

TOWN OF COALDALE

# Strategic Plan

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# MAYOR'S MESSAGE

## From Inspiration to Action

The vision for our Town aims for that sweet spot between encouraging growth and prosperity, and maintaining the safe, small-town feel that we know and treasure. Thanks to 491 honest and forthright responses to our recent Community Vision Survey, and the collective wisdom of our Town Council, we have identified the following strategic priorities to guide us as our community moves from inspiration to action:

- **Actively enhancing recreation opportunities**, such as trails and facilities, was one of the most noted requests in our survey. We are excited to soon be opening the doors to our new recreation centre which will serve residents of all abilities and provide a home for future community events.
- **Focusing on community growth and economic prosperity, community experience, and public safety**, will showcase Coaldale as a vibrant, innovative, and safe place to thrive, while maintaining that close-knit community we enjoy. Our Civic Square will be a popular draw, allowing us to attract people and events to both the indoor atrium, which will comfortably seat up to 260 people, and the outdoor festival space behind it.
- **Maintaining and enhancing services** is fundamental to all we do. Much-needed improvements to our streets and sidewalks, water and waste-water infrastructure, greenspaces and storm water ponds, will ensure we continue to deliver the safe, reliable, and sustainable services upon which we all rely.
- **Building and strengthening relationships** is key to our success in achieving our vision. To that end, we work in collaboration with our community and regional partners, as well as other levels of government. As a Council, we are committed to advocating for improvements to critical emergency response resources, and the quality and accessibility of health services in Coaldale, as well as improved highway access and pedestrian safety.



Jack Van Rijn  
Mayor

# MAYOR'S MESSAGE



Jack Van Rijn  
Mayor

- **Informing our public, and seeking their help** in making decisions regarding major projects, remains at the top of our list. We will explain the what, when, and how much regarding our plans and ask for community feedback. The Waves and Blades Group, Skateboard Working Group and Access Coaldale Steering Committee are examples of working groups made up of diverse and dedicated volunteers who are providing valuable insights and a local perspective.

As we advance our strategic priorities, we will continue to inform our community early and often, provide opportunities for input, and report back on what we heard and how we can move forward.

We encourage you to stay in the loop. Please follow our Let's Connect Coaldale website which lists opportunities for input; sign up for our eNews updates or Coaldale Connections Newsletter; or follow my Council Brief videos, which are shared on social media and recap Council decisions. As always, you can reach out to me directly by phone, email, or on the street. Your input matters and will help create a Coaldale that will make us all proud.

I would especially like to thank our community, our staff, and our Council for their time and contributions in creating this strategic plan for OUR future. Together, we will bring our vision to life, as we balance our small town feel with a welcoming business environment that's conducive to growth and investment. Together, we will create a Coaldale that truly is the "Gem of the West".

Sincerely,

A handwritten signature in black ink, appearing to read "Jack Van Rijn". The signature is stylized and includes a large loop at the end.

Jack Van Rijn  
MAYOR

# TOWN OF COALDALE COUNCIL



**Jack Van Rijn**  
Mayor



**Jacen Abrey**  
Councillor



**Jason Beekman**  
Councillor



**Bill Chapman**  
Councillor



**Dale Pickering**  
Councillor



**Lisa Reis**  
Councillor



**Jordan Sailer**  
Councillor

# STRATEGIC PRIORITIES



**Public Safety**



**Recreation**



**Service Excellence**



**Community Growth and  
Economic Prosperity**



**Relationships**



**Community  
Experience**



## Public Safety

We believe that people being and feeling safe is reinforced through visible and high quality public safety services.

### AREAS OF FOCUS

- Ensure strong collaboration between the Town's Community Peace Officer Program and the RCMP to ensure community policing remains a key focus
- Explore opportunities to empower our residents to support community safety
- Continue to focus on pedestrian safety
- Demonstrate our pride and commitment to our dedicated Fire and Emergency Services Department by providing them the resources to maintain elite status



## Recreation

We will actively enhance our recreational assets to ensure that all residents – regardless of age, interest or ability – can be healthy and connected.

