



# Mayerthorpe Sustainability Plan

**August 23, 2010 (version 1.5.1 – adopted by Town Council)**

*A collaboratively-developed community plan for the future of Mayerthorpe*



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**2010, Town of Mayerthorpe**

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## Greetings from the Mayor

On behalf of the Council and myself, I'm pleased to introduce you to the written work of the Citizens Advisory Group for the Town of Mayerthorpe. This project has been examining the Town in relation to the subject of sustainability. When I went to the internet and looked up sustainability, there were over 34,000,000 sites that could be visited. Sustain is a powerful word and when you stop to think about the action of sustaining in relation to a community and the activities that are undertaken by the community, it is little wonder that a group effort was required.

Your Town Council approved a staff member to work on this project along with support from the Alberta Urban Municipalities Association. These two individuals worked with representation from Council and appointed representation from various professionals and people who live in Mayerthorpe. Hence, you have an opportunity, as you review this working document, to see what a sustainable community looks like from the eyes of youth, as well as the more seasoned person, a police officer, a fire officer as well as a health care provider, the teacher, the student, from your next door neighbour and the person who just moved to town a few months ago. It is a cross-section of people who care about the environment that they live in and are taking a glimpse at the past to pave the way to the future. That is what the subject of sustainability is all about. In many cases you can provide the brick and mortar for a project, but there is more – will people use the facility? Will enough dollars be available to cover the day to day cost of the project? Will the program be good for the environment and the social fabric of the community? Will there be leadership to ensure best practices in organization of the users? Many of us can relate to the one room school house – it was not sustainable and is now a thing of the past. When you answered “yes” to the above questions (the project) should be sustainable!

As I said, this is a work in progress and will require your feedback today and tomorrow. Your participation to date has been appreciated and the Council of today and tomorrow look forward to your ongoing interest and continued input into ensuring that Mayerthorpe remains sustainable as “Everybody’s Community”.

Thank you for taking the time to review or browse through this document that has been detailed on the following pages. A special thanks to all volunteers who participated in the many meetings of “community sharing of thoughts, ideas, and persistence” to offer this document for your reaction and for your Council, the governance body, whose deliberations and consideration will determine a sustainable and feasible direction for all of us, the residents of the Town of Mayerthorpe.

## **Acknowledgements**

The development of the Mayerthorpe Sustainability Plan has been supported by the following groups and individuals, and most importantly, by the residents of Mayerthorpe and the surrounding areas who engaged in the planning process.

### **Citizens Advisory Group (CAG)**

The Citizens Advisory Group was set up in the summer of 2009 to guide the development of the Mayerthorpe Sustainability Plan. 13 individuals, including two members of Town Council, were appointed to this committee and tasked with representing the diverse views of the residents of the Mayerthorpe community. Throughout this plan's development process, the Citizens Advisory Group met over a dozen times and collectively volunteered over 1,000 hours of their time to guide the future of the community. The members of the Citizens Advisory Group are:

Randy Schroeder, Chairperson	Glen Wilcox, Councillor
Anna Greenwood	Kathy Follett
Carter Masterson	Mark Mathias
Chelsea Schroeder	Michael Suchocki
Dana Kroetsch	Shirley Croken
Don Perdue	Tanner Daniels
Doug McDermid, Mayor	

### **Administration Team**

Karen St. Martin, Chief Administrative Officer, Town of Mayerthorpe  
Sylvia Krikun, Economic Development Officer/MSP Coordinator, Town of Mayerthorpe

### **Project Facilitation Team**

Kai C. So, Regional Sustainability Coordinator, Alberta Urban Municipalities Association  
Joanne McGill, Provincial Coordinator – MSP Initiatives, Alberta Urban Municipalities Association

### **Photography Contributors**

Tammy Bell, Gary Lewchuck, Marlene Petersen, Helen Glowach, Roy Barker

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## Greetings from the Citizens Advisory Group Chairperson



It has been a great honour serving as chairperson for the Citizens Advisory Group for the Mayerthorpe Sustainability Plan. Joining with a caring group of people as diverse as our group to serve the common good of the community has been rewarding, educational, and uplifting in discovering the many wonderful opportunities our community could achieve in the years to come.

