



Morinville

2024-2025

Strategic Plan Progress Report

T3: September to December 2024

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On May 20, 2022, Morinville Council approved its Strategic Plan to guide the corporation for the current term of Council. The Strategic Plan, updated in spring of 2024, consists of six goals and will remain in place until 2025. Upon adoption of the Strategic Plan, Administration began working on implementing the plan by developing the Corporate Business Plan that articulates specific actions to help meet Council's goals and achieve Morinville's vision and mission. This report aims to update Council on the strategically aligned outcomes achieved from September to December 2024. During this time, Administration was also engaged in day-to-day operations, delivering core services and programs, and participating in other significant initiatives.

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GOAL 1: COMMUNITY BUILDING

Morinville is a mid-sized community with a welcoming “small-town-feel” where we live and grow together.

Objective 1.1: Boards, committees, task forces, community groups, have participants/members representative of Morinville's diverse population

#	INITIATIVES	2024	2025
1.1.1	Implement the Agency, Board, Commission and Committee Appointments Policy	Completed	
1.1.2	Undertake an organizational review of Terms of Reference (TOR) and effectiveness of Committees (e.g., Community Services Advisory Committee, etc.)	Completed	

Objective 1.2: Residents and businesses have opportunities to actively engage in, and are informed of, decision-making and planning for our future

#	INITIATIVES	2024	2025
1.2.1	Increase community engagement and participation through expanded budget consultation and engagement (e.g., community bus, capital projects, etc.)	Completed	
1.2.2	Expand engagement and increase education with residents, community groups, and stakeholders around the Corporate Fees and Charges Bylaw (e.g., Fees and Charges Survey, community user groups, etc.)	Completed	
1.2.3	Improve program and service delivery through feedback from members of the public	Completed	
1.2.4	Identify opportunities to engage residents and businesses	X	X

T1 Progress and Summary

Through ongoing discussions with the Morinville & District Chamber of Commerce, they presented ideas to Council on a potential tax incentive program. A motion to engage further discussion was passed and work continues. Initial work began on two significant projects – the Municipal Development Plan and Retail Gap Analysis – both supporting growth and development in Morinville. Your Community, Your Ideas, a special engagement session for adults and seniors took place in January. The evening had great attendance and pivotal input was received that will shape programs designed exclusively for older adults and seniors.

T2 Progress and Summary

In T2, several efforts were made to engage residents and businesses within the community. The Municipal Development Plan (MDP) began implementing an extensive engagement plan. Additional engagement with the business community included a collaboration with the Chamber of Commerce on an incentive program, along with hosting a developer block party with the residential developers to encourage community growth. Business engagement focused on the retail gap analysis. Landowners were also involved in the creation of an industrial landowner inventory. The Budget 2025 Survey was held and provided Council with input to shape the 3-year operating budget and capital plan. Community involvement was encouraged with the recruitment of the Council Remuneration Review Committee. These actions helped shape the future development of Morinville.

Objective 1.2: Residents and businesses have opportunities to actively engage in, and are informed of, decision-making and planning for our future

T3 Progress and Summary

Community engagement remained a priority, with several opportunities for public input. The 2025 Budget Open House invited feedback on financial planning, while public and business surveys helped finalize the Retail Gap Analysis. The Municipal Development Plan survey and engagement events set the foundation for key priorities and future initiatives. Mayor Boersma’s State of the Town address to the Chamber of Commerce highlighted Morinville’s progress and direction. Council and committee recruitment took place, including the formation of the Council Remuneration Review Committee, which began developing recommendations for presentation to Council in 2025.

#	INITIATIVES	2024	2025
1.2.5	Review Public Engagement Policy and Procedures		X



GOAL 2: COMMUNITY SAFETY & WELLBEING

Morinville prioritizes the safety and well-being of all.

Objective 2.1: Improve safety for intersection at Highway 642 and Grandin for pedestrian and vehicular traffic

#	INITIATIVES	2024	2025
2.1.1	Advocate to the provincial government for funding and support	Completed	
2.1.2	Complete planning project to determine appropriate intersection improvement treatment	Completed	
2.1.3	Undertake design and construction for the project	Completed	

T1 Progress and Summary

The design for the Hwy 642/Grandin signalization project is underway. It was discovered that the area was congested with underground utilities, so additional hydrovac investigatory work was required to finalize the design phase.

T2 Progress and Summary

Construction was tendered and awarded for the intersection signalization project at Highway 642 and Grandin. Completion is scheduled for T3.

