

Coaldale Town Council Funds Pilot Project with Sunny South News

The project will run through to the end of December, 2022.



During its July 11, 2022, Regular Council Meeting, Coaldale Town Council voted unanimously to green light a new communication action plan, part of which entails funding a pilot project with the Sunny South News that will see a copy of each new issue delivered to every residence in Coaldale until December 31, 2022.

In April, Coaldale Town Council adopted a Council Communication Strategy designed to help turn its goal of providing residents with meaningful two-way engagement into a reality. This strategy is structured around five (5) key priorities:

- communicating early and more often;
- providing Town residents with clear, consistent, and meaningful information;
- engaging the community sooner (rather than later) in the decision-making process;
- providing more opportunities for Town residents to provide meaningful input; and

- preserving Coaldale's small-town feel.

While developing this strategy, however, it became clear that because not everyone who resides in Coaldale has access to a computer or smart phone – or has social media accounts – effectively communicating with Town residents would require utilizing more traditional means of communication in addition to digital alternatives. As a result, of the five communication action items approved by Council at its July 11, 2022 Regular Council Meeting, one was to initiate a pilot project with the Sunny South News that will see a copy of the regional paper delivered to every residence in Coaldale for the remainder of the year.

“As a Council we strongly believe in engaging with and meeting people where they are at, whether that be online via our Town website and social media platforms, or through regional newspapers like the Sunny South News,” said Town of Coaldale Mayor Jack Van Rijn. “No Town resident should feel like they have been left in the dark about what’s happening in the community simply because they don’t utilize social media or have access to a computer. There are many ways to communicate with Town residents, and our Council intends to use all of them.”

The pilot project will cost the Town \$3192 a month, for a total of \$15,960. Once completed, Coaldale Town Council will review the project and decide whether to make blanket deliveries of the Sunny South News a permanent feature of its communications strategy moving forward.

What's Happening in the Community?

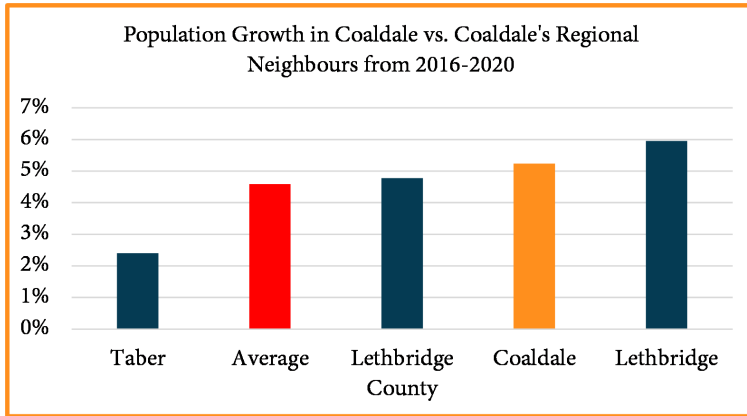
The Town of Coaldale is now accepting applications from residents to become members of various municipal boards and committees. If you are interested in having a direct influence on the formation of Town policy in key areas, please submit an application by **October 3, 2022**. Applications are available at the Town Office or on the Town website at <https://www.coaldale.ca/government/committees-boards/application>.

On November 5, 2022, the Gem of the West Museum Society will host its annual Craft and Hobby Show. Vendors interested in showcasing their products can contact Myrna at 403-345-4521. The cost per table is \$25.



Town of Coaldale Maintains Above Average Population Growth

The Town's 2021 Comparative Analysis shows that from 2016-2020, Coaldale saw the second highest population growth among its regional neighbours.



On June 23, the Town of Coaldale officially released its 2021 Comparative Analysis which compares Coaldale's operational and financial performance to the operational and financial performances of eight other similarly sized and/or neighbouring municipalities (Blackfalds, Taber, Innisfail, Edson, Drumheller, Ponoka, Lethbridge, and Lethbridge County).

Part of this analysis focuses on tracking each municipality's population growth – a performance metric that can be revealing of the relative health and desirability of a community, especially when looked at from a regional perspective. According to the analysis, while Coaldale saw the third highest population growth from 2016-2020 among both its peer and neighbouring municipalities, it saw the second highest population growth from 2016-2020 among its regional neighbours (Lethbridge, Lethbridge County, and Taber).

As the chart above shows, from 2016-2020 population growth in the region averaged 4.6%. During that same period, however, Coaldale's population grew from 8,460 to 8,903, which amounts to 5.24% (0.72% less than neighbouring Lethbridge but 0.64% above the regional average). Meanwhile, Taber's population grew by 2.4% while Lethbridge County's population grew by 4.78%. What this suggests is that regionally, Coaldale has positioned itself as an attractive community to relocate to and live in.

“It's important to keep in mind that like assessment growth, population growth is not just the product of a given municipality's approach to taxation but of provincial, national, and even global economic forces, as well,” said Cameron Mills, Director of Growth and Investment for the Town of Coaldale. “The fact is that a number of variables – some of which are completely outside of the control of a municipalities – impact population growth. That's why this kind of comparison requires a regional focus. All of Coaldale's neighbours are subject to the same external economic pressures which in a sense levels the playing field. We know that if someone chooses to move to Coaldale over Lethbridge, it's a reflection of what Coaldale in particular offers that Lethbridge doesn't and vice versa.”

The Town's 2021 Comparative Analysis is part of the Town's ongoing commitment to transparent government. To read the Town's entire 2021 Comparative Analysis, please visit: <https://www.coaldale.ca/ComparativeAnalysis>.

NOW OPEN!

Ambulatory Clinic at the Coaldale Health Centre

For treatment of minor cuts and burns, sprains, simple fractures, headaches, and infections.

5:30pm-10:30pm on weekdays

10:00am-3:00pm on weekends