During the process of this plan's development, the commitment demonstrated by the people of this (your) committee in wanting to see Your Mayerthorpe thrive in the years to come has been nothing short of inspirational. Their ideas being reflective of the concerns of both young and old members of our current community are well represented in the creation of the sustainability plan for Mayerthorpe going forward. We discovered this is a unique opportunity for our community to work together to build the future we identify for ourselves.

To build this undiscovered future as prescribed in this plan, we need to adopt positive thinking and collaboration, and we each need to do our part – whether as a parent, a citizen, a businessperson, or in government – or any of the countless roles we all play to contribute to making life in Mayerthorpe something special. To provide the foundation of success for Mayerthorpe, we all need to positively contribute to our community by sharing a wealth of knowledge, networking, and collaboration and, by cooperating with one another we can build tomorrow with the vision we have today.

The completion of the Mayerthorpe Sustainability Plan is only the beginning. This plan must be at the forefront of future decision-making, continually used to help the future citizens of our community to make decisions and develop partnerships, and act as a valuable tool in the development of our community over the next 25 years.

I am convinced with your help, your knowledge, and your insight, that collectively all of us will make an incredible difference in our community.

**Randy Schroeder**

Chairperson

Mayerthorpe Citizens Advisory Group

*"We must become the change we want to see."*

- Mahatma Gandhi

## Introduction

In 2009, the Town of Mayerthorpe started the process to prepare a municipal sustainability plan. This initiative was started in conjunction with a regional sustainability plan project led by the Grande Alberta Economic Region and the Alberta Urban Municipalities Association in response to the increasing concern about long-term prospects for rural communities in Alberta, to legislated requirements required of Albertan communities that participate in the federal Gas Tax Fund program<sup>1</sup>, and to broad societal interest in pursuing a more sustainable future.

While the initiative to prepare a municipal sustainability plan has been spearheaded by Town Council, it is widely acknowledged that a broad interpretation of the term “community” would be used. This recognizes the many economic, social, and environmental linkages between those who choose to live in the town and those who choose to live in the area around the town.

This document, referred to as the Mayerthorpe Sustainability Plan, is the result of many hours of effort by community members to chart a path towards their desired future as a more sustainable community.

### **What is a Community Sustainability Plan?**

A community sustainability plan is a long term (25 years), broad strategic guide on how a community can manage its activities and resources with the goal of creating a more sustainable community and future. It involves the creation of a common understanding of the future the community desires (the vision). It sets out actions and priorities intended to help reach the desired future. It is intended as a guide that can be used by individual community members and their households and businesses, by community organizations, by the non-profit and for-profit sectors of the local economy, and by our local government.

The community sustainability plan does not replace the many other plans that already exist in the community. Existing plans include Town Council’s Strategic Plan, the Land Use Bylaw, and the long-term capital plan among many others. The Mayerthorpe Sustainability Plan provides a common linkage for existing plans, future changes to existing plans and new plans that may be established. In this way it acts as an umbrella type plan that can be referred to and used by all in the community.

Moving towards the sustainable community described in this plan will take time, effort in the form of more detailed assessment, planning and development of programs, and patience. It will also require the wise investment of resources (funding, time and volunteer effort) to implement the various actions suggested in the plan.

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<sup>1</sup> The Gas Tax Fund is formally known as the Canada – Alberta Agreement on the Transfer of Federal Gas Tax Revenues Under The New Deal for Cities and Communities.



## **What is Sustainability and Sustainable Development?**

A commonly referenced definition of sustainable development comes from the World Commission on Environment and Development (also known as the Brundtland Commission), which states that sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their needs.

When sustainable development is applied to the context of a community, sustainable development refers to creating communities that are capable of improving the quality of human life of its residents while its residents live within the carrying capacity of the local supporting eco-systems. This means balancing the demands placed on resources in a manner that enables current and future community members to enjoy an acceptable quality of life and range of opportunities.

