



# BUILDING OUR TOMORROW, TODAY

## **TREATY AND LAND ACKNOWLEDGEMENT**

Beaumont is on the traditional territory of Treaty 6 First Nations 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.

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# OUR MAYOR AND COUNCIL



MAYOR  
Bill Daneluik



COUNCILLOR  
Kathy Barnhart



COUNCILLOR  
Catherine McCook



COUNCILLOR  
Ashley Miller



COUNCILLOR  
Sam Munckhof-Swain



COUNCILLOR  
René Tessier



COUNCILLOR  
Steven vanNieuwkerk

# MESSAGE FROM THE MAYOR

## BEAUMONT IS IN A POSITION THAT MANY WOULD ENVY.

We're a community of choice, growing at a rate faster than any other municipality in the Edmonton metropolitan region. We are second-to-none in providing a quality of life that is safe, welcoming, and family-friendly.

Our reputation as a place for innovation and entrepreneurship is growing and we're attracting the kinds of investment that will spur further economic opportunities. Beaumont is about to become the home of the fastest commercially available broadband infrastructure in Western Canada, and that will open whole new worlds of possibilities for business and learning.

This is happening by design.

The work of previous Councils and *Our Beaumont*, Municipal Strategic Plan 2017-2021, set the direction that makes these things possible. Your Council's new strategic plan for 2022-2026 - *Building Our Tomorrow, Today* - continues on that foundation and articulates the aspirational direction for the next four years and beyond. It provides a focus for action as Beaumont grows and addresses the challenges of today, as well as the anticipated opportunities of tomorrow.

This plan reflects our commitment to the health, well-being, connectedness, and economic prosperity of our community. We want to make sure Beaumont is not just a great place to live, raise a family, and retire, but a place where one day your kids can live, raise a family of their own, and even work. And as we grow, we want to keep all the things that make our community special.

In addition to the strategic aspirations in the pages that follow, the City of Beaumont will also continue delivering on the fundamental municipal responsibilities - fire protection, community planning, water, waste collection, safe roads, and more - to a high standard each and every day, with an eye to continuous improvement. Council and Administration will also build on the strong work of past Councils by continuing to implement existing strategic and directional plans for development, transportation, recreation, social services, affordable housing, the environment, and other aspects of the municipality.

But a community is much more than its elected representatives and government officials. It's you - the citizens who live, volunteer, work, play, and socialize here - who shape this community and bring it to life. Everyone has a role to play. Beaumont is in a great position today because the generations of people before us had a vision for the community and put in the work to make it happen. This strategic plan includes aspirations and actions to ensure Beaumont's fantastic quality of life is here for the generations after us.

MAYOR BILL DANELUIK

# A NOTE ON RECONCILIATION, DIVERSITY, EQUITY, AND INCLUSION

## THE CITY OF BEAUMONT EMBRACES THE VALUES OF DIVERSITY, EQUITY AND INCLUSION AND IS EMBARKING ON A PATH OF TRUTH AND RECONCILIATION WITH INDIGENOUS PEOPLES.

We are still building our knowledge, understanding, and empathy. This plan reflects only the beginning of that journey.

Council supports the steps that have been taken to recognize and celebrate the culture, history, and contributions of Indigenous Peoples, as well as acknowledging the harmful legacy of colonization. As we continue down our path, we will apply the lenses of Truth and Reconciliation; and Diversity, Equity, and Inclusion to the implementation of this strategic plan. Over time, these values will be reflected more and more in our plans, policies, and in our actions.



