

# TOWN OF BASSANO STRATEGIC PLAN

"Our vision is to become the most attractive and affordable urban community under 2,500 in Alberta where industry leaders want to invest, where tourists come for a new experience, and where people choose to live, work and play."

2019-2025

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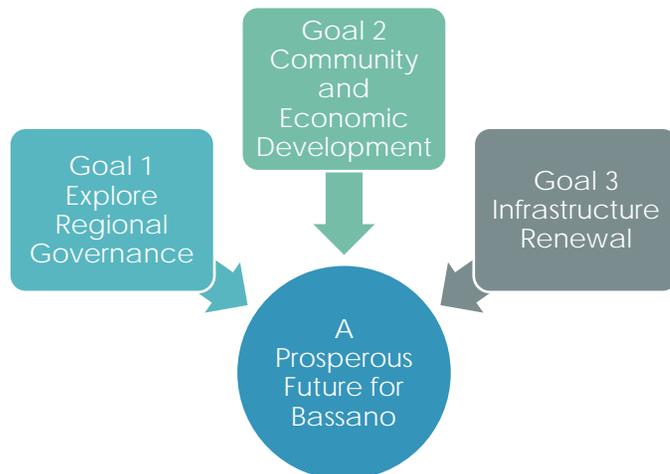
## BACKGROUND

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In 2018, the Town of Bassano’s Mayor and Council undertook a comprehensive strategic planning and visionary exercise. The purpose of the exercise was to identify where the elected body wanted to see the community in the future. It enabled them to develop a shared vision and to understand how the decisions they make influence the trajectory of the community.

A plan outline was presented at a town hall meeting in mid-November to which 70 residents attended or 6.0% of the population. Public engagement at the meeting confirmed town council’s vision and plan for Bassano. Attendees expressed their desire to see improved marketing and attractions along the TransCanada highway, the importance of beautification, the need to celebrate and recognize the successes of the community, with balanced infrastructure renewal projects.

Having heard the desires of the community and reflecting on the initial plan outline, the Mayor and Council reconvened for a second time on February 20, 2019 to develop a plan of action that enables the implementation of three overarching goals.



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## HOW TO USE THE PLAN

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A Strategic Plan is a working document and must be reviewed on a regular basis to ensure the goals and action plan remain relevant and to confirm that implementation is in fact leading to the community’s desired outcomes.

Decision makers should defer to the plan before a resolution is made to substantiate that the item being considered contributes directly to the goals and objectives of the plan. Following this process ensures decision makers stay focused on achieving priorities.

All goals and action items must be prioritized, and resources need to be allocated within the municipal budget to ensure implementation can occur. While, decision makers may get excited to implement every action at the same time, it is important to understand that this cannot occur. Plan implementation requires many calculations and methodical actions as each item builds off the next to create a lasting whole.

The action items below is the first phase of the plan. As town council and administration work through implementation, tasks and outcomes will be added as the action items grow and evolve.

*“The best way to predict the future is to create it.”  
– Peter Drucker*

# Goal 1: Explore Regional Governance

## Purpose

Status quo is not an option for Bassano. Actions need to be taken to ensure the community and region is viable well into the future. A viable community is service rich, affordable, welcoming, and efficient. Exploring regional governance will help determine whether banding together with neighboring municipalities, specifically, the City of Brooks, County of Newell and Villages of Duchess and Rosemary will contribute to the long-term viability of the region.

## End Result (Why)

The Town of Bassano will change how it does business in order to:

1. Eliminate the duplication of services,
2. Increase resources (e.g. human capital, equipment, assets) to improve service delivery,
3. Enhance and/or develop partnerships, and
4. Increase borrowing power.

## Action Plan (G1)

Task 1	Timeline	Responsibility	Resources	Measurement/Outcome	Confirmed Completion
Develop and approve an Intermunicipal Collaboration Framework (ICF) – Town of Bassano and County of Newell	Completion by March 31, 2019	<p>CAO to complete administrative tasks and negotiations as directed by town council.</p> <p>Town council to provide direction for negotiation of ICF.</p>	<p>Human capital – CAO (20-40 hours).</p> <p>Legal review (if required) - \$2,000</p>	<p>ICF is approved and executed by both parties within the defined timeline.</p> <p>ICF is equitable for both parties.</p> <p>Improves partnerships between the parties.</p>	