Sustainability refers to understanding the interconnections and continuity of economic, environmental and social aspects of human society and the non-human environment. It requires a systems approach to managing issues and making decisions

## **Five Pillars of Sustainability**

In Alberta, the Alberta Urban Municipalities Association and its member municipalities have adopted a comprehensive view of sustainability with five pillars or dimensions. The dimensions - cultural, economic, environmental, governance and social can be viewed at independently or in an integrated fashion.

Every decision made in the community will involve consideration of several of these dimensions. For example, a decision on infrastructure policies can have social, as well as economic and environmental implications. The choices that each resident, business or Council makes will have an impact on the resources available as part of the natural environment and other limited resources such as financial capacity and human resources.

## **The Planning Process**

The planning process used to develop the Mayerthorpe Sustainability Plan came from the Alberta Urban Municipalities Association's Comprehensive Guide for Municipal Sustainability Planning and encompassed a combination of community-driven strategic planning and community engagement through a variety of media.

The AUMA sustainability planning process comprised of five basic steps starting with the development of a vision for the community and descriptions of success for a number of different community issues. It was then followed by an assessment of the current reality in the community, a proposed list of actions

needed to bring the community from today to the vision and finally, the beginning of the implementation and monitoring stage.<sup>2</sup>

## **Community Engagement**

Initial community engagement came from focus groups with students from the Mayerthorpe High School in May and June 2009 and at a public open house in June 2009. Further feedback was sought through surveys that were distributed in print form with utility bills and in the local newspaper throughout the fall. A second and final open house was conducted in June 2010 that presented the core elements of the plan to the community and opportunity was given to residents to vote and give their preferences for priorities in the community.

During the entire development of this plan, over 80 people participated in the surveys and events hosted to gather feedback into the planning process.

## **Terms found in the Plan**

<b>ANC</b>	Alberta Newsprint Company
<b>AUMA</b>	Alberta Urban Municipalities Association
<b>CAG</b>	Citizens Advisory Group
<b>CN</b>	Canadian National Railway
<b>GAER</b>	Grande Alberta Economic Region
<b>LEED</b>	Leadership in Energy and Environmental Design
<b>MPL</b>	Mayerthorpe Public Library
<b>MSP</b>	Municipal Sustainability Plan
<b>NGRD</b>	Northern Gateway Regional Division
<b>PVC</b>	Polyvinyl Chloride
<b>RCMP</b>	Royal Canadian Mounted Police

## **Structure of Plan and How to Use It**

The Mayerthorpe Sustainability Plan contains several key elements that are meant to communicate the overall intent of the community's initiative to become more sustainable in as concise a manner as possible. The major elements of the document reflect the broad steps of the process that were used to create the various desires and action plans. More information about the process that was used can be found in Appendix A.

The first major element of the Mayerthorpe Sustainability Plan is the vision of what the Mayerthorpe community would be like in the future as it progresses to become a sustainable community. As the community looks further into the details of how to become sustainable, there will be differences of

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<sup>2</sup> A more detailed explanation of the sustainability planning process is available at [www.msp.auma.ca](http://www.msp.auma.ca)

opinion on how best to proceed. The purpose of the vision is to give the community a common starting point for these discussions and a shared desire to make the vision happen.

The second major element is a series of broad strategy areas. A total of five topic areas were identified to further elaborate the community's desired future and the creation of action plans. These five strategy areas appear in no particular order, following the vision.

The core content for each topic area consists of the following:

1. A detailed description of future success that builds on the broad vision but specific to the strategy area,
2. A summary of what is or what is perceived as the current reality or starting point,
3. A series of actions meant to move the community towards the desired future, and
4. A set of measures intended to be used in gauging progress in one or more action areas over the coming years.

The nature of sustainability means that there is overlapping considerations in any decisions and course of action. This plan presents material in several strategy areas and, while an attempt has been made to avoid too much duplication, there may be some overlapping ideas. Also, thoughts and ideas may appear in one strategy area even though they have potential linkage to several others. For this reason it is important to treat the plan as a "whole" rather than just focusing on the individual topic discussions. It is important to point out that the process to prepare this plan involved many volunteers and perspectives. Research and discussions took place at a "high level" in order to capture the essence of ideas for future improvement. This means that the segments on the current reality may be more perceived than real. It also means that each of the actions laid out in the plan are not necessarily ready to go "off the shelf." In most cases, more detailed investigation, discussions with stakeholders and plan or program development is required before firm commitments can be made to implement or move forward on an action.

