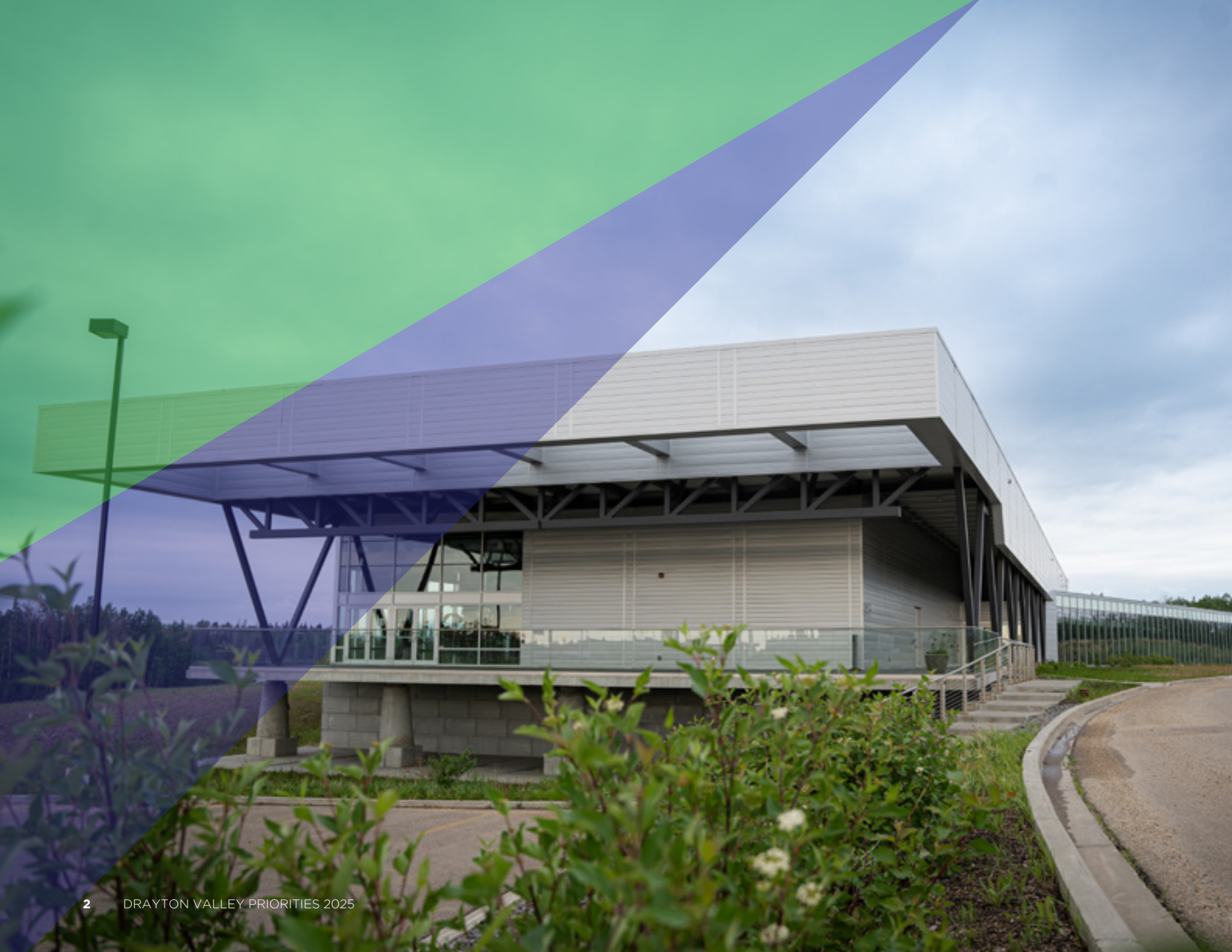




DRAYTON VALLEY



2021-25 Priorities Progress &
2025 Priorities Identification



As a constant reminder of what Drayton Valley Council is focused on achieving, the mission, and values for the town are outlined here. As part of a strategic planning process that council may be considering in early 2026, these components would be key to review and update. At that time, council may want to consider adding a vision statement – an indication of what success looks like a generation from now.

MISSION

How we achieve our vision of success for our future
Rebuild! Recover! Together!

VALUES

Our decision-making lens

VALUE	WHAT IT MEANS
LEADERSHIP	Town Council and all staff will work as a united team to provide the most efficient service levels and service to you.
PEOPLE FIRST	Our belief in people is reflected in putting them first, supporting and encouraging staff growth and development, and celebrating achievements and successes.
DEDICATION	Our service to you is our dedication to highly trained and experienced staff. We are interested in an Administration that is attuned to providing the best service possible.
INNOVATION	We work internally and externally to be innovative, responsive leaders in municipal government that changes constantly. We will always challenge status quo, learning from others and their past experiences, and taking well managed risks and unleashing creativity through working with each other and you!



