



Our Beaumont

2020 Report to the Community

 BEAUMONT



Treaty and Land Acknowledgement

We are pleased to be here today on the traditional territory of Treaty 6 and the homeland of the Métis. We acknowledge all those who share a deep connection with this land. The City of Beaumont respects the histories, languages, and cultures of all of Canada's First Peoples, whether they be of First Nation, Métis, or Inuit descent, and appreciates that their presence continues to enrich Canada's vibrant communities. We are all Treaty people. The Peace Treaties bind us all.

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VILLE DE / CITY OF BEAUMONT

“We remain laser-focused on our plan that will grow our business community, enhance the quality of life for residents, and make sure Beaumont continues to be a great place to live, play, and raise a family.”

Mayor John Stewart



Message from the Mayor and Council

On behalf of the members of Council, I am pleased to present you with our 2020 Annual Report.

The past year challenged us like never before. Less than three months into 2020, our world was turned upside down with the declaration of COVID-19 as a global pandemic and the effects of government health measures. In the ensuing days and weeks, we had to reorganize our operations to protect the health of the public and our employees, while still maintaining essential services to residents. Our province was also hit with the compounding impact of record low oil prices, dealing yet another strike against the economy.

We will be dealing with the effects of these events for a long time, but the city, along with our residents and businesses, have met the challenge. Council and city administration adapted to continually evolving situations, including provincial orders requiring the temporary closure of public facilities and local businesses. Businesses pivoted their operations and residents rallied to support one another. Throughout 2020, our community showed its resiliency and mettle in response to each blow.

In the midst of this crisis, Council and city administration were also able to drive improvements to services, build new opportunities for recreation, and further our goals for economic growth. We remain laser-focused on Our Beaumont 2017-2022 Municipal Strategic Plan that will grow our business community, enhance the quality of life for residents, and make sure Beaumont continues to be a great place to live, play, and raise a family. The plan sets the direction for our community and is underpinned by six priorities, our strategic pillars for change:

- Livability
- Connecting with Citizens
- Good Governance, Fiscal Responsibility and Efficient Use of Tax Dollars
- Regional Collaboration and Leadership
- Economic Prosperity
- Welcoming Diversity and Celebrating our Cultural Heritage

In addition to setting priorities, planning for the future requires a commitment to values and principles. Together, these are part of every decision Council makes and the actions of city administration.

This report is a high level update on the city's progress on our plan and our activities in the past year. I invite you to read this document and evaluate our progress. Looking back on the achievements of the past year, I feel a great sense of accomplishment that we can all take pride in.

A photograph of a sunset over a field of wheat. The sun is a bright yellow circle on the horizon, surrounded by a large, soft orange and yellow glow. The sky transitions from orange to a pale yellow. In the foreground, a single stalk of wheat is in sharp focus, showing its green base and long, thin awns. The rest of the field is blurred, creating a sense of depth.

Beaumont's Vision, Values and Principles

"Together, we make life better in Beaumont. We are the community of choice for livability and economic innovation. We have a vibrant arts community, ample recreational opportunities, and a healthy environment. We are culturally diverse and celebrate our Indigenous, agricultural, and French heritage."

-Our vision for the future state of Beaumont in 2044

Our Values

To get a better understanding of what drives strategy and operations in Beaumont, one doesn't need to look further than Council's identified values. Our values are fundamental to everything that we do:



ACCOUNTABILITY:
we accept responsibility
for all of our decisions
and actions.



EXCELLENCE:
we continuously
strive to exceed
expectations.



INTEGRITY:
we are honest,
open, and deliver
on our promises.



INCLUSIVE
we respect
everyone,
while promoting
social equity and
opportunity.



INNOVATIVE:
we encourage new
ideas, processes, and
policies to improve
our quality of life.



COLLABORATIVE:
we create shared value
and develop a healthy,
strong community
with local and regional
stakeholders and
partners.



RESPECT:
we hold citizens
and all those
serving the
community in
high regard.

Our Principles

Council developed Our Beaumont with the intent of leading our community to a successful future. To achieve this, Our Beaumont is very much dependent on our operational environment; how we are organized, administrative management practices, communications, and service delivery. The following principles underpin how Council and Administration help ensure Beaumont residents continue to enjoy a high quality of life:



Back (from left): Coun. Perry Hendriks, Coun. Steven vanNieuwkerk, Mayor John Stewart, Coun. Sam Munckhof-Swain, Coun. Martin Stout
Front (from left): Coun. Kathy Barnhart, Coun. Bill Daneluik

ADAPTABILITY:

We embrace innovation and versatility, while addressing the changing needs of our community and region.

