

Strategy: Encourage capacity building within local businesses partnerships

- Examples are: FCSS and its work with Dr. Ungar; Women in Business Network; Drayton Valley and District Chamber of Commerce; networking opportunities; advancements with Economic Development strategy and resultant community engagement is responsive to sharing of knowledge and enhancing awareness and best practices.

Sample actions:

- *Develop a long-term plan that focuses on optimal strategies that benefit both the Town and County*
- *Build working relationships between the municipalities by involving community networks, joint staff initiatives, and joint Council structures*
- *Identify and invite educational, health, economic, and other institutions to participate in regional planning processes*
- *Enhance communications and increase relationships between the Town and local businesses*
- *Recognize existing land uses in adjacent areas*
- *Create mandatory referral areas and agencies*
- *Apply alignment of land uses between jurisdictions, where possible*
- *Work collaboratively to implement the Management Plan for the Eagle Point / Blue Rapids Provincial Park and Provincial Recreation Area*
- *Define an appropriate strategy for Economic Development*

MILESTONES

- Joint municipal plans are created for economic development, recreation and culture, and tourism
 - Cost-sharing agreement between County and Town for recreational facilities.
- The Inter-Municipal Development Plan is enhanced to reflect long-term regional growth
 - Ongoing activity.
- The Town of Drayton Valley is an active partner on regional associations whose mandates impact the Town and its residents
 - The Town will ensure strong representation on regional associations.
- The Town hosts an annual workshop on regional planning
 - Public engagement is a valuable tool in planning (e.g. Area Structure Plans, Placemaking Strategy, Art in the Park workshop, etc.).
 - Consultations with developers take place as projects arise.

MUNICIPAL FINANCE

GOAL: THE TOWN PRACTICES SOUND FISCAL MANAGEMENT IN ALL MUNICIPAL DECISIONS

Town Administration has initiated a more comprehensive budgetary process that is mindful of the entire fiscal picture. Deliberate and purposeful decisions are made that are reflective of the fiscal situation and sound business practices and fiscal management.

Strategy: Incorporate a municipal wide asset management program

- Implementation commenced in 2017 and will continue.
- Long-term planning is a critical component of municipal sustainability and an example of this is moving toward a full-cost utility approach that ensures the utility is sustainable.

Strategy: Develop a financial management plan to maintain strong financial performance

- Budgeting has a multi-year focus built on a sound understanding of municipal priorities and capital expenditures.
- Planning and preparedness is a deliberate approach by the municipality ensuring that decisions and expenditures are based on sound principles and fiscal management.
- The municipality submits its long-term funding priorities to the Province and the Town has a ten-year capital expenditure plan.

Strategy: Initiate a municipal procurement program

- The Town has an organization-wide Purchasing and Tendering Policy TF-01-15 that was approved in 2016.

Strategy: Research and implement alternate sources of revenue for the Town

- The Town is always exploring new opportunities for revenue generation. With the opening of the CETC, the Town is focusing on building up revenue streams from education, green technology, and economic development.

Sample actions:

- *Maintain the inventory and assessment of its tangible capital assets*
- *Build reserves to manage, maintain, and replace these assets based on a life cycle costing program*
- *Exceed established Provincial guidelines for municipal financial performance, including debt loads and reserve funding limits*
- *Develop a long-term funding strategy that reflects zero based budgeting practices*
- *Engage front-line Town staff in financial management strategies*
- *Develop a uniform purchasing program for all Town departments*
- *Identify local suppliers and purchase, where feasible, products from local suppliers*
- *Identify and purchase, where feasible, environmentally friendly products for the municipality*
- *Review existing mechanisms and policies for revenue sources*
- *Implement user pay scenarios for appropriate services*
- *Form innovative partnerships to access funding*
- *Develop and implement a Municipal Sponsorship Strategy for local sponsorship of municipal operations*
- *Work with the Provincial Government to change legislation to allow municipalities to establish alternate sources of revenue*

MILESTONES

- A Municipal Sponsorship Strategy is established
 - In the past the Community Investment Program (CIP) was piloted for a donation initiative.
- The Town generates a 5% increase in revenues through alternate sources
 - The Town continues to examine new sources within existing operations.
 - With the opening of the CETC, the Town is focusing on building up revenue streams from education, green technology, and economic development.
 - Town facilities are actively promoting their offerings and working to ensure that the programs offered are responsive to the needs of the community.
- A Municipal procurement policy is adopted and implemented
 - The Town updated and approved the Purchasing and Tendering Policy TF-01-15 in 2016.
- An employee reward program is established to encourage employee innovation in municipal budgeting and operations
 - This was piloted.

COMMUNICATION

GOAL: AREA RESIDENTS ARE HAPPY WITH, AND TAKE OWNERSHIP OF, COMMUNICATIONS WITH THE MUNICIPALITY AND ARE AWARE OF WHAT IS HAPPENING IN THE TOWN

Strategy: Develop communications infrastructure to support informed decision-making

- The infrastructure includes: Website, social media, radio and newspaper, public engagement initiatives.
- The Town's website has been re-built, enabling easier access of information.
- The community calendar section ensures ease of sharing of events and interests to residents. Events can be added to the community calendar by groups and individuals sponsoring or hosting the events.

- Council agendas, minutes, and videos are available on the Town website.
- The Town has the following pages that distribute information as part of the social media infrastructure: Town of Drayton Valley, Omniplex/MacKenzie Conference Centre, Total Works Health and Fitness Centre, Park Valley Pool, Clean Energy Technology Centre, Early Childhood Development Centre, and Drayton Valley/Brazeau County Fire Services.