CELEBRATING WHAT HAS OCCURRED

Since the current Drayton Valley Town Council came into office in 2021, the organization has achieved a great deal.

Reflecting on what has transpired to date, elected representatives and administrators identified this list of what is in progress or has been completed so far.

CULTURE AND SOCIAL

1. Established municipal social housing
2. Feedback on Silver 70s program.
3. Homelessness – huge strides
4. Increased population through rural renewal stream
5. Managed to keep RCMP mostly fully staffed
6. Overall improvement in maintenance of the town in terms of appearance and cleanliness.
7. Recognized as oil country by Oilers – best place to live in Alberta.
8. Shelter pods, day warming pods
9. Starting on financial framework
10. Street party in general.

ECONOMY

11. Grow your own' nursing program
12. Consistent reserve contribution.
13. Increase to post-secondary partnership and grant – through UofA.
14. Received and economic development grant from the province along with Biocomposite group and Alberta Hemp
15. Supported and celebrated business anniversaries and openings.

ENVIRONMENT

16. Beautification
17. Bought a new vacuum truck
18. Disc golf
19. Enhance public transportation on trail network through a grant.

20. Fire prevention and education open houses
21. Got through a wildfire without much damage
22. Increased waste capacity at landfill – built a new cell
23. Lots of training for emergency management.
24. Survived the wildfire

GOVERNANCE

25. Asset management program
26. Budget process was smooth 2024
27. Community standards bylaw updated
28. Councillors travelled to Ottawa for forum to end homelessness
29. Customer service portal online
30. Enhanced relationship with Weyerhaeuser
31. Federal advocacy
32. Got Brazeau County to partner on education bursary
33. Hired an advocacy group.
34. Intergovernmental relationship improvement
35. Invited by Economy and Trades to announce some recent changes to legislation.
36. Joined Alberta Municipalities' mid-sized mayors' caucus
37. Land acknowledgement
38. Land Use Bylaw and Municipal Development Plan updates
39. Premier came to our street party

40. Recreation cost share with Brazeau County
41. Stability at the General Manager level.
42. Started a youth advisory committee
43. Truth and Reconciliation Committee (TRC) – training; one event per year
44. TRC Day holiday for staff
45. We are working really well as a council of six.
46. Working with province to develop a formula for increased infrastructure funding.

INFRASTRUCTURE

47. 50 Ave. upgrades
48. Got new approvals from Alberta Environment for landfill and wastewater treatment.
49. Improved quality of released wastewater.
50. Innovative with water treatments plant – AI pilot
51. New pool
52. Received an award of excellence for engineering for IPD project for raw water station.

Town Council recognizes that it does not act alone. There are many external stakeholders and shareholders with which the town built or strengthened partnerships in recent years. These include, among others:

- AJHL team
- Alberta Innovates
- Brazeau County
- Campus Alberta
- Chamber of commerce
- Community Foundation
- Community Futures
- Community groups
- Drayton Valley Aerodrome Association
- Drayton Valley Hotel and Tourist Association
- Government of Alberta
- Government of Canada
- Healthcare Aide Association
- Library board
- Museum
- Northern Lakes College
- Other mid-sized municipal councils
- School divisions
- Service clubs
- University of Alberta
- University of Calgary
- West-Central Airshed Society



PRIORITIES

When it created this 2025-2026 Strategic Priorities Plan, Drayton Valley Town Council identified 11 strategic goals within four groupings, or Pillars of Sustainability. To achieve each of the goals, council must provide direction to town management about where to spend limited resources in a way that can best achieve the vision of the town.

The list of tactics below identifies some of council’s suggestions to management about how Pillars of Sustainability and related Goals might be acted upon. Each of the tactics is assigned a relative priority for 2025.

Within the full list of strategic goals, Drayton Valley Town Council has created a subset of three high priority tactics that support some of the goals. The items on this list reflect the priorities that council saw as both important and timely for the coming year.

- The high priority tactics (H) for 2025 are highlighted in blue.
- Medium priority tactics (M) are highlighted in green.
- All other tactics are low priority Tactics (L) for 2025, and are not included on this list.

Town Council expects that the high priority tactic list will change over time as some high priority items near completion and new priorities emerge.