## Action Plan (G1 continued)

Task 2	Timeline	Responsibility	Resources	Measurement/Outcome	Confirmed Completion
Implementation of ICF	Completion by December 31, 2019	<p>CAO's (town and county) to draft an updated recreation agreement with recommendations to councils. Update agreement, facilitate meetings with recreation user groups as required, and provide information to councils so they can be the boots on the ground.</p> <p>Councils to act as agents (boots on the ground) to complete any negotiations with stakeholders.</p>	<p>Human capital – CAO (20-30 hours).</p> <p>Councils (20-40 hours).</p> <p>Legal review (if required) - \$1,000</p> <p>General (e.g. supplies, honorariums, etc.) - \$1,000</p>	<ol style="list-style-type: none"> <li>1. Development of new recreation agreement.</li> <li>2. Formation of a new committee.</li> <li>3. Negotiate with stakeholders.</li> <li>4. Approve new recreation agreement.</li> <li>5. Exchange/allocate recreation funds.</li> <li>6. Monitor the implementation of the ICF to ensure it is meeting intended outcomes – updates to be included in the monthly CAO report.</li> </ol>	

### Action Plan (G1 continued)

Task 3	Timeline	Responsibility	Resources	Measurement/Outcome	Confirmed Completion
<p>Regional Governance Working Committee (RWC) – active participation by town council</p>	<p>This task is influenced by the RWC and is defined as an ongoing priority.</p> <p>Ideally, Bassano aims to have a strategy/plan of action in place a minimum of six (6) months prior to the next general municipal election.</p>	<p>Town council – appointed members to attend monthly RWC meetings.</p> <p>Appointed RWC members to provide monthly reports to town council that summarizes the initiative’s progress.</p> <p>Town council must educate/communicate and actively engage the public regarding the initiative.</p> <p>Town council must actively negotiate on matters of importance with regional partners.</p> <p>CAO to act as a conduit and provide information to town council, the RWG and other stakeholders to support research, development and negotiations.</p>	<p>Human capital – CAO (40 – 60 hours per annum).</p> <p>Town council (5-10 hours per week. This includes regular consultation with the public).</p> <p>Honorariums and meeting expenses \$7,500 per annum.</p>	<ol style="list-style-type: none"> <li>1. Appointed members to provide regular reports to town council regarding the status of the initiative (consistent information sharing).</li> <li>2. Public notices linked to the town’s social media sites.</li> <li>3. Tangible plan of action developed by the RWC submitted to participating councils.</li> <li>4. Attend public open houses to support information sharing. Number of open houses shall be defined RWC.</li> <li>5. Actively discuss and vote on the plan of action presented by the RWC.</li> </ol>	

### Action Plan (G1 continued)

Task 4	Timeline	Responsibility	Resources	Measurement/Outcome	Confirmed Completion
Elected Official Education – Regional Governance Initiative	Completion by February 29, 2020	Town council is responsible to research and understand the impacts of regionalization to ensure they can make an informed and educated decision when it comes to voting on the initiative.	Human capital – town council (20-50 hours per person per annum).	<ol style="list-style-type: none"> <li>1. Ability to understand and decipher information with an ability to clearly communicate with the rest of town council and the general public.</li> <li>2. Ability to ask constructive questions that strengthen the initiative.</li> <li>3. Overall awareness.</li> </ol>	

# Goal 2: Community and Economic Development

## Purpose

The people of Bassano matter which is why community and economic development is imperative to the town. Community and economic development will help build the local economy, bring greater awareness to our assets and provide value added opportunities for residents, businesses, visitors and investors.

## End Result (Why)

The Town of Bassano’s message to the world is that we are open for business and partnerships. To us, being open for business and partnerships means we work to improve the experience every individual has when they enter the community and interact with the elected body, municipal employees and residents. By doing this, we aim to improve the quality of life for the populace which will lead to a more sustainable future.

## Action Plan (G2)

Task 1	Timeline	Responsibility	Resources	Measurement/Outcome	Confirmed Completion
Development permit simplification	September 30, 2019	<p>CAO and Oldman River Regional Services Commission (ORRSC).</p> <p>CAO to develop a step-by-step checklist to aid in the development permit application process.</p> <p>CAO and ORRSC to review the Land Use Bylaw and make recommendations to update the bylaw to simplify the development process if necessary.</p>	<p>Human capital – CAO (40 – 60 hours).</p> <p>ORRSC (20-40 hours).</p> <p>General items \$500.</p>	<ol style="list-style-type: none"> <li>1. Development permit checklist available.</li> <li>2. Municipal staff are trained on how to use the development permit checklist.</li> <li>3. Development permit packages are complete and available for pick-up in person or from the website.</li> </ol>	

