



Morinville

2022-2025

Strategic Plan Progress Report

T3: September to December 2023

CONTENTS

On May 20, 2022, Morinville Council approved its Strategic Plan to guide the corporation for the current term of Council. The Strategic Plan consists of six goals and will remain in place until 2025. Upon adoption of the Strategic Plan, Administration began working on implementing the plan by developing the Corporate Business Plan that articulates specific actions to help meet Council's goals and achieve Morinville's vision and mission. This report aims to update Council on the strategically aligned outcomes achieved from September to December 2023. During this time, Administration was also engaged in day-to-day operations, delivering core services and programs, and participating in other significant initiatives.

COMMUNITY BUILDING



PAGE
3

COMMUNITY SAFETY & WELLBEING



PAGE
5

FINANCIAL STEWARDSHIP



PAGE
9

ENVIRONMENTAL RESPONSIBILITY



PAGE
14

ECONOMIC DEVELOPMENT



PAGE
16

COLLABORATIVE RELATIONSHIPS



PAGE
18

STRATEGIC PLAN PROGRESS REPORT T3 HIGHLIGHTS

PAGE
22

APPENDIX

PAGE
23



GOAL 1: COMMUNITY BUILDING

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

Objective 1.1: Boards, committees, task forces, community groups, have participants / members representative of Morinville's diverse population

1.1.1	Implement the Agency, Board, Commission and Committee Appointments Policy
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Completed in 2022

1.1.2	Undertake an organizational review of Terms of Reference (TOR) and effectiveness of Committees (e.g., Community Services Advisory Committee, etc.)
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Completed in 2022

Objective 1.2: Residents and businesses are actively engaged in and aware of decision making and planning our future

1.2.1	Increase community engagement and participation through expanded budget consultation and engagement (e.g., community bus, capital projects, etc.)
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Completed in 2022

1.2.2	Expand engagement and increase education with residents, community groups, and stakeholders around the Corporate Fees and Charges Bylaw (e.g., Fees and Charges Survey, community user groups, etc.)
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Completed in 2022

1.2.3	Improve program and service delivery through feedback from members of the public
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Completed in 2022

1.2.4	Identify opportunities to engage residents and businesses in Town planning and decision making
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T1 Progress and Summary

The 2023 Winter Maintenance Survey was undertaken to seek input from Morinville residents to help shape future service levels for snow-clearing activities. More than 550 surveys were completed. The information gathered from the survey helped inform the updated Snow and Ice Policy. Administration prepared a series of information sessions for Council to facilitate public education on land-use planning and development. The first session focused on the legislative framework in Alberta and general planning principles. The second session focused on the role of different provincial, regional, and local plans and how they relate. The third session is to be presented to Council in T2.

Objective 1.2: Continued from page 3

1.2.4 Identify opportunities to engage residents and businesses in Town planning and decision making

T2 Progress and Summary

The 2024 Budget Engagement process was launched through the Engage Morinville (engagemorinville.ca) platform on June 14, 2023. The number of survey respondents increased significantly, from 149 in 2022, to 533 in 2023. That represents an increase in participation of 250%. The information gathered helped inform the development of the 2024 Operating and Capital Budgets.

Administration presented the third and final information session to Council on the role of the Municipal Development Plan and other local plans.

T3 Progress and Summary

A Budget Information Session was hosted by Council in October to support the proposed 2024 Budget. The session provided a forum for residents and the business community to provide feedback.



GOAL 2: COMMUNITY SAFETY & WELLBEING

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

Objective 2.1: Improve safety for intersection at Highway 642 and Grandin for pedestrian and vehicular traffic

2.1.1 Advocate to the provincial government for funding and support

Completed in 2022

2.1.2 Complete planning project to determine appropriate intersection improvement treatment

Completed in 2022

2.1.3 Undertake design and construction for the project

T1 Progress and Summary

A project for intersection design and construction will be put forward as part of the 2024 Capital Budget for Council's review and decision.

T2 Progress and Summary

No update.

T3 Progress and Summary

In September 2023, Council approved the design and construction phase for the Highway 642 and Grandin Drive signalization capital project at a budget of \$650,000 to be funded through off-site levies and provincial grant funds. This builds upon the public engagement, planning stage, and provincial advocating that occurred in 2022/2023.

Objective 2.2: Consistent design standards are applied to existing and future crosswalks

2.2.1 Update Municipal Engineering Standards to align with the Capital Region including current industry standards and best practices

Completed in 2022

2.2.2 Evaluate and develop processes to implement new engineering standards towards existing crosswalks

Completed in 2022

2.2.3 Deliver presentation of the Pedestrian Crossing Review Report

Completed in 2022

2.2.4 Determine implementation plan based on recommendations from Crosswalk Study

Completed in 2022

Objective 2.3: Continue to support, collaborate, and educate through a multifaceted approach to community crime prevention, safety and wellbeing

2.3.1	Develop and enhance community safety programs (e.g., Bike Rodeo, block parties, bike safety, LOST, Point/Pause/Proceed., etc.)
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T1 Progress and Summary

Planning and implementation of the 'Point, Pause and Proceed Program' with three local elementary schools was undertaken. Council and administration established the Morinville Policing Priorities 2023/2024 on March 30, 2023.