Strategy: Provide necessary technologies and resources for communications

- Communications is continually changing and work is continuing to ensure effective conveyance of information.
- Cooperation with TELUS ensured a safe cell service infrastructure and the installation of fibre optics throughout town.
- Both the Drayton Valley Municipal Library and the Rotary Children’s Library have computer terminals and free Wi-Fi available for their users.

Strategy: Establish communications programs that cater to Drayton Valley residents

- 99.31% of users on the Town’s website are re-directed or follow links from the Town’s presentation on Facebook.
- Twitter hashtags are utilized to promote special events.
- A number of utility inserts have been mailed out as part of the water bills to directly share information with residents; examples include budget process, taxation rates, water and sewer information, and the utility Customer Self Service Portal.
- Increased promotion of youth events in general, and arts and culture activities specifically, by utilization of social media.

Sample actions:

- *Use various communications infrastructure to effectively disseminate information to citizens (i.e. electronic messaging, website, radio and newspaper, social networking)*
- *Establish “just in time” information sharing processes: decisions made by government are quickly and widely dispersed and inform the community as to how decisions will impact residents*
- *Continually enhance the municipal website for clarity and to offer enhanced access*
- *Ensure community-supported and publicly accessible technologies and resources are available in public facilities*
- *Create a virtual e-government portal*
- *Host public forums on significant issues facing residents*
- *Develop greater accessibility for diverse audiences, including those with special needs*

MILESTONES

- Over 50% of residents report that they are informed
 - Increased visitors on the website and social media platform indicate that residents are accessing information.
- Drayton Valley residents have easy access to current forms of communications technology
 - Public computers are available at the Drayton Valley Municipal Library and other facilities as well as free public Wi-Fi at several Town facilities, fibre optic was installed throughout the town, cooperation on the TELUS Smarter Cities project ongoing.
 - Throughout the year the Town showcases opportunities, promotions, and programs to engage the community directly.
- Municipal services are available on-line
 - The Town website and online services are continuing to evolve.

SUSTAINABLE ECONOMIC DEVELOPMENT

Sustainable communities foster economic development and growth, leading to a diverse and prosperous community. Businesses and agencies can influence the success of the community's economic strategies by sharing ideas and working collaboratively on initiatives that strengthen the economy.

A sustainable community is also one that works toward the adoption of sustainable business practices that enhance both the environmental and economic performance of all businesses.

The Town's existing Economic Development Plan includes strategies to create a community that attracts businesses and families. The Community Sustainability Plan will add extra value in creating a sustainable and robust economy.

GOAL: THERE IS A VIBRANT, STRONG AND DIVERSE ECONOMIC BASE WITHIN OUR COMMUNITY

Strategy: Increase and promote new economic opportunities

- Coaching opportunities are available with the Economic Development Officer.
- Roundtables and other events were hosted in 2016 and continued in 2017, with the hemp, bio-char, wood waste, retail, and tourism industries.
- CETC has numerous partnerships.
- The Drayton Valley and District Chamber of Commerce has an increased presence.

Strategy: Attract, facilitate, and promote business development

- In 2016, the Town Economic Development Officer provided advice to 38 entrepreneurs in an effort to attract, facilitate, and promote business development.
- Tourism is a key factor of economic development – the Tour of Alberta is an example of a world class event that was hosted by the Town of Drayton Valley.

Strategy: Promote CETC as a local training and business development centre and as a direct link to business development, industry, and education

- The CETC independently hosted 28 events that included delegations and tours, meetings, training courses, workshops, and two one-day conferences. Over 60 workshops, courses, and events were hosted at the CETC in 2016 which includes all tenants hosting at the CETC, external events, and private bookings.

Strategy: Develop relationships with key partners to support business development

- The Town Economic Development Officer has worked on building strong relationships with the Drayton Valley and District Chamber of Commerce, businesses, entrepreneurs, non-profits, and members of the community who are interested in becoming entrepreneurs.

Strategy: Strengthen local business organizations

- See above comment.

Strategy: Support businesses through shared leadership

- Powered by Entrepreneurs: Drayton Valley Economic Development Strategy 2016-18 was developed and adopted in 2016.

GOAL: THERE ARE STRONG, INCLUSIVE RELATIONSHIPS BETWEEN MUNICIPALITIES, BUSINESSES, ACADEMIC INSTITUTIONS, AND OTHER STAKEHOLDERS

Strategy: Strengthen the local Chamber of Commerce and engage its membership in municipal planning

- Supported revitalisation of the Drayton Valley and District Chamber of Commerce’s Board and review of their Bylaws.
- Council reaches out to engage with the Drayton Valley and District Chamber of Commerce and receives regular updates.

Strategy: Enhance the joint economic development plan with Brazeau County (intermunicipal relationship for economic development and tourism)

- Town and County work closely at an operational level on joint projects such as the Career Expo and the Small Business Week Luncheon.

GOAL: CITIZENS HAVE ACCESS TO PROGRAMS THAT PROVIDE SUPPORT TO OVERCOME BARRIERS, INCREASE EMPLOYMENT, REDUCE POVERTY, AND CREATE OPPORTUNITIES TO PARTICIPATE IN THE COMMUNITY

Strategy: Provide quality training, information, education, and community services to all residents

- Numerous community groups support these initiatives including: FCSS (e.g. Making Financial Cents), Homelessness and Poverty Reduction Committee (e.g. Mat Program, Poverty Simulator), Food Bank, and Drayton Valley’s Warming Hearts. Many programs offered are quite specific and respond to the community needs and work to enhance learnings and overcome barriers.
- Training opportunities are offered through CETC, NorQuest College, Economic Development roundtables, Drayton Valley Community Learning, etc.

