

Town of Drayton Valley MDP & LUB Review

April Survey Engagement Summary

April 21, 2020

1. Introduction

The Town of Drayton Valley is undertaking a comprehensive review and update of the Municipal Development Plan (MDP) and Land Use Bylaw (LUB). The MDP and LUB are key documents, required by the province, that guide and regulate future growth and development within a municipality.

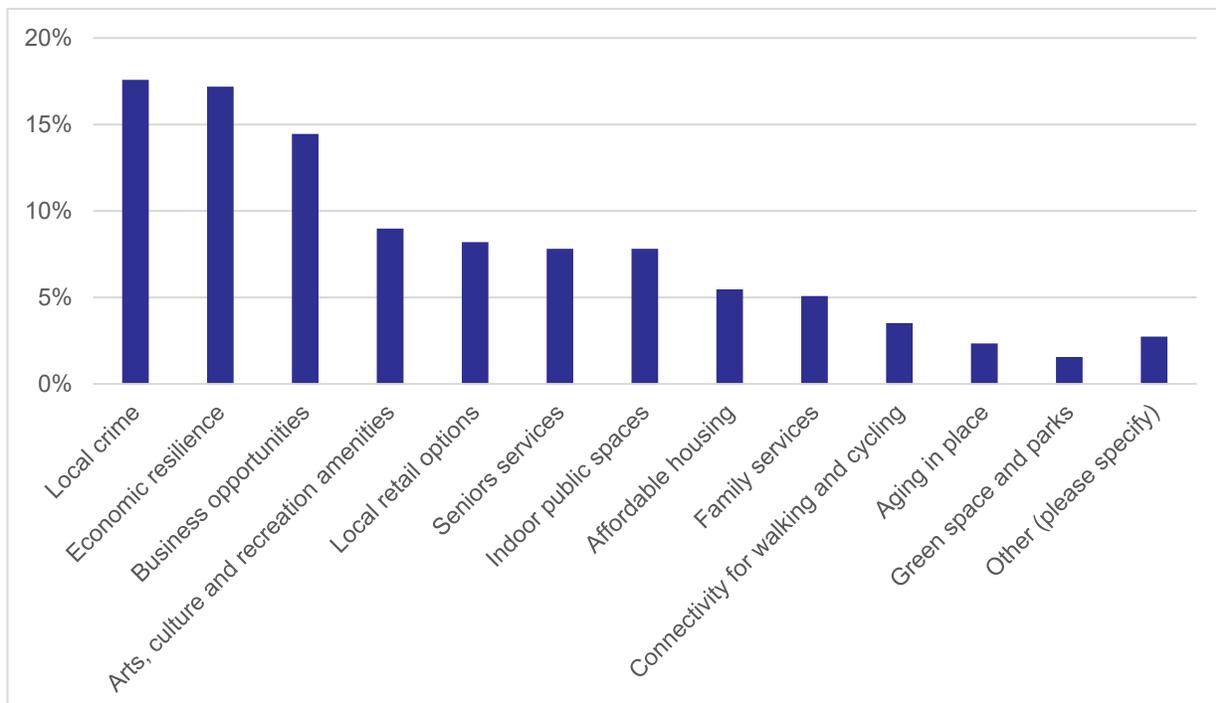
In April 2020, a community survey was used to gather feedback from residents and stakeholders about their priorities and perspectives related to social well-being, the local economy and Drayton Valley’s natural and built environment. This survey was conducted in place of the 3BL World Café that was cancelled as a result of the COVID-19 pandemic. In total, 97 survey submissions were received. The feedback shared will be used to help inform the development of updated MDP policies and potential changes to LUB regulations.

A high-level summary of key themes that emerged are provided in the following sections.

2. Priorities

Top 3 Priorities

The top three priorities identified by residents were addressing local crime, economic resilience and business opportunities.





What do you like most about living in Drayton Valley?

Community character

- Community is resilient and residents support each other during hard times
- Residents are friendly and generous
- Aesthetics and beautiful scenery of the area

Small town feel

- Close-knit community where residents know neighbours
- Quiet, family friendly community
- Local amenities that meet residents' needs, but also close to cities with additional services

Greenspace and activities

- Easy access to outdoor activities, trails, ponds, parks and the river valley

Employment

- Close to local employment opportunities and workplaces

What does the Town need or what would you like to see in Drayton Valley?

