

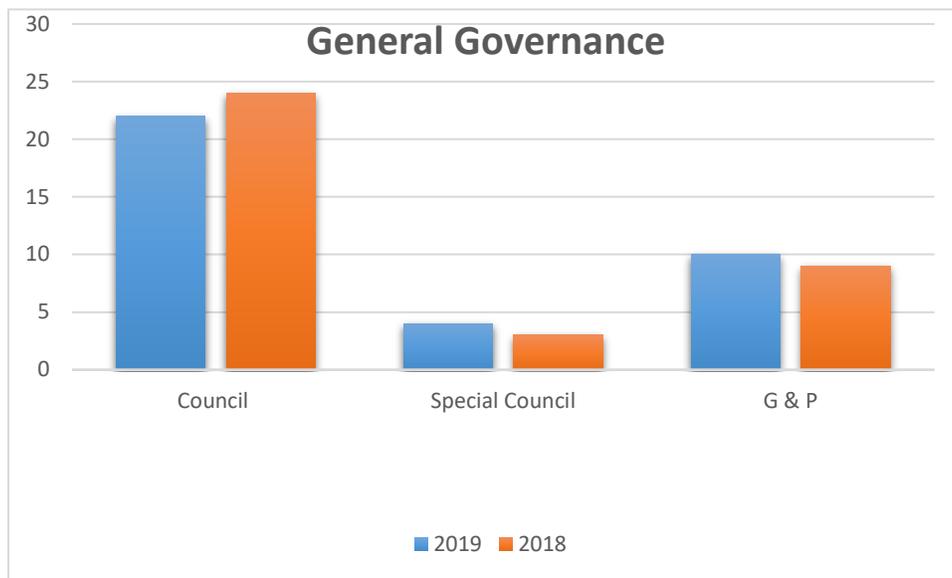
## General

The work done by the Chief Administrative Office can touch on any issue related to the management and operations of the municipality. 2019 presented a diverse range of matters for the CAO's attention.

## Governance

### Meetings

Twenty-six Council meetings occurred in 2019 of which four were Special Council meetings. These meetings resulted in 498 motions of Council. In comparison, in 2018, twenty-seven Council meetings were called with three of them being Special Council meetings and 478 motions of Council were passed. Council had ten Governance and Priorities committee meeting in 2019 as opposed to 9 in 2018.



## Intermunicipal Affairs

Once area that has taken both a significant amount of Council and administration's time and resources is the Intermunicipal Collaboration Framework (ICF) agreements process. This has resulted in over 11 meetings in October and November between our municipal partners consisting of approximately 59 hours of discussions and negotiations on new funding agreements. This doesn't include all the hundreds of hours of preparation time for staff and Council

## Bylaws

In 2019, Council passed 24 Bylaws as opposed to 25 Bylaws in 2018. However, many of the Bylaws in 2019 needed extensive input and time by Council such as the individual Intermunicipal Development Plan Bylaws with the MD of Peace, County of Northern Lights and Northern Sunrise County. These

Bylaws have been mandated by the provincial government and are the precursor to any final ICF agreements being completed between our municipal partners. No Bylaws were defeated in 2019 as opposed to one Bylaw being defeated in 2018.

One Bylaw of interest passed in 2019 was the Petition Bylaw. Petitions are an important tool when a large group of residents want bring direction to Council. The use and limits of petitions are set out by the *Municipal Government Act*. This Bylaw will allow petitioners time to review their decision and consider any new information before their signature on the petition becomes final.

### Policies

Staff brought forward for Councils' direction nine different Policies in 2019. These Policies were related to either general administration, mandated legislation and the continuation of Cuff Report recommendations from 2014. The addition CAO code of conduct and a major adjustment to the Off-Site Levy Policy are two examples types of the types of policies that were accomplished.

Another item related to overall Policy development was the creation of the Unsightly Property Appeal Board Terms of Reference. With the change to a regional Subdivision and Development Appeal Board earlier this year, the Unsightly Property Appeal Board was established as a Council board. As this was a new Board, Administration prepared preliminary terms of reference for Council to request direction on which procedures Council wishes to put in place for the board. Council has now ratified these Terms of Reference, establishing clear procedures on the conduct of hearings.

### Key Issues

#### GST

In March, the Town underwent a routine GST audit which produced an unexpected finding. The auditor's finding included a new interpretation on how GST is to be assessed on cost-sharing agreements between municipalities.

The short-term effect of this was a tax reassessment of over \$600,000. The long-term implications are still unclear. Although the new interpretation was based on wording in the agreements, the taxes were charged on a wide range of services, many of them not covered by the agreement. Because of this, the tax status of cost-sharing is still unknown.

The Town's initial request to overturn the decision was denied and a formal appeal was made to Revenue Canada in October 2019. Revenue Canada is currently hearing appeals submitted in February 2019.

In addition to the formal appeal process, staff have undertaken extensive advocacy work on this issue. Concern over this issue is widespread. We have received support from many other municipalities and from the members of both the urban and rural municipal associations. As this issue is national in scope, staff have engaged with the Federation of Canadian Municipalities (FCM) and have brought up the matter with Deputy Prime Minister Chrystia Freeland.

### Airport

Under the direction of Council, Administration has continued to work on a program to ensure the viability of the Peace River Regional Airport. This has included several initiatives including modernized

leases, moving lease rates closer to market value, reducing environmental liability and exploring alternate governance models. The Request for Proposals closed at the end of October a full course of action moving forward will be presented in the first quarter of 2020.

### PRRC Grand Opening

The grand opening of the new Baytex Centre was a chance to welcome the community and our municipal partners to the new facility. Community Services and Engineering are commended for their years of hard work, attention to detail and careful management of this project. This facility was funded entirely through regional cooperation and the support of the local community. A job well done by all involved!



Staff enjoyed activities at the new Baytex Centre for the annual Staff Appreciation Event.

### Evacuation Support

On May 21, the Town responded to wildfires burning near High Level and several other communities. For over five weeks Town staff coordinated food, shelter, transportation, support services and untold other necessities for nearly 900 evacuees. Members of the community at large were overwhelmingly generous with offers of food, clothing, housing and so much more. The professionalism, compassion and commitment of all involved cannot be overstated.

