



2020 - 2024
Social
Development
Plan



DRAYTON VALLEY



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Social Development Plan for the Town of Drayton Valley

Drayton Valley Regional Council has developed this Social Development Plan for the greater community of Drayton Valley and Brazeau. The collaboration between the Town and local community organizations and agencies has generated the goals, strategies, and actions of the Plan.

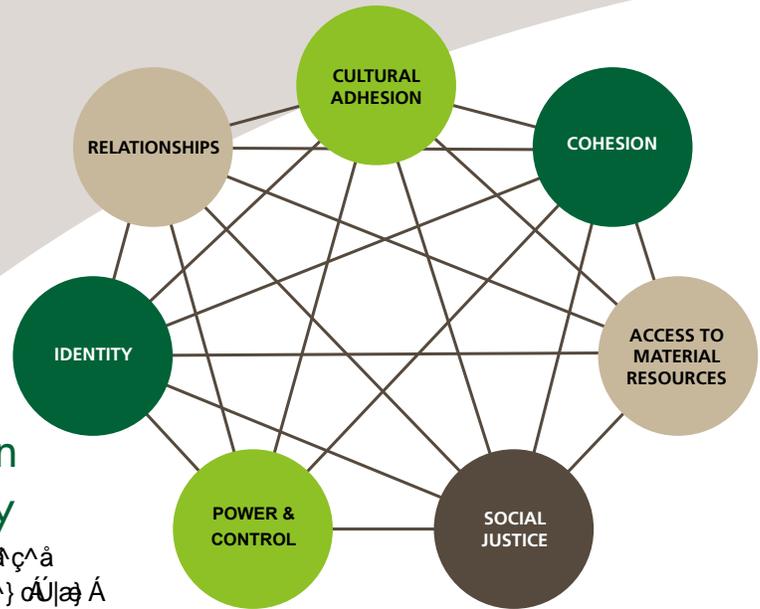
What is a Social Development Plan?

A Social Development Plan is a document that outlines the goals, strategies, and actions of a community to improve the quality of life for its residents. It is a plan that is developed by the community and its leaders, and it is used to guide the community's efforts to address social issues and improve the well-being of its residents. The plan is a living document that is updated as the community's needs and priorities change over time.

A Social Development Plan:

- is a document that outlines the goals, strategies, and actions of a community to improve the quality of life for its residents.
- is developed by the community and its leaders.
- is used to guide the community's efforts to address social issues and improve the well-being of its residents.
- is a living document that is updated as the community's needs and priorities change over time.

The following schematic shows seven resources for resilience in a community.³



Celebrating and building upon the successes of the community

The community has collaborated on addressing the needs of its youth. A five-year study has been implemented through Dalhousie University to understand how our youth respond in stressed environments. This Resilient Youth in Stressful Environments Project is a partnership between the Dalhousie University and the Town of Drayton Valley, and aims to provide the community with valuable information and resources to help youth succeed.

The Homelessness and Poverty Reduction Team has been successful in shedding light on the societal concerns of homelessness. A Community Mat Program has been established to provide necessary shelter and access to community resources for those who are homeless or those at risk of becoming homeless.

The strategies and actions within the SDP are written to recognize and build upon the successes in the community, starting with what is working well with a positive and resilient approach.

Residents throughout the consultation process expressed the strong spirit of volunteerism that exists in the community and, equally important, the need to build upon the existing core of volunteers. Encouraging volunteerism is viewed as essential to accomplishing almost all of the strategies and actions.

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Encouraging volunteerism

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¹ Ungar, M., Community Resilience for youth and families: Facilitative physical and social capital in contexts of adversity, Children and Youth Services Review (2011), doi:10.1016/j.childyouth.2011.04.27

² Ungar, Michael Ph.D. School of Social Work, Dalhousie University. www.resilienceresearch.org. Building Community Resilience, Drayton Valley Alberta October 7, 2014.

³ Ibid.

