



Town of  
**Bon Accord**  
building for tomorrow

# 2022 – 2026 Strategic Plan

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# TOWN COUNCIL



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# MAYOR'S MESSAGE



On behalf of the Town of Bon Accord Council and staff, I am pleased to present our 2022 – 2026 Strategic Plan. This plan was developed in collaboration with our residents in 2018, and their desires to build a strong future for our great Town are still reflected in our newly updated plan. The priorities presented in this plan are the road map to our future. Over the next 5 years, Council and staff are committed to adhering to these key priorities that will secure steady growth, continue to provide a safe, connected and attractive community, maintain and improve all infrastructure in a fiscally responsible manner, continue to build strong, sustainable relationships to enhance municipal programs and services, and work towards building a strong, positive identity as an environmentally progressive, family oriented, welcoming community.

We as Council and staff will hold true to our values with responsible planning and management of our resources.

Respectfully,

Mayor Brian Holden

# VISION | MISSION | VALUES

## VISION

The Town of Bon Accord promotes a prosperous, residential, and industrial growth community while maintaining a hometown feeling.

## MISSION

To promote and improve our quality of living, enhance our sense of community, and preserve the integrity of our hometown values while growing into a Town that is diverse, prosperous and welcoming to new residents, businesses and visitors.

## VALUES

### INTEGRITY

A Town of great moral character that promotes consistency, truthfulness, and trust.

### PROFESSIONALISM

Administration and Council manage the affairs of Bon Accord in a competent, reliable manner, to maintain a safe and prosperous community to work and live.

### TRANSPARENCY

Open and accountable to our residents and encourage open communication.

### COLLABORATION

Discussion is welcome from all levels of government, neighbouring municipalities, residents and businesses in the Town, the place we call home.

### STEWARDSHIP

Administration and Council embody the responsible planning and management of our resources.

### SERVICE EXCELLENCE

Administration and Council strive for the highest standard of service delivery and governance.



# KEY PRIORITIES

The purpose of the strategic plan is to set overall goals for the community and develop a plan to achieve them. As we move forward, it is important to keep these priorities top of mind.

The strategic planning process identified five key priority areas for 2022-2026:

- 1. Economy**
- 2. Community**
- 3. Infrastructure**
- 4. Identity**
- 5. Collaboration**



**The Town of Bon Accord is committed to achieving steady growth through residential, commercial and industrial development.**

## GOALS

- Develop innovative and creative strategies to create new residential, commercial, and industrial growth.
- Sell/develop Town-owned properties and investigate the potential for purchase of additional Town properties.
- Develop strategies to attract developers (investigating the opportunity to have shovel ready property).
- Attract fast food establishments by leveraging the potential for highway traffic revenue in the business district.
- Enable seniors to stay in the community by developing support programs, facilities, and services.
- Revitalize existing recreational infrastructure and develop a new outdoor recreational youth facility to attract new residents to Bon Accord.

## STRATEGIES

### Strategic Actions

- Conduct a community needs assessment/survey to guide planning for seniors' programs, facilities, and services as well as community recreational needs.
- Analyze results of community needs assessment to develop a plan that includes grant opportunities and funding strategies.
- Identify potential new business needs/opportunities for Bon Accord and seek out investors or business owners including possible fast food establishments.
- Market Town-owned lands; identify new, cost-effective marketing strategies for Town-owned land.
- Investigate potential opportunities and capacity to purchase additional land.
- Attract new residents by working with local industry partners to develop Bon Accord information packages for new employees looking to move and work in the area.

The residents of Bon Accord live in a safe, connected, and attractive community.

## GOALS

### *Safety*

- Continue to work closely with the RCMP to support joint community safety initiatives, crime prevention, and enhanced police presence/visibility in Bon Accord.
- Conduct a bylaw review with Sturgeon County bylaw services to determine if bylaw amendments are required.
- Continue to support fire services by collaborating on fire safety awareness and initiatives as well as fostering a strong working relationship with the fire department as a vital community safety partner.

### *Connection*

- Continue to develop enhanced public communication strategies to ensure that residents are well informed of community events, programs, and services.
- Continue to foster strong relationships with non-profit and/or community organizations.
- Continue to offer community events, programs and services that create opportunities for community connections and encourage volunteerism.
- Continue to provide opportunities for public engagement and input.

### *Attractive*

- Continue to support and promote Communities in Bloom initiatives by maintaining annual funding and developing opportunities for collaboration or partnership with the CiB volunteer group.
- Encourage residents to maintain tidy and attractive properties.
- Continue to support community events such as Pitch-In.

## STRATEGIES

### Strategic Actions

- Invite RCMP to provide quarterly reports to Council, support RCMP Town Hall meetings, and initiate “Coffee with a Cop” session.