Action Plan (G2 continued)

Task 2	Timeline	Responsibility	Resources	Measurement/Outcome	Confirmed Completion
<p>Beautify Bassano Initiative (BBI)</p>	<p>Ongoing and immediate until 2025.</p>	<p>CAO is responsible to direct and oversee the implementation of the BBI.</p> <p>Town council is responsible for promotion of the BBI through public engagement and consultation.</p> <p>Town council is responsible to make decisions that improve the aesthetics of Bassano.</p> <p>Residents and volunteers must buy-into the BBI and assist with its implementation. This can only occur if the town sets the standard and leads the way.</p> <p>Town council upholds the terms of the Community Standards Bylaw and BBI.</p>	<p>Human capital – CAO, administration and public works (10 – 30 hours per week per annum).</p> <p>Town council (1-3 hours per week per annum for public consultation).</p> <p>General items \$50,000 services, promotion, bylaw enforcement, revitalization.</p>	<ol style="list-style-type: none"> <li>1. Attractive/clean community.</li> <li>2. Less unsightly properties.</li> <li>3. Crime reduction.</li> <li>4. Renewed pride – volunteers and community members buy into the BBI and actively work to help with its implementation.</li> <li>5. Positive feedback from community members and visitors.</li> <li>6. Improved work processes for municipal employees.</li> <li>7. Efficient use of municipal resource</li> <li>8. New investments.</li> </ol>	

### Action Plan (G2 continued)

Task 3	Timeline	Responsibility	Resources	Measurement/Outcome	Confirmed Completion
Unique Project – Tiny Home Pilot Project	March 31, 2019 – December 31, 2020	CAO/Palliser Economic Partnership.  Consultant	Human capital – CAO (75-100 hours).  Consultant fees \$70,000  General items \$10,000	<ol style="list-style-type: none"> <li>1. Prepare a feasibility report.</li> <li>2. Present report to the public to see if there is buy-in to move forward with defined recommendations.</li> <li>3. Confirm land availability.</li> <li>4. Confirm economic and employment opportunities.</li> <li>5. Variety of housing and development opportunities.</li> <li>6. Create a competitive advantage that helps Bassano stand out.</li> <li>7. Update the Land Use Bylaw if required to accommodate growth.</li> </ol>	

### Action Plan (G2 continued)

Task 4	Timeline	Responsibility	Resources	Measurement/Outcome	Confirmed Completion
Economic Enrichment Strategy	September 30, 2019 – July 31, 2020.	Consultant	Human capital – CAO (5-10 hours)  Strategy development - \$50,000	<ol style="list-style-type: none"> <li>1. Prepare an economic enrichment strategy that confirms how the town can take advantage of the transportation and logistics corridors to build a robust local economy.</li> <li>2. Approval/rejection of the strategy.</li> <li>3. Implementation of strategy. Implementation would be the next phase of Task 4 (build out).</li> </ol>	

## Action Plan (G2 continued)

Task 5	Timeline	Responsibility	Resources	Measurement/Outcome	Confirmed Completion
<p>Develop partnerships for marketing and promotion of Bassano with local/regional Agencies, Boards, Commissions, and volunteer organizations.</p>	<p>February 1, 2020 – July 31, 2022</p>	<p>Town council – engage with organizations to encourage partnerships to build/enhance the town.</p> <p>Administration – provide support to volunteer organizations to encourage partnerships to build/enhance the town.</p> <p>Stakeholders (may include):</p> <ul style="list-style-type: none"> <li>- Agencies, boards and commissions.</li> <li>- Regional tourism association.</li> <li>- Joint Shared Services.</li> <li>- Volunteers and societies.</li> </ul>	<p>\$25,000 - \$40,000 for project specific items.</p> <p>Examples – signage, permits, website redevelopment, branding, etc.</p>	<ol style="list-style-type: none"> <li>1. Increased promotion of Bassano.</li> <li>2. Active leadership – leading others.</li> <li>3. Resources secured through platforms such as Grant Advance to advance the interest of the town and special projects/partnerships.</li> <li>4. New/renewed partnerships with stakeholders to support/develop new or ongoing projects not necessarily managed by the town (e.g. tourist booth, revitalization of buildings on main street).</li> </ol>	

## Goal 3: Infrastructure Renewal

### Purpose

Infrastructure renewal is essential in Bassano. With the resources available, the town will endeavor to upgrade local infrastructure to maintain and improve services, to build the local economy and to attract investors.

