



2022 STRATEGIC PLAN HIGHLIGHTS





Morinville

2022

STRATEGIC PLAN HIGHLIGHTS

We acknowledge that the Town of Morinville is on Treaty 6 territory—the traditional and ancestral territory of the Cree, Dene, Blackfoot, Saulteaux and Nakota Sioux. We acknowledge the many First Nations, Métis and Inuit who have lived in and cared for these lands for generations.



**COMMUNITY
BUILDING** 5



**COMMUNITY
SAFETY
& WELLBEING** 6



**FINANCIAL
STEWARDSHIP** 8



**ENVIRONMENTAL
RESPONSIBILITY** 10



**ECONOMIC
DEVELOPMENT** 11



**COLLABORATIVE
RELATIONSHIPS** 13

OUR MISSION

Working together to build a complete community for today and the future through our commitment to the well-being of Morinville.

OUR VISION

Morinville, embracing our past; building pride in our future.

OUR CORE VALUES

Morinville's Council and Administration have endorsed the following core values which govern the way the municipality makes decisions, how we interact with others and how we conduct ourselves:

- Integrity and Respect
- Leadership and Innovation
- Accountability and Service Excellence
- Teamwork and Responsiveness
- Partnership and Collaboration

OUR GOALS

Community Building

Morinville is a growing community with a small town feel where we all feel proud to live, play and participate.

Community Safety & Wellbeing

Morinville is a community that collaboratively prioritizes the safety and well-being of residents and businesses.

Financial Stewardship

Morinville improves its financial health while demonstrating value for money.

Environmental Responsibility

Morinville is an environmental steward through collaboration, innovation, education and implementation.

Economic Development

Morinville has a diverse economy with thriving businesses, quality jobs and growing business opportunities.

Collaborative Relationships

Morinville is a trusted and valued partner in regional and community stakeholder collaboration.

2022 STRATEGIC PLAN HIGHLIGHTS

On May 20, 2022, Morinville Council approved its Strategic Plan on how to guide the Town until 2025. This plan creates a decision-making framework to guide the Town of Morinville on how to use its resources and deliver core services and programs. Overall, the Strategic Plan enables the Town to work with its residents, businesses and organizations to collectively champion the community's strategic priorities.

The **2022 Strategic Plan Highlights** is a snapshot of the past year based on Morinville's six overall goals:

1. **Community Building**
2. **Community Safety & Wellbeing**
3. **Financial Stewardship**
4. **Environmental Responsibility**
5. **Economic Development**
6. **Collaborative Relationships**

To read the Town of Morinville 2022-2025 Strategic Plan, please visit www.morinville.ca



Morinville Town Council is responsible for turning community needs into municipal services. Town Council, comprised of seven members; the mayor and six councillors, guides community development using the and three-year Strategic Plan.

*(Left-Right, Top Row: Councillor Jenn Anheliger, Councillor Stephen Dafoe, Councillor Maurice St. Denis, Councillor Rebecca Balanko
Bottom Row: Councillor Ray White, Mayor Simon Boersma, Councillor Scott Richardson)*

*“Council is committed to the 2022-2025 Strategic Plan.
We will work over the next few years to further flesh out
this plan, work collaboratively with our stakeholders and
to identify outcomes and key performance indicators
to measure our success.”*

— Mayor Simon Boersma



GOAL 1:

COMMUNITY BUILDING

Morinville is a growing community with a small town feel where we all feel proud to live, play and participate.

Being a better listener

In June 2022, Council approved the procurement of a new online engagement portal - **engagemorinville.ca**, to support Council's commitment and direction to improve outreach, engagement, and decision-making.

The first major use of **engagemorinville.ca** was **Budget 2023**. In total, there were 149 respondents (online and printed surveys) who participated and provided input into developing the budget.

The **engagemorinville.ca** platform was also used to listen to feedback on **intersections**, and **winter maintenance**. Additionally, a planning project open house and survey was held for two capital projects – **Hwy 642/Grandin** and **Cardiff/ 100th Street**. Attendance at the Open House and survey participation was exceptional.

Additional engagement was conducted with community groups and other stakeholders who are affected by the updated **Corporate Fees and Charges Bylaw** related to **Budget 2023**.

Improving service delivery

The Town focused on serving residents through the implementation of an internal **Service Tracker**. This program allows staff to group common or repeated issues and to keep track of issues that require action and follow up.

