



The Summer Village of Rochon Sands Strategic Plan 2023-2028 - DRAFT

The Council and Administration is pleased to present the 2023-2028 Strategic Plan for the Summer Village of Rochon Sands. This plan is a view of the current Village Council and is meant to be readily available to the residents of the Village. It is also meant to be shared, discussed, and reviewed by Council time to time to ensure the direction imposed and action plans are being accomplished.

Council at any time can review this plan and update accordingly when deemed necessary.

Council has reviewed and accepted as “The Summer Village of Rochon Sands Strategic Plan 2023-2028”.

Chief Elected Official

Chief Administrative Officer

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Role of the Strategic Plan

The strategic plan has several roles to play for the municipality of the Summer Village of Rochon Sands. Key roles include:

1. Provide direction to Council for its decisions making over the next 5 years.
2. Communicate to the community Councils' current priorities.
3. Provide a source of guidance for Administration, where it has a role to implement aspects of the Strategic Plan **2023-2028**

Council Values

We Value:

The Environment: as leaders in watershed and environmental stewardship, we recognize our responsibilities to have a safe, healthy environment with emphasis on the lake ecosystem;

Our Community: as stewards of our resources, we have clean, safe and secure community with well-maintained roads, parks and facilities and an efficient and effective budget plan;

Sustainable Healthy Living: as community members, we celebrate the multi-generational family interactions and memory making we experience in our nature filled community that supports healthy living

Vision Statement

The Summer Village of Rochon Sands is a place for enjoying nature at your every step, today and into the future; and where residents are respectful to the environment and take pride in their community.

Mission Statement

The Summer Village of Rochon Sands Council works together to provide leadership and sustainable municipal services for our community by:

- governing with open and transparent communication and with ethical governance that inspires confidence and respects the values and priorities of our community;
- acting in a financially responsible manner that seeks to use revenues wisely to keep taxes as low as feasible.

Goals and Action Plan

Income Generation

Goal	Challenges	Action	Measures	Outcomes
Phase III Village Square- Public Washrooms, Fast Food, Concession, and Coffee shop. SNAK SHAK building alternatives.	Funding and Overall design of permanent washroom buildings, and SNAK SHAK buildings, through Grants or Partnerships.	Proceed with Washroom Building for 2023 /2024 Season as part of the SNAK SHAK REPLACEMENT	Cost effective building and accessible washroom facilities in Village Square/long term concession.	Allow people to enjoy Village Square with washroom facilities available
Continue to Operate the Rochon Sands Provincial Park, and the Narrows Provincial Recreation Area.	Long term lease agreement with Alberta Parks and Alberta Environment.	Get a long term Commercial & Tourism Lease Agreement with Alberta Parks & Alberta Environment.	New Lease Agreement and Completion of the Parks Development Master Plan.	Growth of the Tourism Asset that supports Rochon Sands Parks and community revenues.
Seek Approval for campground expansion	Development agreement with Alberta Parks and Cost of expansion	Permission from Alberta Parks to expand services. Design approval.	New campsites, services and access points.	Additional revenue from larger campground, and additional services.
Develop and long-term plan for Park development.	Find resources and time to do a Development Plan for both Parks	New Parks Development Plan for Alberta Parks to approve. Long-term capital plan.	Completion of Parks Development Master Pan to be Approved by AB Parks.	Long-term plan and approvals for expansion, new services, capital budgets.