T3 Progress and Summary

After years of dedication, collaboration and hard work, the signalization upgrade at 100 Avenue & Grandin Drive was completed, enhancing safety for everyone on our roads. This vital project was made possible through funding support from the Province of Alberta and the efforts of Alberta Transportation, ISL Engineering and Morinville Infrastructure Services.

Objective 2.2: Consistent design standards are applied to existing and future crosswalks

#	INITIATIVES	2024	2025
2.2.1	Update Municipal Engineering Standards to align with the Capital Region including current industry standards and best practices	Completed	
2.2.2	Evaluate and develop processes to implement new engineering standards towards existing crosswalks	Completed	
2.2.3	Deliver presentation of the Pedestrian Crossing Review Report	Completed	
2.2.4	Determine implementation plan based on recommendations from Crosswalk Study	Completed	

Objective 2.3: Continue to support, collaborate and educate through a multifaceted approach to community crime prevention, safety, and wellbeing

#	INITIATIVES	2024	2025
2.3.1	Develop and enhance community safety programs (e.g., bike rodeo, block parties, bike safety, LOST, Point/Pause/Proceed, Crime Prevention Through Environmental Design, etc.)	X	X

Objective 2.3: Continue to support, collaborate and educate through a multifaceted approach to community crime prevention, safety, and wellbeing

T1 Progress and Summary

Planning and development on the Point/Pause/Proceed program, block parties, and bike safety initiatives took place, with implementation planned for later in 2024.

Coffee with a Cop and Pop with a Cop are two engagement sessions intended to provide an informal get-together with local RCMP. Coffee with a Cop took place in February at the Rendez Vous. Pop with a Cop, targeted specifically for youth with the local RCMP, occurred in April at M.Y. Loft, located inside the Morinville Cultural Centre.

Many multi-faced educational campaigns continued focusing on topics like traffic and pedestrian safety, false alarms and winter stormwater safety.

T2 Progress and Summary

Significant progress was made toward community safety initiatives. The Bike Rodeo, held at the Morinville Leisure Centre, saw strong community participation and served to promote bike safety as a core focus for Community Peace Officers (CPOs). A new 40 km/h speed limit was implemented across Morinville, supported by a comprehensive educational campaign to raise awareness among residents. Additionally, the construction of an emergency access route at Notre Dame Point Subdivision was completed, further enhancing safety and accessibility within the community.

T3 Progress and Summary

The Town of Morinville remained committed to community safety through ongoing public engagement and education initiatives. The Fire Hall Open House provided residents with fire prevention tips and a closer look at emergency response efforts, and the Candy Cane Check Stop, in partnership with surrounding area first responders and community groups, promoted responsible driving and holiday safety. The RCMP Engagement Sessions educated seniors on fraud and scams, and the Pop with a Cop event fostered positive connections between youth and law enforcement. On Halloween night, members of the Morinville Fire Department and Community Peace Officers were out in the community, ensuring young trick-or-treaters safely crossed streets and could enjoy the evening with peace of mind.

2.3.2	Build public awareness and understanding of emergency preparedness	X	X
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T1 Progress and Summary

Administration continued their support of the Sturgeon Regional Emergency Management Partnership (SREMP) by attending meetings in April. We also held our legislatively required meetings with the Municipal Emergency Management Agency meeting in April. Morinville staff continue their training in Emergency Management, taking Incident Command System (ICS) courses and role-specific training needed to further their education. We attended our CREPP meetings in March and preparations took place for Emergency Preparedness Week which takes place annually in May.

T2 Progress and Summary

Community Safety Services led several key programs in T2, including an emergency preparedness initiative to enhance the community's readiness for emergencies. Educational outreach was a significant focus, with school tours promoting fire safety and awareness. The Morinville Fire Department also supported the Summer Travelling Adventure, which engaged youth in various safety activities. Daycare visits and in-school tours provided further opportunities to introduce young children to fire safety and emergency preparedness. These efforts helped build a community safety awareness foundation targeting all age groups.

T3 Progress and Summary

Work continued to build public awareness and understanding of emergency preparedness, ensuring the community remains informed and ready. A key highlight was the continuation of staff training programs focused on operations, planning and Emergency Social Services to strengthen response capabilities.

2.3.3	Develop an implementation plan based on the recommendations within the Community Safety and Well-Being Report (e.g., public washroom strategy, houseless and housing precarity, etc.)	X	X
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T1 Progress and Summary

Various ongoing programs such as Eat Well, Empty Bowl Pet Supply, Dignity Hampers, Home Support, Community Support Navigator, and information and referrals were offered.