ENGAGEMENT & INCLUSION:

We invite everyone in the community to participate in the development of our plans, policies, and programs.

EXCEPTIONAL SERVICE DELIVERY:

In our day-to-day operations, we own the requirement to provide exceptional customer service to our community.

FISCAL RESPONSIBILITY:

Spending decisions are made with the utmost respect for the taxpayers' dollars and the fiscal sustainability of Beaumont.

INTEGRATION:

We have a holistic view in our strategies, planning, and service delivery, with consideration given to intermunicipal, interdepartmental, and environmental relationships; how they can impact, support, and drive each other for our community's benefit.

LIVEABILITY:

We plan and implement programs to continuously improve the quality of life for our citizens. This includes the consideration of social, environmental, economic, and cultural factors.

REGIONAL COLLABORATION:

We are committed to working together with our immediate neighbours and as a region.

STRATEGIC PILLARS FOR CHANGE



Livability

Our citizens desire a great quality of life. Council will support the development of policies and programs to promote the economic, physical, environmental, cultural, and social well-being of Beaumont's citizens.

Recreation

Make sure recreation and cultural facilities infrastructure are available to all citizens.

Maintain a Safe Community

The community is safe and secure for citizens, visitors and businesses.

Create Great Public Spaces

Natural public spaces are available throughout Beaumont, contributing to regional livability, and providing opportunities for citizens to connect with and enjoy nature and play.

Reliable Roads

Strategic investment in Beaumont's road network ensures an efficient and effective transportation system.

Increase Transportation Capacity

Citizens have transportation and transit options that are clean, safe, reliable, convenient, and regionally connected.

Build Connected Communities

Citizens of all ages benefit from an accessible community with a range of housing and support services options.

2020 Highlights

Opened the expanded and modernized Beaumont Sport and Recreation Centre. This multi-year project included the addition of an NHL-sized ice surface with seating and viewing areas, an indoor fieldhouse that can accommodate a range of activities, a climbing wall, a high-school sized gymnasium, as well as expanded workout and fitness areas.

Became the first Western Canadian chapter of the international Action for Happiness initiative, a movement that builds happier, more caring, and resilient communities.

Enhanced winter operations with adjustments to shift schedules, procurement of equipment and changes to the snow and ice control program. As a result, service availability has improved and issues with curbside spring drainage have been reduced.

Added one general duty member to the Beaumont RCMP to increase their presence and capacity to respond to resident calls.

Launched a 24-hour, 7-days-a-week dispatching service for municipal enforcement to improve the response to resident concerns and enhance customer service.

Continued to enhance recreation opportunities in Beaumont, including the addition of two

boarded outdoor rinks – one in partnership with the Beaumont Amateur Hockey Association. These facilities will provide year-round recreation opportunities, in addition to ice surfaces during the winter.

Continually adapted to evolving Alberta government measures to provide residents with recreation opportunities while protecting their safety and complying with provincial health orders. Solutions included additional outdoor ice surfaces, outdoor and online programming, and family rentals at the Beaumont Sport and Recreation Centre.

Purchased battery operated rescue tools (Jaws of Life) to improve the fire service's capacity to serve residents.

Partnered with the provincial government to deliver local disbursements from the Social Services Support Fund. As a result, local not-for-profit organizations received more than \$100,000 in funding to support families and individuals affected by the pandemic.

Adapted Family and Community Support Services and Chantal Bérubé Youth Centre service and program delivery to an online platform to provide continuous support for residents and families during the COVID-19 pandemic.





Connecting with Citizens

Input from citizens is crucial for creating great policies, designing new programs, and building new infrastructure. Beaumont is committed to regularly engaging with the community.

Connect with our Citizens

Community interests are recognized and Beaumont responds with information that connects us with citizens and stakeholders.

Empower Citizens

Capacity to communicate with citizens is increased in meaningful ways to boost participation in local government and the public process.

Build Community with Technology

Embrace technology to reach different demographics in the community.

2020 Highlights

Expanded and enhanced the Service Beaumont online portal. Residents can report and review concerns about city parks, roads and buildings, animal control issues, graffiti, weeds, and other topics. In 2020, the city received and responded to a total of 479 requests:

Animal Concern	12
Cemetery and Memorials	0
Drainage and Stormwater	33
Facilities and Parking Lots	9
Graffiti/Vandalism	10
Litter/Trash Concern	23
Other	28
Parks, Trees, and Weeds	87
Road Concern	63
Sidewalk and Trail Concern	47
Snow and Ice Concern	114
Special Event	1
Sports Fields and Playgrounds	20
Street/Traffic Lights and Signs	16
Waste Collection Services	9
Water or Sewer Concern	7

Introduced an online budget simulator that helps residents better understand the city's revenue sources and expenses. Using the tool, residents could make adjustments to revenue and expenses to indicate their priorities, then submit their own proposed budget.

