



DEVELOPMENT SERVICES DIVISIONAL UPDATE

APRIL 4, 2017

Divisional Key Performance Indicators

Division	Measure	Additional Information	Last Actual	Target	Data Collection Frequency
Development Services	Employment Diversity Index	Using the North American Industrial Classification System of employment sectors the Index is a measure of Economic Diversity. 2015 base year	Agriculture 647; Manufact. 521; Transport/Wareh. 285	3% increase for Agriculture, Manuf. Transport /Wareh.	annual
	Total Number of Building Permits Issued	Building Permit numbers by the different types of applications is an indicator of economic activity levels and growth in the County.	665 permits	5 year rolling average of total permits	monthly
	Building Permit Construction Values (commercial/Industrial)	The value of Building Permits is an indicator of increased assessed values as a result of new construction and revenues for County services.	88 Million	5 year rolling average for commercial and industrial	monthly
	Acres of Land Under Conservation	This measure is one indicator of biodiversity in the County.	145 acres	5 year rolling average of acres	annual
	Percentage of Properties with Fibre Access	This measure is an indicator for community accessibility to the Broadband Economy and Community Services.	none	One hamlet, one CR subdivision	annual

2017 Divisional Tactical Plan

Development Services Divisional Priorities

Action/ Activity/ Project	Lead	Target End Date	Priority (1,2,3)	Status	Percent Complete	Tasks	Strategic Plan Linkage
Municipal Development Plan (MDP) Update & Growth Strategy	Planning and Development	Q3 2017	1		60%	<ul style="list-style-type: none"> First engagement completed, draft nearing completion, on track for late June. 	Complete Communities
Integrated Community Sustainability Plan	Community Sustainability	Q2 2017	1		65%	<ul style="list-style-type: none"> Draft Action Plan will be circulated to departments across organization. A follow-up workshop will occur with Council. 	Complete Communities
Phase 2, Planning & Dev't Process Improvement	Planning and Development	Q4	1		25%	<ul style="list-style-type: none"> Project charter completed for phase 2 – Process mapping. Initiated Safety Codes mapping 	Responsible Leadership

Action/ Activity/ Project	Lead	Target End Date	Priority (1,2,3)	Status	Percent Complete	Tasks	Strategic Plan Linkage
						<ul style="list-style-type: none"> Completion of all mapping tentatively August 31, 2017 	
Land Use Bylaw Regulation Changes	Planning and Development	Q1	1		80%	<ul style="list-style-type: none"> Amend land use regulations & districts for new business 	Strategic Economic Diversification
Land Use Bylaw Refresh (Phases 1-2)	Planning and Development	Q4	3		30%	<ul style="list-style-type: none"> Phases 1 & 2 engagement underway. 1st Reading in May. Phase 3 in 2018. 	Responsible Leadership
Broadband Network Strategy	Smart Parkland	Ongoing	1		20%	<ul style="list-style-type: none"> Fibre Business Case and Pilots Tower / Fibre Network Strategy 	Complete Communities
Establishment of Action Plans	Economic Diversification	Ongoing	1		10%	<ul style="list-style-type: none"> Complete Plans for Tourism, Rural Business, Agri-Business, Value Added Agriculture 	Strategic Economic Diversification
Business Incubator	Economic Diversification	Ongoing	2		20%	<ul style="list-style-type: none"> Late 2017 for Acheson Rest in 2018 	Strategic Economic Diversification
Watershed Management Planning	Community Sustainability	Ongoing	2		N/A	<ul style="list-style-type: none"> Provide a Council overview of the riparian project 	Respected Environment

Action/ Activity/ Project	Lead	Target End Date	Priority (1,2,3)	Status	Percent Complete	Tasks	Strategic Plan Linkage
PSAB Environmental Compliance	Community Sustainability	Q4 2019	1		15%	<ul style="list-style-type: none"> • Hire consultants to complete environmental audit • Establish procedures for identifying & monitoring contamination of County-owned land due to encroachment • Phase 1 ESAs of medium risk sites cont'd 	Respected Environment
Private & Public Land Stewardship Programing	Community Sustainability	Ongoing	1		35%	<ul style="list-style-type: none"> • Complete naturalization projects. • Evaluate program and grant funding for other foreshore areas such as Jackfish Lake. 	Respected Environment