Providing for all

This Plan addresses issues that are most important to the residents of the Drayton Valley community. The Plan strives to ensure that all residents of the community are able to enjoy a high quality of life and contribute to the health of the community. We wish to embrace diversity in our community; welcoming, involving and providing for people of all ages, race, ethnic and cultural backgrounds, colour, socio-economic status, physical and mental abilities, sexual orientation, or family status.

Implementing the Social Development Plan

The Social Development Plan is one of several community plans that have been developed to guide the decision-making by Town Councillors, staff and community members. The Plan complements other community plans. These plans are interconnected, and implementation of the strategies and actions within each individual plan will also help to achieve goals in all of the plans.

The goals and strategies contained within the SDP are linked to each other. As such, recommended strategies and actions are likely to have a ripple effect beyond any single community issue; a desirable effect to work towards comprehensive and holistic change.

The SDP will evolve as our community evolves. To keep it relevant and meaningful, the Town of Drayton Valley needs to regularly review the plan, seeking input from community residents.

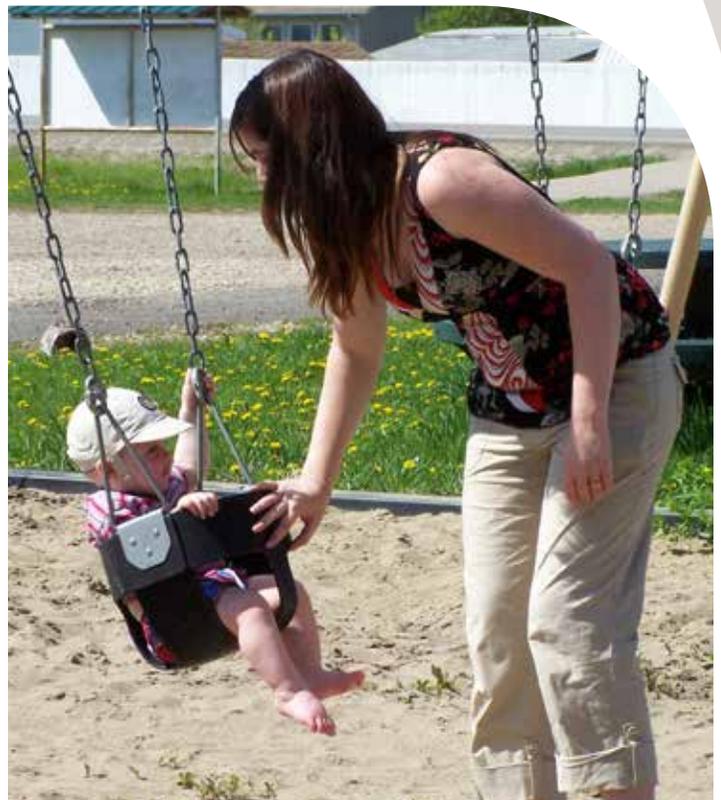
The Community Services Department of the Town of Drayton Valley will take a lead role in communicating the plan to community stakeholders, implementing the strategies and monitoring the success of the SDP. Doing so will require close collaboration with the various partners and key stakeholders within the community. A combined effort will make the Social Development Plan a success.

Social Development Plan Goals, Strategies and Actions

The Social Development Plan articulates the community's goals for a sustainable and successful future, organized by six community systems:

- Health and Social
- Arts, Culture and Heritage
- Governance and Partnerships
- Sustainable Economic Development
- Built Environment
- Natural Environment

While the Social Development Plan mainly addresses the goals of the Health and Social community system, there are also goals within the Plan that address goals from the Arts, Culture and Heritage and Built Environment systems.



A Responsible, Responsive and Resilient Community

Residents feel safe and secure in performing everyday activities, in their homes and throughout the community. Individuals and families are resilient; having the capacity to access the resources that they need for a healthy and happy life. Our community's organizations and governments provide resources and services in ways that are meaningful and accessible to residents.

Strategy: Utilize the Building Community Resilience model

Successes:

- The Building Community Resilience model, presented by Dr. Micheal Ungar, Ph.D, has been the foundation for several awareness and training sessions. The Model has been the basis for the Resilient Youth in Stressed Environments (RYSE) study which will generate community strategies and tools following its five-year term in 2021.
- Program offerings are designed and assessed for effectiveness through a resiliency lens.