Community Facilities Improvements

Goal	Challenges	Action	Measures	Outcomes
Completion of Village Square- (Phase II tree planting and basketball court)	Funding and Project Management.	Phase II in 2023 and 2024 with available grant funding. Spend the donation on basketball court.	Physical additions to Village Square, 2022 walking bridge, 2023 basketball court, 2023 more tree planting.	Completion of Village Square-resident enjoyment of Square. Adjusted priorities for Gazebo.
Enhance walking trails within the Village and public places with tables/benches. Highway 835 trail Options.	Funding and overall general plan of walkway designs and official walkway destinations. Grants for capital funds for trail development will be required.	Engineering firm for proposal for walking trail master plan in 2021. Revisit plan in 2023. Transportation request for HWY 835 trail.	Get the Department of Transportation approval for a walking trail along HWY 835 from Bay View Road North.	Use of public spaces within the Summer Village
Work with Rochon Sands Hall Board to pursue Grant opportunities for improvements to the Community Hall, recreation facilities	More involvement with the with Rochon Sands Hall Board Executive to discuss future plans, grant programs and applications	Council representative on Hall and Rec Board. Strategic Plan prepared for Hall and Recreation	Strategic Plan Document for Hall and Recreation Board. Will have to be done with the Summer Village.	Action Plan and Sustainability Plan for Hall and Recreation Board operations of the Community Hall. Create grant funded projects.

<p>Back-up power for the Hall as an Emergency Shelter.</p>	<p>Funding for Generac Natural Gas Generator. Green Grant retrofit community building programs</p>	<p>Emergency Command Centre for the Region. Can be disconnected from the Grid, in case the grid fails. Budget \$20k to \$25K in 2023.</p>	<p>Part of the SREMA Community Emergency Plan, The SV Rochon Sands Emergency Plan, and the Municipal Continuity Plan.</p>	<p>Appropriate Back-up Generator or Solar Battery Back-up Hall and Municipal Office</p>
<p>Off Leash Dog Park</p>	<p>Location Permission in the Recreation Lease Permission in other location</p>	<p>Quotes, Costs, and Budget for the project. Completion of Recreation Lease in 2023</p>	<p>Plan for Off-Leash Dog Park, Budget, Community input,</p>	<p>Secure Off-leash dog park of residents, campers and visitors</p>

Environmental Improvements

Goals	Challenges	Action	Measures	Outcomes
Marina Parking Lot expansion in the New Recreation Lease Shoreline Plan.	Recreation Lease Shoreline Plans, TFAs, and the Capital Cost of Parking Lot Expansions.	Get quotes for Marina Parking Lot expansion, to use for Capital Grants application. More Parking near the Marina for SRFD.	Seek residents input in expanding the parking lots in the new Shoreline Plan.	Better use of the Recreation Lease Space, in the Recreation Lease LOC in the Shoreline Plan.
Boat Launch Expansion And Marina LOC registered in the New Recreation Lease	Recreation Lease Shoreline Plans, TFAs, and the Capital Cost of the Boat Launch Expansions.	Get quotes for Rochon Sands Bay Boat Launch Lot expansion, to use for Capital Grants application.	Complete Engineering drawings for the Boat Launch expansion and seek intermunicipal support letters.	Larger regional boat launch to be enjoyed by residents, visitors and tourists.
Recycling Facilities or Program	Existing collection site not conducive for recycling collection. Not enough space or demand, other than cardboard.	Stay with cardboard recycling recycle bins recycled by a private vendor.	Placement of recycling options for residents. Develop a Proposal to present to the Public. Paint if required.	Less landfill costs to residents. Environmental gains.
Improved solid waste collection, aesthetic by painting	Existing collection site needs to be expanded or renovated	Seek options for relocation waste bins Resident awareness of household garbage issues	New collection area or upgraded existing area bin area for household garbage in 2023.	Cleaner solid waste collection area.
Potable water access to residents.	Shirley McClellan water line to Rochon Sands Bucket Fill Station in 2023. Prov. / Federal Water Grants needed	Engineering firm to create sustainability/ feasibility study for potable water system. Water pipeline may be viable in the future.	Potable water line to the Provincial Park and Community Hall. Apply for Water for Life grants. Phased funding approach.	Stable potable water source versus water wells

Explore the possibility of aerating marina bay for water quality improvement	Regulations of Alberta Environment, TFA approvals and power costs to be borne by Village	Seek resident input regarding lake vegetation and aesthetics of aerating marina bay	Aeration of marina bay. Look into solar powered aeration systems attached to the current Marina, and aeration under the marina.	Less vegetation growth in Buffalo Lake
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Community Safety