The third major element of the plan is a preliminary discussion on implementation. This can be found after the topic areas. Some of the action items put forward may require minor adjustments to achieve and others will require a substantial commitment of resources. This section provides some guidance on where to start and how to track and monitor progress over the coming years.

**Vision:**

*"We are committed to creating a sustainable, viable community, embracing new ideas with a strong belief in Mayerthorpe's future growth."*

**Vision:**



## Strategy Areas

Community Design

Infrastructure

Social Services

Culture and Recreation

Leadership and Prosperity

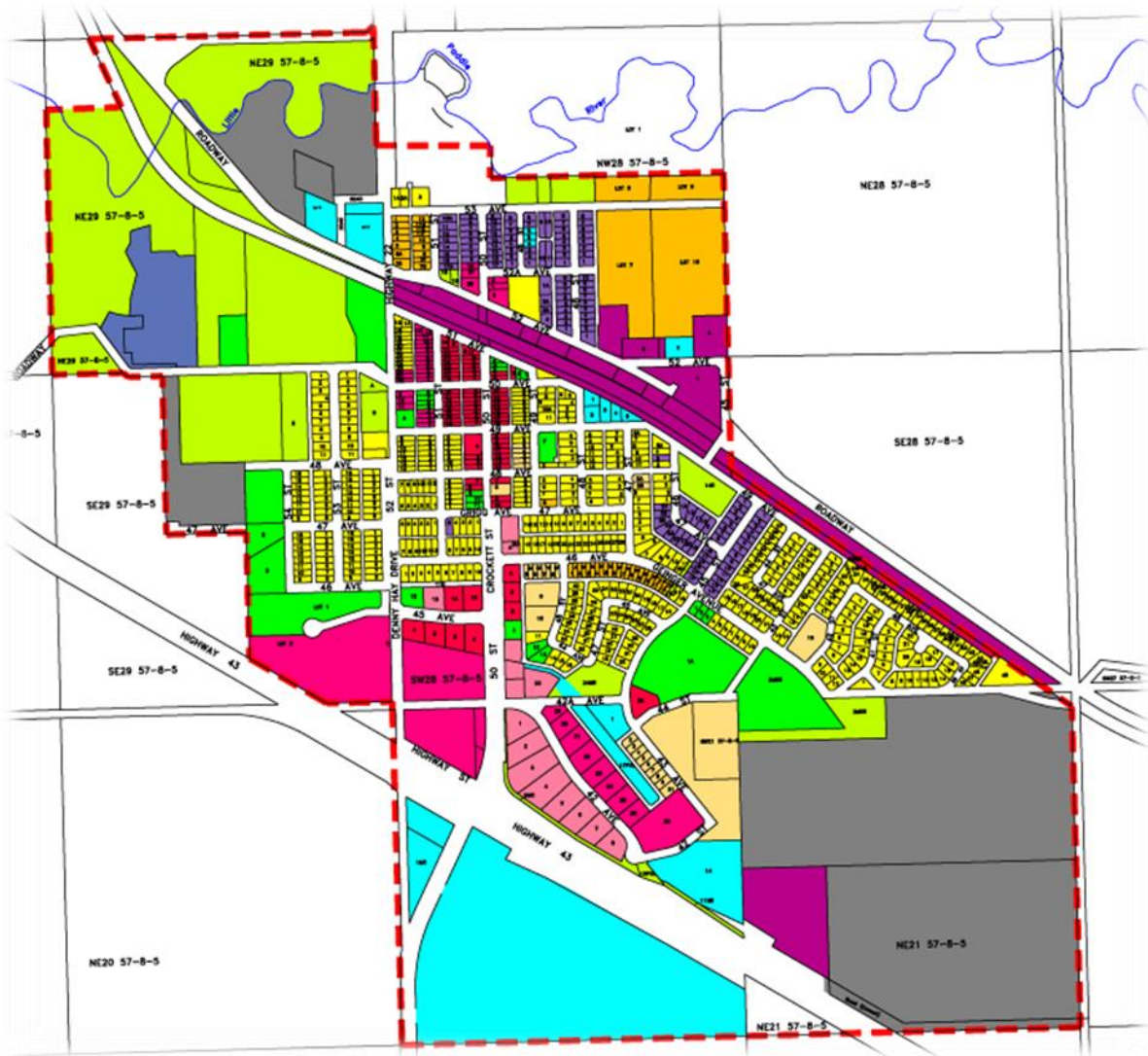
**Community Design** refers to the ways in which Mayerthorpe, as a community, develops and renews its buildings, neighbourhoods, and facilities that will contribute to making Mayerthorpe unique, livable, and sustainable. "Community Design" also refers to the planning and development and how it impacts the availability and affordability of housing in the community.