**OUR QUALITY OF LIFE IS THE ENVY OF MANY, WITH A SAFE, CLOSE-KNIT COMMUNITY FEEL THAT SURROUNDING AREAS CAN'T COMPETE WITH, YET ALL THE ACTIVITY OF A MUCH LARGER CITY.**





# BUILDING OUR TOMORROW, TODAY

## OUR CHALLENGE

### MUNICIPALITIES TODAY ARE AT A CROSSROADS.

As the level of government closest to citizens, municipalities often have the greatest impact on people's day-to-day lives. Increasingly, we are being looked to for leadership on a host of issues traditionally considered the exclusive domain of senior orders of government. From social concerns like housing and health care, to environmental affairs such as climate change and air quality, citizens expect their local government to demonstrate meaningful action and work toward effective solutions.

Technology has also changed expectations from citizens. Social media has shortened the distance between citizens and decision-makers and created a platform for vigorous conversation. People expect better, faster. They take a sense of ownership in their community and want to know their voices are heard.

At the same time, municipalities must still deliver the daily services citizens need so they can live safely and securely. Clean water, waste collection, safe roads, fire protection, law enforcement, recreation, and planning neighbourhoods are all fundamental responsibilities for municipal government, in addition to the many growing expectations.

Beaumont's rapid growth creates both opportunities and challenges for municipal government. The city's population is expected to double within the next 20 to 25 years, meaning we must invest in our facilities, infrastructure, and operations to make sure we meet the needs of citizens now and a quarter century from now. Yet for every tax dollar collected in Canada, only 10 cents go to municipalities.

We must find ways to address the needs of a growing community in a way that's sustainable environmentally and socially, and doesn't overly burden taxpayers.



## OUR OPPORTUNITY

Beaumont has a choice. We can try to survive this changing landscape. Or we can continue to plan, act, adapt, and innovate so that our community thrives and our people flourish.

We aren't the region's fastest growing community by accident. Our quality of life is the envy of many, with a safe, close-knit community feel that surrounding areas can't compete with, yet all the activity of a much larger city.

We have the advantages of a young and well-educated population that is growing in diversity, combined with an ideal location in proximity to research and academic institutions, the Edmonton International Airport, and Alberta's major trade corridor. The annexation of 21 quarter sections of land opened up opportunities for development that fits within the lifestyle and character of the community.

Beaumont is growing beyond the role of a bedroom community. We are making strategic investments in the future of our city, and we are setting the stage for investment by others. Beaumont is building a bigger business tax base so we can continue to afford the public services, infrastructure, and programs citizens value, and we're exploring new opportunities and sources for revenue to secure our financial position for the long term.

We are taking new approaches to continue meeting the core needs of our community and breaking the stereotype of slow, cumbersome government. Innovation and the application of technology is enabling us to operate more cost-effectively, engage with citizens more meaningfully, and maintain high quality service standards.

Beaumont is embracing environmental, social, and governance values. Not just because that's the lens the investment industry uses, but because they are the values that will keep our community safe, healthy, prosperous, and secure for generations to come.

In a world demanding faster, safer, cleaner, and smarter, Beaumont will deliver with compassion, optimism, wisdom, and a willingness to face any challenge.

## OUR ASPIRATIONS

These five areas reflect how Council envisions Beaumont in the near and long-term future. They are intended to provide focus for Council deliberations and decisions, with actions for implementation by City Administration for the next four years and beyond.



An economically prosperous and financially sustainable community to last generations



Health care services that meet the needs of our growing population



Future-proof growth for a safe, inclusive, and vibrant community



Strong volunteer spirit and a warm, neighbourly feeling



Empowered citizens who connect and collaborate with civic government

## OUR ASPIRATION:

# AN ECONOMICALLY PROSPEROUS AND FINANCIALLY SUSTAINABLE COMMUNITY TO LAST GENERATIONS



A heavy reliance on the residential tax base is not sustainable for homeowners. Beaumont is building on efforts in recent years to solve barriers to businesses and attract direct investment to expand the non-residential tax base. This helps to pay for services, facilities, and programs that will provide a high quality of life now and well into the future. We're exploring opportunities for partnerships, ventures, and other new sources of revenue that make sense for Beaumont and minimize the risk to taxpayers.