GOAL: THERE ARE FULFILLING EMPLOYMENT OPPORTUNITIES AVAILABLE FOR ALL THOSE SEEKING WORK

Strategy: Develop mentorship opportunities with key employers so that potential employees can better understand skills and employment needs

- Examples are Career Expo and Women in Leadership Program.
- The Town offers internship programs and summer school student programs.

Sample actions:

- *Update the joint economic development plan for the Town of Drayton Valley and Brazeau County*
- *Implement a Marketing Strategy under the Plan to identify Drayton Valley as a community of choice*
- *Integrate sustainability practices into the Economic Development strategies*
- *Review and enhance local and regional tourism strategies*
- *Establish partnerships and/or create opportunities for the development of various “eco-business” and CETC initiatives*
- *Work collaboratively with local stakeholders to implement the management plan for the Eagle Point – Blue Rapids Parks Council*
- *Continue to implement downtown redevelopment and revitalization strategy*
- *Establish, directly or in partnership with stakeholders, educational programs on economic diversification*
- *Work with the business community in developing business incubators*
- *Promote and share business development tools, e.g., BizPal*
- *Research community incentives for owners to lower rent for businesses*
- *Share outcomes annually with local businesses and other stakeholders*
- *Expand local college programs to include business development courses*
- *Partner with academic institutions to offer practicum programs*
- *Work with the Chamber of Commerce to develop its business plan*
- *Host business development seminars and workshops*

MILESTONES

- The Chamber of Commerce adopts a new Business Plan
 - Under development by the Drayton Valley and District Chamber of Commerce.
- Business development seminars are hosted regularly throughout the year
 - Several industry-specific roundtables and other business seminars were hosted at the CETC and through the Town’s Economic Development Department.
- A Business Incubator program is established
 - This is part of the Town of Drayton Valley’s Powered by Entrepreneurs: Drayton Valley Economic Development Strategy 2016-18 and a pillar of the CETC vision and mandate.
 - Roundtables are a component of this work as building awareness and establishing relationships is a valuable community-led initiative.
- Drayton Valley experiences a 20% increase in small businesses
 - The Town is encouraging of expanding and increasing business opportunities in the community.
 - 2015: 640 business licenses (524 local businesses); 2016: 653 business licenses (519 local businesses);
- Existing by-laws reflect capacity building in economic diversification
 - Bylaws are reviewed by Administration on an ongoing basis.
 - Municipal efforts relating to zoning, Land Use Bylaw 2007/24/D, and Area Structure Plans show foresight and planning for the future.
 - Business License Bylaw 2008/18/D provides information for entrepreneurs and business owners.
 - The Town has revised and approved the Purchasing and Tendering Policy TF-01-15 in 2016.
 - A business directory is available on the Town’s website.

BUILT ENVIRONMENT

TRANSPORTATION

GOAL: PEDESTRIANS AND CYCLISTS MOVE THROUGH THE COMMUNITY EASILY AND SAFELY

Strategy: Create pedestrian and cycling linkages between neighbourhoods

- New trails were incorporated as part of the Discovery Park open space construction to encourage walking, cycling, and social interaction.
- A new trail is being built in the NW Quadrant of Drayton Valley, with anticipated completion in 2017.
- 43 Avenue from Beckett Road to Range Road 73 was extended to provide a road and sidewalk linkage between the Town and the County trail system.
- Trails Master Plan was completed in 2016.

Strategy: Encourage cycling and walking as healthy alternatives to driving

- Bike racks were installed in front of businesses and key locations throughout Town in 2016 to encourage cycling.
- Bicycles with safety equipment are provided for Town staff to use on Town business in order to promote cycling and healthy living.
- 2016 Cycle to Work week initiative.

Strategy: Design infrastructure that allows for social inclusion and/or interaction

- Wheelchair accessible sidewalk ramps were installed at locations throughout the Town as part of our annual sidewalk repair program through Public Works. In 2017, the MacKenzie Avenue pavement rehabilitation project included the provision of wheelchair accessible ramps to improve access for persons with disabilities.

GOAL: VEHICLES MOVE SAFELY AND EFFICIENTLY THROUGH THE TOWN

Strategy: Enable effective transportation patterns

- A Traffic Control Study was conducted in order to review the Town's line markings and signage for safety, consistency, and efficiency. Work is ongoing.

Strategy: Encourage low emission and fuel-efficient vehicles

- Through procurement and replacement strategies, the Town will be thoughtful with acquiring equipment that meets the needs and if possible is low emission/less cylinders.
- A hybrid lease vehicle for Town staff was obtained in 2015 to promote the use of clean energy and conservation of non-renewables.

