



TOWN OF  
**PEACE RIVER**  
ALBERTA

# BUILDING THE FUTURE:

## TOWN OF PEACE RIVER'S STRATEGIC PLAN

Adopted September 24, 2018 Motion-18-09-380

# OUR MISSION

Defines the business we are in and intend to excel at.

*Our mission is to provide excellent, efficient and effective delivery of public services for the economic, environmental, social and cultural well-being of our community.*

# OUR VISION

Defines our future and provides a target to focus on.

*Our vision is that the Town of Peace River be the Community of Choice.*

# GOAL: ENCOURAGE ECONOMIC DEVELOPMENT

Vision: We are the cross-roads for the Peace Region, we are the traditional marketplace, we are the cultural and administrative center of the region. To maintain this strategic advantage we need to encourage economic growth and job creation in our community.

Strategic Initiatives	Champion	Target Date
➤ Attract a Major Employer (50 or More Employees) to Peace River	Tarpey	2019
➤ Promote the West Hill Health Campus Development	Good	2019
➤ Establish Express-Lane for Approval of Business Permits & Plans	Needham	2018
➤ Re-Visit the Off-Site Levies By-Law	Needham	2018
➤ Develop a Business Retention and Attraction Strategy (Includes Administrative and Cultural Organizations)	Downing	2018
➤ Facilitate the Construction of Residential Units/Complexes in Downtown Peace River	Good	2020
➤ Construct a Town Webpage to Focus on Economic Development	Tarpey	2019
➤ Promote PR as Best Place in Alberta to Raise Families	Downing	2020
➤ Promote Peace River as a Top Tier Retirement Community	Good	2020

# GOAL: DOWNTOWN REVITALIZATION

Vision: We believe to be a strong and flexible community, we need a strong core. We envision a revitalized downtown Peace River serving as the financial, administrative and cultural centre of the Peace Region.

Strategic Initiatives	Champion	Target Date
➤ Enactment of Property Standards	Good	2019
➤ Continue Public Art & Attractiveness Program	Tarpey	2018-21
➤ Reassess Adequacy of Incentives to Attract and Encourage Businesses to Relocate to Downtown Peace River	Good	2019
➤ Development Program to Discourage Shuttered, Vacant, Abandoned and Derelict Buildings in Downtown Peace River	Good	2019
➤ Develop Plans to Create a Pocket Park (between Railway Museum and KFC) to Create an Inviting Book End to North End Downtown	Manzer	2021
➤ 100-Year Anniversary Celebrations	Manzer	2019
➤ Facilitate the Construction of Residential Units/Complexes in Downtown Peace River	Good	2020

# GOAL: SAFE, CARING AND CLEAN NEIGHBOURHOODS

Vision: We believe that neighbourhoods that are not only safe, but also caring and clean, are important in building community

Strategic Initiatives	Champion	Date
➤ Upgrade Shaftesbury Estates Park / Playground	Schamehorn	2020
➤ Revitalize Saddleback Park	Ford	2019
➤ Establish Pedestrian Trail to Link Shaftesbury and Upper WP	Manzer	2020
➤ Create and Implement Trails plan for Misery Mountain	Needham	2018
➤ Improve Pedestrian Safety Along 98st Street	Schamehorn	2019
➤ “Crime Prevention Through Environmental Design” Prgm	Ford	2018
➤ Develop and Implement an Aboriginal Outreach Strategy	Manzer	2019
➤ Develop an Environmental Master Plan	Tarpey	2018
➤ Conversion (100%) of Street Lighting to LED Lighting	Ford	2021
➤ Recycle / Divert Wastes from Landfill by 30%	Needham	2021
➤ Increase Enforcement of Bylaws Related to Snow, Weed, Litter, Parking, Derelict Buildings & Property Standards	Ford	2018-19
➤ Accessibility Audit and Implementation Program	Good	2018
➤ BMX Park Improvements	Schamehorn	2018
➤ Women’s Shelter Expansion	Downing	2019

# GOAL: ENHANCE AND IMPROVE PEACE RIVER'S INFRASTRUCTURE

Vision: Infrastructure is essential to the health and wellbeing of our residents. It plays a vital role in bringing us together and making us the community of choice.

Strategic Initiatives	Champion	Target Date
➤ Neighborhood Renewal of South End Peace River	Schamehorn	2021
➤ Construct a Medical Clinic with Surrounding Municipalities	Manzer	2019
➤ Complete Construction of the New Recreational Centre	Needham	2019
➤ Complete Construction of Second Bridge Across the Peace	Needham	2020
➤ Refurbish Athabasca Hall as an Arts & Cultural Centre	Downing	2020
➤ Establish a Second Fire Hall to Serve West Side	Ford	2020
➤ Construct Retaining Walls for 99 <sup>st</sup> Slide	Ford	2018
➤ Refurbish Potable Water Reservoir 375	Schamehorn	2020
➤ Develop Asset Management Program	Tarpey	2018

# GOAL: IMPROVE AND ENHANCE PEACE RIVER'S TOWN SERVICES

Vision: Roads, water, sewer, police, fire are a municipality's core services. We are committed to enhancing and improving Peace River's core services and delivering those services in a cost effective and efficient manner.

Strategic Initiatives	Champion	Target Date
➤ Create Web-Based Performance Dashboard for Town Services	Tarpey	2019
➤ Reassess Key Performance Indicators for Town Departments	Tarpey	2019
➤ Maintain a 3-Year Operating Budget	Manzer	2018
➤ Maintain a 5-Year Capital Budget	Manzer	2018
➤ Construct Retaining Berms for 99 <sup>th</sup> Street Slide	Ford	2018
➤ Neighborhood Renewal for South End of Town	Schamehorn	2021
➤ Move to a Full-Cost Water/Wastewater Utility	Tarpey	2021
➤ Reassess Emergency Response Plans	Needham	2021
➤ Place Policing Costs onto Province	Needham	2021

# GOAL: ENHANCE INTER-MUNICIPAL RELATIONS

Vision: We believe that as a region we are stronger than acting as individual municipalities. Acting together as a region will allow us to claim our fair share of provincial and federal grants and supports.

Strategic Initiatives	Champion	Target Date
➤ Strike Inter-Municipal Collaboration Agreements with Surrounding Municipalities (Northern Sunrise, Northern Lights, MD of Peace)	Tarpey	2019
➤ Use Joint Capital Fund with NSC for Mutually Beneficial Projects	Manzer	2018-21
➤ Develop an Enhanced Joint Fire Services Agreement with Northern Lights and MD of Peace	Ford	2018
➤ Establish a Regional Fire Hall to Serve the West Side, MD of Peace, County of Northern Lights	Ford	2020
➤ Enhance and Promote Our Regional Airport – Airport Master Plan	Needham	2018
➤ Build a Financial Sustainability Plan for the (Regional) Ski Hill	Downing	2019
➤ Develop a Regional Resource Allocation and Representation Plan	Good	2019



# GOAL: RESPONSIBLE, OPEN, ACCOUNTABLE GOVERNMENT

Vision: We believe that the key to strong, vibrant, healthy communities is open, democratic governance

Strategic Initiatives	Champion	Target Date
➤ Be a Provincial Leader in Open Government	Tarpey	2021
➤ Encourage and Enhance Public Participation Opportunities at Council Meetings	Tarpey	2018
➤ Revisit and Ensure Implementation of the 2014 Ministerial Review Recommendations	Tarpey	2019
➤ Develop a Review-and-Comment Mechanism for Municipal Legislation	Tarpey	2019
➤ Establish and Publish a Code of Conduct for Council & CAO	Downing	2018



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THANK YOU