



Town of Bashaw

Municipal Sustainability Plan

Introduction

The Bashaw Sustainability Plan exhibits Bashaw's commitment toward building a sustainable future. It provides long-term visions, goals, and strategies that will guide Bashaw into the future. It is an overarching document that will provide direction for all other plans within the Town.

The Municipal Sustainability planning process was an exceptional way for the Town of Bashaw to look long-term at the community they desire and to now take proactive steps to build the ideal community residents desire. It is a comprehensive approach that examines the five pillars of sustainability.

Environment

Economy

Social

Culture

Governance

Sustainability planning is a holistic approach that examines each of the individual pillars and makes the connections to the health and well-being of the entire community. This plan reflects the hopes and dreams of the community and is a depiction derived from the community that reveals what is truly important to them. Hence this plan is intended to be a guiding document for Town staff and Council as they prepare current and future capital and operating budgets.

Background

In 2005, the Federal Government introduced a new funding source for municipalities to address their individual needs as they look into the future. Known as the New Deal for Cities and Communities or Gas Tax this funding requires each community to create their own sustainability plan. Once each plan is created the funding dollars can be used for the following projects:

- Public transit
- Water
- Wastewater
- Solid waste
- Community energy systems
- Active transportation infrastructure
- Capacity building



The Process

To ensure this plan was an accurate representation of what residents desired for their community they were invited to bring their thoughts and ideas to multiple community engagement sessions and to fill out questionnaires. The first community engagement session provided the foundation for the plan. The community members present were asked the following questions:

- 1. What are the most important things to you about life in Bashaw?*
- 2. What changes would you most like to see?*
- 3. What are your hopes and dreams for Bashaw 50 years from now?*
- 4. What can you personally contribute so we can reach this dream?*

From the responses a draft plan filled with the community's visions and goals was created. To ensure the plan was headed in the right direction a second meeting was held to examine this draft plan. This meeting had residents answer three main questions with regards to this plan:

- 1. Do you agree with everything stated here?*
- 2. What are appropriate actions we can take to reach each of these goals?*
- 3. What are ways that we, as individuals, can reach these goals today?*



Visions for the Future

1. We manage all our natural resources wisely
2. We have a vibrant local economy
3. Strong dynamic leaders guide us into the future
4. We are a safe, inclusive, and caring community
5. Residents have access to a large number of quality cultural and recreational activities
6. We have the necessary infrastructure to reach our vision for the future
7. We continue to expand the amazing work our volunteers do

Vision #1

We manage all our natural resources wisely

Goals:

1. To encourage and promote water conservation

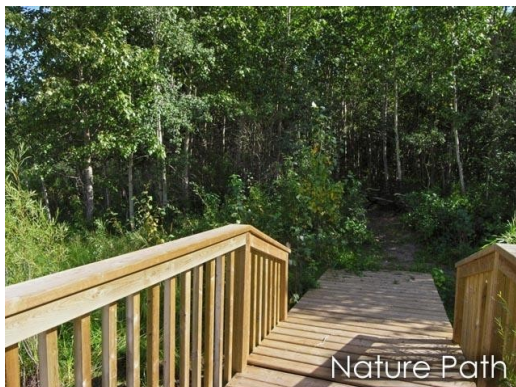
Action Steps

- Promotion of low flow appliances through rebate program for acceptable retrofits
- Institute odd/ even days for residents to water their lawns
- Educate public on the value of water conservation
- Start a rain barrel water collection program

2. To decrease the amount of energy used from non-renewable energy sources

Action Steps

- Educate residents through various sources of media on ways to reduce their home energy bills
- Have small teams (students/ volunteers) visit homes with checklist on ways to save energy
- Complete energy audits on existing Town buildings and make any appropriate retrofits
- Investigate other methods of producing renewable energy for the Town (i.e. biomass heating & solar energy)



3. Enhance and promote the existing recycling program

Action Steps

- Reduce the amount of waste going to landfills by education of recycle, reuse, and reduce principles to residents
- Continue to work with municipalities to find innovative solutions to secure long-term recycling programs
- Investigate the opportunity to start a Christmas tree mulching program and composting centre
- Work with local businesses to encourage customers to use reusable containers and bags

Vision #2

We have a vibrant local economy

Goals:

1. Cultivate a strong buy local ethic among residents

Action Steps

- Promote/ demonstrate the advantages to buying locally
- Educate residents on the advantage to buying locally grown produce
- Investigate reward program for residents who shop locally at more than one business

2. Create a vibrant main street atmosphere for businesses and customers

Action Steps

- Search for funding programs to vitalize main street buildings
- Encourage businesses participation in revitalization of main street through possible incentive program

3. Create a comprehensive tourism development strategy

Action Steps

- Target the Arts & Culture within Bashaw in future tourism efforts
- Work with the Boomtown trail to strategically plan for the future