### OUR OBJECTIVE:

**Beaumont is where innovators and technology entrepreneurs can make their ideas come alive.**

### OUR ACTION:

- Begin development of the Innovation Park in southeast Beaumont.
- Bring high-speed internet infrastructure to Beaumont and help citizens and businesses make the most of it.
- Refine Beaumont's identity as a "sandbox city" and pursue opportunities to pilot innovative service delivery approaches that provide value for the community.

### OUR OBJECTIVE:

**The long-term financial sustainability of the city is supported by diverse revenue streams, including creative and inventive opportunities.**

### OUR ACTION:

- Explore different approaches for financial returns and revenue, such as a municipal corporation, off-site levies to fund growth projects, and grant funding that aligns with the City's goals.
- Advocate to senior levels of government through Alberta Municipalities and the Federation of Canadian Municipalities for appropriate levels of funding.
- Develop cost and revenue-sharing partnerships with neighbouring municipalities.

### OUR OBJECTIVE:

**Beaumont fosters growth with a welcoming, supportive environment for small business owners and entrepreneurs.**

### OUR ACTION:

- Leverage findings from the review of the planning, development, and engineering areas to enhance customer service.
- Explore solutions that support the organic growth of small businesses.

## OUR ASPIRATION:

# HEALTH CARE SERVICES THAT MEET THE NEEDS OF OUR GROWING POPULATION



Health care is a critical issue for the community as it grows. Though it is primarily a provincial government responsibility, we will advocate for dependable, accessible health care that is there when our citizens need it.

### OUR OBJECTIVE:

**Beaumont's current health care needs are being addressed by senior levels of government, and they are aware of future needs as the community grows.**

### OUR ACTION:

- Conduct an advocacy campaign to the Government of Alberta and Alberta Health Services to enhance primary care and ambulance services in Beaumont.
- Collect data and metrics to establish baselines of service and measure benchmarks with comparable communities.

### OUR OBJECTIVE:

**Citizens are connected with existing pathways for health care.**

### OUR ACTION:

- Help citizens understand and navigate the options currently available in and around the community, including family clinics, telehealth services, long-term care, and homecare.

### OUR OBJECTIVE:

**Citizens can access an array of services from a network of practitioners in the region.**

### OUR ACTION:

- Establish a working group with family physicians and other stakeholders in the Beaumont area to re-establish full operation of the Leduc Beaumont Devon Primary Care Network.

## OUR ASPIRATION:

# FUTURE-PROOF GROWTH FOR A SAFE, INCLUSIVE, AND VIBRANT COMMUNITY



Cities are acknowledged as the economic engines of Canada, and they are also ground zero for many environmental, social, and governance (ESG) challenges. While some of these problems are on a national and global scale that cannot be solved by municipalities, we are often closest to the positive and negative impacts. Where we can make a difference is by applying an ESG lens to the decisions within our span of authority: measures like reducing the environmental impact of our operations and facilities, planning and promoting inclusive communities, and seeking partnerships and investment that follow regenerative economic principles, such as producing a net-positive impact on the environment.

Beaumont's rapid growth also underlines the need for longer-term thinking for services and community planning, including policing and fire services, future school sites, recreation, and cultural services, as well as making sure the City has the administrative capacity and infrastructure to support these priorities.

### OUR OBJECTIVE:

**Beaumont's long-term facility, land, service, financial, and other needs are mapped out and planned for.**

### OUR ACTION:

- Complete an initial asset management plan in 2022 and plans for arts, child care, youth, library, and civic centre facilities.
- Incorporate demographic forecasts, growth patterns, and relevant strategies and directional plans into a comprehensive, 20-plus year master strategy to anticipate and plan for future community needs.
- Develop a forward-looking policy for public facility and land planning that includes guidelines for joint-use facilities, the long-term reuse and repurposing of older facilities, and a land management and land bank strategy.