## Human Resources

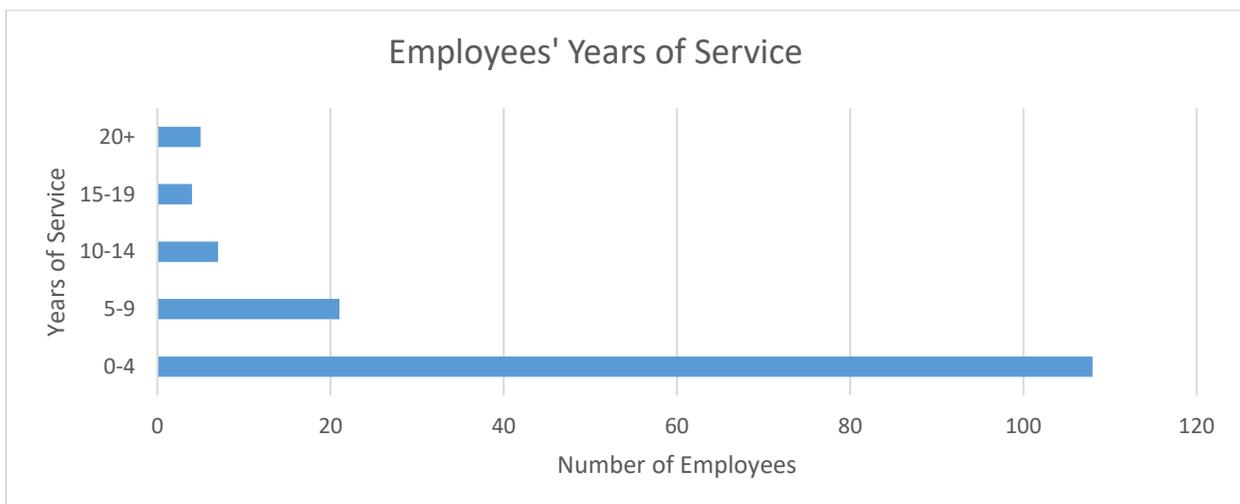
The HR Department deals with all employee related matters including Policy administration, recruitment process, benefits administration, employment and labor laws, new employee orientation, training and development, labor relations, and personnel records retention. HR works closely with all Town departments by providing guidance and support as needed.

### Facts and Figures:

#### Staffing Complement:

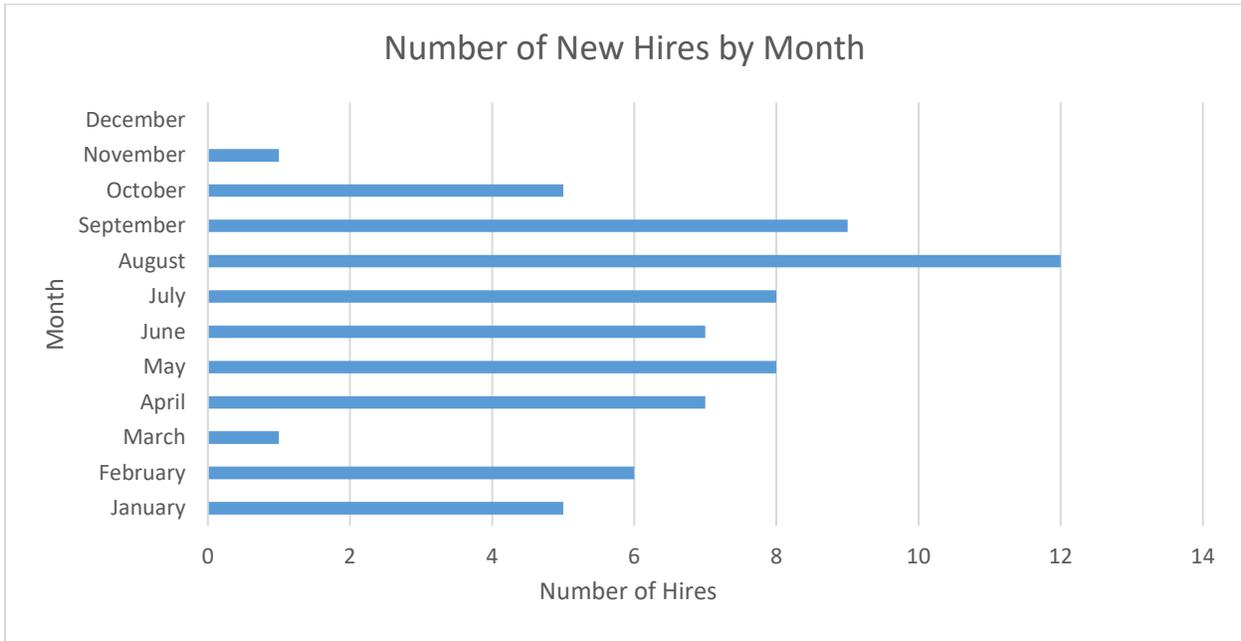
- 61 Permanent Full Time
- 6 Permanent Part Time (3.8 FTE)
- 69 Casual & Temporary

#### *Employees' Years of Service*



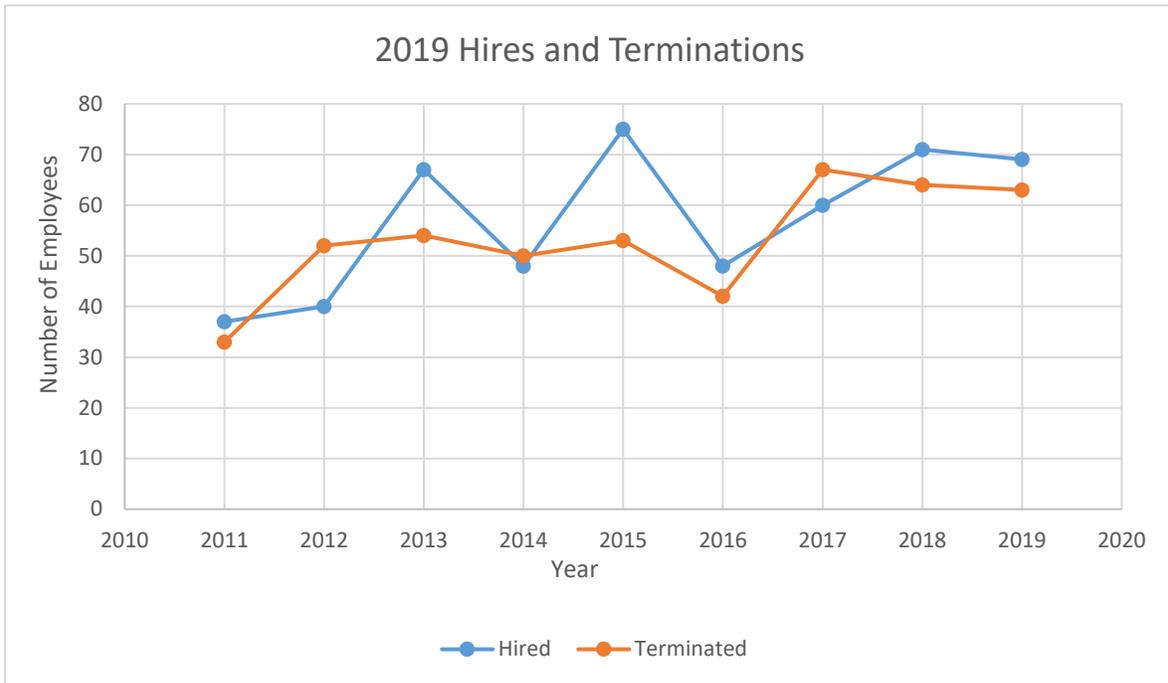
Human Resources assists with all stages of employment, including the recruitment, interviewing, onboarding and offboarding processes. In 2019 there were 55 job advertisements posted and 69 new hires. Of those hires 45% were casual employees, 38% were temporary staff and 17% were permanent staff.