Strategy: Update the Transportation Master Plan

Sample actions:

- *Revise the Transportation Master Plan to include walkable and bikeable community principles*
- *Create an open space strategy*
- *Build additional walking paths between all recreational and green areas*
- *Place bicycle racks at all parks and public facilities*
- *Increase community awareness of the health benefits from cycling and walking*
- *Complete a feasibility study of a bicycle taxi (or bike loaner) program*
- *In areas where there are no paths, create space for bicycles – either through expanded sidewalks or cycle lanes*
- *Complete the feasibility study to introduce small scale public transportation*
- *Facilitate social inclusion through accessible and affordable community transportation and recreation and cultural facilities, and housing*
- *Enhance, where feasible, the specialized transportation system*
- *Develop an easier communication tool for residents to notify the Town of traffic/road/infrastructure issues (e.g., mobile app, text #)*
- *Review traffic flow patterns for signage, lighting, parking challenges, and other concerns*
- *Develop, design and promote “green parking” stalls at all public facilities*
- *Update development bylaw requirements for parking*
- *Promote “idle free” zones and policy*
- *Support the purchase and/or lease of green municipal fleet vehicles*
- *Incorporate smaller parking stalls in premium locations throughout the community*

MILESTONES

- Bicycle racks are located at all public facilities and within all public parks
 - Bike racks were installed at several Town facilities and other popular locations in 2016.
- Municipal fleet vehicles utilize greening technology, where appropriate
 - Upon investigation, green vehicle technology was found to not be appropriate for the climate; diesel biofuel may be an option in the future. In the interim a hybrid vehicle has been added to the fleet.
 - The street sweeper that was acquired in 2015 has several environmental benefits, including lower water consumption. The sweeper has fewer emissions thanks to a closed loop system and the air is recycled and filtered throughout the system, resulting in the exhausted air being cleaned by 96.4% to 0.5 micron size particles.
- Drayton Valley sets out a plan for a zero-emission public transportation system
- Drayton Valley develops its first bicycle lane on a major thoroughfare
- “Idle free” policies are adopted by over 10 local businesses
 - The Town has an Anti-Idling Bylaw 2008/22/D that outlines idle-free zones in the downtown area.

MATERIALS AND WASTE MANAGEMENT

GOAL: MATERIALS ARE REUSED AND RECYCLED, ORGANICS ARE COMPOSTED, AND THERE IS REDUCED WASTE

Strategy: Promote waste reduction and separation within our community

- Christmas tree recycling, yard and lawn waste composting at the Aspen Waste Management Facility, Take It or Leave It Centre at the Aspen Waste Management Facility, curb-side recycling collection, recycling depots, recycling options for residential and non-residential (ICI) at Aspen Waste Management Facility, household hazardous waste depot, community compost at the community learning gardens, tree recycling into mulch and firewood for campground and day use park are all examples of the promotion of waste reduction and separation.

- The 3R Roundup occurred in May 2017 which promoted waste reduction, recycling, and the reuse of items.
- Recycling and composting is a priority for the ECDC.
- The Curb It! Program was added to the annual Fall Clean Up in 2017 to promote diversion from the Aspen Waste Management Facility by repurposing and reusing household items.

Strategy: Develop markets that use current waste as a future resource

- Business leaders are exploring opportunities.
- The CETC is actively engaged in exploring opportunities in this area.

Strategy: Support and showcase organizations that minimize waste generation

- The CETC hosted a waste management workshop and a Wood Waste Reduction workshop in partnership with Canadian Wood Waste Recycling Association.
- Family Day at the Aspen Waste Management Facility includes industry partners who provide education and awareness to residents and participants about waste diversion and its importance.
- Starting with 2017, a category for the Sustainability Award was added to the annual Mayor's Gala and Community Recognition Awards. Previously a Sustainability Award was presented through the Town upon nominations of individuals.

Strategy: Develop education and awareness programs on the importance of reducing waste

- Industry partners provide education and awareness to residents and participants about waste diversion and its importance at community events, e.g. at Family Day at the Aspen Waste Management Facility.
- Schools visited the Aspen Waste Management Facility.

Strategy: Promote the reduction and eventual elimination of harmful products entering our eco-system

- Household Hazardous Waste Program at the Aspen Waste Management Facility.
- Increased communication about household hazardous waste during Earth Week.

Strategy: Develop a community wide composting system

- Composting site for leaf and yard waste at the Aspen Waste Management Facility exists and promotion was increased in 2017.
- Vermiculture/vermicompost was promoted and workshops were provided to students and public members.

Sample actions:

- *Identify strategies within the Integrated Waste Management Plan for implementation including:*
 - *Complete the feasibility assessment for the collection of organic materials*
 - *Establish higher fees for waste that contains recyclable materials*
 - *Create incentives to separate materials for recycling or composting; offer lower tipping rates for targeted materials like organics, paper, and wood*
 - *Increase the number of attractive recycling and waste receptacles within our community*
- *Develop strategies to ensure revenues are met with decreased waste generation*
- *Local businesses promote waste reduction and recycling, e.g., less packaging, reusable shopping bags*
- *Create accessible composting facilities throughout our community*
- *Develop "energy from waste" programs and businesses as technologies become available and proven*
- *Create opportunities for waste generated from construction activities to be utilized by individuals or other businesses*
- *Expand the Town's recycling program*
- *Establish a re-use-it/recycling centre*
- *Establish a demolition and construction material recycling facility*

- Educate businesses and community organizations to mobilize them to establish green procurement policies
- Lobby manufacturers to adopt end-of-life product management responsibilities
- Use products that are derived from sustainable sources
- Develop a comprehensive communications strategy to help citizens understand the impacts of the waste they produce and the alternate choices available
- Facilitate citizens, organizations/agencies, and local government to come together and develop an effective waste reduction campaign
- Enhance legislation to control the types of materials that can enter the landfill
- Educate households on hazardous waste and e-waste programs
- Explore options for a community wide organic collection system
- Educate the community on composting opportunities and options (benefits of at home vs curbside composting)
- Establish residential backyard composting project