A new, more inclusive **Agency, Board, Commission and Committee Appointments Policy** was approved in 2022. This policy helps recruit new members to fill current and upcoming vacancies to important community positions. It is part of the Town's goal to help us all feel proud to live, play and participate in Morinville. 2022 was the first year Council interviewed potential committee members as part of this process.

Throughout 2022, **Community Services Advisory Committee** (CSAC) meetings were held, giving committee members an opportunity to provide feedback on events, programs and policies. A number of stakeholder surveys were conducted to help make FCSS programming more responsive to the needs of the community.



**YOUR OPINION
MATTERS
IN MORINVILLE**
www.engagemorinville.ca

Share Your Voice. Shape Our Community.

Engage Morinville is the Town's official online engagement space where you can have your say on projects and initiatives that the Town is working on.

For more information or to see the latest public engagement projects, visit **engagemorinville.ca**



GOAL 2

COMMUNITY SAFETY & WELLBEING

Morinville is a community that collaboratively prioritizes the safety and well-being of residents and businesses.

Safer roads

Improving safety for the intersection at **Highway 624 and Grandin** remained a priority for the Town in 2022. During the year, meetings continued with the **Government of Alberta** advocating for more funding and support. Locally, planning and engagement has continued to determine the right way to improve this important intersection.

Work was done to **increase pedestrian safety** in Morinville by ensuring that consistent design standards are applied to crosswalks. The **Pedestrian Crossing Review Implementation Plan** was presented to Council at the Regular Meeting of Council on December 13.

Continue to work with Council to review and prioritize recommendations for future **Capital Budget planning** discussions.

The **Municipal Engineering Standards Update** to review and align the Town's design standards, construction specifications and standard drawings with recognized best practices was initiated.

Safer students

The **Block Party** and **Good Neighbourhood** programs were an important part of the Town's efforts to involve the entire community in crime prevention, safety, and wellbeing. These programs were excellent opportunities to promote safety as well as to meet our **Community Peace Officers**. In 2022, **five Block Parties** were held with more on the way in 2023.

In 2022, work began with local schools to return to the classrooms with programs including pedestrian safety, bike safety and other safety education programs for the youth in our community. As part of this, a new **School Resource Officer Program and Agreement** was signed between the **Sturgeon Public School Division**, the **Greater St. Albert Roman Catholic Separate School Division** and the Town of Morinville to provide one RCMP officer to serve each of the schools from 2022-2025.

Safer people

In 2022, the **Homeless/Houseless/Wrap Around Team** was reactivated along with a **Community Safety and Well-Being Implementation Plan** to help the Town's most vulnerable residents and support individuals at risk. As part of this work, a **Public Washroom Strategy** was prepared for Council that shows the Town is meeting the current needs in this area.

"Pedestrian safety is of paramount concern for the Town. We recognize it is a shared responsibility—for drivers, pedestrians, school boards, parents, and the municipality—and it is clear we all need to redouble our efforts. Council and Administration continue to work diligently with all stakeholders to ensure we find solutions for this ongoing challenge."

— Mayor Simon Boersma



Bike Rodeo

The annual **Morinville Bike Rodeo** was held on May 18, 2022 at the Landrex Dry Arena. More than 80 youth participants had the opportunity to learn about bike safety.



Push In Ceremony

Emergency Preparedness

Fire Prevention Week was October 9-15, 2022, and the Morinville Fire Department was busy with a number of programs and activities, such as the **HOWLS Lunch**. Students who displayed honor, ownership, wisdom, leadership and safety were treated to and served free lunch. During the week, the fire department also followed Dominoes delivery drivers to check on smoke detectors in each home. Residents with working smoke detectors in the home received free pizza. Smoke detectors that were not operational received a free battery replacement.

A **Fire Department Open House** was held on October 22, 2022. The public was invited to tour the **Don Found Fire Station**, apparatus, equipment and enjoy hot dogs and refreshments. In total, more than 600 residents stopped by the event.

The Town updated its **Municipal Emergency Plan** and Incident Management Team roles within the **Sturgeon Regional Emergency Management Partnership (SREMP)** and established incident management team roles for ongoing regional collaboration. Discussions are underway for 2023 initiatives to promote Emergency Preparedness (e.g. building a 72-hour home preparation kit).

Arrival of Engine 1 and Push In Ceremony

Morinville received the new **Engine 1** on November 25, 2022. This was the culmination of a two year project to better service to the community and region. To commemorate this historic event, an entry procession as well as the traditional “**push in**” ceremony were held.