### End Result (Why)

The Town of Bassano's concludes that infrastructure renewal will lead to a strong foundation to support services and growth.

### Action Plan (G3)

Bassano must ensure it manages wastewater in accordance with its license granted through Alberta Environment and Parks. This is an essential service that must be provided to the residents.

Task 1	Timeline	Responsibility	Resources	Measurement/Outcome	Confirmed Completion
Sewage Lagoon Upgrade	2017 – December 31, 2020	Administration – project management – 1000 hours  Town council – resource allocation.  External (engineers, land agents, legal counsel, Alberta Transportation, Alberta Environment and Parks)	\$7.020M (provincial/federal grants, reserves and general taxation).	<ol style="list-style-type: none"> <li>1. Achieve compliance with Alberta Environment and Parks.</li> <li>2. Grants have been applied for – secure external funds where applicable.</li> <li>3. Project is designed.</li> <li>4. Project is tendered.</li> <li>5. Project is awarded.</li> </ol>	

				<ul style="list-style-type: none"><li>6. Project is constructed.</li><li>7. Project is in full operation.</li><li>8. Operating agreement in place with NRSC.</li><li>9. Any debt is paid off.</li></ul>	
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## Action Plan (G3 continued)

Bassano is the gateway to the region and, as such, we want to showcase what our community has to offer. We aim to be everyone's first stop when travelling east on the TransCanada highway. In addition, we aim to be everyone's final stop before leaving the region. Bassano has services and amenities to meet the needs of those living, relocating, working or commuting through the region.

Task 2	Timeline	Responsibility	Resources	Measurement/Outcome	Confirmed Completion
<p>Highway Re-development Project</p> <p>Purpose: to upgrade the highway commercial development to ensure it is attractive and accessible for users. The design must be attractive to draw people off the highway to come and experience what Bassano has to offer. This project consists of more than just pavement, it may include new/upgraded signage, wind barriers, picnic tables or bathrooms.</p> <p>Key features include paving, curb/gutter and utility placement.</p>	January 1, 2020 – September 30, 2023	<p>Town council – resource allocation and public consultation.</p> <p>Administration – project management.</p>	<p>External - design rendering for features – (estimated fee \$50,000).</p> <p>External – engineering design for hard infrastructure – (estimated fee \$200,000)</p> <p>Project cost – (estimated fee \$2M).</p> <p>Project to be funded by grants, capital reserves, levies and taxation.</p>	<ol style="list-style-type: none"> <li>1. Community planning session – what do we want to see.</li> <li>2. Design rendering.</li> <li>3. Public engagement process – present design rendering.</li> <li>4. Approve design rendering.</li> <li>5. Develop fee structure for upgrade – cost analysis.</li> <li>6. Hard infrastructure design – engineering.</li> <li>7. Project is designed.</li> <li>8. Project is tendered.</li> <li>9. Project is awarded.</li> </ol>	

				<p>10. Project is constructed.</p> <p>11. Aspects of project tied to the economic enrichment strategy – monitoring /measurement plan.</p> <p>12. Any debt is paid off.</p>	
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### Action Plan (G3 continued)

To improve the flow of water and to eliminate dead end water lines, water looping must occur. This will ensure improve water pressure and eliminate the risk of stagnant water in sections of the lines.

Task 3	Timeline	Responsibility	Resources	Measurement/Outcome	Confirmed Completion
Water looping project.	January 1, 2022 – September 30, 2023	Town council – resource allocation.  Administration – project management.	Refer to the Infrastructure Master Plan – North water main looping \$1.6M  Project funding, grants, capital reserves and general taxation.	<ol style="list-style-type: none"> <li>1. Project is designed.</li> <li>2. Project is tendered.</li> <li>3. Project is awarded.</li> <li>4. Project is constructed.</li> <li>5. Any debt is paid off.</li> <li>6. Water system reaches full capacity for flow.</li> </ol>	

### Action Plan (G3 continued)

5<sup>th</sup> Avenue infrastructure upgrades are a priority as a result of their deterioration. 5<sup>th</sup> Avenue services the hospital, emergency services, school, residential and commercial business district. It is a main thoroughfare and requires attention.