Actions:

- Continue to develop tools for planning, implementing, monitoring and evaluating programs and services based on the Building Community Resilience model and encourage community organizations to utilize these tools.

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

Successes:

- The formation and purposeful work of the Community Parenting Coalition are benefiting local families.
- The comprehensive approach to resolving community social issues by the Healthy Communities Coalition has strengthened the community.

Actions:

- Improve access to training in community development theories, principles, and practices.

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

Successes:

- Summer programs are well coordinated through the numerous community organizations that offer these services.
- Community services are offered in a collaborative manner as the lines of communication between service providers are open and accessible.

Actions:

- Prioritize projects and allocate resources effectively and efficiently to optimize benefits.
- Continue to develop partnerships within the community that aim to strengthen the community.
- Participate in wide-scale initiatives (provincial, national, etc.) which benefit the community.

Goal: The Drayton Valley community is a community of resilience.

Goal: Citizens are aware of the resources available to them and know how to access them.

Goal: Citizens are aware of the resources available (CONT.)

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

Successes:

- Community initiatives such as the Community Dinners and the Community Mat Program have brought community organizations, residents, and local businesses together to serve the community.
- Municipal Council has been active in an advocacy role to obtain resources needed to enhance local initiatives.

Actions:

- Prioritize projects and allocate resources effectively and efficiently to optimize benefits.
- Continue to develop partnerships within the community that aim to strengthen the community.
- Participate in wide-scale initiatives (provincial, national, etc.) which benefit the community.

Goal: High quality medical services and health professionals are available to address health needs.

Strategy: Implement strategies for increasing and attracting the appropriate health professionals

Successes:

- The post work of the local Physicians' Recruitment Committee has resulted in the attraction and retention of family physicians.
- The local Health Services Foundation has and continues to have success in raising funds to bring vital medical equipment to the local hospital.

Actions:

- Continue to build and maintain strong relationships with provincial representatives in health and other relevant areas, such as the Primary Care Network.

Goal: High quality medical, emergency and protective services are delivered within Drayton Valley

Strategy: Improve emergency and health services within Drayton Valley

Successes:

- The local detachment of the RCMP added two positions to its law enforcement unit, thereby enhancing the community's protective services.
- The Community School Resource Officer position has enhanced the safety measures within the public school system and created a connection between youth and law enforcement.

Actions:

- Continue to work with all emergency service providers to advocate for increased resources to ensure high quality standards.



Strategy: Continue to implement safety bylaws, initiatives and programs

Successes:

- The Community School Resource Officer has been active in collaborating with community service providers and has been effective in promoting opportunities for youth, particularly youth at risk.
- The ALIVE 55 Program has been an effective platform to provide older adults not only a health and wellness program, but also education and awareness on crime prevention, drug awareness, and social engagement initiatives.
- The Community School Resource Officer has been involved in several of the summer programs offered by local non-profit agencies, providing information on safety, law enforcement, and anti-bullying.
- The RYSE project has been providing opportunities for youth to identify community issues and possible resolutions to these issues. The efforts of the RYSE project have been instrumental in the establishment of a Youth Services Hub.

Actions:

- Establish the governance model and operational basis for the Youth Services Hub.
- Implement and monitor the partnership with TELUS, the Smart Communities Security Camera program, to increase security and address safety concerns, such as crime, and provide the community with tools to plan for infrastructure needs or maintenance in the community.
- Continue to encourage youth to participate in leadership and recreation opportunities and scholarship programs.
- Continue to support the work of the Community School Resource Officer to research cyber-bullying and proactively prepare awareness information and training for children, youth and families.

Goal: The Drayton Valley community is a safe community.

A Caring and Inclusive Community

All people including children, youth, families and seniors have access to basic needs: accessible housing, food, clothing, transportation, health services and recreation. Residents are actively engaged in the community and there is a strong sense of belonging and a strong culture of participation, volunteerism and caring for one another.