GOAL 3

FINANCIAL STEWARDSHIP

Morinville improves its financial health while demonstrating value for money.

Innovative service delivery

The Town continued to work on finding new and more innovative service models for places like the **Morinville Community Culture Centre (MCCC)** and **Morinville Leisure Centre** as well as ways to get people around the community and the region. As part of this a **Regional Collaborative Service Model** has been started between Sturgeon County and the Town with an application submitted for the **New Horizon Pilot Community Grant Bus Project**.

In 2022, the Town of Morinville prioritized seeking and obtaining additional sources of revenue to reduce the financial burden on its residents and businesses. To do this, the Town developed a draft **MCCC Usage Growth Plan**, aimed at increasing the usage of the facility by promoters and producers of arts and cultural activities. Additionally, the Town **reviewed administrative fees and charges** and developed a new **Budget Principles and Guidelines Policy** to guide and improve the Town's financial situation.

A new **Corporate Sponsorship Strategy** was created that resulted in additional funding and more in-kind services for **Festival Days** and the **Lite Up the Nite Festival** — the Town's signature events.

Through its initiatives and collaborations with neighboring municipalities, in 2022, the Town secured additional programs and facilities from various sponsors, partners, and grants for events and festivals, further reducing the financial impact on residents and businesses.

More efficient services

The Town made strides in ensuring that its operational spending and service levels reflected principles of relevance, efficiency, and effectiveness. For example, new lease agreements were completed for third-party concession operations at the MLC.

Council also approved a new **Snow and Ice Control Policy**. Additionally, the Town began reorganizing its Community Services department to find efficiencies and better address operating needs and gaps.

"I hope to create new opportunities to advance Morinville's aspirations in a fiscally responsible manner."

— CAO Naleen Narayan



Toy donations collected during the "Cause" Play Community Dance as part of the Lite Up the Nite Festival, presented to Ronald McDonald Magic Room Charity.

New Chief Administrative Officer (CAO)

The Town's new CAO, **Naleen Narayan**, began on September 28, 2022. Comprehensive on boarding plan was undertaken through late 2022 to integrate the new CAO into the organization and at regional levels.

Mr. Narayan has a diverse background in executive leadership with both the private and public sector. He has spent more than 20 years in First Nations municipal management and economic development with extensive experience in leading strategic investment and financial initiatives with First Nations councils.

Budget 2023

The Town of Morinville approached **Budget 2023** with a focus on proactively engaging residents and local businesses. This included a completely new process that **engages Council earlier, ensures public consultation, incorporates a review of Fees and Charges, and provides time for Council's review and deliberations.** Through discussion on taxation, Council provided direction on bringing forward a **non-residential tax incentive program, supplementary assessment and new residential assessment classes.** Initial drafts of these documents were completed in 2022 and will be brought forward for Council's review and approval in the first part of 2023.

The **2023-2027 Capital Plan** was developed and presented to Council for approval. Ongoing work is underway to refine the five-year capital plan and framework planning for the ten-year capital plan preparation.

While improvements were made to ensure budgets and property tax bylaws are crafted in alignment with Council's strategic objectives, the Town also took an inventory of where additional improvements can be made to develop a full year plan for the 2024 budget cycle.

In 2022, significant progress was made in balancing the Town's infrastructure needs with diligent planning and affordable spending. The Town initiated resource requirements for **sustainable asset management**, including maintaining an inventory, condition assessments, and lifecycle planning, and approved GIS resources in the 2023 budget to support ongoing asset management work. The Town also completed initial planning for options for facility needs of **RCMP, Victim Services, and Enforcement Services.**

"We are committed to balancing the needs of the community while respecting the cost impacts that come with those needs. We are mindful that service adjustments are difficult in these economic times, so it's important to focus on keeping a close eye on expenses as well as ensuring we are putting money into our reserves."

— Mayor Simon Boersma



GOAL 4

ENVIRONMENTAL RESPONSIBILITY

Morinville is an environmental steward through collaboration, innovation, education and implementation.

Environmental risk assessment and disaster preparedness

Morinville continued its collaboration with **Sturgeon Regional Emergency Management Partnership (SREMP)**. Staff completed participation in a regional full-day exercise to update and review their skills and responsibilities. Additionally, there was a focus on Incident Command System (ICS) training and **Emergency Operations Centre** exercises to improve readiness and preparedness.