Corporate Initiatives for Divisional Priorities

Action/Activity/Project	Lead	Target Completion Date	Priority (1,2,3)	Status	Percent Complete	Next Action (task-focused):	Strategic Plan Linkage
Service Excellence	CAO / GM Corporate Services / EC	Ongoing	1		10%	<ul style="list-style-type: none"> Interviews with staff Cross-Jurisdictional research Establishment of customer-service standards Development of initial recommendations Feasibility of CRM (following strategy development and recommendations) 	Responsible Leadership
Future of Coal Strategy	CAO / GM Development Services	Q2 2017	1		60%	<ul style="list-style-type: none"> Impact study to be completed within mid-March 2017 Coal Panel Committee report to be finalized April/May 2017 – mitigation and impact analysis 	Strategic Economic Diversification
Canada Post Addressing changes	CFO / PDS / Corporate Services	Q4 2017	3		100% PDS	<ul style="list-style-type: none"> Defer rural readdressing into 2019. PDS portion for Acheson complete. 	Responsible Leadership



UPDATE ON THE TOURISM STRATEGIC ACTION PLAN

APRIL 7, 2017

OBJECTIVES

1. Create a shareable vision for Parkland County Tourism
2. Develop a Strategic Action Plan and One Year Implementation Plan



PROJECT TEAM

Project Lead: Candace Charron

Project Sponsor: Mark Edwards

Team Members:

1. Tracey Desjardins, Travel Alberta
2. Laura Swain, Corporate Business Planner
3. Lenny Richer, Director of Parks, Recreation & Culture Services
4. Robin Lillywhite, Marketing Specialist

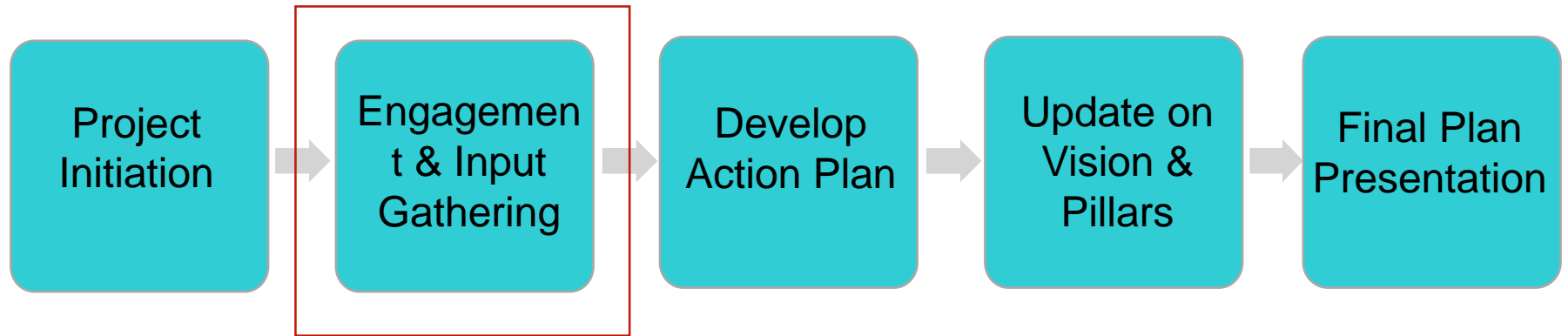
INPUT FROM STAKEHOLDERS

- Information captured through local events
- Information captured through business visitations
- Results from public engagement in the Parks, Recreation and Cultural Master Plan
- Travel Alberta Collaboration
- Industry & Stakeholder Think Tank

OTHER INPUTS

- Council's Strategic Direction
- MDP & ICSP
- 5 Year Corporate Plan & 1 Year Tactical Plan
- Economic Diversification's Strategic Direction
- Budget
- Tourism Asset Map
- Parks, Recreation and Culture Master Plan & Indoor Facility Strategy
- Future of Ag Study
- Tri-Region Tourism Statistics