T2 Progress and Summary

The Bike Rodeo took place May 17 for youth ages 5-12. There were 35 registered participants.

The Summer Travelling Adventure program was provided to local youth. This free program held throughout the summer, aims to increase physical and social activities at local parks. The Morinville Fire Department attended one of the program days which increases fire safety knowledge amongst attendees.

Five officers attended local schools in June for crosswalk safety talks building a strong relationship with the youth of our community and strengthening our message on crosswalk safety.

There were three block parties hosted in July and August.

T3 Progress and Summary

Back to school patrols were prioritized, which gave officers an opportunity to interact with and educate children, parents and school staff. Community Safety Services were in full force for annual Halloween patrols, where Fire Department apparatus and firefighters, as well as Community Peace Officers, interacted with residents in an effort to keep children safe and bring attention to community safety.

The first "Coffee with a Cop" community meeting was held on November 1, 2023 at the Morinville Community Cultural Centre (MCCC) with residents from Morinville and the surrounding area. This event provided an opportunity for valuable discussion between residents and the RCMP, and a forum for our community to raise questions/concerns.

In support of Fire Prevention Month, Morinville Fire Department hosted a very successful Open House on October 14, 2023. The free drop-in event offered a variety of activities aimed at encouraging residents to practice fire safety and prevention and included: meeting local firefighters, watching live demonstrations, and free hot dog lunch and beverages.

Community Safety Services also participated in the Candy Cane Check stop in collaboration with the RCMP, and the Sturgeon Rural Crime Watch Association, to remind motorists to drive safely during the holiday season.

2.3.2	Build public awareness and understanding of emergency preparedness
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T1 Progress and Summary

Planning for the Seniors Emergency Preparedness Workshop began.

As part of Sturgeon Regional Emergency Management Partnership (SREMP), monthly messages focused on emergency preparedness were shared on official social media channels.

A number of staff participated in the SREMP Regional exercise in March. A tabletop exercise was also undertaken to practice the set up of our Morinville Emergency Operation Centre. Eleven staff members furthered their training in the Incident Command System 300 program.

Municipal Emergency Management Agency (MEMA) meeting was held in April.

Objective 2.3: Continued from page 6

2.3.2 Build public awareness and understanding of emergency preparedness

T2 Progress and Summary

An Emergency Management Open House was held at the fire hall during Emergency Preparedness week in May 2023. The event promoted the "Be Prepared. Know your risks." theme and the 72-hour emergency kit, both assisting residents to be prepared in case of an emergency.

Staff are currently updating their ICS training and ongoing meetings regarding emergency preparedness have been occurring with the goal to have staff prepared to engage and educate the public.

Monthly emergency preparedness messages, in coordination with SREMP are posted monthly to Morinville's emergency preparedness webpage and social media channels.

T3 Progress and Summary

Morinville representatives attended the Sturgeon Regional Emergency Management Partnership Agency (SREMP) meeting on November 27, 2023, and reviewed activities, including a regional exercise, tabletop exercises, and upcoming training opportunities.

FCSS remains actively engaged in quarterly meetings with SREMP for Emergency Social Services, along with participating in North Central Regional ESS meetings to stay informed about the latest updates from municipalities across the region, as well as the Province.

Proactive public awareness campaigns continued including reminders about thin ice, stormwater pond safety, and traffic and pedestrian safety.

2.3.3 Develop an implementation plan based on the recommendations within the Community Safety and Well-Being Report (e.g., public washroom strategy, houseless and housing precarity, etc.)

T1 Progress and Summary

FCSS spearheaded Morinville Pride Connection, a peer-supported group for members of the 2SLGBTQIA+ community and those who support them. Monthly meetings are focused on providing teens with informal support and discussion opportunities as a group, while adult peer supporters will simultaneously connect separately for support and discussion.

Enforcement Services and the Community Support Navigator continue to collaborate through wellness checks on vulnerable individuals including the hard to house/homeless individuals.

The Home with Dignity, Eat Well Food Program, and Period Dignity Hampers, all focus on wellbeing and continue to support low-income individuals.

Monthly community of practice meetings, with regional social service agencies continue with a focus on developing strategies, programs, and initiatives to support community needs.

T2 Progress and Summary

The monthly Communities of Practice meetings continue, with ongoing discussions around houselessness and housing precarity. The Community Support Navigator works closely with community agencies and vulnerable residents and connecting at risk community members to preventative resources.

The Pride Committee continues to meet and provides feedback and suggestions on LGBTQIA+ programming.