The Town also developed a **training plan for emergency management courses** for staff in all areas of the organization, ensuring preparedness and collaboration in the event of an emergency.

Climate Action

In 2022 Morinville made progress toward becoming a greater environmental steward through collaboration, innovation, education, and implementation.

The Town reviewed available resources from the **Municipal Climate Change Action Centre**, including the option to complete a **community climate resilience self-assessment**. The Town also worked with regional partners for climate change project cost-sharing on collaborative opportunities. Additionally, the Town connected with the **Federation of Canadian Municipalities** to determine Morinville's eligibility for grant funding.

Sturgeon Regional Emergency Management Partnership

The Sturgeon Regional Emergency Management Partnership or SREMP is a partnership between **Sturgeon County, Morinville, Gibbons, Redwater, Bon Accord and Legal**. These municipalities work together to coordinate emergency preparedness, response and recovery from disasters. A regional approach means we have more resources and expertise to keep residents safe when faced with a significant emergency in our area.

More information is available at www.sremp.ca



Municipal Climate Change Action Centre

The Municipal Climate Change Action Centre or MCCA is a partnership of **Alberta Municipalities, Rural Municipalities of Alberta** and the **Government of Alberta**. MCCA provides funding, technical assistance, and education to municipalities, schools, and community organizations, helping them lower energy costs, reduce greenhouse gas emissions, and improve climate resilience. Since 2009, our award-winning work has supported hundreds of projects.

More information is available at mccac.ca



GOAL 5

ECONOMIC DEVELOPMENT

Morinville has a diverse economy with thriving businesses, quality jobs and growing business opportunities.

Growing and promoting Morinville

The Town of Morinville has advanced its financial modeling work with a grant from the **Government of Alberta**, working towards identifying the return on investment of regional investment on a per site basis. The Town also attended various conferences, provided data to **Edmonton Global**, and supported new business ventures, showcasing its commitment to economic development and growth.

Through its efforts, in 2022, the Town created a more diverse economy with thriving businesses, quality jobs, and growing business opportunities. With continued progress on its financial modeling work and a presence at the **ICSC Conference**, the Town worked at attracting more investors and to promote its competitive advantage in the region.

The Town also took proactive steps to encourage the development of **new non-residential** and **high-density residential properties**, including the investigation of a non-residential tax incentive program.

The **Collaborative Economic Development (CED)** began and has nearly completed its financial modeling work. Once complete, the model will identify the return on investment of regional investment on a per site basis. Testing and development of the site identification methodology is ongoing and part of the Town's continued collaboration with the EMRB and Edmonton Global. The entire CED project is scheduled for completion by the end of 2023.

Encouraging local shopping

In November and December, 2022, the **Shop 7 in 7** promotion encouraged people to shop in Morinville, keeping spending local. The promotion allowed residents to submit a photo of seven purchase receipts for the week and be entered into a weekly draw to win a \$100 gift card from a Morinville retailer of the winner's choice.

*"The new **Digital Economy Program** is going to be a game-changer for many small businesses in Morinville and the surrounding area. We all know the importance of adopting new technology to grow and support businesses, but many small business owners can't afford the cost to do so."*

— Mayor Simon Boersma



Supporting Morinville's business community

Small businesses in the Town of Morinville have a new resource to help enhance their online presence, thanks to a new program offered in partnership with the University of Alberta School of Business: The **Digital Economy Program (DEP)**. Through the DEP, small businesses have free access to resources that can help build or upgrade their online operations, including adding eCommerce capabilities, creating a social media plan, and other digital practices to help their business thrive. 21 businesses have taken advantage of the program and 17 digital transformations have been completed.

More information about the DEP is available at www.yourdep.ca



Dallas Arcand,
Indigenous Showcase



Family Holiday Skate

Morinville Festival Days

The 2022 Festival featured the successful return of the midway. Heavy rain in the lead up to opening day led to the cancellation and relocation of many aspects of the event, however the events that were able to continue were very successful. Highlights included a Saturday evening **Indigenous Showcase** featuring **Dallas Arcand**.

During Festival Days, Council hosted more than 900 people at the **free Pancake Breakfast** with live music, and the **Firefighter Combat Challenge** at the MLC.

Lite Up the Nite Christmas Festival

The **Lite Up the Nite Christmas Festival** is annually held the last weekend of November. The three-day festival included "**Fill-A-Truck**" in support of the **Morinville Food Bank**, a **family friendly dance**, an **old-fashioned Christmas display**, **live entertainment**, **parade**, **park lite up** and **fireworks**. The parade drew an estimated 5,000 guests.