Goal: All residents in the community have a place to live.

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

Successes:

- The Town of Drayton Valley's Urban Housing program provides affordable and accessible housing to 26 low income earning families.
- The Homelessness and Poverty Reduction Team's Mat Program provides emergency accommodation to those in need of immediate shelter.

Actions:

- Continue to pursue a long-term, sustainable approach to emergency and transitional housing for those who are homeless or at risk of becoming homeless.
- Promote secondary suites within residential communities through comprehensive policy development.

Goal: All residents are welcomed, involved and participate in community activities.

Strategy: Identify and involve diverse populations

Successes:

- The work of the Community Parenting Coalition has generated awareness opportunities and parenting tools that focus on inclusion of diverse populations.
- Service Organizations are promoting community resources in innovative manners, such as Special Swims, Movie Nights, and the annual Zombie Run.

Actions:

- Host Newcomer programs and gatherings, targeting specific populations such as temporary foreign workers, new Canadians and immigrants.
- Facilitate social inclusion through accessible and affordable community initiatives and recreation facilities.

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

Successes:

- The Town of Drayton Valley uses local events such as the Community Registration Nights to reach out to the residents to gain feedback on community initiatives.
- The Town's utilization of social media has provided accessible and timely avenues for residents' input.

Actions:

- Continue to use innovative methods to engage the community in decision making.
- Create safe and open atmospheres for discussion in public meetings.

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

Successes:

- The Volunteer Appreciation Banquet has proven to be an effective manner in which to recognize volunteers. Recognition continues to be enhanced through the efforts of individual volunteer organizations.

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Actions:

- Provide tools and guidance to community organizations that support effective volunteer recruitment, training and management.
- Produce promotional material that advocates the benefits of volunteerism.
- Continue activities that promote Volunteer Week in April.

Strategy: Support pet owners by facilitating access to services

Successes:

- The ARC Bark Park (Off-Leash Area) provides an excellent venue for dog owners to socialize their dogs. There are added benefits of community connectiveness.
- Cause for Critters continues to be supported in its work to promote a humane environment for cats and dogs.

Actions:

- Work with vet clinics and vet schools to bring semi-annual spay and neuter clinics to the community.
- Plan for the establishment of a second off-leash area within the community which accommodates a separate space for small dogs only.



A Community Fulfilled with Food that is Accessible and Secure for All



Strategy: Enhance sustainable food practices through farmers' markets and community gardens

Successes:

- Farmers' Markets are held consistently throughout the year and are well attended.

Actions:

- Encourage the re-development of community gardens.
- Promote backyard gardening as a sustainable food production practice.
- Continue to source locally grown produce and foods for municipal events, whenever possible.
- Provide training opportunities to create local manufacturing and distribution of food.

Strategy: Establish educational programs about making healthy food choices

Successes:

- The Early Childhood Development Centre is a leader in promoting healthy choices for children 0-6 years of age.
- Public Recreation Facilities offer healthy choices in the vending and concession operations.

Actions:

- Encourage schools to adopt healthy food choice alternatives.
- Include all stakeholders dealing with nutrition in educational programs.
- Promote local initiatives that advocate food accessibility and security.
- Offer "Eating Healthy on a Budget" as a session in the Making Financial Cents Program.

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A Distinct and Livable Community

A sense of community - our community looks right and feels right. It has an identity that defines ourselves and fosters pride and belonging among our residents.

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Strategy: Engage the community in beautification projects and programs

Successes:

- The community's past involvement in the Communities in Bloom program has resulted in the beautification of local sites, as well as the implementation of a Historical Building Self-Guided Tour.
- The establishment of Discovery Park, including the Outdoor Rink and Outdoor Fitness Pods, has revitalized the central residential area of the Town.

Actions:

- Continue to use, whenever possible, natural plant and shrub species in new and re-developed areas.
- Protect the existing tree canopy in natural and public areas.

Strategy: Strengthen municipal resources, bylaws and policies that benefit beautification efforts

Successes:

- The development of Area Structure Plans includes the integration of green belt corridors, trails, signage and other beautification initiatives.
- Tree-planting campaigns such as TD Tree Days contribute to the beautification of the community.