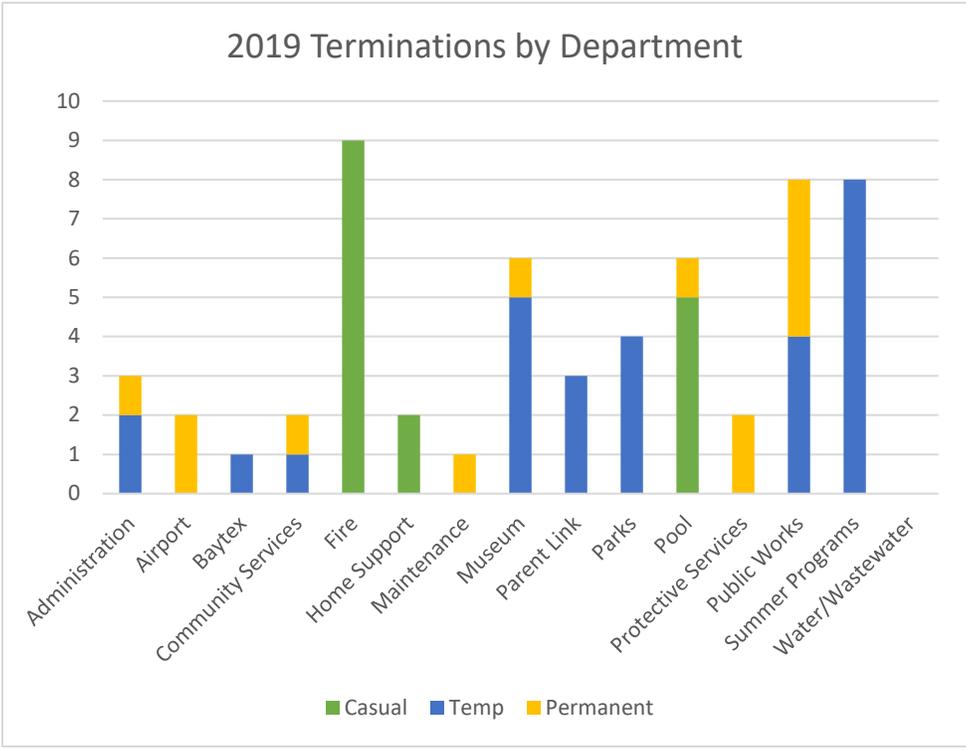
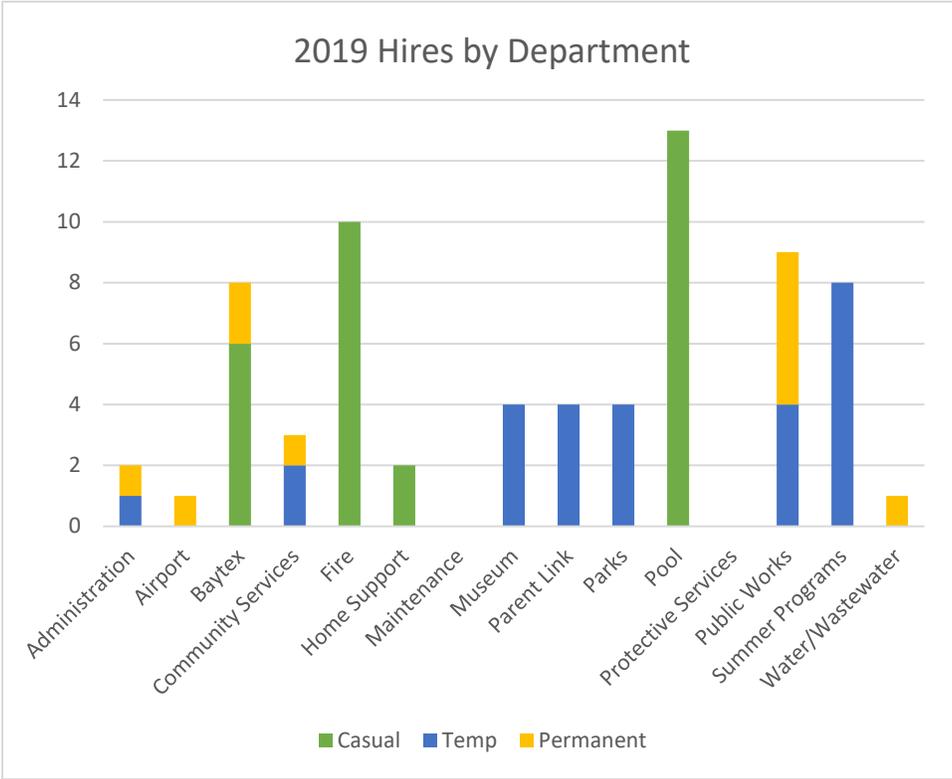
### Number of New Hires by Month



### 2019 Hires and Terminations

The normal turnover of casual pool and temporary summer staff accounted for the majority of our hires and terminations in 2019. The opening of the Baytex Centre welcomed 2 new permanent and 5 new casual employees to our team.