### OUR OBJECTIVE:

**City operations and the community's growth are guided by Environmental, Social, and Governance principles.**

### OUR ACTION:

- Set ESG reporting baselines and gradually improve upon measures and practices, such as implementing carbon emissions accounting and assessing the gap to achieve carbon neutrality of City operations and facilities.
- Explore climate-friendly building guidelines for City facilities and new construction in Beaumont.
- Explore programs that assist residential and commercial property owners to make energy efficiency upgrades.
- Continue implementation of recommendations from the Social Master Plan, the Affordable Housing Strategy, and the Age-Friendly Strategy.

### OUR OBJECTIVE:

**Beaumont fosters an environment of innovation and leadership and seeks partnerships to envision and enable neighbourhoods of the future.**

### OUR ACTION:

- Establish a planning framework and seek development partners for a regenerative and technology-enabled smart city subdivision in Beaumont.

## OUR ASPIRATION:

# STRONG VOLUNTEER SPIRIT AND A WARM, NEIGHBOURLY FEELING



Civic pride and sense of community are key attractors for the people who move here, and citizens cite them as being among the things they love most about Beaumont. The city was ranked the safest in Alberta for two years running, and there are many volunteer groups dedicated to serving families and the community. We will foster and encourage the close-knit feel that makes Beaumont special - even as the city's population and size continues to grow - and help make sure people from all walks of life feel welcome.

### OUR OBJECTIVE:

**Centre-ville is a vibrant and welcoming place where citizens gather and connect.**

### OUR ACTION:

- Re-examine plans for Centre-ville in the context of a study for arts, child care, youth, library, and civic centre facilities.
- Assess the feasibility of a proposed town square for Centre-ville.

### OUR OBJECTIVE:

**Citizens have opportunities to connect with one another through organized and self-directed activities.**

### OUR ACTION:

- Enhance annual community events with connections and involvement of cultural and ethnic groups in Beaumont.
- Design a toolkit for neighbourhoods to plan and hold block parties.
- Approve a Winter City strategy and implement actions from the strategy.
- Increase the variety and availability of mobile rentable crafts, arts, and recreation equipment for families.

### OUR OBJECTIVE:

**Facilitate volunteerism and solutions that assist community groups to enhance their organizational capacity and self-sufficiency.**

### OUR ACTION:

- Define the scope of the City's involvement and responsibility.
- Identify gaps in the social sector that could be prioritized for additional levels of support.

## OUR ASPIRATION:

# EMPOWERED CITIZENS WHO CONNECT AND COLLABORATE WITH CIVIC GOVERNMENT



No other level of government is as accessible as municipal government. Citizens can speak directly to their City Council during public meetings and there is no party line to toe. Even when there's a difference of opinion, the goals are still the same - we are all working toward a great community where everyone feels welcome, safe, and has opportunities to enjoy a high quality of life at all ages. We will build on recent work to enhance citizen engagement by experimenting with new venues and methods for people to interact with the City, participate in civic government, and provide input into the shaping of the community. Not every approach may work, but the effort is worth it to build a community we all feel part of.

### OUR OBJECTIVE:

**Citizens can provide insight and collaborate in Beaumont's direction through a range of novel and meaningful ways.**

### OUR ACTION:

- Establish demonstration sites that create opportunities for experimentation during citizen engagement and rollout of the Alberta Broadband Network project.
- Explore creative opportunities for citizen engagement tailored to various user and citizen groups, including schools, community organizations, older citizens, and others.
- Develop internal measures of success for citizen engagement.

### OUR OBJECTIVE:

**The City's technology infrastructure and systems support enhanced transparency and enable more effective interactions with citizens.**


### OUR ACTION:

- Implement clear and responsive feedback mechanisms for citizen concerns.
- Upgrade the City of Beaumont website to make it easier for citizens to find relevant and accurate information.
- Explore new platforms and applications that enable citizen feedback and interaction.






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