Objective 2.3: Continue to support, collaborate and educate through a multifaceted approach to community crime prevention, safety, and wellbeing

T2 Progress and Summary

In T2, several ongoing programs continued to support the goal of community safety and well-being. These programs have provided essential services to in-need residents, including the Eat Well Program, Empty Bowl Program, Dignity Hampers, and the Community Support Navigator. The Home Support and Information and Referral programs also played a crucial role in assisting vulnerable populations, ensuring they have access to necessary resources.

T3 Progress and Summary

As part of the Pedestrian Crossing Review, flashing beacons were installed at key pedestrian crosswalks identified in the study to enhance traffic safety and improve walkability in Morinville. The FCSS & Support Partner Lunch and Learn brought together 57 participants and 22 agencies to strengthen community support networks, complementing ongoing virtual meetings on wellness, homelessness and food insecurity. Additionally, Morinville contributed to the Regional Housing Needs Assessment, ensuring Morinville's housing needs are represented in regional planning efforts.

2.3.4	Advance community wellness through service and program delivery	X	X
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T1 Progress and Summary

The second annual Glow Skate was held on Family Day. The event had 300 attendees over two skate times and donations were collected for the Jessica Martel Memorial Foundation.

The Morinville Leisure Centre has continued to show significant success in promoting community wellness with 1,474 memberships and 6,601 day passes were sold. There were 809 facility bookings and 62 birthday party rentals. We offered 31 diverse programs and conducted 408 fitness and wellness classes, demonstrating our commitment to providing a wide array of options to help our residents achieve their health and fitness goals.

Other programs offered included youth activities at the Loft, babysitting and home alone courses, Spring Break day camps, seniors' programs, an International Women's Day event, a guided autobiography program, a caregiver course, a dementia workshop, and a presentation on preventing technology-facilitated sexual violence. Over 1,428 participants engaged in these preventative programs.

Outside of regular facility bookings, we hosted several notable events. Cheerific took place in February with more than 1,400 people attending. The Morinville and District Chamber of Commerce Trade Show and Fish & Game Brag Night both took place in April.

T2 Progress and Summary

Morinville successfully advanced community wellness through a variety of events and programs. The event season was in full swing, featuring Festival Days, the Town-Wide Garage Sale, Pride celebrations, Canada Day, National Indigenous Peoples Day, the Community Better Challenge, Summer Day Camps, and the Rock the Rails event. Additionally, efforts to maintain outdoor wellness continued with the upkeep of parks, sports fields, the splash park, and the dog park. At the Morinville Leisure Centre (MLC), the Wellness and Recreation Access Program (WRAP) was introduced, and corporate memberships were added as of August 1 to promote community wellness further. These initiatives reflect Morinville's ongoing commitment to supporting residents' physical and social well-being.

During this period, the MLC had 993 Membership Sales: 3,039 Day Passes Sold, 191 Facility Bookings, and 32 Birthday Party Rentals.

T3 Progress and Summary

Morinville continued to enhance community wellness through diverse programs, services and events that brought residents together. Cultural and recreational events like Alberta Culture Days, the Family Fright Halloween Dance and Lite Up the Nite Christmas Festival engaged thousands, while the MLC Youth Takeover and free FlowPoint Skate encouraged active participation. FCSS initiatives supported residents through programs like Eat Well, Smart Shopping Strategies and Babysitter Training, while also fostering community connections through the Military Living Library, Support Partners Lunch & Learn and volunteer engagement workshops. The Morinville Leisure Centre remained a hub for activity, welcoming 91,683 visitors and hosting 877 arena bookings.

Objective 2.3: Continue to support, collaborate and educate through a multifaceted approach to community crime prevention, safety, and wellbeing

2.3.5	Work with Sturgeon Regional Emergency Management Partnership (SREMP) and Capital Regional Emergency Preparedness Partnership (CREPP) to build capacity and resilience in organizational response	X	X
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T1 Progress and Summary

In March, Administration attended CREPP meetings, followed by SREMP meetings in April. Additionally, Administration met with the SREMP Coordinator to plan upcoming training opportunities, identify gaps, and develop a regional plan.

T2 Progress and Summary

Morinville continued to enhance its emergency management capabilities through key exercises and regional collaborations. In May, an Emergency Coordination Centre (ECC) functional exercise was conducted, followed by an Emergency Social Services (ESS) functional exercise aimed at improving Morinville's readiness and response strategies. Additionally, Morinville was represented at the Sturgeon Regional Emergency Management Partnership (SREMP) and Emergency Management Advisory meetings, further strengthening regional cooperation and capacity building in emergency preparedness.

T3 Progress and Summary

All SREMP municipalities signed the new CREPP agreement, formalizing regional coordination efforts. Disaster response training was enhanced, including position-specific training for key municipal staff and a Planning P workshop hosted in Morinville. Additionally, a letter of support was provided for SREMP's Emergency Management Preparedness Program Grant application, reinforcing Morinville's commitment to building organizational resilience and readiness for emergency response.