In conjunction with Lite Up the Nite Festival, the Morinville Leisure Centre hosted a **Holiday Skate** on Sunday November 27, sponsored by **Champion Pet Foods**. Christmas themed music and special guests helped to enhance the holiday event.

GOAL 6



COLLABORATIVE RELATIONSHIPS

Morinville is a trusted and valued partner in regional and community stakeholder collaboration.

Strengthening relationships with our Indigenous and Métis neighbours

In 2022, the inaugural **Alexander First Nations (AFN)/ Town of Morinville Joint Partnership Task Force** meeting identified areas of common interest. Collaboration continued with discussions on training opportunities and mutual aid assistance, including the possibility of AFN firefighters attending Morinville hosted NFPA programs. Planning is now underway for future collaborative projects such as cross-cultural training opportunities and leadership programs.

The Town also focused on integrating more Indigenous culture into its facilities, practices, programs and services. In 2022, the Town collaborated with **FCSS** and **Youth Volunteers** to host a **Truth and Reconciliation** event at the MCCC, as well as incorporating more Indigenous content into **Morinville Festival Days** and **Indigenous Peoples' Day**. Morinville Town Council also attended the 2022 **Pow Wow**.

In 2022, the Town celebrated **Alberta Culture Days**, featuring live music from local musicians, Indigenous drumming, and dream catcher crafts. These efforts were supported by partners such as **Sobeys**, **Morinville Centennial Community Gardens**, **Morinville Public Library**, and the **Morinville Art Club**.

Partnering for Progress

Morinville continues to identify opportunities to strengthen relationships with regional partners.

In 2022, Council attended multiple regional events and meetings, such as meeting with the **Greater St. Albert Catholic Schools Board**. Proposals and presentations were delivered to offer enforcement services to neighboring municipalities, and consultations were held to establish fire service mutual aid agreements with **St. Albert**, **Gibbons**, and **Alexander First Nations**.

The Town also signed and implemented **Mutual Assistance Agreements for Emergency Services** with St. Albert and Gibbons, with a draft currently being reviewed by AFN's legal department. To continue strengthening these partnerships, Morinville provided mutual aid support for fire suppression incidents and backup services during major incidents. Work has also begun on a **Regional Collaborative Service Model** with Sturgeon County, including an agreement for procurement program support.



Indigenous Peoples Day

Indigenous Peoples Day was held on Tuesday, June 21, 2022. This event was hosted in partnership with Ecole Morinville Public School. Elders, dancers and drummers from AFN participated along with students from MPS, Morinville and Sturgeon County Council officials, RCMP, Fire and Enforcement Services representatives. This event was extremely successful seeing a number of community members in attendance.



Rock the Rails

Rock the Rails

Rock the Rails took place on August 19, 2022 at the **Bob Foster Extreme Skate Park**. Youth painted the park, entered fun contests and took in demos from **House of Wheels**. The event saw exceptional attendance, excellent partnerships and strong positive feedback from those in attendance.

Town Wide Garage Sale

The Town Wide Garage Sale was held Saturday, May 28, 2022 at the MCCC parking lot and residents homes. There was a total of 87 registrations with many additional participants that did not officially register.

Alberta Cultural Days

Alberta Culture Days was celebrated September 25, 2022 in **Champlain Park**. The event was free to attend and featured live music from local musicians, Indigenous drumming and dream catcher crafts. In addition, Morinville Centennial Community Gardens, Morinville Public Library and the Morinville Art Club were wonderful partners on the event.

MLC Youth Takeover

The **MLC Youth Takeover** took place November 10, 2022 at the **Morinville Leisure Centre**. Youth ages 12 to 17 from Morinville and Sturgeon County enjoyed a day full of activities in the field house and Landrex Arena.

Family Fright Halloween Dance

The **Family Fright Halloween Dance** is held annually the last Friday of October at the MCCC. The event was free to attend with a ticket. 600 tickets were distributed, making this a "sold out" event. Donations for the Morinville Food Bank were collected at the door.

Manawan Bridge

The Town partnered with Sturgeon County to repair the **Manawan Bridge** along East Boundary Road. The bridge was damaged during dust suppression work and upon further inspection there were several other deficiencies discovered. The repairs completed will extend the life of the bridge.