**Culture and Recreation** refers to the arts, culture, and recreation found within the community and how such activities should be supported, enhanced, and delivered, and how they will stimulate and support the transition to sustainability in Mayerthorpe. Community heritage is also included in the arts and recreation strategy areas.

**Infrastructure** refers to the physical infrastructures that provide essential services that meet the basic water, energy, waste, and communication needs for the community. These basic services include, but are not limited to, water and wastewater, electricity, telecommunications, waste, and food supply systems.

**Leadership and Prosperity** refers to how the community is governed, how a strong, local economy can be developed and maintained, and how cooperation and collaboration between governments, businesses, community groups, and residents can be used toward achieving common goals.

**Social Services** refers to facilities, programs, and services that fulfill the educational, health, and social needs of the community.



## Strategy area: Community Design

### Goals:

1. Our residents are able to afford the products and services that the community has to offer that will enable them to enjoy their chosen lifestyle.
2. Decent and affordable accommodations for permanent and temporary residents will be available.
3. Our community will be aesthetically pleasing and people-friendly to all residents and visitors.
4. Neighbourhoods will be pedestrian-friendly and safe for cyclists
5. Our community protects and, where possible, restores ecosystem integrity and biodiversity in all natural areas.
6. An ecologically functioning and viable network of critical natural areas is protected and, where possible, restored.
7. Good air quality will be maintained and pollution minimized.
8. Pesticide and herbicide use will be minimized, if not totally eliminated.
9. Healthy streams, rivers, lakes, and wetlands will support thriving populations of fish, wildlife, and aquatic invertebrates.

## Community Design – The Current Reality: What’s happening in Mayerthorpe today?

- There are over 600 residential dwellings in Mayerthorpe, with the majority being single-detached houses.
- Two apartment buildings with 18 suites combined serve the rental market.
- The median price for a single-detached home is between \$160,000 and \$180,000.
- Incentives currently exist for in-fill developments in older sections of town.
- There are several seniors housing and assisted living facilities within Mayerthorpe that is home to 144 residents in total.
- Within the built environment, the state of roadways and sidewalks presents a challenge to pedestrians, cyclists, and the mobility-challenged for in-town transportation.
- The Town of Mayerthorpe is encouraging in-fill development and the redevelopment or demolition of derelict buildings.
- Mayerthorpe is home to a variety of retail and professional services – however, residents often shop outside of the community due to cost of local goods and services, and a lack of choice and selection.
- A volunteer “Mayerthorpe-in-Bloom” committee works to ensure that public areas are beautified each year.
- Some environmental destruction has already occurred to natural areas in the community.
- Natural areas are not actively managed and no ecological study has been conducted to determine conservation priorities.



## Community Design – Actions:

What are we (as a community) going to do?