Developed public engagement guidelines in response to COVID-19 that allowed the city to continue informing and consulting residents on a range of topics while not being able to hold in-person events.

Grew the city's Facebook following by 20% to 4,909 people, enhancing the city's ability to communicate timely information to residents.

Implemented social media video updates with the Mayor to provide residents with timely, relevant information about COVID-19 health measures, the city's response to the pandemic, and other topics of interest.

Maintained regular contact with the business community to communicate health guidelines, provide printed signage with distance and face covering messages, and connect business owners with resources and programs to assist them during the COVID-19 pandemic.



STRATEGIC PILLARS FOR CHANGE



Good Governance, Fiscal Responsibility, and Efficient Use of Tax Dollars

Beaumont's Council is committed to good governance. They know that the role of being an Elected Official and member of Council requires leadership, fiduciary duty, effective oversight, transparency, and independent authority. Council also recognizes that quality services, delivered cost-effectively, are critical to the well-being of our Municipality. In practicing good governance, Council will ensure municipal services, facilities and programs are financially sustainable.

Good Governance

Council's actions, new policies and decisions follow and implement good governance principles.

Skilled Administration

Beaumont attracts and retains highly skilled staff focused on action and results as they deliver municipal programs and services.

Smart Land Use

Orderly and beneficial use of land maintains and improves quality of life in the community and maximizes benefits for citizens, stakeholders and businesses.

Efficiency

New tools and/or processes are adopted on an ongoing basis to increase efficiency, effectiveness, and consistency of delivery of program and services.

2020 Highlights

Increased the number of residents and businesses using automatic payment and paperless billing services.

Program	2019	2020	% Increase
Tax instalment plan (TIPS)	2,687	2,719	1%
Utility e-billing	1,114	1,460	31%
Utility pre-authorized payments	1,327	1,440	9%

Approved the 2020 budget with a 10-year low tax increase of 1.6% and managed the city's municipal operating budget to a surplus of \$631,000.

Integrated technology applications into day-to-day operational services, such as garbage pick-up from public bins, turf maintenance, and winterization and flushing of hydrants. This provides real-time confirmation of work completion and enables more efficient deployment of resources.

Activated an Emergency Coordination Centre and the city's pandemic response plan to ensure continuity of essential services, protect the health and safety of residents, and provide timely information to the community.

Adopted a policy governing the use of city resources during municipal elections to ensure a level-playing field for all candidates.

Enhanced online resources for municipal election candidates and voters to encourage greater

participation and improve the accessibility of local democracy.

Implemented quarterly financial reports to council and the public to enhance accountability and transparency regarding the city's financial management.

Completed a study of financial reserves and implemented a new policy and structure to maintain the city's financial health. The reserve policy improves transparency and clarity regarding the use of reserves and enables the city to better prepare for the future while providing stability and continuity of day-to-day services.

Enhanced the city's asset management program with data cataloguing the number and types of trees in Beaumont, and the condition of roads and the wastewater system. This will assist in the planning, maintenance and replacement of Beaumont's urban forestry, roads and other infrastructure.



STRATEGIC PILLARS FOR CHANGE



Regional Collaboration and Leadership

Beaumont's commitment to intermunicipal and regional collaboration is strong. We believe there are many opportunities for economic, social, and environmental collaboration. Working together, municipalities in the region can achieve seamless boundaries through shared services, efficient infrastructure, and co-operative planning. Beaumont will actively promote our goals, needs, priorities, and values while supporting regional initiatives designed to support sustainable growth in the region.

Connecting our Community

Beaumont enjoys strong intergovernmental relations and collaborates with neighbouring communities in the Edmonton Metropolitan Region and actively pursues the principles and policies of the Edmonton Metropolitan Region Growth Plan.

Partnerships

Municipal resources are optimized by ensuring effective and efficient service delivery through regional partnerships.

Contributing to our Region

Beaumont contributes to a strong Edmonton Metropolitan Region by actively contributing our skills, expertise, and input on regional initiatives.

2020 Highlights

Continued participating in a transition team to develop a business case for regional transit service to improve mobility in the Edmonton Metropolitan Region. That work resulted in the Government of Alberta approving the formation of a regional commission to plan and deliver regional transit services.