## Benefits

Every year the Town of Peace River hosts an Employee Recognition event. This year we celebrated an incredible total of 80 years of service from our staff!

Years of Service	Number of Staff
5	3
10	3
15	1
20	1

## Training

- Members of the Management Bargaining Team attended Union Contract Negotiations Training.
- Coordinator and Management level staff participated in a Strategic Planning and Service Excellence Training session.
- HR attended the WCB Return to Work seminar, a one-day session on the return to work process after a work related injury.
- HR attended AUMA's Health and Wealth Forum. The conference was heavily focused on mental health.
- All Supervisory staff were asked to take Reasonable Suspicion and Impairment Training.
- Staff utilized an online training tool to take internet-based training at their worksites.
- Staff recertifications were completed as needed.

## Other Items

- The following legislative changes came into effect in 2019:
  - Parental Sharing Benefit
  - Bill 2: An Act to Make Alberta Open for Business
- The Substance Abuse Policy received Council approval on April 8, 2019.
- HR assisted at the Reception Centre as needed during the Alberta Wildfires.

## Communications

### Website

The website is our central communications tool and many communications strategies rely on attracting users to the website to help them find the information they need. Website analytics provide a snapshot of what types of information people are accessing from our website, which helps us to further optimize content on it.

### Definitions of analytic terms used

**Session** – A period of time when a user is accessing the site. Record from the time the user opens the site to the time it is closed. Multiple sessions under the same user can occur in one day.

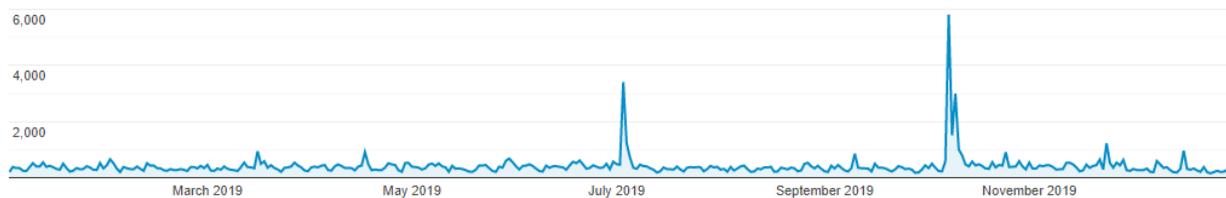
**Page views** – A record of an instance where a web page on the site is opened by a user and viewed.

### Top Pages by number of Page Views

1. Pool – **22 584**
2. Police presence North End – **11 476**
3. Careers – **10 319**
4. Arena – **6 095**
5. Early Morning Structure Fire – **4 203**
6. Moving to Peace River – **3 826**
7. Contact – **3 515**
8. Airport – **3 226**
9. New Bridge – **3 198**
10. Peace Regional Recreation Centre – **2 447**