TIMELINE



TIMELINE

Project Initiation - Completed

- ✓ Background work
- ✓ Asset Map

Engagement & Input Gathering – May 13, 2017

- ✓ Business Visitations & Events
- ✓ Parks & Rec Public Consultation Results
 - **Industry Think Tank**

Develop Action Plan – May to September, 2017

- ✓ Initial Layout
 - **Develop Vision, Pillars, and Goals**
 - **Put together the implementation plan**

Council

- 1st Update – April 4
- Think Tank – TBD
- 2nd Update – July 4
- Final Presentation –



SMART PARKLAND

APRIL 4, 2017

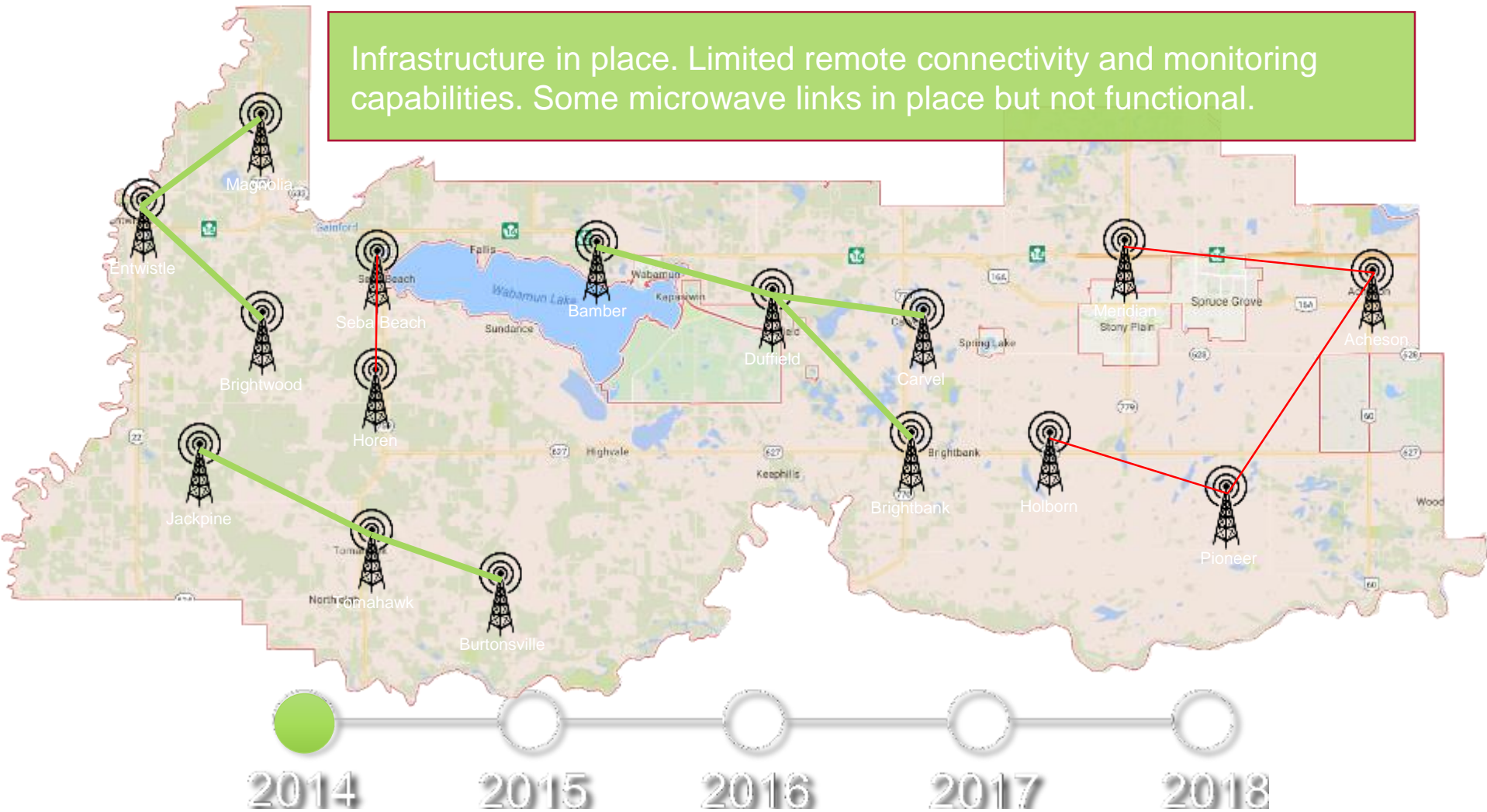
CONNECTIVITY

- Bell POP is complete at the Acheson Tower
- Fiber strategy is complete for the first 2 pilot areas
- IT has identified opportunities to leverage the towers for multiple uses
- Meridian Sports Park is a community WIFI hotspot that will go live by the end of April