Objective 2.3: Continued from page 7

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| 2.3.3 | Develop an implementation plan based on the recommendations within the Community Safety and Well-Being Report (e.g., public washroom strategy, houseless and housing precarity, etc.) |
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T3 Progress and Summary

Council approved resources for the Municipal Development Plan (MDP) renewal project in the 2024 budget. Administration will ensure housing diversity is reviewed and analyzed and where applicable included in section(s) of the new MDP.

The social programs developed as a response to the Community Safety and Wellbeing report are ongoing, reaching several vulnerable and at-risk community members. The Communities of Practice meetings are ongoing. Morinville FCSS has also begun conversations around food security with our Sturgeon County partners and how and if this can be addressed through a preventative measure.

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| 2.3.4 | Advance community wellness through service and program delivery |
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T1 Progress and Summary

Several programs and workshops were offered, including: Seniors programs: February Heart Health Workshop, Connect Café, in-home supports. Community workshops: Women's Week health packages, Eat Well Food Workshops (in collaboration with the PCN). Youth programs: After-School Hangout, M.Y. Loft, Lunch at the Loft, Home Alone and Babysitting courses, Pink Shirt Day, Recipe for Happiness (inter-generational) and spring break camps.

T2 Progress and Summary

Several programs and events were offered including: Bike Rodeo, Pitch-in, Town Wide Garage Sale, Pride Week, Seniors' Week, Volunteer Development Workshop, Festival Days, Picnic in the Park, Canada Day, Summer Travelling Adventure, Rock the Rails, and National Indigenous Peoples Day.

Additionally, 196 drop-in fitness and wellness classes were offered, with a total of 1,757 participants attending these programs. Classes offered included: Silver Shoes, Silver Circuit, Zumba, Bootcamp, Lift, Tabata, Chair Yoga, Cardio Circuit. Nerf Turf Games was held on July 20 with 28 participants and a Pickleball Social on July 15 with 22 participants. Total memberships sold in T2 was 865. Total day passes sold was 2,550. Over 27,000 people entered the MLC during T2.

T3 Progress and Summary

Several programs and events were offered including: MLC Youth Takeover, the third Volunteer Development Workshop, Alberta Culture Days, Family Fright Halloween Dance, the Giving Tree and the Lite Up the Nite Christmas Festival. At the MLC, FlexReg was introduced to the public. This feature gives residents the ability to register for programs based off their schedule. With the introduction of FlexReg, attendance to registered programs has increased. EPIC PD Day Sportball Programming was also introduced, in partnership with Sportball Edmonton. The program brings physical literacy and sport development programs to Morinville. These will continue in 2024. In T3 the MLC sold 1,281 memberships, 5,390 Day Passes for facility access and over 100,000 people entered the facility. 256 drop in fitness and wellness classes were offered during T3, with 2,236 participants attending. Silver Shoes and Circuit classes on Tuesdays and Thursday morning had the highest attendance. Zumba Strong has seen an increase in numbers for T3.

Two partnered events occurred in T3 in support of seniors programming. The Creativity, Capacity, and Community event attracted a turnout of over 70 seniors, providing them with an opportunity for engagement and enrichment. Additionally, the Seniors Conference, held in Redwater this year, drew participation from more than 150 seniors, with a significant portion hailing from Morinville and Sturgeon County, reflecting the event's regional appeal and impact.



GOAL 3: FINANCIAL STEWARDSHIP

Morinville improves its financial health while demonstrating value for money.

Objective 3.1: Operational spending and service levels reflect the principles of relevance, efficiency, and effectiveness

3.1.1	Explore alternate service models for identified community assets (e.g., Morinville Community Culture Centre and Morinville Leisure Centre alternate models, community bus, etc.)
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Completed in 2022

3.1.2	Review and update budget process to reflect Council's guiding principles
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Completed in 2022

3.1.3	Explore and implement service level adjustments to address financial impacts
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T1 Progress and Summary

As part of the commitment to continuous improvement of the municipal budgeting process, Administration has compiled a comprehensive list of all services provided by all Town departments. This information will be used to inform both Council and the public of the services currently provided by the Town. While not all services have been costed at this point, the list will inform conversations of potential service level adjustments through the budget process for 2024.

T2 Progress and Summary

No update.

T3 Progress and Summary

In December 2023, Council approved the 2024 operating budget which included increased funding for snow-clearing service levels and increased hours at the Morinville Leisure Centre (MLC).

The snow and ice clearing policy change was the result of a year-long administrative review of the snow clearing service level, including community survey and engagement. Council was presented with various service level options, each including financial impacts, and Council decided on which level of service to implement.

Council also identified a community desire for more operating hours at the MLC during initial budget discussions. Administration presented several options for Council's consideration during budget discussion and deliberations. Council approved a hybrid option that Administration will implement in 2024.

3.1.4	Develop a Budget Policy that ensures budgets and associated property tax bylaws are crafted in alignment with Council's strategic objectives
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Completed in 2022

Objective 3.1: Continued from page 9

3.1.5 Explore cost reduction and collaboration opportunities

T1 Progress and Summary

Morinville partnered with Emcon on the street sweeping on Highway 642 and parking lanes. Administration reduced the overall operating expenses by \$100K as per council direction.