Total landing on homepage – **31 314**

### Web traffic for 2019

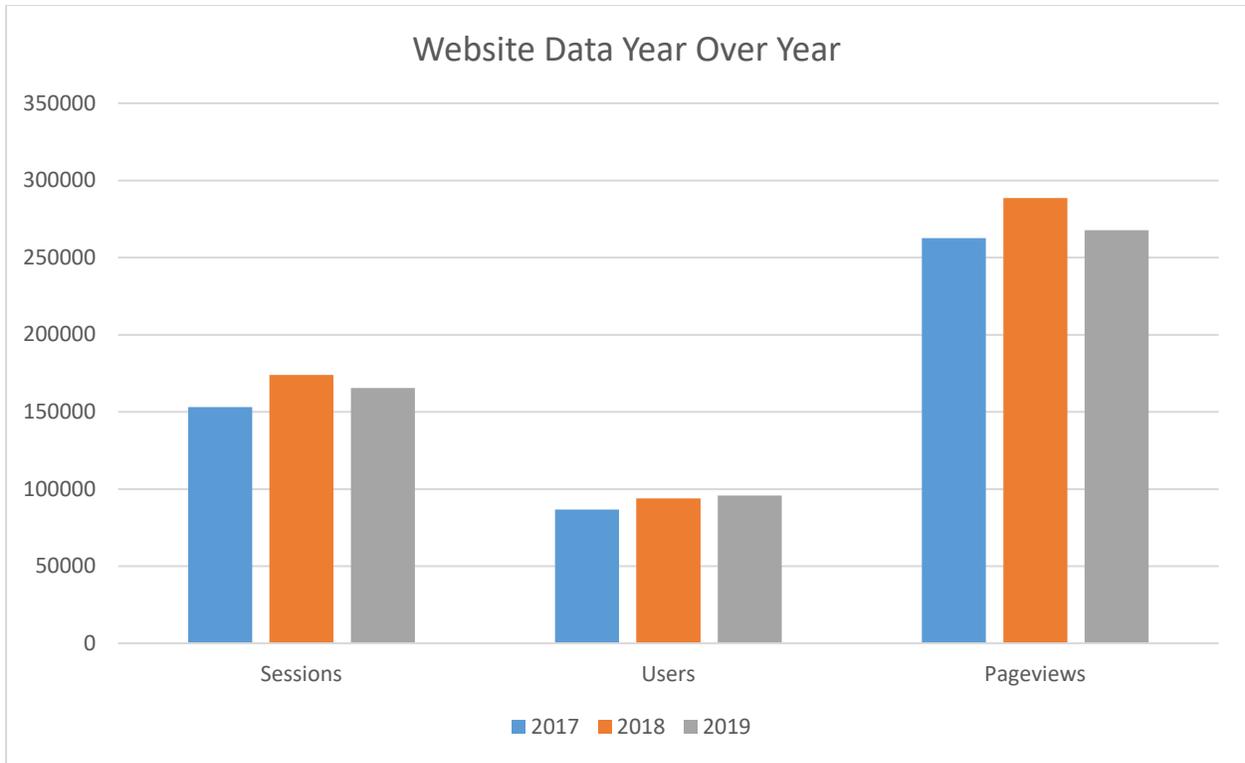


### User Data

**Sessions** – in 2019 there were 165 553 sessions which was 4.77% less than 2018.

**Users** – in 2019 there were 95 682 users which was 1.82% more than 2018.

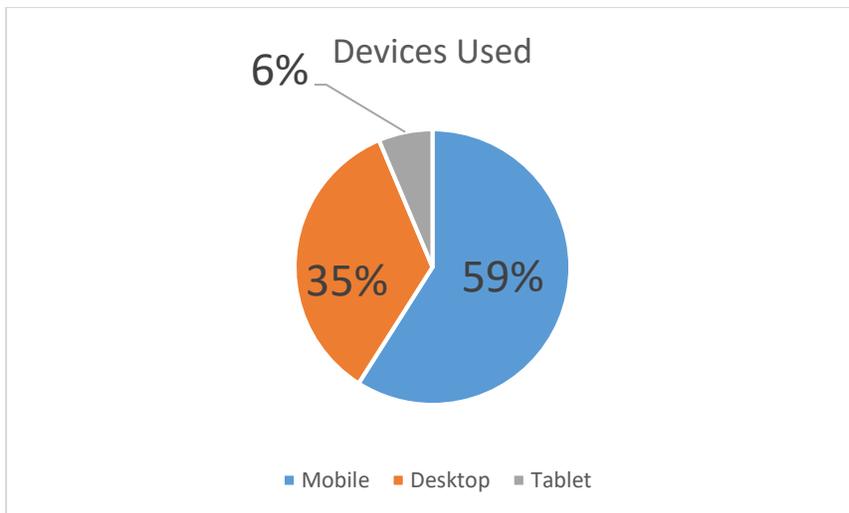
**Page Views** – in 2019 there were 267 730 page views which was 7.21% less than 2018



#### Devices Used

Mobile – 97 684  
 Desktop – 57 370  
 Tablet – 10 499

All numbers are within 5% of 2018's numbers.

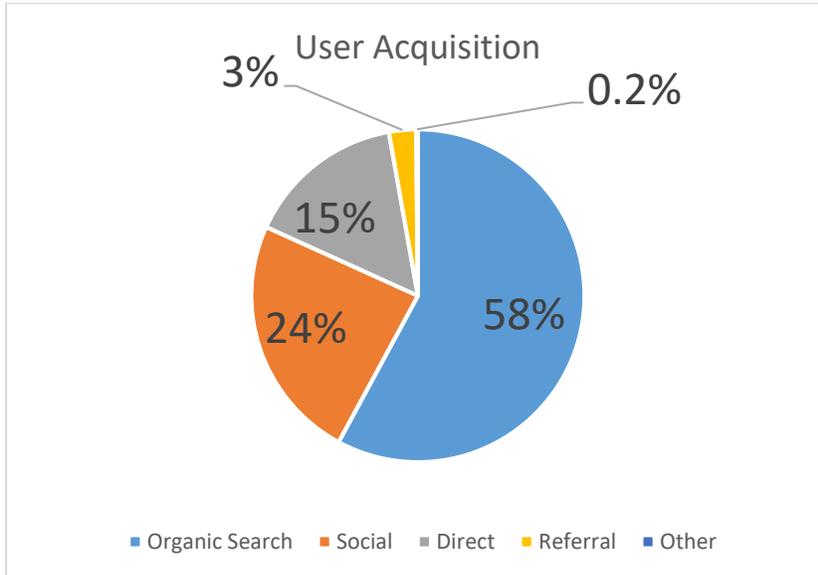


#### User Acquisition

Organic Search (Redirected from Google, Yahoo, Bing Etc.) – 56 760  
 Social Media (Includes Facebook, Instagram, and Twitter) – 23 411

Direct (Directly inputting the URL or the use of bookmarks.) – 15 126  
Referral (Referred from another site, or another place on the internet) – 2 580  
Other (includes email, ATIS and other sources) – 156

All numbers are within 8% of 2018's numbers.



## Social Media

The Town of Peace River uses three main social media platforms: Facebook, Instagram, and Twitter. Facebook has our largest audience followed by Twitter, Instagram continues to show the most year over year audience growth. In addition to those three main platforms the Town also uses RSS feeds for website content delivery, YouTube for video hosting, and Soundcloud to host Council meeting audio.

## Definitions of Analytic Terms Used

### Impressions

Refers to the number of times a post is loaded into a user's newsfeed, sometimes the same post can be loaded into the same user's news feed more than once. Twitter and Instagram report using impressions, Facebook uses reach.

### Reach

The number of people a post reached. Unlike impressions reach only counts news feed delivery once.

### Follower

Someone who has opted to follow updates from a social media page. Note that Facebook uses likes and followers. In their context you can like a page, without following it for updates, or you can follow a page without "liking it". As a result, followers are used for Facebook as they provide a more accurate number.

### Twitter

There was a 2.26% increase in followers, going from 1 511 to 1 546. Top three tweets by impressions are below.

9 023 Impressions



**Town of Peace River**  
@PeaceRiverAB



Important update on road closures.  
Bridge crews have moved things forward one day. 94 St.  
near the bridge is closed beginning Nov. 6 at 11:30am.  
Lane reduction on the [#PeaceRiver](#) Bridge HWY 2  
beginning Nov.6 at 7pm.  
Full details on our website.  
[peacriver.ca/river-road-tem...](http://peacriver.ca/river-road-tem...)

2:13 PM · Nov 3, 2019 · [Twitter Web App](#)

View Tweet activity

2 Retweets

5 095 Impressions



**Town of Peace River**  
@PeaceRiverAB



Update on the [#PeaceRiver](#) Reception Centre [#ABfire](#)

The Peace River Reception Centre is extending our hours tonight until 9pm. We will again be open tomorrow from 9am until 9pm. The Reception Centre is located at the Misery Mountain Ski Chalet 10408 - 89 St. the phone number at the Reception Centre is (780) 624-4881

We are able to assist with the following:

- Registration.
- Gift cards for food, fuel, or personal care items.
- Referrals to local services.
- Arranging hotel rooms.

Evacuees must arrive at the Reception Centre with all family members that they intend to register. ID is required.

At this time we are not seeking volunteers or donations though we thank those who have offered.

If you are unable to make it to the Reception Centre please call (780) 502-0778 (24-hours) to register.

2:16 PM · May 22, 2019 · [Twitter Web Client](#)

View Tweet activity

6 Retweets 4 Likes

1 667 Impressions



**Town of Peace River**  
@PeaceRiverAB



The #PeaceRiver Bridge will again be reduced to one-lane alternating traffic tonight, November 8 at 7pm. Contractors hope to have it reopened by 7am on Saturday, November 9. During this time a portion of River Road, 94 Street will also be closed.