### AREAS OF FOCUS

- Open the doors to our exceptional recreation centre to serve residents of all ages and abilities, and embrace opportunities to showcase the Town through future events
- Support major recreational events driven by the community to attract visitors, to enhance community pride and provide fuel to our economy
- Balance our community desire for new and improved amenities, with their expectation of fiscal accountability through inclusive decision making (pool/ice)



## Service Excellence

We will ensure our residents receive professional, accountable and financially and environmentally sustainable service delivery and infrastructure management.

### AREAS OF FOCUS

- Communicate with our residents around key service levels
- Prioritize the maintenance of our road and sidewalks systems, and water, wastewater, and stormwater utilities
- Continue to deliver waste collection services in an efficient, convenient and environmentally beneficial manner
- Ensure robust financial planning and asset management practices are in place to support effective, responsible and sustainable infrastructure-related decision making
- Be diligent in our management of large scale utility infrastructure



## Community Growth and Economic Prosperity

We believe Coaldale is a vibrant, innovative, and attractive place for commerce to thrive and will continue to build on our momentum.

### AREAS OF FOCUS

- Identify strategies to support Town businesses in achieving economic health
- Proactively facilitate diverse housing options to ensure Coaldale is inclusive for all demographics while providing housing options that allow residents to age-in-place
- Focus on creating a collaborative and regulatory environment (reducing unnecessary red tape) that attracts businesses to Coaldale
- Actively facilitate a diversity of housing options so our small town is welcoming to residents of all kinds (age in place?)
- Actively pursue funding sources and partnerships to enable our community and economic growth
- Continue to work with Birds of Prey as key tourism amenity



## Relationships

**We recognize that strong relationships and meaningful dialogue are key to good governance and decision making processes, and that the Town is strengthened by working collaboratively with those we serve and partner with.**

### AREAS OF FOCUS

- Focus on deliberate and meaningful two-way engagement with our residents
- Maintain our connections at the regional, provincial and federal level to ensure the interests of our residents are heard
- Work collaboratively with our valuable community not-for-profits to build capacity and enhance the quality of life for residents
- Continue to explore opportunities to enhance service/reduce costs, and to attract investment, by partnering on projects with the public and private sector
- Recognize the value of our exceptional staff as core to our delivery of services to residents
- Reinforce 'good governance' principles by making fact based decisions at the Council Table through the values of visibility, openness and respect



## Community Experience

**We support creating connections and design our events and community spaces to be welcoming, accessible and a point of pride, to allow people to maintain and strengthen our small town feel and values.**

### AREAS OF FOCUS

- Continue to facilitate and organize memorable and accessible community events to allow our residents to connect with each other and the Town
- Improve the quality of existing greenspaces to enhance the experience of our residents
- Continue to revitalize our downtown core to ensure it is a memorable and vibrant gathering space that serves as a destination for residents and visitors
- We recognize that communities are richer for their diversity, and are committed to ensuring all public spaces and events are friendly, safe and inclusive





## Top Projects During the Term

- ✓ Complete our first-class Recreation Centre
- ✓ Continued community engagement on new recreation projects (especially related to costs) then moving forward with projects the residents support
  - Continue exploring an indoor pool
  - Continue exploring a second sheet of ice
  - Continue exploring the development of a new skate park
- ✓ Continue the phases of our Civic Square to create a welcoming downtown
- ✓ Expedite improvements in our roads, sidewalks, alleys, water, wastewater, and stormwater utilities
- ✓ Manage and expand our stormwater infrastructure
- ✓ Support the new Industrial Park
- ✓ Support residential land development by enhancing our municipal water, wastewater, stormwater, and transportation infrastructure  
16th Ave



# Advocacy Priorities During the Term



Work with the province and federal RCMP to provide Coaldale with a fair cost-sharing model with the RCMP



Advocate for appropriate response times for medical emergencies



Supporting the development of a study with the provincial government to improve highway access to the Town



Improve pedestrian safety around the highway (overpass)



Advocate for appropriate primary/urgent care in Coaldale