T2 Progress and Summary

Explored and collaborated with Sturgeon County on procurement of new AFRRCS communications including two-way radios and pagers that create a standardized and seamless inter-agency communications network to support public safety.

T3 Progress and Summary

Administration has started reviewing water loss through Morinville's transmission and distribution systems to identify areas where water may be lost in our distribution network. Identifying areas of loss can allow Administration to develop strategies to reduce water losses or recover costs associated with water loss.

The new Alberta First Responders Radio Communications System (AFRRCS) radios were issued to all first responder staff creating a new level of regional and departmental interoperability. Early use is already showing great value with better coordinated efforts at emergency scenes.

Objective 3.2: Morinville's current and future infrastructure needs are managed with diligent planning and affordable spending

3.2.1 Identify resource needs for asset management service levels

T1 Progress and Summary

Completed the hiring of a summer student to assist with data collection during summer 2023.

T2 Progress and Summary

The inclusion of CCTV has been incorporated into the 2024 budget to help with our asset management condition assessment of our underground pipes.

T3 Progress and Summary

As part of the 2024 operating budget, Council approved CCTV for the sanitary and storm sewers. This will allow for the video assessment of underground pipes to assist in the identification of critical problem areas prior to pipe failures. This improved planning of repair and replacement projects will reduce costs by conducting planned repairs versus the more expensive unplanned emergency repairs.

Data collection of sidewalks, roadways, and hydrants was conducted and compiled into the asset management program. This information is guiding the way for future year's capital priorities and rehabilitation projects. The condition assessments allows for the priority ranking of projects based on need to allow for responsible expenditure of capital funds.

Objective 3.2: Continued from page 10

3.2.2 **Develop a process to review, update and keep current and relevant, all Master Plans and Functional Studies**

T1 Progress and Summary

No update.

T2 Progress and Summary

A conceptual plan for the refresh of key infrastructure master plans has been identified.

Annual budget cycles will include the refresh of master plans in accordance with their need to be updated for relevancy.

T3 Progress and Summary

Council continued to support the need for proper long-term planning through the approval of the Building Condition Master Plan and the Regional Waterline Master Plan for 2024. Administration has built out the long-term calendar for the renewal of various master plans to level out annual costs and ensure master plans remain relevant.

3.2.3 **Collaborate with the RCMP on facility needs**

T1 Progress and Summary

Began to explore opportunities in alternate venues for possible space allocation for the Enforcement team.

T2 Progress and Summary

Located a potential alternate venue for the Enforcement team.

T3 Progress and Summary

In December 2023, Enforcement Services and the Utilities team relocated to a newly leased building: the Annex. The relocation to an expanded space has improved efficiency and has provided a better working environment for staff. Having Enforcement Services move from the RCMP detachment has provided valuable space at the detachment for the RCMP to continue to expand and provide appropriate works space for their officers and leadership team.

3.2.4 **Develop an integrated planning process (e.g., Area Concept Plan, Area Structure Plans, etc.)**

T1 Progress and Summary

No update.

T2 Progress and Summary

No update.

T3 Progress and Summary

Council approved resources for the Municipal Development Plan (MDP) renewal project in the 2024 budget. Administration will ensure Edmonton Metropolitan Region Growth Plan alignment is addressed in the plan update. Administration also began reviewing the Area Structure Plan Terms of Reference. An updated administrative policy is planned for T1 2024.

3.2.5 **Conduct an Offsite Levy review (aligns with Objective 3.3)**

T1 Progress and Summary

Administration reviewed current data and determined update requirements. The next steps will be to update the long-term capital project cost estimates and update the levy software model.

Deferred pending resources

Objective 3.2: Continued from page 11

3.2.6	Develop long-term Operational Plan that both supports Council's vision for Town operations and provides necessary revenue for the Long-term Capital Plan
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T1 Progress and Summary

Administration has developed a 10-year capital budget identifying Morinville's infrastructure needs. The plan was presented to Council for information in the spring of 2023. As part of the 2024 budget process, funding options for the plan will be developed and a 10-year long-term Capital Budget, supported by a long-term financial plan will be presented to Council for approval.

T2 Progress and Summary

A 5-year Operational Plan has been developed for Council's consideration as part of the 2024 Budget.

A 10-year Capital Plan has been finalized, focusing on asset renewal and prioritized growth and value-added projects have been compiled. Ongoing work is required due to year-over-year updates to priorities, unexpected changes, or changes in assumptions.

T3 Progress and Summary

Council approved, in principle, a Long-term Operational Plan that included sufficient capital funding to complete 80% of the projects identified in the Long-term Capital Plan, focusing on renewal projects. The plan also includes the accelerated path to a 1:1.5 residential to non-residential tax ratio and a phased-in approach to required tax increases. While the plan is complete, it will be added to and updated to reflect actual results each year.