[peaceriver.ca/river-road-tem...](https://peaceriver.ca/river-road-tem...) #Abroads

2:26 PM · Nov 8, 2019 · [Twitter Web App](#)

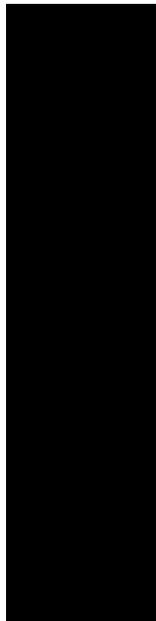
||| [View Tweet activity](#)

2 Retweets 1 Like

## Facebook

There was a 16.35% increase in followers, going from 4 784 to 5 566. Top three posts by reach are below.

## 26 031 People Reached



# Free Community Meals

Meals are available for evacuees at the following locations & times.

### Thursday May 23

Picnic in the Park at Riverfront Park  
(located next to 9509 - 100 Ave)

From 5pm to 7pm.

### Friday May 24

BBQ Dinner at Co-op (9714 – 96 Ave)

From 11am to 2pm.

### Saturday May 25

Dinner at the Baptist Church (8602 – 98 St)

From 5pm to 7pm.

### Sunday May 26

Lunch at Riverfront Park  
(located next to 9509 – 100 Ave)

From 11:30am to 1:30pm.

### Sunday May 26

Dinner at the Belle Petroleum Centre (9403 – 94 St)

From 5pm to 6pm.



**Town of Peace River**  
· May 23, 2019 · 🌐



\*\*Updated 11:53am May 24\*\* The Baptist church has increased the hours for the meal, it will now run from 5pm to 7pm on Saturday May 25.

For Evacuees looking for a meal in town this week. Thank you to the organizations and businesses who helped to organize a meal.

Free Community Meals  
Meals are available for evacuees at the following locations & times.

Thursday May 23  
Picnic in the Park at Riverfront Park  
(located next to 9509 - 100 Ave)  
From 5pm to 7pm.

Friday May 24  
BBQ Dinner at Co-op (9714 – 96 Ave)  
From 11am to 2pm.

Saturday May 25



Comment as Town of Pea...



23 213 People reached



**Town of Peace River**

May 29, 2019 · 🌐



Originally posted May 29, 2019

Due to the influx of evacuees, this afternoon and evening hotel rooms in Peace River are now at capacity. As a result, we recommend new evacuees who require lodging head to the High Prairie Reception Centre at the Gordon Buchanan Center, 5409 49 St.

Near Peace River space is available at local campgrounds, including Rendez Vous RV Park & Storage where 70 sites are available.

The Peace River Reception Centre opens at 9am on May 30 and will be able to help register new evacuees who are able to camp or renew hotel stays.

May 30 and 31 our hours are 9am to 5pm.

County of Northern Lights  
Northern Sunrise County

**23,213**  
People Reached

**7,121**  
Engagements

[Boost Post](#)

👍👤❤️ 42

18 Comments 175 Shares

👍 Like

💬 Comment

➦ Share



## 17 998 People reached



**Town of Peace River**

May 21, 2019 · 🌐



### Information for Evacuees from High Level and Mackenzie County

If you are an evacuee from High Level or Mackenzie County in the Town of Peace River, please ensure you have checked in at the Reception Centre located at the Misery Mountain Ski Chalet (10408 – 89 St.) phone number is (780) 624-4881. The reception centre will be open until 6pm tonight and will reopen tomorrow at 9am. It is very important that all evacuees register at one of the registration centres, this will aid in getting information to you.

We are able to assist with food vouchers and accommodations.

### Background

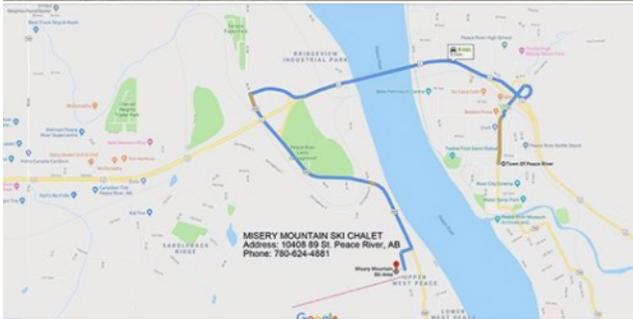
This morning at 9am at the request of the Provincial Operations Centre, (POC) based out of Alberta's Emergency Management Agency (AEMA), The Town of Peace River opened a reception centre for evacuees from High Level and Mackenzie County.

Throughout Monday May 20 and the lead up to the evacuation of High Level the Town of Peace River was in contact with the POC regarding support. With Highway 35 closed it was decided that Slave Lake and High Prairie would be the initial reception centres.

The Peace River Reception Centre, located at Misery Mountain Ski Chalet, will run daily from 9am to 6pm until the Province no longer needs the support. Evacuees may register there and we will help find them shelter in nearby hotels or campgrounds as well as assist with finding boarding for pets.

We kindly ask that residents avoid the reception centre to allow space for evacuees. We are not seeking donations at this time although we are thankful for the generous offers.

As the situation unfolds we will continue to be in touch with all relevant provincial bodies and will provide whatever assistance we can.



**17,998**

People Reached

**3,268**

Engagements

[Boost Post](#)



80

28 Comments 187 Shares

## Instagram

There was a 42.35% increase in followers, going from 706 to 1 005. Top three posts by impressions are below.

1 148 Impressions



**peacriverab**  
Peace River, Alberta

**peacriverab** Peace River's 17th annual Sisters in Spirit walk makes its way towards Riverfront Park for an outdoor memorial service honouring Missing and Murdered Indigenous Women. October 4 is officially Sisters in Spirit Day in #PeaceRiver

13w



Liked by **peacrivermunicipallibrary** and **49 others**

OCTOBER 4, 2019

Add a comment...

Post

1 116 Impressions



**peacriverab**  
Peace River, Alberta

**peacriverab** On Saturday we officially opened the new Baytex Energy Centre.

The construction of the facility can be seen in our timelapse, photographed over 23 months, with more than 12,000 pictures, condensed into just under a minute.

Thank you to our funding partners, Northern Sunrise County, County of Northern Lights, and MD of Peace, as well as our naming sponsors, Baytex Energy, Canadian Natural, MacMillan Construction, AGS Mechanical, and Subway, and the more than 70 people who have directly donated to the project.