MILESTONES

- Drayton Valley establishes a full-time Re-Use It and Recycling Centre
 - The Town has a full-time Re-Use It Centre called Take It or Leave It Centre. Promotion of the Centre occurred in connection with the 2017 spring initiative 3R Roundup and the Annual Fall Clean Up.
 - ECDC has a “Take for Free” bin for parents to recycle their toys or take home with them.
- Over 50% of households are composting waste
 - Composting site for leaf and yard waste at the Aspen Waste Management Facility is utilized by residents.
- There is a 25% reduction in residential and commercial waste
 - Residential and commercial waste in 2016 was reduced in comparison to 2015.
- Over 70% of residents utilize the “blue bag” recycling program
 - Education and awareness efforts to increase recycling will continue.
- Waste management is established as a municipal utility
- 50% of local stores adopt a “no plastic bags” policy
 - Some retailers in Drayton Valley are encouraging their shoppers to use reusable bags by charging for plastic bags.
- Drayton Valley is home to an “Energy from Waste” manufacturer

PLANNING AND DEVELOPMENT

GOAL: ALL RESIDENTS IN THE COMMUNITY HAVE A PLACE TO LIVE

Strategy: Provide a mix of affordable, diverse and accessible housing options

- The Town offers an Urban Housing program that consists of 26 affordable housing units.

GOAL: HOMES ARE AFFORDABLE, DIVERSE AND ACCESSIBLE

Strategy: Provide a mix of affordable housing options

- This is recognized in Area Structure Plans.

Strategy: Increase residential density in defined areas through policy changes

- This is recognized in Area Structure Plans. Residential density exists and lot sizes have been changed to have newer developments with higher density.

GOAL: EFFICIENT DEVELOPMENT PATTERNS MINIMIZE MUNICIPAL INFRASTRUCTURE COSTS

Strategy: Implement high development standards in development and redevelopment

- Review of Area Structure Plans and Bylaw updates ensure high standards.

Strategy: Revitalize the Downtown area

- The Town ensures that the Downtown area stays attractive to residents by regular maintenance. Further revitalization is an ongoing effort.

GOAL: ALL DEVELOPMENT AND REDEVELOPMENT PROJECTS ARE HIGHLY ENERGY EFFICIENT AND USE SUSTAINABLE BUILDING PRACTICES

Strategy: Incorporate energy efficiency measures into all municipal buildings and infrastructure

- Retrofitting and energy efficiency are continually considered.
- The Centre for Water Intelligence (CWI) and the CETC are designed with current energy efficiency standards including motion-sensor lighting. In addition, the CWI has a green roof.
- An assessment of the Omniplex and the Park Valley Pool was done in early 2017.
- LED lights were installed at the Omniplex, Civic Center, Drayton Valley Municipal Library, Fire Hall, and Public Works and funding for this retrofit was supplemented through grant funding.
- Motion-sensor lighting was installed at several facilities.
- Solar panels were installed at the Centre for Water Intelligence (CWI), Clean Energy Technology Centre (CETC), and Early Childhood Development Centre (ECDC).

Strategy: Provide education on energy efficient development to all stakeholders

- Ongoing activity.

Strategy: Develop incentives to encourage environmentally sustainable construction or renovation for private development

- Preserve Our Ultimate Resource (P.O.U.R.) Program through the Town.
- The Province encourages energy reduction with the program One Simple Act.

GOAL: DRAYTON VALLEY RESIDENTS ARE PROUD OF THEIR CLEAN AND GREEN COMMUNITY

Strategy: Engage the community in beautification projects and programs

- The community is involved in the Communities in Bloom (CIB), G.E.T. Group, several community gardens, Clean Sweep Program, TD Tree Days event, and other flower bed plantings (e.g. Dutch tulip planting).

Strategy: Foster community pride through local initiatives

- This is encouraged through: green initiatives coming out of the Bio-Mile and CETC, Communities in Bloom (CIB), Evergreen Farmers Market expansion, community events such as Tour of Alberta, Triathlon, DV100, etc.

Strategy: Strengthen municipal bylaws and policies that benefit beautification efforts

- A Landscape Management Plan was adopted by the Town and the Community Standards Bylaw 2015/08/P is in place.

Strategy: Encourage more environmentally friendly landscaping

- A Landscape Management Plan was adopted by the Town and the Community Standards Bylaw is 2015/08/P in place.
- Residents have vegetable gardens in the front and/or back yards.
- The Bio-Mile is encouraging the use of fiber mats for landscaping purposes.

Sample actions:

- *Set affordable housing targets, recognizing seniors as a special target group*
- *Explore alternative residential designs*
- *Promote secondary suites within new residential communities*
- *Research and build alternative energy homes*
- *Research strategies to restructure up front municipal costs and fees to build new suites*
- *Develop long term housing plan based on the demographics of the community*
- *Review and legislate densification areas to control building up, not out*
- *Ensure sustainable architectural, environmental, and urban design become key components to Area Structure Plans*
- *Define alternative residential designs that complement while enhancing adjacent development*
- *Increase bylaw enforcement for unkept properties*
- *Continue to implement the actions of the downtown revitalization strategy*
- *Implement green standards through policies and procedures for new buildings, renovations, infrastructure, and landscaping*
- *Host workshops on sustainable development by the Canada Green Building Council*
- *Develop new tax rates and/or incentives for those introducing green technology in the homes*
- *Develop policy to enact local green improvements levy*
- *Educate the community on green technologies available*
- *Research incentives for green technologies in large developments (e.g. priority consideration in development permit process)*
- *Continue to promote and enhance the Communities in Bloom program*
- *Educate the public through partnerships with local groups, institutions, and businesses*
- *Identify and establish Drayton Valley's woodlot/urban forest areas*
- *Protect the existing tree canopy in natural areas and public areas*
- *Reintroduce natural plant and shrub species*
- *Increase community participation in neighbourhood "adopt a block" and similar programs*
- *Identify and revitalize specific areas in the community*
- *Establish a unified look within the community*
- *Implement educational campaign on goals of bylaws that enhance beautification*
- *Establish standards on infrastructure which are aligned with the goals of Town beautification*
- *Establish plan for highway corridor beautification*
- *Design Area Structure Plans to integrate green-belt corridors, trails, signage, public art, and other beautification initiatives*
- *Encourage growing of native plants and shrubs*