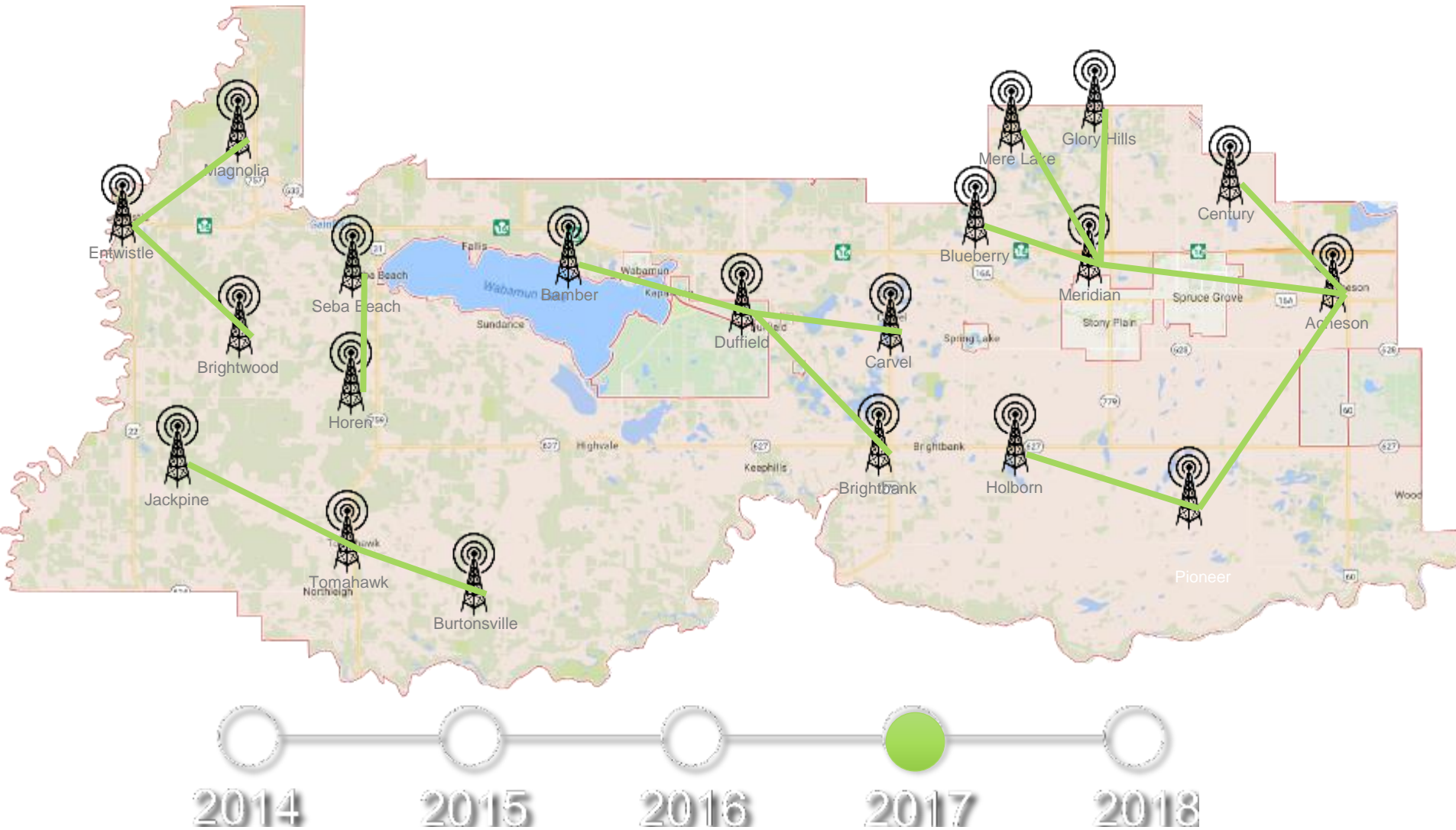


PARKLAND NETWORK EVOLUTION

Infrastructure in place. Limited remote connectivity and monitoring capabilities. Some microwave links in place but not functional.