Liked by **rivercountry949** and **43 others**

OCTOBER 21, 2019

Add a comment...

Post

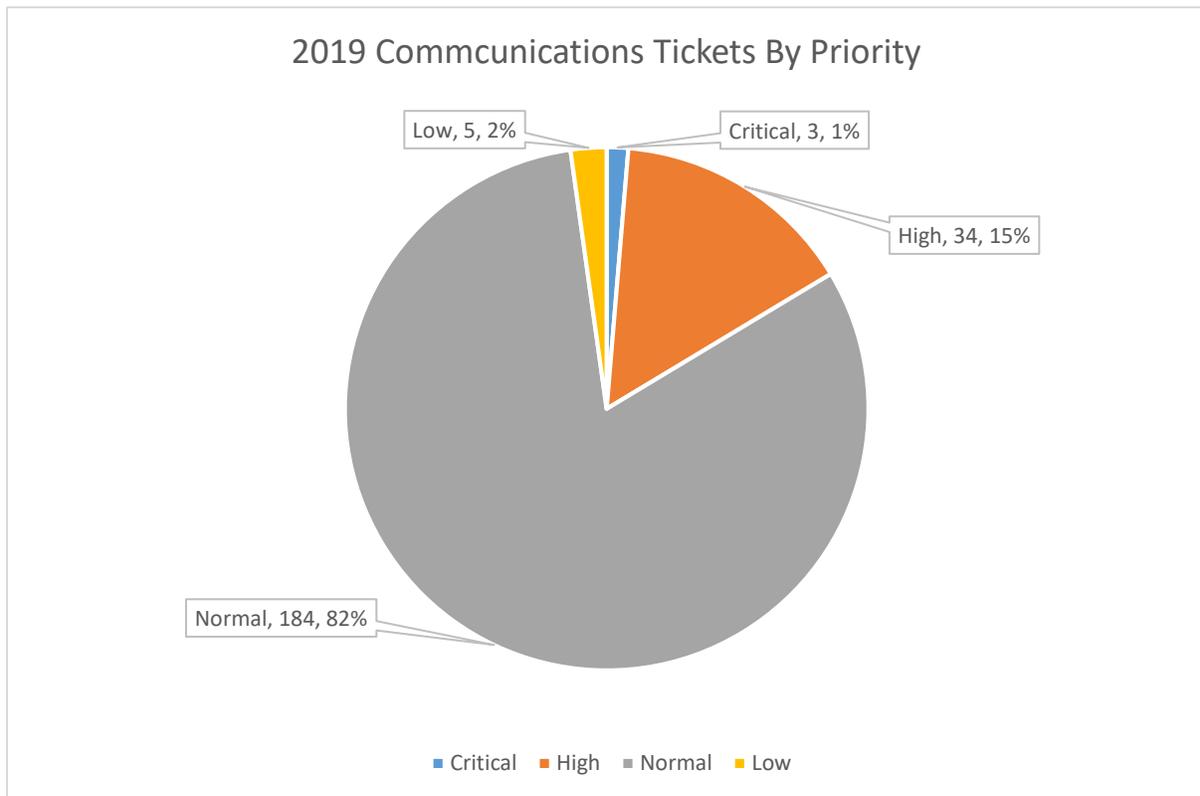
## Organizational Support

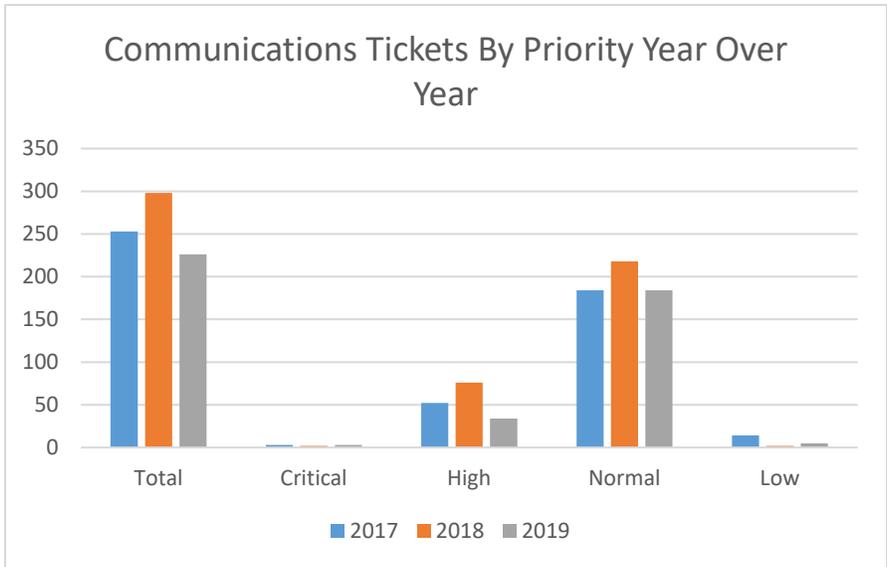
Communications provides support to every corner of the organization. In order to manage requests our ticketing system is utilized to track and record organization support.

The Website category includes updates to pages, specific news posts, or user experience improvements. The Advertising category includes job ads, statutory advertising, as well as requests for program and event advertising. Graphic Design includes things such as posters and graphics. The Other category encompasses items like form creation, large format printing, press releases, and social media only notices.