MILESTONES

- Drayton Valley is a national champion in the Communities in Bloom program
 - Five blooms were awarded for seniors gardens in 2016.
 - CETC used fiber mats from a local producer and did a pilot experiment for the first layer of grass seeds in 2016.

- New developments are legislated through by-law to use native species for landscaping
 - The Community Standards Bylaw 2015/08/P is in place, and the use of native species in landscaping is encouraged in new developments.
 - 80% of the trees and shrubs planted at the Discovery Park are native to the area.
- All vacant lots are satisfactorily maintained by the property owner
- Every year, one area within the community is revitalized
 - Discovery Park was opened to the public in 2016. The grand opening of Discovery Park was held on September 27, 2017.
- New commercial construction must include a minimum of 10% greening technology
- All new municipal facilities must be to a minimum standard of LEED Silver
 - The Centre for Water Intelligence (CWI) exceeds LEED Silver.
 - Solar panels were installed at the CETC, the Centre for Water Intelligence (CWI), and the ECDC.
- Drayton Valley has 200 new housing units by the year 2019
 - The goal has been exceeded with an increase of 281 units at the end of 2016.
- Residential development in the downtown core increases from 2014
 - Ongoing activity.

ENERGY

GOAL: ENERGY CONSUMPTION IS OPTIMIZED ACROSS THE COMMUNITY

Strategy: Increase awareness and support initiatives to reduce the use of energy

- Awareness is being increased at public events.
- The Town has the Preserve Our Ultimate Resource (P.O.U.R.) Program.
- The Province has the promotional campaign called One Simple Act in place.

Strategy: Develop and implement energy conservation strategies

- Upgrades at several of our municipal facilities have achieved this, e.g. LED lights, motion sensor lighting, green roof, and solar panels.

Strategy: Develop and implement alternative renewable forms of energy

- Solar panels were installed at the CETC, the Centre for Water Intelligence (CWI), and the ECDC.
- The CETC is continuing to explore alternative renewable forms of energy through partnerships.
- In June 2017, the CETC hosted an Entrepreneurial Bootcamp for youth focusing on business opportunities pertaining to renewable forms of energy.

Sample actions:

- *Work with local businesses to promote energy-efficient products to reduce energy consumption*
- *Implement strategies to improve traffic flow to reduce the starting and stopping of vehicles*
- *Educate the public to reduce peak energy demand*
- *Define the Town's potential as an energy provider to control pricing mechanisms*
- *Implement building standards to improve energy efficiency*
- *Implement green procurement policies that encourage more energy-efficient products*
- *Develop and apply the use of local improvement charges to fund energy efficiency upgrades*
- *Research financial mechanisms, such as low-interest loans, for private development that reduces overall energy consumption*
- *Provide visible utility consumption mechanisms on municipal buildings*
- *Educate builders and developers to site buildings and to plan land for improved solar orientation*
- *Acquire subsidies from higher levels of government for alternative energy projects*
- *Establish policy on using energy efficient fixtures in new development*
- *Educate the community on alternative energy sources*
- *Facilitate and/or attract businesses that provide renewable sources of energy*
- *Implement financial, taxation and regulatory incentives for renewable energy programs*

MILESTONES

- 30% reduction in utility consumption in all municipal buildings
 - Ongoing efforts. Motion-sensor lighting at several facilities, green roof, and increased efficiency at the new Centre for Water Intelligence (CWI).
- Educational programs result in Drayton Valley's overall energy consumption decreasing by 5%
 - Ongoing efforts.
- Legislate new development to use energy efficient fixtures
 - Ongoing efforts.
- A Home Energy Audit tool is utilized within 20% of the Town's residences
- Drayton Valley uses energy from an "Energy from Waste" manufacturer for a future municipal building
 - Pilot programs and initiatives are being pursued.

NATURAL ENVIRONMENT

Protection of biodiversity, natural areas, riparian spaces, water courses and clean air sources is fundamental to our community's sustainability. Ensuring development respects and integrates within the natural environment will help maintain ecosystem health and integrity. Keeping our natural environment healthy and functioning is a way of preserving our life support – clean air and water – for decades to come.

WATER

GOAL: WATER CONSUMPTION PER CAPITA IS REDUCED

Strategy: Enhance the water conservation strategy for Drayton Valley

- There is an educational component at the Centre for Water Intelligence (CWI) and schools have visited this state-of-the-art facility to increase awareness of the importance of water safety and conservation.

Strategy: Use economic and financial tools to reduce water consumption

- The Town has the Preserve Our Ultimate Resource (P.O.U.R.) Program.
- Bulk Water rate was adjusted.
- The water and sewer rates were adjusted to reflect a full-cost utility approach for water and sewer operations to practise sustainable asset management.