OVERVIEW OF CURRENT NETWORK



REVENUE

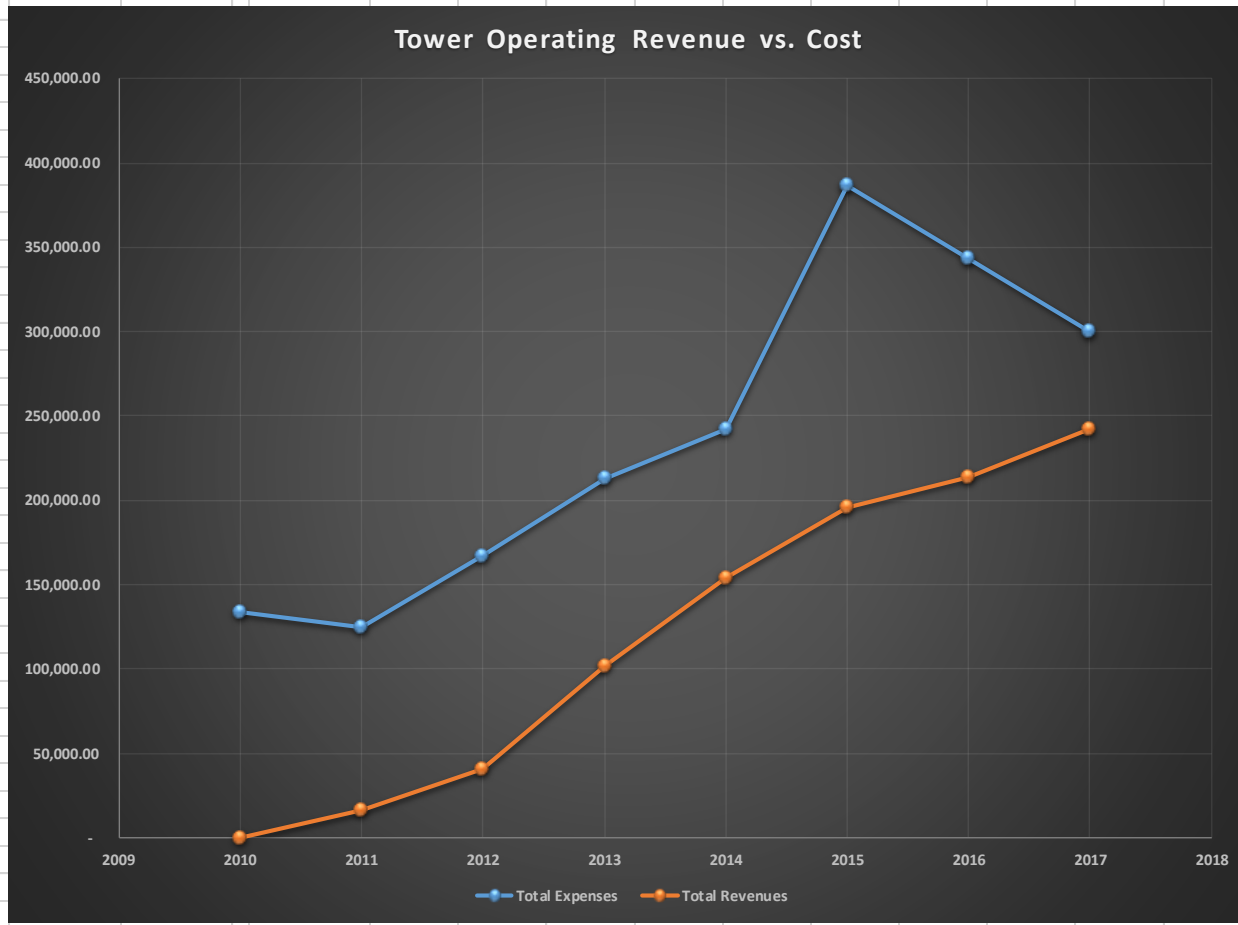
WISPS	\$195,836
Mobile	\$8000.00
Radio	\$32,760
AFFRCS	\$18,500
3 rd Party	\$3000.00