GOAL 3: FINANCIAL STEWARDSHIP

Morinville will improve its financial viability while demonstrating value for money.

Objective 3.1: Operational spending and service levels reflect the principles of relevance, efficiency, and effectiveness

#	INITIATIVES	2024	2025
3.1.1	Explore alternate service models for identified community assets (e.g., Morinville Community Culture Centre and Leisure Centre alternate models, community bus, etc.)	Completed	
3.1.2	Review and update budget process to reflect Council's guiding principles	Completed	
3.1.3	Explore and implement service level adjustments to address financial impacts	X	X

T1 Progress and Summary

Snow service levels were assessed following the service level changes approved by Council through the 2024 budget. It was a drier winter than forecasted so the snowfall did not reach the threshold for a residential snow clearing so ongoing analysis on the new service levels will be required.

T2 Progress and Summary

Internal work is ongoing to explore potential service level adjustments to improve efficiency and effectiveness. While further analysis and planning occur, the focus remains on ensuring that Morinville continues meeting residents' needs.

T3 Progress and Summary

Morinville continued to evaluate and implement service level adjustments to address financial impacts while ensuring adherence to policy-defined standards. This included Community Peace Officer support for Gibbons, enhancing regional collaboration and resource efficiency.

3.1.4	Develop a Budget Policy that ensures budgets and associated property tax bylaws are crafted in alignment with Council's strategic objectives	Completed	
3.1.5	Explore collaboration opportunities to leverage budgets	X	X

T1 Progress and Summary

Administration has been coordinating with external community groups on the Skyline renewal capital budget, including Minor Baseball and Slowpitch. The approved capital plan scope of work (for fence and concession repairs) was presented, offering the community groups a chance to propose additional enhancements funded by themselves. Local contributors have stepped up to assist with some project aspects. More updates to come.

Collaborative efforts with regional partners like Sturgeon County and various community non-profits, including the Midstream Society, Victim Services, Morinville Food Bank, Fusion Thrift Store, and Higher Grounds continue. These partnerships help offset the costs of preventive programs for Morinville residents. Notably, the collaboration with Midstream provides additional funds to address the growing needs of the community.

T2 Progress and Summary

We continued to pursue collaborative efforts to enhance service delivery and optimize resource use. Morinville continues to provide Community Peace Officer (CPO) services to Gibbons. Additionally, collaboration with Sturgeon County on procurement processes continued, focusing on the procurement of sanding and salt services with planned implementation in T3. Morinville also leveraged Sturgeon County's expertise to streamline its procurement practices, further demonstrating the value of regional partnerships in achieving cost efficiencies and service improvements.

Objective 3.1: Operational spending and service levels reflect the principles of relevance, efficiency, and effectiveness

T3 Progress and Summary

Morinville continued to explore collaborative opportunities to maximize resources and leverage budgets effectively. Inter jurisdictional collaboration with regional utility partners remained a key focus, strengthening shared service efficiencies. Additionally, FCSS partnered with Midstream Society to support Counselling Connection and Eat Well Workshops, with Midstream subsidizing counselling costs and funding community meals. These partnerships enhance cost-effectiveness while expanding essential community services.

Objective 3.2: Morinville's current and future infrastructure needs are managed with diligent planning and affordable spending

#	INITIATIVES	2024	2025
3.2.1	Identify resource needs for asset management service levels	X	X

T1 Progress and Summary

Asset management continues to be an un-resourced initiative. There are no changes to date on this initiative.

T2 Progress and Summary

Asset management service levels continued to be identified and evaluated. Additionally, resource needs for ongoing asset management efforts have been identified, setting the foundation for future planning and allocation to ensure Morinville's infrastructure is effectively managed and maintained.

T3 Progress and Summary

Condition assessments were completed for signs, alleys, hydrants and sidewalks. We received the draft Building Condition Assessment report, and internal review began with plans to provide feedback in 2025.

3.2.2	Develop a process to review, update and keep current and relevant, all Master Plans and Functional Studies	Completed	
3.2.3	Collaborate with the RCMP on facility needs		X
3.2.4	Develop an integrated planning process (e.g., Area Concept Plan, Area Structure Plans, etc.)	Completed	
3.2.5	Conduct an Offsite Levy review (<i>aligns with Objective 3.3</i>)	X	X

T1 Progress and Summary

Preliminary updates to the Offsite Levy Model, encompassing an evaluation of relevant projects and adjustments to cost estimates are taking place. Concurrently, a new Offsite Levy Reporting Model has been designed and is nearing finalization.