4. To promote and support all our local businesses

Action Steps

- Discover innovative ways to draw customers in from larger centers like Red Deer and Ponoka
- Residents, Council and all community groups act as ambassadors to the Town in its promotion of economic growth

5. Investigate all opportunities for additional commercial/ industrial development

Action Steps

- Ensure adequate land is available for future commercial and industrial development
- Get on the direct mailing list from Alberta Economic Development for new opportunities
- Investigate possible incentives/ concessions for new businesses
- Actively seek out potential partnerships with the private sector
- Create and demonstrate a competitive advantage for new businesses to establish themselves in Bashaw

6. Ensure sustainability of existing businesses & services offered in the community

Action Steps

- Target health care/ hospital, seniors facility, and school as essential services that need to be preserved for future generations
- Start succession planning in business retirement to maintain strong and competitive businesses are being passed forward to new entrepreneurs.

Vision #3

Strong dynamic leaders guide us into the future

Goals

1. Optimize municipal operations

Action Step

- Complete needs assessment for Town staff and necessary training/ development, recruitment/ retention, and succession planning

2. Strengthen existing Regional partnerships

Action Steps

- Create synergies and economies of scale with municipal neighbours
- Continue the dialogue with other municipalities within Camrose County to find mutually beneficial projects/ initiatives to work together on

3. Council and other community organizations implement sustainable principles in decision making and reporting

Action Steps

- Education on examining and applying the five dimensions of sustainability lens to local decision making and reporting methods
- Council will review and revise the MSP annually

4. Educate and involve the public further in the local decision making process

Action Step

- Commit to public participation through open houses, suggestion boxes, surveys, web page, and advertisement of open Council meetings

5. To engage and mentor current and future community leaders

Action Steps

- Find innovative ways to engage the youth in Town initiatives and participation in other local community groups
- Make a commitment to engage youth in their environment
- Investigate scholarships the Town can provide for youth who exemplify leadership qualities and are actively involved in the community

Vision #4

We are a safe, inclusive, and caring community

Goals

1. Fire and other protective services are maintained in the community

Action Steps

- Start a local neighbourhood watch program
- Create police awareness bulletins for the community
- Work with Regional partners and local volunteers to ensure the sustainability of these vital services

2. Maintain viable service groups within the community

Action Step

- Encourage cooperation between groups through bi-annual meetings with all community groups to communicate upcoming events/ initiatives, organizational needs, possible collaborative efforts, sharing of successes and areas of improvement

3. People take pride in being a Town resident

Action Steps

- Create a `brand` for Bashaw and identify/ promote items for residents to take pride in
- Develop a program to encourage residents to show `acts of love` to their fellow neighbours
- Information brochures are given to new and existing residents that inform them of all local businesses, community groups, and community events
- Start a mentorship team that matches older residents with new residents to personally invite them to community events and where they take an invested interest in helping the new residents integrate into the community

4. Host additional formal and informal community events

Action Steps

- Discover what type of events residents would like to participate in through phone surveys, questionnaires, and web page
- Hold an annual community information event where all community groups and businesses can promote themselves



Vision #5

Residents have access to a large number of quality cultural and recreational activities

Goals

1. We have a thriving arts and cultural heritage

Action Steps

- Ensure historic buildings are maintained into the future
- Encourage and support a diverse range of events
- Find appropriate venue for Seniors to share their own stories with the community to ensure continued knowledge of historical and heritage background

2. Residents can have their recreational needs met locally

Action Steps

- Feasibility study and needs assessment on new arena/ multi-purpose building
- Seek out additional opportunities for local recreation
- Continue to support ongoing activities present in the community

Vision #6

We have the necessary infrastructure to reach our vision for the future

Goals

1. We continue to have the infrastructure needed to attract new residents and businesses

Action Steps

- New residential lot development
- Industrial lot development
- Develop a long-term capital asset replacement plan

2. We have a safe, secure and reliable water source

Action Step

- Water line replacement and insulation

3. We have the necessary infrastructure to provide residents with a high quality of life

Action Step

- Sidewalk replacement
- Pave 48th street
- Seniors and affordable housing development
- Gravity sewer on 54th avenue
- Playground replacement
- Skateboard park
- Pave service road along highway 21
- Centennial park

Vision #7

We continue to expand the amazing work our volunteers do

Goals

1. To increase the number of people who volunteer in the community

Action Steps

- Develop volunteer positions that suit people`s skill set, comfort level, and amount of time they would like to commit
- Personally invite potential new volunteers to help out with smaller tasks

2. Current volunteers feel appreciated for the astounding work they do

Action Steps

- Establish a meaningful volunteer recognition program
- Town sponsored event for the recognition of individuals and groups