Actions:

- Provide education and training on environmental sustainability for businesses and residents.
- Control the spread of noxious weeds.
- Establish and promote by-laws that enhance beautification.
- Establish standards on infrastructure which are aligned with the goal of community beautification.
- Explore policies that encourage renewable energy sources and sustainable building practices.

Strategy: Establish sustainable practices in composting and enhanced recycling programs

Successes:

- The Town of Drayton Valley maintains a strong recycling program.
- Past efforts in backyard composting have been successful.

Actions:

- Partner with businesses for an enhanced recycling program.
- Re-introduce awareness initiatives on the benefits of backyard composting.
- Enhance the visibility of and accessibility to the Re-Use It Centre.
- Promote the community composting site within the Landfill Centre.

Strategy: Foster community pride through local initiatives

Successes:

- Discovery Park has revitalized a major residential area, and has become a focal point for residents and visitors. The contribution of private art by residents has contributed to community pride in the park.
- Residential areas continue to participate in and host Community Block Parties, thereby building pride in neighbourhood living.

Actions:

- Promote community participation in neighbourhood "adopt a block" and similar programs.
- Recognize local beautification initiatives.
- Continue to identify and revitalize specific areas in the community.
- Encourage residents to act as ambassadors for our community.

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A Community Enriched with Innovation and Learning

Connecting People to Opportunities - Residents have access to quality training, information, education and community services that provide support to overcome barriers, increase employment, reduce poverty and create opportunities to participate in the community.

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

Successes:

- The Drayton Valley and District Community Learning Association continues to provide worthwhile education and training programs.
- NorQuest College has solidified its presence in the community and is working with several stakeholders to host accreditation and certification programs.
- The Town of Drayton Valley has initiated a Zero Tuition Fee Program to encourage residents to pursue advanced educational opportunities.
- The Clean Energy and Technology Centre has been established and continues to work with a variety of educational institutions, governments, and business sector stakeholders to advance its strategic direction.

Actions:

- Continue to build upon the Zero Tuition Fee Program.
- Promote all available training opportunities through an on-line platform.

Strategy: Provide a diverse range of educational and training opportunities in the community

Successes:

- Educational institutions are utilizing technology to promote educational opportunities and serve as educational tools.
- The Clean Energy Technology Centre and NorQuest College are working collaboratively on delivering educational/training opportunities that are relevant to the region.

Actions:

- Enhance opportunities for residents to access life-long learning programs.
- Continue to enhance technological measures to meet communication needs.
- Encourage all stakeholders to host educational and training programs in all disciplines and fields.

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Strategy: Develop business and community educational and mentorship programs

Successes:

- The Community Learning Association has been instrumental in delivering education and mentorship to specific populations, particularly temporary foreign workers and recent immigrants.

Actions:

- Support the efforts of Aim For Success in establishing a mentorship program between adults and students.
- Encourage businesses to mentor youth.

Strategy: Continue to support libraries as a critical component to a healthy community.

Successes:

- The Municipal Library has expanded its services by catering to a wide variety of community programming.

Actions:

- Continue to provide free or low-cost library memberships to community residents.
- Develop a long range strategic direction for the provision of library services.

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A Community Thriving in Wellness and Health

Residents have the opportunity to participate in a broad range of activities that encourage many dimensions of wellness: physical, emotional, spiritual, mental, intellectual, environmental and financial. Services promote healthy lifestyles, social connectedness, mental well-being and community cooperation.

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

Successes:

- The Arc Bark Park has addressed a need for an Off-Leash Park for dog-owners to exercise and socialize their dogs.
- Discovery Park includes fitness equipment and park amenities that cater to all physical abilities.
- A new Playground Capital Plan for the Town of Drayton Valley has been adopted and will result in updated and safer playgrounds and play spaces.
- Walking and cycling paths are located throughout the community.
- Regional parks and playgrounds have been enhanced throughout the greater community.