Strategy: Implement options for the use of non-potable water and grey water

- Rain barrels are eligible for consideration through the Town's Preserve Our Ultimate Resource (P.O.U.R.) Program.

Strategy: Employ environmental design and infrastructure to improve water conservation

- The entire Centre for Water Intelligence (CWI) is efficient and consistent with ensuring high standards with only 4% of intake water being turned back as waste water.
- The Town has stormwater retention ponds. These ponds slow down the flow which helps prevent erosion. They also allow solids and heavy metals to settle out before they reach the river.
- The Town has permits to divert effluent for varying uses in place of using potable water.

GOAL: A HIGH QUALITY OF DRINKING WATER IS MAINTAINED FOR ALL RESIDENTS

Strategy: Provide training for personnel in water treatment plant operations to ensure that water effluent meets or exceeds provincial standards

- Staff members receive training as is required to maintain and advance their certification levels.

Strategy: Ensure water distribution infrastructure is of quality design and is maintained to meet or exceed provincial standards

- A new state-of-the-art Centre for Water Intelligence (CWI) was officially opened in 2016.
- The Safe Drinking Water document is updated annually.
- Asset management will monitor distribution infrastructure.
- Regular maintenance and inspection as lifecycle capital item.

Strategy: Participate in regional/provincial initiatives/agencies (agriculture, industry) to establish guidelines for water source protection

- The Town is part of the North Saskatchewan Watershed Alliance and the Headwaters Alliance (sub group) which meets regularly and Council is actively engaged on these committees.
- North Saskatchewan Regional Plan work is underway.
- Participation at provincial workshops and AUMA.

GOAL: THE QUALITY OF SURFACE RUNOFF WATER ENTERING THE NORTH SASKATCHEWAN RIVER IS HIGH

Strategy: Develop and implement natural stormwater management strategies

- The Town has stormwater retention ponds. These ponds slow down the flow which helps prevent erosion. They also allow solids and heavy metals to settle out before they reach the river.
- UV lights are used to achieve ultimate treatment of effluent water prior to entering into the receiving waters.
- Representatives from Council and Administration sit on the North Saskatchewan Watershed Authority Alliance to help understand areas of concern and be a leader as well as technical influence on the quality of the river.
- The areas of the North Saskatchewan River are regulated by the Federal and Provincial governments and any work requires their approval.
- Regulatory requirements are met and sent to Alberta Environment on a regular basis.

Sample actions:

- *Implement educational tools on water conservation*
- *Develop a policy that mandates developers to use green technology*
- *Encourage homeowners to establish yards that minimize water usage*
- *Develop and/or support innovative water conservation programs in new development*
- *Alter the existing water rate structure to encourage water conservation*
- *Develop a water capture program for municipal developments*
- *Use non-potable water where possible for fire suppression, irrigation, and for serving larger industrial customers*
- *Educate residents to minimize potable water consumption for non-potable purposes*
- *Continue to expand work with industry to utilize grey water for its uses instead of potable water*
- *Encourage household catchment of rainwater, greywater or water recycling*
- *Use green infrastructure design and technology to restore and enhance wetlands*
- *Research and implement water conservation initiatives in all municipal facilities*
- *Develop regulations that control the impacts of construction on land water resources*
- *Ensure that Drayton Valley's potable water supply meets or exceeds Canadian Drinking Water Guidelines and Alberta Environment Standards*
- *Apply ecological design principles to ensure that deleterious materials do not flow directly to streams*
- *Develop ecological approaches to infrastructure management that provide for on-site water filtration where possible*
- *Promote and develop, where possible, rainwater catchment systems, gardens and water-retaining "eco-roofs"*
- *Allow for the natural restoration of streams, wetlands, and riparian areas surrounding storm water retention ponds*
- *Continue to partner with the North Saskatchewan Watershed Alliance and other key stakeholders that operate within the North Saskatchewan River Valley*

MILESTONES

- Drayton Valley establishes a municipal riparian areas policy
- 100% of all municipally owned building have low flush toilets, faucets and showers
 - At most buildings, toilets have been converted to low flush units. All shower heads in the Omniplex are low flow.
- There is a 25% reduction per capita in overall consumption of water by residential users
 - Ongoing efforts.
- 25% of residential buildings have a rain water collection system
 - Residents have rain water collection systems and usage of such systems is encouraged.
- New municipal facilities employ one or more forms of water conservation techniques
 - The CETC and the new Centre for Water Intelligence (CWI) have low flush toilets and water-efficient taps.
 - The CETC has an in-floor heating.

AIR

GOAL: DRAYTON VALLEY MAINTAINS ITS AIR QUALITY LEVEL TO MEET OR EXCEED THE MINIMUM PROVINCIAL AIRSHED REQUIREMENTS

Strategy: Improve alternative transportation choices to reduce emissions

- Bike racks were installed to encourage bike commuting over vehicle, continual improvements to walkways and cycling paths.
- The Town has an Anti-Idling Bylaw 2008/22/D that outlines idle-free zones in the downtown area.

Strategy: Raise public awareness of the importance of good air quality

Strategy: Apply best practices to household and commercial/industrial activities to reduce emissions

- This is part of the Provincial regulations.

MILESTONES

- Total community greenhouse gas emissions are reduced
 - Ongoing efforts.
- Green building standards are established for new development
 - This is part of the Provincial regulations.