T2 Progress and Summary

Work on the Offsite Levy review continued, though no significant updates can be reported at this time. The project remains in progress as part of ongoing efforts to ensure Morinville's infrastructure planning aligns with future growth and development needs.

T3 Progress and Summary

The project remains ongoing and the annual offsite levy reporting is legislatively compliant.

3.2.6	Develop long-term Operational Plan that both supports Council's vision for Town operations and provides necessary revenue for the Long-term Capital Plan	Completed	
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Objective 3.3: Revenue: Continue to seek and obtain additional sources of revenue to mitigate the financial impact on residents and businesses

#	INITIATIVES	2024	2025
3.3.1	Identify opportunities to generate more revenue and/or new stable funding streams that will help supplement or leverage traditional revenue streams	X	X

T1 Progress and Summary

Our advertising and sponsorship program continues to show promising results in attracting new partners and generating additional income. For example, the Pembina Youth Activate program provides free access for youth at the MLC on Friday nights, supporting community engagement and youth development.

Objective 3.3: Revenue: Continue to seek and obtain additional sources of revenue to mitigate the financial impact on residents and businesses

T2 Progress and Summary

Morinville's advertising and sponsorship program continued to perform strongly, exceeding revenue projections and receiving positive feedback. The Pembina Activate program was expanded, with new hours providing greater access for community members. FlowPoint was confirmed to sponsor free public skating for another season, ensuring this popular community activity remains accessible. The Corporate Wellness Program, a new revenue stream offering membership access, was introduced, further supporting community wellness. A billboard was also installed on Town land near the Morinville Leisure Centre, providing Morinville with additional revenue.

T3 Progress and Summary

Morinville identified new revenue opportunities to supplement traditional funding streams, which included renewing the Atlas Premium Homes sponsorship and establishing a new partnership with GFL, supporting community initiatives and facility operations. FortisAlberta, McDonald's and OK Tire Morinville returned as Lite Up the Nite sponsors and Flowpoint Environmental Systems renewed their sponsorship of the Flowpoint Fun Skate for their second year. Additionally, Morinville welcomed Drayden Insurance as the new sponsor of the Family Fright Halloween Dance.

3.3.2	Identify provision of services to other municipalities (e.g., Community Peace Officers, Fire Services)	Completed	
3.3.3	Explore cost sharing options for new infrastructure with provincial and/or other stakeholders	X	X

T1 Progress and Summary

There is no update at this time.

T2 Progress and Summary

Morinville continued to explore cost-sharing opportunities with provincial and regional stakeholders for new infrastructure projects.

T3 Progress and Summary

Morinville partnered with the Town of Legal, St. Albert and Sturgeon County to share costs for the Oakmont Reservoir & Pump Station Upgrades.

3.3.4	Identify options to improve the use of property taxation and develop a Council approved Tax Policy as part of the overall Budget Policy	Completed	
3.3.5	Investigate opportunities to collaborate with volunteer and user groups on securing grant funding	X	X

T1 Progress and Summary

There is no update at this time.

T2 Progress and Summary

We continued to explore opportunities for collaboration with local user groups. Further engagement with these groups is planned to explore potential opportunities.

T3 Progress and Summary

FCSS and Homeland Housing applied for the Horizon Grant to fund an OMI-Mobii Interactive Projector for seniors' programming. This motion-activated system projects games onto surfaces, promoting cognitive stimulation, mobility and social engagement through touch and gesture movement. It supports brain health, and can reduce isolation and enhance well-being. Grant results are expected by February 2025.

3.3.6	Develop a Corporate Sponsorship Strategy	Completed	
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GOAL 4: ENVIRONMENTAL RESPONSIBILITY

Morinville supports environmental responsibility through regional and local collaboration, innovation, and education.

Objective 4.1: Continue to support local community-driven initiatives that protect and promote the environment

#	INITIATIVES	2024	2025
4.1.1	Advance community efforts related to environmental responsibility (e.g., Pitch-in Community Clean Up, community gardens, Urban Agriculture Plan, Municipal Development Plan, etc.)	X	X

T1 Progress and Summary

Administration held the internal kick-off meeting for the Municipal Development Plan project with successful consultant B&A Studios. Public engagement will begin in T2.

The Growth Management Study was completed and presented to Council. This type of data-based approach to community planning will support responsible and sustainable land stewardship as the community continues to grow.

Planning and disbursement of supplies was undertaken to local schools participating in Pitch-in.