Actions:

- Establish physical links between all natural spaces and parks, including regional trail networks.
- Address the strategies in the Playground Capital Plan regarding playground enhancements.
- Plan for the establishment of an additional Off-Leash Park.

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Strategy: Drayton Valley supports a community that enhances all dimensions of wellness.

Successes:

- The community offers facilities and programs that cater to various target populations based on age, income level, and ability. Social connection and mental health are optimal goals in addition to physical well-being.
- The Town of Drayton Valley supports athletic, cultural and social endeavours through municipal grant programs.
- All community members have the opportunity to participate, at no charge, in the Making Financial Cents Program, designed to educate individuals on their financial wellness.

Actions:

- Establish a link between all forms of wellness (eg. healthy eating linked to active living spaces/events, benefits of physical activity linked to mental wellness) through promotion, events and other opportunities.
- Encourage all private and public services to support all dimensions of wellness including but not exclusive to physical wellness, emotional wellness, spiritual wellness, mental wellness, intellectual wellness, environmental wellness and financial wellness.

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

Successes:

- The Community has benefited from community organizations that value physical well-being by hosting activities and special events, including the Annual Parks Day and Family Day hosted by the Eagle Points Blue Rapids Parks Council, the DV100 hosted by the Drayton Valley Community Foundation, and the Annual Triathlon hosted by a community coalition.
- Local businesses support physical activity, such as Canadian Tire and its Jump-Start Program; allowing youth to access sports programs when they don't have the financial means to do so on their own.

Actions:

- Enhance youths' accessibility to sport and physical fitness through the implementation of a Recreation Fee Assistance Program.
- Support daily physical education and activities for students of all ages.
- Support community initiatives that combat child obesity and chronic illnesses.
- Promote healthy lifestyles through available social media.



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Goal:
Recreational facilities and programs are available and accessible to all.

Strategy: *Establish, improve, or adapt recreation facilities to meet the evolving needs of residents and visitors*

Successes:

- Discovery Park, with its outdoor rink and outdoor fitness pods, provides an affordable and accessible recreation venue. The adjacent 4-S Skate Park adds to the multi-generational focus of Discovery Park.
- The Town of Drayton Valley and Brazeau County have initiated groundwork for a future aquatic facility.
- The Eleanor Pickup Arts Centre has introduced technological adaptations to accommodate a variety of uses.
- The construction of pickleball courts has addressed a growing activity within the community.

Actions:

- Continue to pursue the establishment of a new aquatic centre, complete with family change rooms, wheelchair accessibility, and adequate pool spaces for competitions and leisure programming.
- Continue to provide facility users access to modern equipment and highly trained staff.
- Ensure all public recreation facilities include family change rooms and provide appropriate signage to compensate for disparities in literacy, cultural differences, and gender identities.
- Should a new aquatic centre be established, determine the operation, expansion, or relocation of the Splash Park.
- Ensure all public recreation facilities are wheelchair accessible and cater to those with mobility issues.

Strategy: *Work collaboratively to offer a variety of recreation programs, services and facilities for all residents*

Successes:

- With support from the municipalities and corporate partners, the Eagle Point Blue Rapids Parks Council has established its Outdoor Education Centre and is offering environmental and outdoor education programming.
- Several non-profit community organizations, including the Municipal Library and the Museum, have expanded their programming opportunities.
- Through the efforts of the Healthy Community Coalition, work has been initiated on the establishment of an Integrated Youth Hub, offering supports and guidance for various social services, including recreation opportunities.
- The community continues to demonstrate its capacity to create partnerships that benefit the recreation delivery system.

Actions:

- Continue to support local organizations and local School Boards to enhance access to school facilities for after-school and community use.
- Establish planning principles that direct new residential and commercial developments to contribute to or provide community recreation amenities, with an emphasis on child and family friendly neighbourhoods.
- Encourage the corporate community to support the recreation, sport and wellness pursuits of their employees.
- Continue to establish additional programming for youth during the Christmas and spring break and other non-instructional time throughout the school year.