### Communications Tickets By Priority

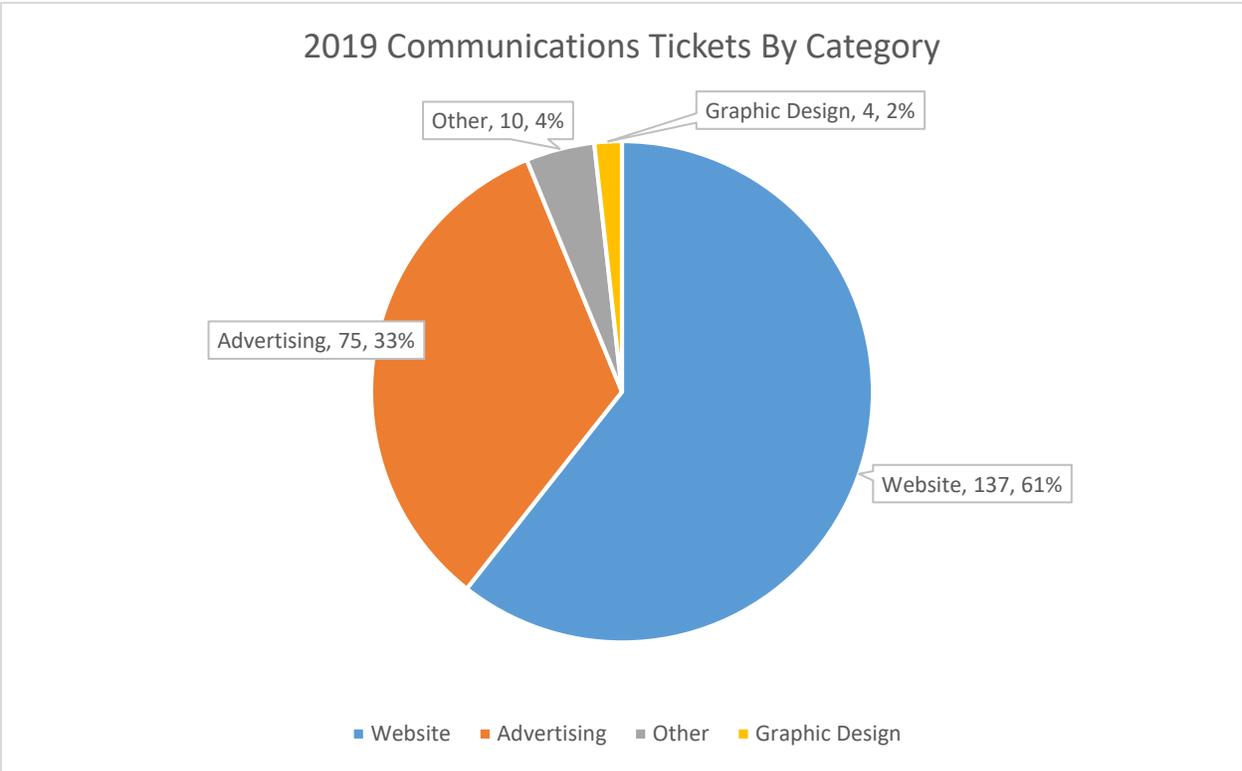
Tickets	Total	Critical	High	Normal	Low
2017	253	3	52	184	14
2018	298	2	76	218	2
2019	226	3	34	184	5



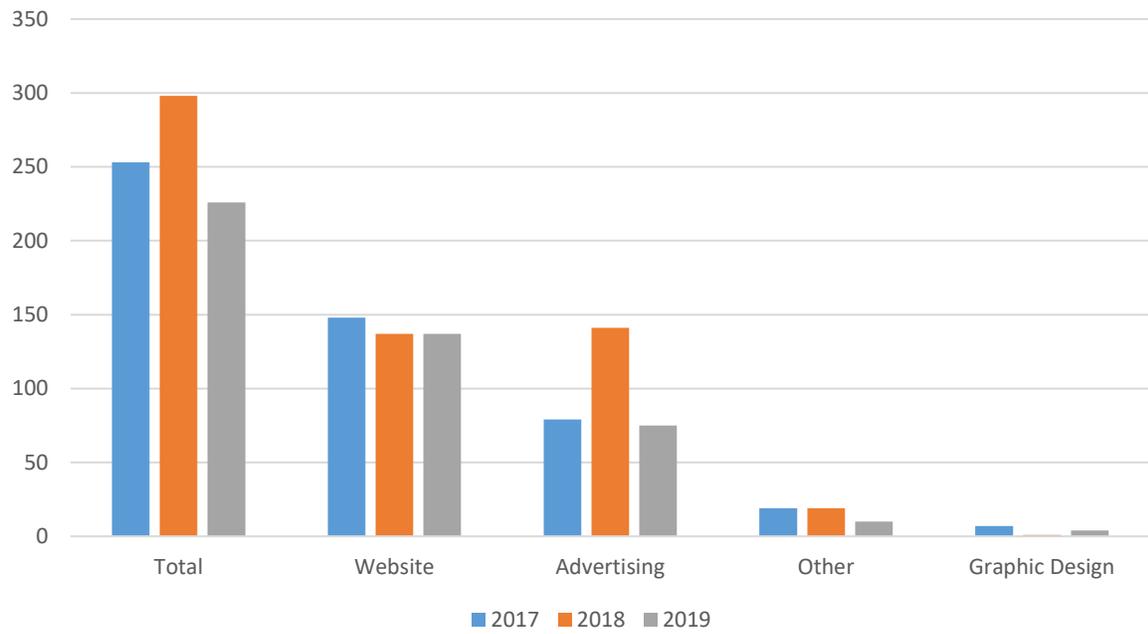


Communications Tickets By Category

Tickets	Total	Website	Advertising	Other	Graphic Design
2017	253	148	79	19	7
2018	298	137	141	19	1
2019	226	137	75	10	4



### Communications Tickets By Category Year Over Year



## Grants and Special Projects Coordinator

Although this position was only filled for the first part of the year, there was a noticeable benefit in terms of accessing and concluding grants. This report covers the first five months of the year.

### Grants reviewed/initiated

- Seniors' Week grant (application)
- Heritage Awareness grant for the Treaty 8 Plaque (application)
- Legacy Grant for 12' Davis Events Park washroom and pavilion (application)
- Farm Credit Canada AgriSpirit Fund to purchase fire or rescue equipment (application)
- Alberta Blue Cross Healthy Communities Grant (initiated, did not proceed)
- Researching grants to support Shaftsbury Trail Pedestrian Walkway
  - Strategic Transportation Infrastructure Program (STIP) (application)
- Researching grant options for 2020 Infrastructure projects
- Resubmission of Alberta Municipal Water/Wastewater Partnership application to reflect change in progress priority – *Awarded 39.62% of costs, up to \$2,759,000 for Reservoir 365*

### Grant Administration

- Compiled a listing of available Municipal Grants
- Worked with Records Manager to compile and track existing grants
  - Grant Reporting
    - Small Community Fund – Sanitary Upgrade phase I (Completed)
    - Small Community Fund – Sanitary Upgrade phase II (Completed)
    - Alberta Community Resilience Program – Pat's Creek Phase II (Completed)
    - 99<sup>th</sup> Street Slide (in progress)

### Special Projects

- Developed sponsorship list for Peace Regional Recreation Centre
- Sent 577 sponsorship letters
- Evacuation Reception Centre