Objective 3.3: Continue to seek and obtain additional sources of revenue to mitigate the financial impact on residents and businesses

3.3.1	Identify opportunities to generate more revenue and/or new stable funding streams that will help supplement or leverage traditional revenue streams
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T1 Progress and Summary

The Town of Morinville Media Opportunity program was implemented, offering advertising options and partnership opportunities. Opportunities include rink board advertising, program guide ads, and sponsorship. Participated in the Morinville District Chamber of Commerce and the St. Albert Chamber of Commerce Spring Trade Shows to create awareness of opportunities.

In 2023, Council approved the Supplementary Assessment Bylaw and included supplemental tax as part of the 2023 Property Tax Bylaw. This will allow the Town to collect municipal property tax on properties with improvements completed during the calendar year, providing a new and stable revenue stream for the Town.

T2 Progress and Summary

Administration has updated the planning forms/permitting webpage allowing compliance certificates and property file searches to be completed online. This provides easier access and efficiency for residents who need these newly reintroduced services.

Morinville's Economic Development Officer visited all the businesses located along 100 Street and 100 Avenue as an introduction and to ensure business licence compliance.

Wherever credit cards are the primary source of payment, fees and charges have taken into consideration the cost of credit card service charges. Further work will be done to provide a cost-neutral option for residents who wish to pay for property taxes via credit card for the 2024 tax season.

Objective 3.3: Continued from page 12

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| 3.3.1 | Identify opportunities to generate more revenue and/or new stable funding streams that will help supplement or leverage traditional revenue streams |
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T3 Progress and Summary

Administration leased municipal land in which a highway billboard was established for advertising purposes.

Building on the Corporate Sponsorship strategy completed in 2022, partnerships and sponsorships continued to increase through 2023. Program Guide ad sales increased by 544%, and facility and minor sponsorships increased by 267% year over year.

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| 3.3.2 | Identify provision of services to other municipalities (e.g., Community Peace Officers, Fire Services) |
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Completed in 2022

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| 3.3.3 | Explore cost sharing options for new infrastructure with provincial and/or other stakeholders |
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T1 Progress and Summary

Morinville successfully lobbied the Government of Alberta to cost share the installation of signal lights at the intersection of Grandin Drive and 100 Avenue. The province will provide 60% of the estimated \$650,000 project.

In Spring 2023, Morinville commenced improvements to the Outdoor Multi-Sport Facility to include permanent restrooms as well as landscaping and façade upgrades. This project was made possible by leveraging municipal investment in the Multi-Sport Facility through the Canada Community Revitalization Fund grant provided by the Government of Canada.

T2 Progress and Summary

No update.

T3 Progress and Summary

A permanent outdoor washroom at the Ray McDonald Sports Grounds, which was a key component of the overall pavilion capital project, was completed. The washroom serving the spray park, outdoor rink and accesible playground, previously marked as "under construction" in the Public Washroom Strategy Report, has been finished and is now accessible to the public.

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| 3.3.4 | Identify options to improve the use of property taxation and develop a Council approved Tax Policy as part of the overall Budget Policy |
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Completed in 2022

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| 3.3.5 | Investigate opportunities to collaborate with volunteer and user groups on securing grant funding |
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T1 Progress and Summary

Applied for the Safe Energy Grant for Lite Up the Nite Festival. Researched other opportunities for grants to support youth programming. Successfully secured a grant from the New Horizons for Seniors Program to provide transportation assistance funding for seniors excursion bus pilot.

T2 Progress and Summary

Collaborated with the Morinville Library to complete the Alberta Culture Days grant and was successful in receiving a sum for the Alberta Culture Days event.

T3 Progress and Summary

Morinville representatives met with Rotary Club and Slo-Pitch groups to discuss cost-sharing, volunteering, or grant opportunities for various infrastructure improvements or community supports.

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| 3.3.6 | Develop a Corporate Sponsorship Strategy |
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Completed in 2022



GOAL 4: ENVIRONMENTAL RESPONSIBILITY

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

Objective 4.1: Develop a Climate Action Plan by 2025

4.1.1 Investigate what is required to develop a Climate Action Plan and develop a project plan

Deferred pending resources

4.1.2 Develop a municipal policy or position statement on climate change

Deferred pending resources

4.1.3 Investigate participating in the Federation of Canadian Municipalities Partners for Climate Protection

Completed in 2022

4.1.4 Investigate available grants from the Federation of Canadian Municipalities for creating and implementing a Climate Action Plan

Deferred pending resources

4.1.5 Work with regional partners for climate change collaborative opportunities (e.g., Edmonton Metropolitan Regional Board)

T1 Progress and Summary

Administration continues to support the work at the Edmonton Metropolitan Region Climate Risk and Vulnerability Assessment (CRVA) Working Group table. This work will inform the region's Climate Adaptation Plan.