Economy

- Increased diversity of businesses to reduce dependency on the oil and gas industry as the volatility of the industry has negative impacts to the local economy
- Additional job opportunities beyond oil and gas
- More local retail options and support for small businesses to open and stay in town
- Reduction in unnecessary spending by the Town

Crime and enforcement

- Address crime and drug-related matters through increased policing and stronger sentencing

Activities and amenities

- Affordable programs/activities for parents, expecting parents, children, youth and seniors
- New pool and/or recreation center for the region
- Activities and programming for all seasons
- Additional health professionals and facilities in town to reduce travel to other places

Maintenance and infrastructure

- Better road and infrastructure maintenance and upgrades

Affordability

- More affordable housing, both rental and ownership

3. Challenges and Opportunities

Social Well-Being refers to topics that support quality of life for residents such as housing, local social services, community gathering places, recreation spaces and educational opportunities.

Challenges

Economy

- Lack of available local jobs and high unemployment

Activities and amenities

- Need more recreational facilities and programming for children, youth, expecting parents, single parents, families and seniors
- Access to recreation and community facilities and programs should be more affordable
- Better communication and awareness for community programs and activities
- Lack of access to healthcare and mental health services and educational programming and resources

Vulnerable populations

- High percentage of the population are experiencing homelessness
- Need for more programs, services and affordable housing options

Opportunities

Activities and amenities

- More programs and recreation activities for all ages, including children and youth in particular
- New pool and/or recreation center
- Additional options for outdoor recreation activities to attract tourists into the community

Economy

- Diversify employment opportunities and support small businesses
- Limiting unnecessary spending during economic downturns
- Additional employment opportunities in oil and gas, manufacturing, alternative energy and hemp production

Affordable housing

- Housing options and supports for low income families and people experiencing homelessness or at risk of homelessness
- Additional seniors housing and long-term care facilities



Economy Prosperity refers to supporting a variety of opportunities for local employment and economic activity, the broader business environment and local tax base.

Challenges

Industry

- Oil prices are low which negatively impacts local economy
- Oil and gas industry is important to the community, but there is an over-reliance on the industry
- Local businesses are impacted by economic downturn and changing shopping habits and not able to survive

Employment

- Lack of local employment opportunities

Affordability

- More residents are experiencing homelessness
- Cost of living (rent, taxes, good and services) is increasing for residents and business owners

Commercial / local and small businesses

- Need for additional supports and incentives for local businesses to operate and remain open

Opportunities

Economic diversification

- Invest in and support new local businesses and entrepreneurs to create more local employment opportunities
- Strategies to attract businesses to locate in Drayton Valley
- Support production of goods locally
- Diversify the local economy by bringing in industries other than oil and gas, such as hemp production, green energy, manufacturing and other innovative ideas

Collaboration

- Need for everyone to work together and support strategic partnerships

Tourism

- Additional support for building up the tourism industry that capitalizes on features in the local community, such as the parks and river valley

Environmental Sustainability refers to the local built environment, how walkable and connected the community is, including trail networks and natural features around Town that are amenities for residents.

Challenges

Active modes

- Walking trails and pathways are well used
- Need better connections to existing trails and pathways both within the community and connecting to the County

Infrastructure maintenance

- Sidewalks and trails need to be better maintained to improve accessibility, including during the winter
- Infrastructure is aging and lack of appropriate stormwater management, but not enough funding to manage

Greenspace

- Increased trees and green space to recover what has been lost due to development

Safety

- Concern about safety on the trail system and in parks with increased vandalism, drug use and people experiencing homelessness
- Need for additional crosswalks on busy streets

Opportunities

Active modes

- Current trail system is well supported and used by residents
- Trail system could be further expanded and connections between existing trail networks increased

Green spaces

- Provide additional green spaces and areas for outdoor activities such as picnic spaces, ponds, natural areas and campgrounds

Infrastructure

- Repair and upgrade roadways and sidewalks
- Explore alternative ways to manage waste

Tourism

- Increase tourism through trails, hiking, a retreat centre and outdoor activities

Cost

- Funds should be spent on supporting employment and local businesses

4. Participant Demographics