T2 Progress and Summary

Morinville made progress on several environmental initiatives supporting community-driven efforts. The waste audit, in partnership with GFL, continued to inform Morinville's waste management strategy, aiming to improve sustainability and efficiency. Discussions surrounding the lease renewal for the Community Gardens were also initiated. Additionally, work on the Morinville Development Plan remained ongoing.

T3 Progress and Summary

Morinville advanced environmental responsibility initiatives, including launching an operational tree program alongside existing tree planting efforts. Morinville ensured operations aligned with environmental protection regulations and completed sand and salt shed construction, reducing environmental impact by preventing erosion and sedimentation.

Objective 4.2: Educate the public on environmental initiatives, risk assessment and disaster preparedness

#	INITIATIVES	2024	2025
4.2.1	Engage in the exploration of the Edmonton Metropolitan Region Board (EMRB) environmental, social, and governance (ESG) initiative	Completed	



GOAL 5: ECONOMIC DEVELOPMENT

Morinville has a diverse economy with thriving businesses, quality jobs and growing business opportunities.

Objective 5.1: Grow the proportion of non-residential assessment

#	INITIATIVES	2024	2025
5.1.1	Contribute as a regional partner to improve investment readiness	Completed	
5.1.2	Develop and promote Morinville's value proposition (aligns with initiative 3.3.7)	X	X

T1 Progress and Summary

In a collaborative initiative with local developers, Administration launched the More in Morinville multi-media promotional campaign and website. The website serves as a landing page for prospective residents, visitors, and investors. It is a platform to promote Morinville's value proposition and will continue to be updated and refined as supporting materials like the Growth Management Study are developed.

T2 Progress and Summary

Morinville continued to promote its value proposition through a series of business and community engagement initiatives. The "More in Morinville" campaign was actively promoted, including a successful developer block party that fostered collaboration and showcased development opportunities. Mayor Boersma participated in the Urban Development Institute (UDI) luncheon, further strengthening regional relationships and promoting Morinville as an attractive destination for investment. Additionally, we engaged with businesses and the community through regional events, supporting ongoing efforts to build strong partnerships and attract new development to the area.

T3 Progress and Summary

Morinville continued to develop and promote its value proposition by advancing key economic initiatives, including hosting the EMRB Committee of the Whole, featuring local businesses. Additionally, Council approved the Coeur Development Tax Incentive, reducing barriers to infill commercial and mixed-use development, helping to create a more competitive and balanced development environment.

5.1.3	Target complimentary sectors/markets for development attraction	X	X
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T1 Progress and Summary

Administration launched the retail gap and complimentary sectors project. This will be a key tool for promoting the community and providing businesses with the data they need to make an investment decision.

Administration continued to contribute to the work of the Collaborative Economic Development initiative.

T2 Progress and Summary

Morinville advanced its efforts to attract business investment with the Retail Gap and Complimentary Sector Analysis. This analysis was conducted to help support the development of underrepresented sectors and identify new opportunities for business growth within the community. Additionally, Morinville responded to a Request for Information (RFI) from Edmonton Global, which led to a site visit for a local business, showcasing Morinville's potential as a desirable location for investment.

T3 Progress and Summary

The Retail Gap and Complementary Sector Analysis was finalized, providing insights to attract new businesses based on input from Morinville's community members (including residents and current businesses).

Objective 5.2: Support the expansion and retention of existing businesses while attracting new commercial and light industrial

#	INITIATIVES	2024	2025
5.2.1	Explore potential incentives to spur growth (e.g., CED -collaborative economic development)	Completed	
5.2.2	Research feasibility and implications of a non-residential split assessment to mitigate impacts to small business	Completed	
5.2.3	Investigate sub-class mill rate options	Completed	
5.2.4	Investigate partnerships or incentives to support broadband	Completed	

Objective 5.3: Support and collaborate through a multifaceted approach to leverage resources and opportunities for our business' success

#	INITIATIVES	2024	2025
5.3.1	Collaborate with the business community and associations on activities to support expansion and retention of Morinville businesses	Completed	
5.3.2	Launch the Mayor's Business Advisory Council around budget engagement 2023	Completed	
5.3.3	Conduct a review of the Municipal Development Plan	X	X

T1 Progress and Summary

Administration held the internal kick-off meeting for the Municipal Development Plan project with successful consultant B&A Studios. Public engagement will begin in T2.

T2 Progress and Summary

Public engagement for the Municipal Development Plan (MDP) continued through various community events, including farmers markets, Rock the Rails, and the splash park, allowing residents to provide input on Morinville's future development. Additionally, a community survey was conducted to gather broader feedback from the public, ensuring that all voices were heard in the planning process. Additionally, Council interviews and engagement with Administration were conducted to gather further insights and perspectives, helping to shape the future of the MDP.