T2 Progress and Summary

Administration continues to support the work of the CRVA Working Group. The Working Group created a draft vision and principles, climate risks and vulnerability scenarios and rankings, and identified the economic impacts for each scenario. A draft report is expected in T3.

T3 Progress and Summary

EMRB approved the Final Climate Risk and Vulnerability Assessment (CRVA) report in December 2023. This report may provide updates to the 5-year review of the Growth Plan.

4.1.6 Identify environmental priorities (e.g., water, air, biodiversity, waste, land use, etc.)

Deferred pending resources

Objective 4.2: Leverage Municipal Climate Change Action Centre to conduct an energy audit

4.2.1 Identify requirements for conducting an Energy Audit

Deferred pending resources

4.2.2 Conduct an energy audit

Deferred pending resources

Objective 4.3: Continue to support local community-driven initiatives that protect and promote the environment

4.3.1 Utilize the Climate Action Plan to support community services and business

Deferred pending resources

4.3.2 Advance community efforts related to environmental responsibility (e.g., Pitch-in Community Clean Up, community gardens)

T1 Progress and Summary

Planning and promotion of the annual Pitch-in Community Cleanup program began.

T2 Progress and Summary

Residents were encouraged to help clean up Morinville in May to increase environmental stewardship in the community. École Georges H. Primeau Middle School participated in this year's event and new this year was the addition of a scavenger hunt contest. Completed scavenger hunt forms were accepted through the Engage Morinville platform and one winner was awarded a prize basket.

T3 Progress and Summary

No update.

Objective 4.4: Will maintain, review annually, and educate the public quarterly on our environmental risk assessment and disaster preparedness.

4.4.1 Work with Sturgeon Regional Emergency Management Partnership (SREMP) and Capital Regional Emergency Preparedness Partnership (CREPP) to build capacity and resilience in organizational response

Deferred pending resources

4.4.2 Engage in the exploration of the Edmonton Metropolitan Region Board (EMRB) environmental, social, and governance (ESG) initiative.

T1 Progress and Summary

No update.

T2 Progress and Summary

Administration continues to support the work of the Edmonton Metropolitan Region Climate Risk and Vulnerability Assessment (CRVA) Working Group. The Working Group created a draft vision and principles, climate risks and vulnerability scenarios and rankings, and identified the economic impacts for each scenario. A draft report is expected in T3.

T3 Progress and Summary

EMRB approved the Final CRVA report in December 2023. This report may provide updates to the 5-year review of the Growth Plan.



GOAL 5: ECONOMIC DEVELOPMENT

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

Objective 5.1: Grow the proportion of non-residential assessment from 14 per cent to 16 per cent

5.1.1 Contribute as a regional partner to improve investment readiness

Completed in 2022

5.1.2 Develop and promote Morinville's value proposition (aligns with Initiative 3.3.7)

Deferred to 2024

5.1.3 Target complimentary sectors/markets for development attraction

Deferred to 2024

Objective 5.2: Support the expansion and retention of existing businesses while attracting new commercial and light industrial

5.2.1 Explore potential incentives to spur growth (e.g., CED - collaborative economic development)

T1 Progress and Summary

Administration is working with Collaborative Economic Development initiative to create a list of incentives related to industrial business development which will be combined with a list of possible retail commercial incentives that is being developed internally. Expected completion in T3 2023.

T2 Progress and Summary

Administration is continuing to work with Collaborative Economic Development and an outside consultant to develop a comprehensive list of incentives. Scheduled to be completed in T3. Administration will supplement this work with research tailored to Morinville's context. Administration coordinated with the Urban Development Institute to promote commercial and residential lands for sale in Morinville.

T3 Progress and Summary

Administration completed a Development Incentives Report that will be presented to Council in January 2024.

5.2.2 Research feasibility and implications of a non-residential split assessment to mitigate impacts to small business

Completed in 2022

5.2.3 Investigate sub-class mill rate options

Completed in 2022

Objective 5.2: Continued from page 16

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| 5.2.4 | Review land-use regulations and land-use policies to better facilitate and encourage new non-residential development and expansion |
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T1 Progress and Summary

Administration is reviewing the Land Use Bylaw to increase clarity and consistency. The Bylaw was substantially amended in 2012, and has undergone many amendments since without a comprehensive review. The intended changes will improve the usability of the existing Bylaw but does not substitute a comprehensive overhaul.

T2 Progress and Summary

Administration continues to review the Land Use Bylaw. Stakeholders will be engaged in T3.

T3 Progress and Summary

Administration ensured that, during the 2023 Land Use Bylaw (LUB) review, internal and external stakeholders were engaged in T3. No concerns were brought forward by internal departments or by external developers or builders. Administration will address comments received and bring forward the amending bylaw to Council in T1 2024.

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| 5.2.5 | Investigate partnerships or incentives to support broadband |
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T1 Progress and Summary

In progress.

T2 Progress and Summary

Administration is engaging service providers and exploring options to bring in broadband service.

T3 Progress and Summary

Administration continued to engage service providers and explore options to provide broadband service.