Adapted to COVID-19 restrictions by partnering with regional municipalities for a virtual Canada Day celebration, including online family activities and entertainment.

Participated in a range of task forces, committees, and commissions to drive regional collaboration and strategic initiatives in the Edmonton Metropolitan Region related to agricultural policy, economic development and investment, and core services.

Received and coordinated a training grant to improve capabilities of firefighters in the region and enhance collaboration among fire services.

Approved the Intermunicipal Collaboration Framework with the City of Edmonton to outline the process for delivery of joint services, such as recreation.

Approved the Intermunicipal Planning Framework with the City of Edmonton and Leduc County to guide land use planning between the three municipalities.



STRATEGIC PILLARS FOR CHANGE

#OpeninBeaumont



Economic Prosperity

Resilient communities have growing local economies with strong regional, national, and international connections. They provide citizens with meaningful, year-round work, provide resources to pay for municipal services, and help attract and retain citizens. Beaumont's Council will encourage and promote sustainable business development to help grow our local economy.

Meeting Needs Locally

Essential community and commercial services that meet the needs of citizens, visitors, and businesses are proactively attracted and supported.

Attract Innovation

Livability, arts, and localized culture are strengthened to attract talent and new innovative businesses.

Build Economic Pathways

Working with regional partners such as Edmonton Global, new and beneficial relationships are made that attract new business to Beaumont.

Build and Maintain Infrastructure

A local network of services and opportunities are available for new and existing local businesses to thrive.

2020 Highlights

Continued to grow the city’s non-residential assessment base so that Beaumont’s quality of life and services will continue to be sustainable for the long-term.

Percentage of residential to non-residential assessments by tax year							
	2014	2015	2016	2017	2018	2019	2019
Residential	94.21%	94.35%	94.33%	93.83%	93.45%	93.00%	92.30%
Non-Residential	5.79%	5.65%	5.67%	6.17%	6.55%	7.00%	7.70%

Entered into formal negotiations to install 10 Gigabit per second fibre that would provide high-speed open access internet throughout the city. If approved, the project will provide all businesses and homes in Beaumont with access to the highest speed network infrastructure commercially available, creating new opportunities for business and education.

Partnered with the Chamber of Commerce on the #OpenInBeaumont campaign encouraging residents to support local businesses during the COVID-19 pandemic. The city’s portion of the campaign resulted in a total reach of more than 48,000 users on Instagram and Facebook, with customers and local businesses contributing more than 1,200 posts using the hashtag #OpenInBeaumont on social media.

Launched the business and investment attraction website growyourcompany.ca in conjunction with

prominent editorial content in the *National Post* and an online marketing campaign to raise the profile of Beaumont as a site for innovation and entrepreneurship opportunities.

Entered into a Memorandum of Understanding with Health City to explore opportunities for innovations that would make health care in Beaumont more accessible and effective.

Approved the Centre-ville Area Redevelopment Plan and Beaumont Urban Design guidelines that allow more flexible and innovative design options to further revitalize the city’s downtown.

Began development of an electronic process for development and building permits, and subdivision applications. Once fully in place, the new process will be faster and more convenient for residents and businesses.



STRATEGIC PILLARS FOR CHANGE



Welcoming Diversity and Celebrating our Cultural Heritage

Every year Beaumont welcomes new citizens from all over the world. Beaumont's Council takes pride in the cultural diversity that this brings to our community, while celebrating the community's Indigenous, French and Agricultural heritage.

Embrace our Heritage

Beaumont's distinct Indigenous, French and Agricultural history preserved through sense of place and the unique character of our community.

Celebrate our Diversity

Beaumont's new cultural diversity and historical past celebrated through events, inclusive services, and the arts.

2020 Highlights

Celebrated Métis Week with a flag-raising ceremony and the production of a video series featuring local Métis residents sharing their culture.

Commemorated National Indigenous Peoples Day with a flag-raising ceremony.

Hosted the parliamentary secretary for Alberta's Francophonie during the ceremonial raising of the Franco-Albertan flag to commemorate Beaumont's French-Canadian heritage.

Adopted a bylaw banning the practice of

conversion therapy to protect vulnerable and at-risk LGBTQ+ persons and foster a more inclusive community.

Approved the terms of reference for the Beaumont Arts Council that will support the coordination of arts and cultural programming in the city.

Established a sub-committee to select art for the Beaumont Sport and Recreation Centre. Art submissions must reflect the community's French heritage, agricultural or Indigenous themes.

Participated in training for council members and administration senior leadership as the first step in the development of an initiative to support inclusion and diversity in the organization and community.





 **BEAUMONT**

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