<u>Goals</u>	<u>Challenges</u>	<u>Actions</u>	<u>Measures</u>	<u>Outcomes</u>
SREMA, SRFD, and RCMP dock slips or boat lifts for RCMP Boat and SRFD Jet ski and dock slip.	Regional funding and Grant Funding for Phase 1 of the Jet Ski, rescue sled, and boat lift, or dock slips.	Consultation with Engineering Firm 2023. Previous firm Tagish Environmental Engineering	Budgeted contributions from SVRS and SVWS. Regional contributions. Grants for Jet skis and boat lifts or dock slips.	Enhanced lake rescue with Jet Skis, boat lifts, or dock slips.
Rochon Sands Marina Parking Lot Expansion, dedicated parking spaces for RCMP the SRFD.	Recreation Lease completed and Funding for Expanding the Marina Parking Lot.	Quotes, Estimates for Capital Budget for the Parking Lot Expansion, and dedicated parking for RCMP and SRFD.	Shared Capital funding and grants for completion of the parking lot Expansion.	Expanded Marina Parking Lot, and dedicated parking for RCMP and SRFD.
Update the SV Rochon Sands Community Emergency Plan. Including the Rochon Sands Provincial Park Emergency Plan.	Communicating Council goals to residents Resident awareness of proactive measures for public safety and emergencies.	Training courses for Council, Staff, Parks staff, and interested members of the public. Register for the Fire Smart Grants.	Increase in community awareness and cooperation. Fire Lanes, Escape Routes, and Emergency Shelter.	Safer community, more aware community and less property losses

Community Involvement

Goals	Challenges	Actions	Measures	Outcomes
Encourage more public involvement in the community hall recreation board.	Communication with residents	Present Strategic Plan at Resident Annual General Meeting for input	Resident Input	Measure of actions or goals reviewed and updated after AGM for Council review
Open communication. Quarterly Newsletters on the 1 st Tuesday of every 3 rd Month – Jan, Apr, Jul, Oct, maybe Dec	Resident Annual General Meeting on the August Long Weekend. Increased social media content	Present Strategic Plan at Resident Annual General Meeting for input. Community survey questions in social media.	Encourage use of Village Social Media, and cooperation with Rochon Sands Hall Society, and What's Up Rochon Sands.	Communication of current events and feedback to Council and Administration,
Encourage Volunteers. Work with Rochon Sands Hall Society.	Volunteer sign up program might be considered. Highway cleanup program/ challenge.	Advertise for volunteers on social media.	More volunteers, doing proactive programs or tasks. Hall Society, Parks, Disc Golf, or Community Gardens.	Successful community events with Associations and Societies.
Canada Day, Family Day, Indigenous Day, Metis Day, Other Cultural or Seasonal events	Work closely with Hall Board/ Society, or other Groups, to apply for Community Improvement Grants (CIP)	Cultural – History Book, Metis/ Indigenous, Fishing Derby, Poker Rallies, Snow mobile, and Boats rallies.	Increased events – Disc Golf, Pickle Ball, Fishing Derby, Poker Rallies, Bird Watching, Sporting Events, etc.	More use of the community hall and community facilities, more fund raising.

Leadership

Goals	Challenges	Actions	Measures	Outcomes
Accessible Council members-	Part time positions	Generic e-mails for Council and Staff, Parks, and Parks staff	Council can be contacted for resident issues	Accessible Council members
Administration to Council Communication	Part time office hours	Council and Administration utilize Council meeting time efficiently	Effective Council meetings with good decisions being made	Strong financial position of the Summer Village. Welcoming community Open community
Summer Village Social Media Contacts	Time constraints	Propose new website design with consultant. Continue to evolve the existing websites, and services offered.	Improved Social Media presence for the Parks, Summer Village - Facebook, Twitter, Instagram, TikTok, etc.	Well received and effective website and social media platforms
Council, Staff and Community training	Courses and time availability, and offerings	SREMA Training, First Aid/ CPR training, Safety Training, Community Grant Writing, other courses.	Encourage regional attendance at training programs, local courses, and online training	Better training and educated Council, Staff and community.