Objective 5.3: Support and collaborate through a multifaceted approach to leverage resources and opportunities for our business' success

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| 5.3.1 | Collaborate with the business community and associations on activities to support expansion and retention of Morinville businesses |
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T1 Progress and Summary

Administration continues to work with individual businesses and the Chamber of Commerce to identify barriers to business development and mitigate where possible on a case-by-case basis.

T2 Progress and Summary

Ongoing.

T3 Progress and Summary

Administration began discussions with Morinville developers regarding a jointly funded residential marketing campaign, with a target launch of mid-T1 2024.

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| 5.3.2 | Launch the Mayor's Business Advisory Council around budget engagement 2023 |
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Completed in 2022

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| 5.3.3 | Conduct a review of the Municipal Development Plan |
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Deferred to 2024 & 2025



GOAL 6: COLLABORATIVE RELATIONSHIPS

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

Objective 6.1: Administration to work with Task Force to identify shared interests and opportunities (e.g., economic development, Indigenous Peoples' Day, Fire Services)

6.1.1 Administration to work with Task Force to identify shared interests and opportunities (e.g., economic development, Indigenous Peoples' Day, Fire Services Agreement)

T1 Progress and Summary

No update.

T2 Progress and Summary

Discussions continue regarding cross training opportunities with Alexander First Nation's fire department. Both departments are awaiting scheduling.

Signed official mutual aid agreement with Alexander First Nation on May 9, 2023.

T3 Progress and Summary

Fire services continues to strengthen our relationship with Alexander First Nations with meetings to discuss training initiatives, leadership opportunities, and continued support for services between the municipalities.

6.1.2 Review the Truth and Reconciliation Commission of Canada: Calls to Action and identify opportunities for the Town of Morinville

T1 Progress and Summary

No update.

Deferred pending resources

6.1.3 Investigate opportunities to integrate Indigenous culture into Town facilities practices, programs and services

T1 Progress and Summary

Researched partnership opportunities to collaborate on art installations at Morinville facilities. Secured artwork for Town Hall to be installed in June of 2023 in support of National Indigenous Peoples Day.

T2 Progress and Summary

As part of National Indigenous Peoples Day, Morinville held the Treaty 6 Flag Raising on June 21 at Town Hall. The Treaty 6 flag will permanently fly at this location. Additionally, Indigenous artwork was installed at Town Hall.

T3 Progress and Summary

The Lite Up the Nite Family Festival featured two presentations from 3x World Champion Hoop Dancer, Dallas Arcand, who shared his dance talents and offered cultural education. The presentations were enjoyed by festivalgoers.

Objective 6.2: Identify and implement opportunities with regional partners to achieve cost savings and service efficiencies for both

6.2.1 Identify opportunities to develop mutually beneficial agreements with regional partners

T1 Progress and Summary

The Fire Services Mutual Aid Agreement was completed and signed off with Sturgeon County.

Development of the Alberta First Responders Radio Communication System (AFRRCS) fleet map began, identifying channels for mutual aid response with various municipalities.

T2 Progress and Summary

Morinville FCSS partnered with Sturgeon County FCSS for Pride Week, National Truth and Reconciliation Day, and a variety of older adult and seniors programs.

T3 Progress and Summary

Morinville FCSS remains committed to fostering collaborative efforts with regional partners to deliver high-quality programming to residents. A notable example is the Seniors Conference held in October, which was a collaborative endeavor involving Sturgeon County FCSS, Redwater FCSS, Gibbons FCSS, Legal FCSS, and Bon Accord FCSS.

FCSS successfully launched the new Beyond program, presented by Alliance Pipeline in October. The program catering to students in Grades 9 to 12, aimed at equipping them with essential skills for transitioning into adulthood. The program garnered full registration and received positive feedback from both participants and their parents. Concurrently, FCSS's other youth programs reached maximum capacity, reflecting their sustained popularity and effectiveness.

6.2.2 Implement a procurement support agreement with Sturgeon County

Completed in 2022

6.2.3 Collaborate with Sturgeon County on similar purchasing opportunities

Completed in 2022

6.2.4 Review options for shared facilities to reduce and share costs, such as salt storage and snow storage

T1 Progress and Summary

Began the initial review of a shared snow storage facility and looked into feasible options to help reduce overall costs.

T2 Progress and Summary

A sand and salt storage project is proposed as part of the 2024 Capital Budget. The project will be specified to meet Morinville's urgent needs.

T3 Progress and Summary

Council approved as part of the 2024 capital plan, a sand and salt shed. This will allow bulk materials to be bought and stored to achieve significant savings rather than purchasing ad-hoc materials through third-party vendors.

Objective 6.3: Strengthen relationships with community stakeholders through enhanced communication and engagement

6.3.1 Build understanding of Council's Strategic Plan with community groups and explore way to create alignment

T1 Progress and Summary

Meetings were held for both Sturgeon Regional Partnership and Intermunicipal Affairs Committee.