Revenue increase for 2017 is already at \$37,076.40

We have also hired Scotts Land and Lease to market our network.

Year	Total Expenses	Total Revenues	Net Cost
2010	133,977.98	-	\$ 133,977.98
2011	124,435.79	16,760.00	\$ 107,675.79
2012	167,233.01	40,762.00	\$ 126,471.01
2013	212,625.14	101,942.99	\$ 110,682.15
2014	241,966.56	154,126.01	\$ 87,840.55
2015	386,477.40	196,048.00	\$ 190,429.40
2016	343,338.77	213,520.00	\$ 129,818.77
2017	300,000.00	242,600.00	\$ 57,400.00

Note for Chart: 2017 data is up to December 31, 2017



INTERNAL OPPORTUNITIES

IT

Tomahawk
Acheson
Seba Beach
Ag Services building

ECC

Meridian
Glory Hills

DIGITAL ECONOMY AND KNOWLEDGE WORKFORCE

- Completed the Women in Agriculture virtual conference which is now evolved into ongoing virtual training. We are participating in 2 sessions with Olds College: March 25th and April 22nd.
- Partnered with the Parkland Municipal Libraries and TriCala to facilitate workshops throughout the libraries. We will start with computer basics and use that to create a needs assessment and expand our offerings.



INNOVATION

- Partnering with Tourism and Parks to create a virtual reality tour of Chickakoo Park. Completion: July 2017
- Completed the registration process to host our own Mini Makers Faire fall 2017. In the event planning stage now. We will be leading up to the event with a virtual science fair (partnering with the schools and libraries).



SOCIAL INCLUSION

- Continuing with the community hall hotspot program.
- Mobile Makers Space and STEM programming throughout the libraries.
- Partnership with Telus and the libraries to have Telus hubs that can be signed out like books.



MARKETING

- We are now using a vertical real estate company to assist in marketing the network to potential tenants.
- Speaking at multiple conferences about Smart Parkland
- Completed the Create, Innovate and Learn infographs and videos



LIFE-CYCLE MAINTENANCE AND SUSTAINABILITY

- Detailed life-cycle audit and plan created for all tower sites and equipment
- Sustainability – income from rentals on the towers is anticipated to be break-even with operating costs in 2018, averaged over the network.
- We have a think tank day being planned with Norm Silnis for May. This will give us an opportunity to shape some of the key areas of the project going forward.



ADVOCACY

- Working with Intelligent Community Forum policy committee to create a framework tool kit to declare broadband an essential service
- Working with multiple partners such as ARCA, Onet, CRP, Chambers of Commerce, St. Albert, Leduc, Strathcona and Service Alberta to explore the creation of a provincial broadband strategy.
- We have the opportunity as leaders in rural Canada to advocate for opportunities to set the groundwork for future rural projects.