- Community Services staff to liaise with RCMP on community safety initiatives or programs.
- Continue to promote and develop the Neighborhood Block Party Program as a community safety and connection strategy.
- Town staff will endeavor to meet quarterly with Sturgeon County Bylaw services to review bylaws, discuss community trends and public education opportunities.
- Investigate opportunities to partner regionally to increase bylaw enforcement services.
- Community Services staff to meet with the Communities in Bloom (CiB) group a minimum of twice per year (spring and fall) and invite CiB volunteers to present a yearly update to Council.
- Continue to recruit Community Services Advisory Board members with the goal of achieving a full board (9 members) to provide input and recommendations on community events, programs, and services.
- Community Services staff will endeavor to meet bi-annually with community organizations to share information, encourage communication and find opportunities for collaboration or partnerships to achieve community needs.
- Continue to seek out opportunities to enhance public communications in each department area.

**The Town of Bon Accord is maintaining and improving all infrastructure in a fiscally responsible manner.**

## GOALS

### *Assessment and Planning*

- Review engineering recommendations for existing core infrastructure and develop plans for implementation using a multi-phased approach.
- Assess community recreation infrastructure and solidify plans for future recreational infrastructure.
- Revisit the Gateway Plan on curbside appeal.
- Continue to assess core infrastructure for needed maintenance and upgrade requirements.

### *Funding Strategies*

- Research provincial, federal and industry grants available to support infrastructure projects and improvements.
- Implement a comprehensive asset management plan including preventative maintenance programs.
- Implement continual improvement strategies including a service inventory, annual fees and charges review, alternate service delivery options and long term tax strategy.
- Develop funding strategies such as facility naming and sponsorship opportunities including a marketing plan.

## STRATEGIES

### Strategic Actions

- Implement the asset management plan and reflect this plan in operational budgets (preventative maintenance) and capital budgets (replacement or improvement projects).

**Bon Accord has a strong, positive identity as an environmentally progressive, family oriented, welcoming community.**

## GOALS

### *New Branding Strategy*

- Develop a revitalized logo that reflects the priority statement.
- Plan for promotion of the refreshed logo.
- Seek out innovative marketing and promotion strategies for development of the brand.

### *Environment*

- Continue to seek out opportunities to support environmental protection initiatives and improvements.

## STRATEGIES

### Strategic Actions

- Identify affordable and effective marketing tools. For example, promotional brochures or radio advertising.
- Partner with local and regional businesses to support high profile events. For example, capitalize on strengths by promoting identity through unique businesses, features (Centennial Park), and events such as holding an annual market and trade show, and Music in the Park.
- Promote community events and achievements broadly to local and regional media sources.
- Increase visibility of Bon Accord by widely distributing branded items through various purchasing and award programs.



**The Town of Bon Accord has strong, sustainable relationships to enhance municipal programs and services.**

## GOALS

- Continue to build strong relationships with community organizations, local businesses, and private stakeholders to identify opportunities for collaboration.
- Promote community engagement, buy-in and involvement in community programs, events, and services.
- Review existing service agreements and explore opportunities with municipal partners to achieve enhanced programming and service levels for residents.
- Advocate to provincial and federal levels of government to address community needs.

## STRATEGIES

### Strategic Actions

- Contact local business and industry partners to encourage community involvement and sponsorship.
- Participate in annual business mixer event to encourage local business in the region to engage in Bon Accord development.
- Facilitate meetings with local MLA, MP and provincial or federal Ministers to discuss funding opportunities and support for community projects.
- Initiate discussions with regional municipalities to develop additional regional services such as seniors' transportation and programming for youth.

# SUCCESSSES & ACCOMPLISHMENTS

## 2018 - 2022

- ✓ Asset Management grant funding received and implementation of first phase of asset management plan
- ✓ The completion of the solar farm with sheep providing natural, no-cost maintenance when possible
- ✓ Return of community programs, events and FCSS support services
- ✓ Re-establishment of the Community Services Advisory Board
- ✓ Successful application for summer student grant funding
- ✓ New three bay commercial development achieved in downtown core
- ✓ Future development of cannabis production and distribution facility
- ✓ Two new residential developments
- ✓ Enhanced relationship and communication with the RCMP
- ✓ Enhanced public participation opportunities through Council Community Connections events
- ✓ New Skateboard Park equipment
- ✓ Completion of road assessment and implementation of annual road rehabilitation program
- ✓ Completion of engineering studies to assess core infrastructure including Wetlands (stormwater management), Arena engineering assessments, and Stormwater Management Plans
- ✓ Successful completion of the Municipal Accountability Program Review by Municipal Affairs
- ✓ Successful grant funding application for EV Charging Stations