Actions	Indicators	Performance Targets	Lead Organizations
<b>A1.</b> The community will actively work with developers and businesses to attract a major hotel and other short-term visitor accommodations to Mayerthorpe.	<b>IN1a.</b> Number of hotel/motel/B&B rooms available to visitors of Mayerthorpe. <b>IN1b.</b> Number of establishments operating in the community recognized by the Alberta Hotel & Lodging Association. <b>IN1c.</b> Number of visitor stays in lodging establishments in the community.	<b>PT1a.</b> The number of rooms available in Mayerthorpe for visitor accommodations should increase by 40 units by 2015. <b>PT1b.</b> The number of rooms available in Mayerthorpe for visitor accommodations should increase by 70 units by 2020. <b>PT1c.</b> To be determined.	Town of Mayerthorpe, Chamber of Commerce, Fallen Four Memorial Park.
<b>A2.</b> Work in cooperation with employers in the community to develop temporary accommodations for professionals.	<b>IN2.</b> Number of furnished, temporary suites available to short-term/settling workers and professionals in the community.	<b>PT2.</b> The community should have at least 10 temporary suites available by 2016.	Town of Mayerthorpe, RCMP, Alberta Health Services, Extencicare
<b>A3.</b> The <i>Unsightly Premises Bylaw</i> will be enforced to ensure that properties in Mayerthorpe are maintained.	<b>IN3.</b> Number of properties/property owners in violation of the Unsightly Premises Bylaw.	<b>PT3.</b> A continuous downward trend is observed in Unsightly Premises violations.	Town of Mayerthorpe
<b>A4.</b> Work cooperatively with property owners to utilize heritage property grants for properties improvement.	<b>IN4.</b> Number of successful grant applications for heritage properties preservation and improvement.	<b>PT4.</b> All historically significant buildings and properties are preserved and improved by 2027 (100 <sup>th</sup> anniversary of Mayerthorpe community).	Town of Mayerthorpe, Alberta Culture and Community Spirit
<b>A5.</b> Existing initiatives to promote in-fill development will be continued.	<b>IN5.</b> Number of properties improved under incentives program.	<b>PT5.</b> 3 to 5 properties will be improved under the incentives program each year.	Town of Mayerthorpe
<b>A6.</b> Work with developers and property owners to build high standard rental accommodations.	<b>IN6.</b> Number of new rental suites built.	<b>PT6.</b> 20 new rental suites will be built in Mayerthorpe by 2020.	Town of Mayerthorpe
<b>A7.</b> New landscaping, public art and murals will be incorporated in the commercial districts of Mayerthorpe.	<b>IN7a/IN20a.</b> Number of public art displays and murals in the community. <b>IN7b/IN20b.</b> Amount of funds allocated to street improvement of commercial districts in the community.	<b>PT7a/PT20a.</b> The number of properties in the commercial district with improved landscaping and public art. <b>PT7b/PT20b.</b> To be determined.	Town of Mayerthorpe, Chamber of Commerce



## Community Design – Actions:

### What are we (as a community) going to do?

Actions	Indicators	Performance Targets	Lead Organizations
<b>A8.</b> A long-range land use plan will be developed in collaboration with Lac Ste. Anne County to manage the growth of the community.	<b>IN8.</b> Completion of long-range land use plan developed in collaboration with Lac Ste. Anne County.	<b>PT8.</b> The Town of Mayerthorpe should have a long-range land use plan developed in collaboration with Lac Ste. Anne County by 2016.	Town of Mayerthorpe
<b>A9.</b> The Town will follow climate change adaptation guidelines from its municipal associations and governmental ministries and agencies.	<b>IN9.</b> To be determined.	<b>PT9.</b> To be determined.	Town of Mayerthorpe, Alberta Urban Municipalities Association
<b>A10.</b> All municipal buildings will be built to meet/shadow LEED (Leaders in Energy & Environmental Design) standards.	<b>IN10.</b> Percentage of municipal buildings in Mayerthorpe that meet or shadow LEED standards.	<b>PT10.</b> The Town of Mayerthorpe should have 100% of new or majorly renovated non-storage municipal buildings meet or shadow LEED standards by 2035.	Town of Mayerthorpe
<b>A11.</b> Energy conservation will be promoted extensively throughout the community.	<b>IN11.</b> Energy consumption per capita.	<b>PT11.</b> The Mayerthorpe community should reduce their energy use intensity by 20% per capita (from 2010 baseline) by 2020.	Town of Mayerthorpe
<b>A12.</b> A feasibility study for inter-municipal transit service between Mayerthorpe, Blue Ridge, Whitecourt and ANC will be pursued and conducted.	<b>IN12.</b> Completion of inter-municipal transit feasibility study.	<b>PT12.</b> The Town of Mayerthorpe should have a completed inter-municipal transit feasibility study completed by 2016.	Town of Mayerthorpe
<b>A13.</b> The Town will encourage the reintroduction of native plant species in our built environment.	<b>IN13a.</b> Number of properties in Mayerthorpe with reintroduced native plant species. <b>IN13b.</b> Number of native plant species reintroduced to the community.	<b>PT13a.</b> 80% of all properties in Mayerthorpe incorporate native plants in their landscaping by 2020. <b>PT13b.</b> Native plant species are reintroduced to the community	Town of Mayerthorpe
<b>A14.</b> The Paddle River valley, wetlands and other natural areas will be conserved and protected through town bylaws and	<b>IN14.</b> Percentage of identified natural areas that are conserved and protected from destruction.	<b>PT14.</b> All of the natural areas and wetlands within Mayerthorpe corporate limits are identified and conserved by 2020.	Town of Mayerthorpe, Alberta Sustainable Resource Development

