



# The Summer Village of Rochon Sands Strategic Plan **2020-2023**

The Council and Administration is pleased to present the 2020-2023 strategic plan for the Summer Village of Rochon Sands. ~~A Strategic Planning session was held at the Summer Village office in November 2017 with Council recognizing the importance to work through and create this document.~~ 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 2020-2023”.

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Chief Elected Official

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Chief Administrative Officer

## Contents

Role of the Strategic Plan.....	4
Council Values.....	4
Vision Statement .....	5
Mission Statement.....	5
Goals and Action Plan .....	6
Income Generation .....	6
Community Facilities Improvements.....	7
Environmental Improvements .....	8
Community Safety .....	9
Community Involvement .....	10
Leadership .....	11

## 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 3 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 **2020-2023**

## 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
Continue to operate Provincial Parks	Long term lease agreement with Alberta Parks	Lease Extension from Alberta Parks	New or Lease Extension from Alberta Parks for campground operations	Continuing profits realized to Summer Village Revenues
Seek Approval for campground expansion	Development agreement with Alberta Parks and Cost of expansion	Permission from Alberta Parks to expand. Design approval.	New campsites and access points	Additional revenue from larger campground

## 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 2021 and 2022 with available grant funding	Physical additions to Village Square	Completion of Village Square-resident enjoyment of Square
Phase III Village Square- Public Washrooms and Concession  SNAK SHAK ALTERNATIVES	Funding and Overall design of permanent washroom buildings	Proceed with Washroom Building for 2021 Season  SNAK SHAK REPLACEMENT	Cost effective building and accessible washroom facilities in Village Square/long term concession options	Allow people to enjoy Village Square with washroom facilities available
Enhance walking trails within the Village and public places with tables/benches	Funding and overall general plan of walkway designs and official walkway destinations	Engineering firm for proposal for walking trail master plan in 2021	People enjoying public areas with sitting areas	Use of public spaces with the Summer Village
Work with Rochon Sands Hall Board to pursue opportunities for improvements to the Hall	Connecting with Rochon Sands Hall Board Executive to discuss future plans	Council representative on Hall and Rec Board. Strategic Plan prepared for Hall and Recreation	Strategic Plan Document for Hall and Recreation Board	Action Plan and Sustainability Plan for Hall and Recreation Board operations of the Community Hall

## Environmental Improvements

Goals	Challenges	Action	Measures	Outcomes
Recycling Facilities or Program	Existing collection site not conducive for recycling collection	Seek possible recycle bins for recycling from private vendor	Placement of recycling options for residents	Less landfill costs to residents. Environmental gains.
Improved solid waste collection	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 <b>2021</b>	Cleaner solid waste collection area
Potable water access to residents	Shirley McClellan water line from White Sands to Rochon Sands	<b>Engineering firm to create sustainability/feasibility study for potable water system</b>	Potable water line to the Provincial Park and possible resident connections	Stable potable water source versus water wells
Provide sewer management through Village services	Capital cost for truck, staff, competition from existing service providers	Seek resident input regarding Village service versus private sector	Village Pump Truck with operator	Additional revenue source for Village
Explore the possibility of aerating marina bay for water quality improvement	Regulations of Alberta Environment-Costs borne by Village	Seek resident input regarding lake vegetation and aesthetics of aerating marina bay	Aeration of marina bay	Less vegetation growth in Buffalo Lake



## Community Safety

<u>Goals</u>	<u>Challenges</u>	<u>Actions</u>	<u>Measures</u>	<u>Outcomes</u>
Dry Hydrant for Fire Suppression	Overall design and engineering to satisfy Stettler Regional Fire Department requirements	Research with Stettler Regional Fire Department- Consultation with Engineering Firm 2021	Dry Hydrant in Marina Parking lot for Fire Department Access to lake water	Improved water access for fire suppression for Summer Village and area
Maintain relationship and constant communication with RCMP	Time schedule between Council meetings and RCMP staff members	Invitation to Stettler RCMP Detachment Commander to Council meetings	RCMP presence within the Village	Good relationship with RCMP
Encourage citizens to report suspicious activities to RCMP and be proactive in watching neighboring properties	Communicating Council goals to residents Resident awareness of proactive measures against crime	Report all suspicious activities to RCMP Social media communications	Decrease criminal activity Increased resident awareness	Safer community and less property losses

## Community Involvement

Goals	Challenges	Actions	Measures	Outcomes
Encourage more public involvement to contribute in the community	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	Resident Annual General Meeting and social media content	Present Strategic Plan at Resident Annual General Meeting for input	Encourage use of Village Social Media	Communication of current events and feedback to Council and Administration
Encouraging Volunteers	Volunteers	Advertise for volunteers	More volunteers	Successful community events
Supporting community events and activities	Events are well attended but not supported by resident participation in hosting event	Encourage residents to be involved in the events and volunteer time to host	Successful events with more participation versus attending	Stronger community spirit and working together to achieve community goals

## Leadership

Goals	Challenges	Actions	Measures	Outcomes
Accessible Council members-	Part time positions	<del>Generic email addresses for SV business contact</del> <b>DONE</b>	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
Summer Village Social Media Contacts	Time constraints	<b>Propose new website design with consultant</b>	Social Media presence for the Summer Village	Well received and effective social media avenues