T3 Progress and Summary

Public engagement on the Municipal Development Plan (MDP) continued in T3 with a focus on special interest groups. Events occurred throughout September, including presentations to the Chamber of Commerce, Farmers Market attendees and community groups. Feedback indicated strong support for economic development, community enhancement and long-term planning efforts. By the end of October, Phase 2 public engagement wrapped up, which led to the creation of the draft Community Profile, Expectations and Direction Statements. Engagement results were shared with Council, after which a meeting of the Internal Technical Committee refined the draft Priorities and Future Initiatives for the MDP. Engagemorinville.ca continues to be the hub for all engagement opportunities.



GOAL 6: COLLABORATIVE RELATIONSHIPS

Morinville is a trusted and valued partner in regional and community stakeholder collaboration.

Objective 6.1: Build and strengthen relationships with Indigenous and Metis peoples to collaborate on shared interests, opportunities and concerns

#	INITIATIVES	2024	2025
6.1.1	Administration to work with Task Force to identify shared interests and opportunities (e.g., review the Truth and Reconciliation Commission of Canada: Calls to Action and identify opportunities for the Town of Morinville, economic development, Indigenous Peoples' Day, Fire Services Agreement)	X	X
T1 Progress and Summary			
There is no update at this time.			
T2 Progress and Summary			
Morinville continued to strengthen relationships with Indigenous communities through several key initiatives. Mayor Boersma hand-delivered a letter to the Chief, inviting participation in the Municipal Development Plan (MDP) engagement process, further promoting collaboration on shared community goals. The Mayor and Council also participated in significant cultural events, including Indigenous Peoples Day, Alexander First Nation's Pow Wow Days, and Treaty 6 Recognition Day celebrations, reflecting Morinville's commitment to honoring Indigenous culture and traditions. Additionally, Mayor Boersma represented the Town at an Edmonton Metropolitan Region Board (EMRB) event, enhancing regional collaboration efforts.			
T3 Progress and Summary			
Work progressed with the Task Force to identify shared interests, including opportunities related to Truth and Reconciliation, economic development and Indigenous engagement. The regional CPO contract with Gibbons was approved for expansion in 2025. The Morinville Fire Department attended the Alexander First Nation Fire Hall Grand Opening, fostering discussions on leadership and support opportunities. Additionally, a Memorandum of Understanding on jurisdiction was established with Enforcement Services, reinforcing regional cooperation and service alignment.			
6.1.2	Investigate opportunities to integrate Indigenous culture into Town facilities, practices, programs and services	X	X
T1 Progress and Summary			
There is no update at this time.			
T2 Progress and Summary			
Morinville took further steps to honour and recognize Indigenous culture by incorporating land acknowledgments at key town facilities. Land acknowledgments were posted during events held at the Morinville Leisure Centre (MLC), Morinville Community Cultural Centre (MCCC), and Town Hall.			
T3 Progress and Summary			
Morinville continued efforts to integrate Indigenous culture into facilities, practices, programs and services. Land acknowledgments were consistently displayed at events and spoken by emcees at major gatherings, including the Family Fright Halloween Dance and Lite Up the Nite Christmas Festival. Additionally, an Indigenous beading program was offered in the fall, providing a hands-on cultural learning experience for the community. These initiatives reflect Morinville's ongoing commitment to recognition, education and reconciliation.			
6.1.3	Explore opportunities for joint administration meetings, Memorandums of Understanding and/or collaboration and support with Alexander First Nation	X	X

Objective 6.1: Build and strengthen relationships with Indigenous and Metis peoples to collaborate on shared interests, opportunities and concerns

T1 Progress and Summary

There is no update at this time.

T2 Progress and Summary

Morinville provided valuable assistance to Alexander First Nation by supporting a recruitment process.

T3 Progress and Summary

The Alexander First Nation/Morinville Joint Partnership Task Force met in September to continue its work toward a relationship agreement and discuss opportunities for further reconciliation.

Objective 6.2: Identify and implement opportunities with regional partners to achieve cost savings and service efficiencies for both

#	INITIATIVES	2024	2025
6.2.1	Identify opportunities to develop mutually beneficial agreements with regional partners	Completed	
6.2.2	Implement a procurement support agreement with Sturgeon County	Completed	
6.2.3	Collaborate with Sturgeon County on similar purchasing opportunities	Completed	
6.2.4	Review options for shared resources, facilities, or other opportunities to reduce and share costs	X	X

T1 Progress and Summary

Work is ongoing with regional municipalities to identify opportunities for collaboration and cost reductions.