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

Successes:

- Municipalities have continued to offer affordable rates to several populations for recreation programs and services.
- The ALIVE 55 program combats isolation and sedentary lifestyles for numerous individuals over the age of 55 years by providing free access to recreation and wellness programs.
- The community has access to several no-cost recreation services and programs, including Outdoor Rinks, the 4-S Skatepark, the Splash Park, the Outdoor Fitness Circuit, ARC Bark Park, Tennis and Pickleball Courts, and numerous playgrounds and open spaces.

Actions:

- Implement a Recreation Fee Assistance Program to assist low-income families in accessing recreation services.
- Encourage all stakeholders in the recreation delivery system to build programs and services that address the cultural and social diversity of the community.

A Creative Community Rich in Heritage, Unique in Identity

Culture is present in the community through libraries, the local museum, the preservation of our heritage buildings, opportunities for artistic expression and places that present and connect local arts to people. Local arts and heritage give us community vitality, a path to creativity and innovation and a sense of who we are.

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

Successes:

- The Annual Canada Day celebrations incorporate activities and information that showcase the many cultures that make up the community.
- The Multicultural Association is an active organization, welcoming newcomers to the community and hosting various events that promote inclusion and cultural diversity.

Actions:

- Continue to promote community multicultural events and cross-generational cultural activities.
- Celebrate the diversity of culture with food and dance with all ethnic groups in the community.



Goal: Recreational facilities and programs are available and accessible to all. (CONT.)

Goal: The Drayton Valley community is inclusive to all cultures and heritages and celebrates this diversity.

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

Successes:

- Community event grants offered by the municipalities provide needed support by local organizations to host special events and community festivals and celebrations.
- Local art is showcased in many of the community's public facilities.
- Local markets and festivals are providing an excellent venue for showcasing local culture and arts.
- The Drayton Valley and District Historical Society, as the operator of the local Museum, is offering an expanded program to promote the history of the community and the heritage of its people.

Actions:

- Incorporate cultural elements in every event planned in the community.
- Purchase local art and handicrafts to showcase and donate for auctions and door prizes.
- Encourage local businesses and industry to display local art and to incorporate cultural features into their physical building design.
- Continue to support community festivals and special events through staff assistance, financial resources and/or in-kind contributions or other municipal resources.

Strategy: The Drayton Valley community recognizes and embraces its First Nations and Metis Heritage

Successes:

- The hosting of the annual National Indigenous Peoples' Day has brought together many community organizations and service agencies.
- Indigenous Awareness Training has been welcomed by many community stakeholders.

Actions:

- Continue to support and promote the National Indigenous Peoples' Day in celebration of the strong and unique history of First Nations and Metis history in the community.
- Encourage First Nations and Metis people to share their knowledge of the history of the community through school and inter-generational programs and events.

Strategy: Develop and offer multicultural and historical training programs

Successes:

- Social inclusion is increasingly a guiding principle in the development of community services and programs.

Actions:

- Embrace our local heritage and historical events for educational programs.
- Encourage the hosting of workshops that instill tolerance and the value of multicultural diversity.

Strategy: *Work collaboratively with community organizations and businesses to provide the appropriate cultural facilities and displays for the community*

Successes:

- The Eleanor Pickup Arts Centre provides an excellent venue for arts and culture performances, festivals and displays.
- Discovery Park hosts local sculpture and poetry embedded along the walkways.

Actions:

- Support the efforts of the Eleanor Pickup Arts Centre to plan and construct the final phase of the theatre facility, including a green room and an area for set production and storage.
- Encourage the commissioning or donation of local artforms that can be showcased indoors or outdoors.

Strategy: *Support the Historical Society in developing a plan to expand the museum and historical village*

Successes:

- The Drayton Valley and District Historical Society has prepared a preliminary plan to expand and enhance the facilities and services of the site.
- Both municipalities continue to support the Historical Society's operations with financial assistance.

Actions:

- Review the Historical Society's preliminary plan to establish a process to advance the efforts of the organization.
- Determine the feasibility of the organization's capacity to expand services to include tourism services, thereby adding to its sustainability framework.



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