T2 Progress and Summary

No update.

T3 Progress and Summary

In September, Administration presented the Community Engagement strategy to the Community Services Advisory Committee. The presentation highlighted the many engagement opportunities that were held in support of Council's strategic plan.

6.3.2 Conduct a review of municipal agreements with stakeholders

T1 Progress and Summary

Administration reviewed the agreement with the operators of Heritage Lakes Campground and RV Park. Both parties left with a fuller understanding of the obligations under the agreement.

Collaboration continued with St. Albert Catholic and Sturgeon Public School Divisions to formalize the Joint Use and Planning Agreement (JUPA) – a new tri-party agreement that meets the new MGA requirements.

T2 Progress and Summary

School Resource Officer Program continues to be prominent in Morinville and Sturgeon Schools.

Economic Development Officer has access to the Land Lease Agreements the Town has with outside entities and will be reviewing them to ensure they are up to date and all parties are following the terms.

T3 Progress and Summary

Collaboration continued with St. Albert Catholic and Sturgeon Public School Divisions to formalize the Joint Use and Planning Agreement (JUPA). A complete draft is with the school divisions for review.

6.3.3 Leverage the Community Services Advisory Committee to strengthen relationships

T1 Progress and Summary

Received new signed CSAC mandate letter and bylaw.

Meetings held January, March and April.

Created 2023 annual workplan based on Council's Strategic Plan and new mandate letter.

Reviewed the first CS volunteer event feedback (fall of 2022), very successful. Provided input into the future 2023 events.

Completed in 2023

Objective 6.3: Continued from page 20

6.3.4 Enhance utilization of Engage Morinville platform

T1 Progress and Summary

Utilized the Engage Morinville platform for the Winter Maintenance Survey and Eat Well Recipe Contest. Began development of the Morinville Insight bi-weekly e-newsletter to be launched in June 2023.

T2 Progress and Summary

Used the Engage Morinville platform for various engagement opportunities including: Budget 2024 Survey, Traffic Safety Bylaw recommended changes, Shuttle Service for Seniors, and Winter Program Guide Photo Submissions.

T3 Progress and Summary

The Engage Morinville platform was used for various engagement opportunities including: Recruitment to Boards/Committees, Lite Up the Nite Holiday Décor Contest, "Festivals" Survey – Lite Up the Nite, Shuttle Service for Seniors, and the Name our Snowplows contest.

Strategic Plan Progress Report: T3 Highlights

September to December 2023



The Giving Tree

As part of Morinville's annual Giving Tree program, Peter Lowe of Aspen House Seniors Lodge had a special request on his Giving Tree wish list. Mr. Lowe is a retired life-long firefighter (24 years), and he had one wish this holiday season - for a ride on Morinville's newest fire engine. We were pleased to be able to grant Mr. Lowe his wish on December 20, 2023.

Budget 2024 approval

Morinville Council passed the 2024 – 2026 Operating Budget and the 2024 to 2033 Long-Term Capital Plan at the Tuesday, December 12, 2023, meeting.

This results in a projected residential tax increase of approximately \$12.53/month subject to fluctuations in property tax assessment.

The 2024 Operating Budget is focused on maintaining current service levels and includes increases only where necessary to do so. The 2024 -2033 Long-Term Capital Plan; however, incorporates significant increases in capital investments to ensure core infrastructure is able to continue to provide current service levels, mitigate risk and liability, and comply with provincial benchmarks.



Lite Up the Nite Christmas Festival

The Lite Up the Nite (LUTN) Christmas Festival was held November 24 to 26 and included:

- LUTN Dance Party proudly presented by McDonald's
- A Festive Family Festival proudly presented by FortisAlberta
- Parade
- Lite Up the Park
- Fireworks proudly supported by Mix 107.9
- Fill a Truck
- Flowpoint Fun Pajama Skate
- Events hosted by local groups
- NEW this year, Westwinds Winter Wonderland Fireworks Viewing Party. Landrex offered a photo booth, hot chocolate station, and fire pits.



Pembina Youth ACTIVATE

Morinville's young residents are enjoying free access to fitness and fun, thanks to an ongoing partnership with Pembina Pipeline Corporation. This collaboration ensures the Morinville Leisure Centre opens its doors every Friday night from 6 to 9 p.m., providing a vibrant, inclusive space for youth to remain active during the colder months.

T3: Automated Traffic Enforcement

September	October	November	December
School/Playground Zones 64 violations 13.13 hours 77% hours operated Speed Zones 3 violations 4.02 hours 33% hours operated	School/Playground Zones 7 violations 1.48 hours 38% hours operated Speed Zones 0 violations 2.5 hours 62% hours operated	School/Playground Zones 45 violations 7.5 hours 39% hours operated Speed Zones 24 violations 11.87 hours 61% hours operated	School/Playground Zones 15 violations 7.17 hours 42% hours operated Speed Zones 2 violations 10 hours 58% hours operated



Morinville

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