ENVIRONMENT

- Incorporating a fix it fair and an e-waste round up with the Makers Faire





COMMUNITY SUSTAINABILITY UPDATE

APRIL 4, 2017

INTEGRATED COMMUNITY SUSTAINABILITY PLAN



ENVIRONMENTAL REGULATORY COMPLIANCE

Contamination Sites Assessments:

- Completed 8 Environmental Site Assessments for medium risk County-owned sites
- Ongoing assessments for medium risk sites and process for encroachment onto County-owned land

Ongoing technical support for:

- Reclamation of contaminated sites
- Land acquisition and disposal

Planned for 2017 Q3 & Q4:

- Environmental audit of County facilities and operations
- Implementation of an Environmental Management System

BIOPHYSICAL ASSESSMENT PROCESS

Accomplishments to Date

- Process and fees implemented February 1
- Council workshop completed March 7
- Incorporation of high level processes into MDP – ongoing
- Draft policy and procedures documents – in development

Biophysical Assessments completed or ongoing in 2017

- Three gravel pit application reviews
- Two outline plan reviews
- Two project development reviews, one which is ongoing (Wabamun lake boat

Ongoing liaising with various departments providing technical advice

- Planning and Development
- Engineering Services
- Parks and Recreation
- External consultants

JACKFISH LAKE NATURALIZATION PROJECT

Purpose

- Work with community to demonstrate the benefits of naturalizing public Jackfish Lake day use area to a naturalized condition.

Objectives

- Continue naturalization of Jackfish Lake focusing on:
 - Naturalizing the drainage swale to the lake;
 - Supplemental tree, shrub, forb, and grass planting in the mowed areas
 - Establishment of a pollinator meadow habitat
 - Installation of interpretive signage
- Increase awareness of the intent of naturalization projects through:
 - community engagement
 - upcoming volunteer planting and pollinator habitat event May 13.

Next steps

- Finalize design and develop interpretive signage
- Site prep & planting
- Volunteer planting and pollinator habitat event

JACKFISH LAKE COMMUNITY FEEDBACK

The online engagement was open for 2 weeks and residents were given 3 options for naturalizing the Jackfish Lake day use area.

- Option 1: interpretive trail
- Option 2: increased quantity of plantings, no interpretive trail
- Option 3: plant larger trees & shrubs, no interpretive trail

We received a total of:

- 94 resident responses and 1 organizational response
 - **Option 3= 37 votes**
 - Option 1= 29 votes
 - Option 2= 22 votes

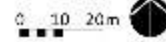
Comment trends are summarized and will be circulated internally



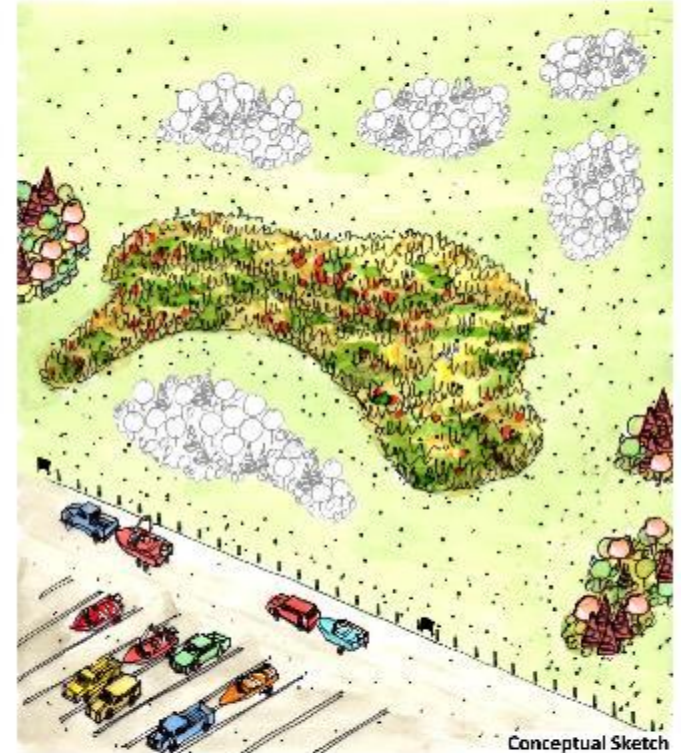
Jackfish Lake Naturalization Project

OPTION 3: PLANT LARGER TREES AND SHRUBS

Conceptual Plan



Option 3: Plant Larger Trees and Shrubs and No Interpretive Trail
 Taller trees and shrubs will be planted to add vertical height. The benefit is that taller trees and shrubs will reach full height much sooner, which means that it will take less time for the area to become full naturalized. This option does not include the interpretive trail and will be preferred by people who need to see the plants to understand their benefits.