T2 Progress and Summary

Work is ongoing with regional municipalities to identify opportunities for collaboration and cost reductions. One example of this is an ongoing collaboration with Sturgeon County on procurement processes focusing on the procurement of sanding and salt services with planned implementation in T3.

T3 Progress and Summary

The Community Bus provided transportation for Alexander First Nation youth to the Pembina Youth Activate program at the Morinville Leisure Centre, enhancing access to recreational opportunities for this group. Additionally, FCSS partnered with Sturgeon County and Alexander First Nation to host a Truth and Reconciliation program at the Morinville Community Cultural Centre and collaborated with Sturgeon County for the seniors conference in October. These partnerships support efficient service delivery while strengthening regional collaboration.

Objective 6.3: Strengthen relationships with community stakeholders through enhanced communication and engagement

#	INITIATIVES	2024	2025
6.3.1	Build understanding of Council's Strategic Plan with community groups and explore ways to create alignment	Completed	

T1 Progress and Summary

Updated strategic planning was undertaken with Council to finalize direction for the Strategic Plan for the next couple of years.

6.3.2	Conduct a review of municipal agreements with impacted parties	X	X
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T1 Progress and Summary

There is no update at this time.

T2 Progress and Summary

Ongoing work continued under the objective of reviewing municipal agreements with impacted parties.

Objective 6.3:
Strengthen relationships with community stakeholders through enhanced communication and engagement

T3 Progress and Summary

Morinville continued reviewing and updating municipal agreements with regional partners to enhance collaboration and service delivery. Key milestones included the signing of the Sturgeon Fire Services Agreement amendment and the Sturgeon County and Morinville Peace Officer Jurisdiction Agreement. The Gibbons CPO agreement was renewed, with a new agreement planned for 2025. While the Sturgeon Recreation Cost Sharing Agreement ends in 2025, notable progress was made, including the raising of the Sturgeon County flag and completion of data reporting. Additionally, work on the Joint Use Planning Agreement, including maintenance schedules and mapping, remains on track for 2025 completion.

6.3.3	Leverage the Community Services Advisory Committee to strengthen relationships	Completed	
6.3.4	Enhance utilization of Engage Morinville website	X	X

T1 Progress and Summary

The Engage Morinville platform was used for engagement opportunities, including Council Remuneration Committee Recruitment and the Morinville Municipal Development project.

T2 Progress and Summary

The Engage Morinville platform continued to be an essential tool for facilitating public engagement on various initiatives. It was effectively used for the Budget 2025 engagement process, Municipal Development Plan (MDP) engagement, and the recruitment of members for boards and committees. Additionally, the platform hosted event surveys and supported the recruitment of the Council Remuneration Committee.

T3 Progress and Summary

The Engage Morinville platform continued to serve as a central hub for public engagement, providing community members with key updates and opportunities to provide input in Morinville's initiatives. The platform featured engagement updates for the Municipal Development Plan, a new initiative of sending an Older Adults Newsletter, promotion for Boards and Committees recruitment, and an opportunity to provide post-event feedback on the Lite Up the Nite Christmas Festival.

Strategic Plan Progress Report: T3 Highlights

September to December, 2024



Lite Up the Nite Christmas Festival

The 2024 Lite Up the Nite Festival was a fantastic celebration, bringing Morinville's community together for events and activities for all ages.



Morinville Business Openings

Morinville celebrated multiple business openings in the fall of 2024, expanding local offerings and enhancing community amenities. Notably, some of these openings marked major achievements of transitioning home-based businesses into storefronts. Pictured above are the grand opening ceremonies for Shoppers Drug Mart and Power of Touch.



Morinville & District Chamber of Commerce luncheon

Mayor Boersma highlighted Council's strategic priorities, economic growth and fiscal sustainability efforts at the Morinville & District Chamber of Commerce luncheon.



100 Avenue & Grandin Drive Signalization Project

The completion of this project improved traffic flow and pedestrian crossings, enhancing safety at this key intersection.

T3: Automated Traffic Enforcement (ATE)

September	October	November	December
School/Playground Zones 33 violations 5.98 hours 38% hours operated Speed Zones 28 violations 9.85 hours 62% hours operated	School/Playground Zones 22 violations 10 hours 51% hours operated Speed Zones 22 violations 9.63 hours 49% hours operated	School/Playground Zones 8 violations 3.33 hours 40% hours operated Speed Zones 9 violations 4.08 hours 60% hours operated	School/Playground Zones 0 violations 0 hours 0% hours operated Speed Zones 0 violations 0 hours 0% hours operated <i>*ATE reporting was disrupted in December 2024, so data could not be captured.</i>



Morinville

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