SUSTAINABILITY PILLAR 1: SOCIAL AND CULTURAL

WHAT MAKES DRAYTON VALLEY UNIQUE

PRIORITY	TACTIC	DESIRED RESULT
H	Create an updated 10-year recreation and cultural facilities master plan.	Drayton Valley meets the recreational, social, and cultural needs of a growing regional centre.
H	Work with developers to identify how the town can incent the creation of affordable housing.	Drayton Valley has enough attainable and affordable housing to meet growing demand.
M	Complete a healthcare-related community needs study.	Town council and managers understand the changing healthcare needs of the population and can advocate for them.
M	Make public engagement resonate with citizens.	Drayton valley residents are increasingly educated and positively engaged about the life and future of their town.

SUSTAINABILITY PILLAR 2: ENVIRONMENT AND INFRASTRUCTURE

MAKING THE TOWN A SAFE AND ENJOYABLE PLACE TO LIVE

PRIORITY	TACTIC	DESIRED RESULT
H	The Town's asset management master plan is completed and remains updated.	<ul style="list-style-type: none"> Residents and businesses can rely on safe and sustainable infrastructure now and into the future. Town council can budget for asset maintenance and replacement accurately.
M	Review alternate solid waste management systems besides landfill.	<ul style="list-style-type: none"> The useful life of Drayton Valley's landfill is extended as much as possible. Waste is diverted from the landfill wherever possible.

SUSTAINABILITY PILLAR 3: ECONOMY

HOW THE TOWN SUPPORTS BUSINESSES AND PEOPLE

PRIORITY	TACTIC	DESIRED RESULT
M	Build strong relationships with industry, business, and developers to attract growth.	Drayton Valley mitigates the boom-and-bust cycle by diversifying the town's economy.
M	Engage a realtor with strong knowledge of how to market town-owned land.	Drayton Valley receives strong market demand and prices for the land the town owns.
M	Consider the creation of tax or development incentives in relation to the sale of town-owned lands.	Drayton Valley receives strong market demand and prices for the land the town owns. <i>(same result as above)</i>



SUSTAINABILITY PILLAR 4: GOVERNANCE

ENSURING THE TOWN RUNS AS WELL AS POSSIBLE

PRIORITY	TACTIC	DESIRED RESULT
M	Review and update town bylaws and policies as necessary.	Current and accurate legislative documents support focused strategic direction for the town.
M	Maintain a noticeable presence with provincial and federal political decision makers	All orders of government are aware of Drayton Valley's needs and act in accordance with that awareness.

OTHER IDEAS

Several tactics were identified as being of interest to two or more members of Town Council. While not considered to be priorities at this time, they may move higher on the list for consideration should the high and medium tactics get explored and worked upon.

These tactics include:

- Create a 'shop local' policy
- Ensure that town-owned lands are shovel-ready for development
- Finalize a community engagement process for Eldorado and Deby land ASPs
- Review town resource deployment to ensure that the town is receiving value for money spent.







DRAYTON VALLEY

STRATEGIC THINKING

The list of topics below may benefit from some focused strategic thinking. Aside from the priorities for 2025, several issues that require additional thought were identified through the course of the day.

These topics are important for the town, its citizens, the business community, and others, but they are not easily solved. In some cases, these are not even 'town' issues per se, but the town may need to deal with some aspects of them.

This list is generated as a result of similar priority-setting engagements with local governments across Canada.

Listed alphabetically below are the issues and topics that could benefit from strategic thought:

TOPIC	POSSIBLE TOWN ACTION
Diversity with an emphasis on Indigenous relationships	<ul style="list-style-type: none"> • Focusing on the Truth and Reconciliation Commission's Calls to Action that are under the purview of local government.
Economic development	<ul style="list-style-type: none"> • Attraction of retail, commercial, and industrial development is a way to balance the tax structure, so it is not heavily weighted to residences that don't pay enough in taxes to cover the cost of the services they use.
Healthcare in the community	<ul style="list-style-type: none"> • The delivery of healthcare and related facilities are not municipal responsibilities, but they occur in municipalities. • The town's role is advocacy to the provincial and federal government, either alone, regionally, or through municipal associations. • Any other action, such as transitional housing, is at the discretion of the town.
Reacting to Government of Alberta policy changes	<ul style="list-style-type: none"> • Drayton Valley can work through its MLA, regional partners, and municipal association to advocate for policy positions that are to the benefit of the town, its people, and its business community.
Regional Collaboration	<ul style="list-style-type: none"> • Working with Brazeau County and regional Indigenous groups to recognize how best to serve people who call the region home. • Consider sharing services and facilities as a way to reduce per capita costs. • Advocate to other orders of government as a region with a larger population and economic impact than any single municipality.
Town as employer of choice	<ul style="list-style-type: none"> • Surveying other municipal governments to determine how town compensation (monetary and non-monetary) compares to similar organizations. • Ask staff what would make Drayton Valley an even better place to work in the region.



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