Legend

- Recent Tree and Shrub Planting (2014)
- Proposed Baseline Improvements**
- Native Grasses and Forbs (Broad Leaf Flowering Plants)
- Native Trees and Shrubs
- Pollinator Meadow (Native Wildflowers & Grasses)
- Naturalization of Drainage Channel (Cattails & Native Grasses)
- Interpretive Signage

Option 3

- Plant Larger Trees and Shrubs (No Interpretive Trail)

Sketch Legend



ALUS - PROGRAM UPDATE

New Funding 2017

- \$22,500 Wildlife Habitat Canada
- \$31,500 W. Garfield Weston Foundation
- \$110,300 Philanthropic Funding

Lake Isle/ Sturgeon Headwaters Collaboration

- Final year of funding
- Collaboration with Lac Ste. Anne County
- 100% funding for participants through the Alberta Government's AWE program

Sustaining Agriculture Workshop Series

- Started 2016 continuing in 2017
- 4 workshops available for both Parkland County and LSAC Ag producers

2017 Field Season

- 28 Farmers interested (32 possible projects)
- Annual ALUS Tour planned for July



GREEN ACREAGES- PROGRAM UPDATE

New Funding 2017

- \$120,000 Nature Alberta/DFO

Love Your Lake Program

- Partnered with Nature Alberta
- Lake Wabamun
 - 2016 initial shoreline assessment
 - Wabamun Lake workshop happening May 27, 2017 @ 2:30 pm Fallis Hall
 - 2017 In person consultations & Project implementation
- Program coming soon for Lake Isle

2 Workshops held in 2017

- Septic Sense Workshop:
 - 52 attendees
 - 11 individuals interested but unable to attend
- Hoping to deliver this program again in 2018

2017 Field Season

- 8 possible projects
- Project implementation from 2016



EDUCATION & AWARENESS

Interactive Guide to Waterfront Living

- Continuous uptake from residents
- Closed captioning will be added by summer 2017 (to be all inclusive)

Parklandia

- Instructed Grade 6 classrooms on municipal government

Community Hall- Canada 150 Celebrations

- Organizing bee nesting box workshops

Events/Workshops

- Sustainable Beef
- Septic Sense
- ICSP public engagement

Upcoming Events:

- Generating Electricity from the Sun, Planning for Wet & Dry Years
- Woodlot Management for Ecosystem Services
- Rain Barrel Sale
- Jackfish Lake Bee Nesting Box workshop
- Love Your Lakes Workshop
- Pond Days
- Sustainability Awards Gala

SUSTAINABILITY AWARDS

Launched Parkland County's Sustainability Awards program for citizens, businesses and institutions who contribute to sustainability

- Award applications are accepted from January 1st to April 30th.
- Awards are presented during Environment week on June 7th, 2017.

There are five categories of Awards:

- Residents
- Businesses
- Schools
- Agricultural producers
- Youth (18 to 30 years old)

Eligible project examples:

- Promoting sustainability of the environment
- Promoting the sustainability of cultural traditions
- Promoting sustainable business and best management practices



The poster is green with a large tree in the center. At the top, it says 'parkland county PRESENTS'. Below the tree, it says 'SUSTAINABILITY AWARDS'. Underneath, it asks 'Do you do your part to contribute to a sustainable community? Know someone who does? Parkland County invites you to nominate them for a Sustainability Award. The Awards Gala will be held during Environment Week in June and the award categories are as follows:'. At the bottom, there are five icons representing the categories: Schools, Business, Agricultural Producers, Residents, and Youth (18 to 30 years old). Below the icons, it says 'Let's recognize those in our area who make a significant contribution to our future sustainability!'. At the very bottom, it says 'For more information or to enter your nomination for any of these categories, go to www.parklandcounty.com/sustainabilityawards'.