Task 4	Timeline	Responsibility	Resources	Measurement/Outcome	Confirmed Completion
5 <sup>th</sup> Avenue (above ground and below ground infrastructure)	September 30, 2023 – September 30, 2025	Town council – resource allocation.  Administration – project management.	Refer to the Infrastructure Master Plan - \$1.2M (sanitary, water, road surface and manholes)  Project funding, grants, capital reserves and general taxation.	<ol style="list-style-type: none"> <li>1. Project is designed.</li> <li>2. Project is tendered.</li> <li>3. Project is awarded.</li> <li>4. Project is constructed.</li> <li>5. Any debt is paid off.</li> </ol>	

## Action Plan (G3 continued)

Revitalize our core. Upgrade above ground and below ground infrastructure to promote development, accessibility, tourism and active healthy living.

Task 5	Timeline	Responsibility	Resources	Measurement/Outcome	Confirmed Completion
2 <sup>nd</sup> Avenue Revitalization – Main Street (above ground and below ground infrastructure)	June 30, 2024 – December 31, 2027	Town council – resource allocation.  Administration – project management.	Refer to the Infrastructure Master Plan - \$4M (sanitary, water, road surface, manholes, curb/gutter, sidewalks, lighting and outdoor features (e.g. benches, monuments, etc.)).  Project funding, grants, capital reserves and general taxation.	<ol style="list-style-type: none"> <li>1. Community planning session – what do we want to see.</li> <li>2. Design rendering.</li> <li>3. Public engagement process – present design rendering.</li> <li>4. Approve design rendering.</li> <li>5. Develop fee structure for upgrade – cost analysis.</li> <li>6. Hard infrastructure design – engineering.</li> <li>7. Project is designed.</li> <li>8. Project is tendered.</li> <li>9. Project is awarded.</li> </ol>	

				<p>10. Project is constructed.</p> <p>11. Aspects of project tied to the economic enrichment strategy – monitoring /measurement plan.</p> <p>12. Any debt is paid off.</p>	
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### Action Plan (G3 continued)

Ensure the Town of Bassano’s approved stormwater discharge point is unobstructed to maintain the flow of stormwater. Work in collaboration with the Eastern Irrigation District and County of Newell to develop a proactive plan of action to mitigate stormwater conflicts.

Task 6	Timeline	Responsibility	Resources	Measurement/Outcome	Confirmed Completion
Bassano Spur Line	2017 – December 31, 2022	Town council – resource allocation.  Administration – project management.  Eastern Irrigation District  County of Newell  Province of Alberta		<ol style="list-style-type: none"> <li>1. Develop a cooperative plan of action with the Eastern Irrigation District and County of Newell to develop a plan of action to mitigate stormwater conflicts.</li> <li>2. Implement plan of action.</li> <li>3. Proper easements are in place to enable access and flow of stormwater.</li> <li>4. Completion of a storm water management plan.</li> <li>5. Completion of a community needs assessment.</li> <li>6. Risk mitigation checklist complete and monitored.</li> </ol>	

# Conclusion

## Communications Plan

1. A copy of this plan will be provided to the County of Newell as per the terms of the Intermunicipal Collaboration Framework.
2. A copy of this plan will be available to the public on the Town of Bassano's municipal website ([www.bassano.ca](http://www.bassano.ca))
3. A copy of this plan will be available for pick-up at the Town of Bassano's Municipal Office at 502 – 2<sup>nd</sup> Avenue, Bassano.
4. Administration will include regular progress updates regarding strategic priority outcomes in the bi-monthly newsletter.

## Town Council's Responsibility

1. Town council will refer to this plan when making decisions that impact the community to ensure there is priority alignment.
2. Town council will complete a formal review of this plan by March 31 annually.
3. Town council will update this plan accordingly and ensure adequate resources are designated so projects can occur. If projects exceed the town's financial capacity, the projects will be modified or removed from the plan.

## Administration's Responsibility

1. Administration will implement this plan once it is formally approved by town council.
2. Administration will provide monthly updates regarding strategic priority outcomes at the regular council meeting.
3. Administration will assess all current and new projects to ensure they align with the town's approved priorities.
4. Administration will notify town council immediately of issues/opportunities as they arise in relation to the priorities within this plan.

## Citizens of Bassano's Responsibility

1. The citizens of Bassano will consult with Town Council and Administration and assist where possible to improve the development and long-term viability of the community.
2. The citizens of Bassano will take part in community planning and development exercises.
3. The citizens of Bassano will notify Town Council or Administration of their approval/concerns of the listed priorities listed in this plan.

## Participants

Town council: Ron Wickson, Tom Rose, Jackie Seely, Kevin Jones, Doug Barlow, Lynn MacWilliam, and John Slomp

## Adoption/Review

March 19, 2019 (M#50/19)				
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