Sample actions:

- *Reduce energy use through green transportation infrastructure*
- *Use alternative fuels to green municipal fleet vehicles*
- *Educate public on the benefits of energy efficient vehicles*
- *Regularly monitor and report on air quality through West Central Airshed Society*
- *Mandate municipal staff to follow the idle reduction policy*
- *Inform the public of clean air initiatives and encourage individual action*
- *Educate the public on the benefits of energy-efficient appliances*
- *Establish green building standards and management systems for all commercial buildings*

NATURAL AREAS AND BIODIVERSITY

GOAL: THE NATURAL ECOSYSTEMS IN AND AROUND DRAYTON VALLEY ARE HEALTHY AND PRESERVED

Strategy: Control the spread of noxious weeds and other invasive species

- The Community Standards Bylaw 2015/08/P is in place and weed inspectors are contracted to work to control the spread of noxious weeds.

- Landscape Management Plan includes suggestions on ways to maintain healthy lawns without using chemical sprays, etc.

Strategy: Protect the existing tree canopy in natural areas and public areas

Strategy: Reintroduce natural plant and shrub species

- Public Works uses native plants in their work.
- There is an annual program of Christmas tree recycling with the wood chips being used for natural areas in parks and flowerbeds.

Strategy: Minimize toxic pesticide use

- Public Work is using herbicides minimally.

Strategy: Identify and preserve natural habitat and green spaces

- Area Structure Plans provide details on future development, including dedicated areas for green space.

GOAL: WILDLIFE AND BIODIVERSITY ARE PROTECTED AND CONSERVED

Strategy: Educate the public on unique ecosystems present in our region

- Safari Club International Drayton Valley Chapter is working in this field.
- Eagle Point Blue Rapids (EPBR) Parks Council offers educational programs and park signage identifying native flora and fauna.
- Wild Rose School Division is offering horticulture classes to their students and teach about bee friendly plants, sustainable and environmental awareness, and water conservation.

Strategy: Work with provincial government regulatory bodies to ensure/establish balances between wildlife and domestic operations

- The Town is involved with the North Saskatchewan Regional Plan and works together with Fish and Wildlife Officers.
- This is also part of the mandate of Eagle Point Blue Rapids (EPBR) Parks Council.

Sample actions:

- *Revise and/or create municipal bylaws to include measures to eliminate the spread of noxious weeds and other invasive species*
- *Evaluate all new developments for sustainability and promote the use of natural plant species*
- *Implement an urban forest bylaw*
- *Implement bylaws that require permits to remove trees within Drayton Valley and align these measures with development requirements*
- *Educate the public on diverse landscaping practices where natural grasses, plants, and shrub species are used*
- *Revise bylaws and policies to allow for a diverse range of landscaping practices*
- *Reintroduce, where appropriate, native tree and plant species in all municipal landscaping, taking into consideration the impact on infrastructure*
- *Utilize existing utility right-of-ways to create a vegetative buffer between neighbouring properties*
- *Eliminate toxic pesticide use in municipal practices*
- *Educate public on the benefits of eliminating toxic pesticide use*
- *Research and implement, where appropriate, bylaws on the restriction of pesticide use*
- *Develop a policy to have all designated water source areas, riparian habitats and natural green spaces within the Town as protected areas*
- *Implement the Landscape Management Plan*
- *Continue to support the EPBR Parks Council to promote the importance of natural features and engage the community in nature exploration/discovery*

MILESTONES

- The Town outlines a long-term plan to manage dandelions and noxious weeds
 - A Landscape Management Plan is in place.
- New development standards conserve or protect a minimum of 10% of natural habitat as identified by the Town
 - Area Structure Plans provide details on future development, including dedicated areas for green space.
- The Town adopts a Tree Preservation By-law
 - A specific Bylaw has not been developed but a Landscape Management Plan was adopted.
- All municipal land development utilizes only native tree and plant species
 - Public Works uses native plants in its work.
 - 80% of the trees and shrubs planted at the Discovery Park are native to the area.
 - The Town, in support of TD Tree Days, utilizes native trees for their annual tree planting event.

ENVIRONMENTAL PRACTICES

GOAL: DRAYTON VALLEY IS A LEADER IN THE FIELD OF SUSTAINABILITY

Strategy: Continuously engage the community in the implementation of the Community Sustainability Plan

- This has been done consistently at events and workshops and will continue.

Strategy: Network and maintain a connection with the national and international world of sustainability to share ideas and practices

- This has been done consistently and will continue.
- The Town has had a Community Sustainability Plan since 2009.

Strategy: Incorporate environmental and sustainable practices in municipal event planning and operations

MILESTONES

- Sustainability awards are given regularly
 - This concept has been promoted at events and workshops.
 - Starting in 2017, a category for the Sustainability Award was added to the annual Mayor's Gala and Community Recognition Awards.
- Sustainable network groups, in all six pillars, are established and meet regularly
 - Council has different Committees that have varied levels of focus on the Community Sustainability Plan pillars.
- The Town hosts an annual workshop for the community to review the progress of the Community Sustainability Plan
 - A stakeholder meeting occurred in May 2017.

Sample actions:

- *Regularly meet and network with community interest groups and individuals to further the goals of the Community Sustainability Plan*
- *Recognize individuals and/or groups/businesses that advance sustainability measures*
- *Promote and make available the Community Sustainability Plan for sharing with other communities*
- *Research and implement leading practices from other communities*
- *Provide training on leading practices and train others on same*
- *Obtain membership in applicable professional sustainability organizations*