## Community Design – Actions:

### What are we (as a community) going to do?

Actions	Indicators	Performance Targets	Lead Organizations
<b>A15.</b> Community members and visitors will be encouraged to act as stewards of the natural environment.	<b>IN15a.</b> Number of residents active in Adopt-a-Block program. <b>IN15b.</b> Number of businesses that used 20-minute Business Makeover program.	<b>PT15a.</b> The number of residents involved in the Adopt-a-Block program increase yearly. <b>PT15b.</b> The number of businesses that have used the 20-minute Business Makeover program increase yearly.	Town of Mayerthorpe, Chamber of Commerce, Community-at-large
<b>A16.</b> Education and interpretive programs on environmental conservation, natural habitat and native species will be developed and continually made available to residents and businesses.	<b>IN16a.</b> Number of education programs developed and made available to residents and businesses on environmental conservation, natural habitat and native species. <b>IN16b.</b> Number of signs constructed adjacent to natural areas for interpretative purposes.	<b>PT16a.</b> Education programs are developed, made available, and delivered/distributed to all residents at least twice per year. <b>PT16b.</b> All natural areas in Mayerthorpe are identified and signage created to highlight their existence by 2020.	Town of Mayerthorpe, Alberta Sustainable Resources Development, Alberta Environment, Northern Gateway Regional Division
<b>A17.</b> Neighbouring communities will be encouraged to adopt similar sustainability practices on the conservation of natural areas/environment.	<b>IN17.</b> Number of neighbouring communities that adopt similar sustainability practices on the conservation of natural areas/environment.	<b>PT17.</b> All neighbouring communities adopt similar sustainability practices on the conservation of natural areas/environment by 2025.	Town of Mayerthorpe



## Strategy area: Culture and Recreation

### Goals:

1. The residents of the Town of Mayerthorpe enjoy their multicultural mosaic and have access to libraries and facilities such as theatres, museums, and art galleries.
2. Local art and talent is developed and showcased and the tourism industry continues to grow.
3. Our municipal heritage is displayed with pride.
4. Our community offers diverse and affordable opportunities for arts and culture.
5. A variety of recreational facilities and programs will be available to meet the needs of all residents.
6. Our community will offer diverse and affordable opportunities for recreation and leisure.

## Culture and Recreation – The Current Reality: What’s happening in Mayerthorpe today?

- There are 6 municipal parks and playgrounds spread throughout the community that are currently under-utilized.
- Fitness equipment installed for public use at the high school and the Emergency Response Centre are under-utilized.
- The grain elevator has been officially designated as a historic site and it has been placed in the care of a non-profit community group to be restored. A museum facility is proposed for the site.
- A variety of organized sports are offered throughout the year.
- The two schools and the community halls serve as the venues for concerts and dinner-theatres in the community.
- The Mayerthorpe Public Library (MPL) is opened five days per week and is well utilized. Services available at the library include: inter-library loans, computer training courses and genealogy research.
- A walking/cross-country ski trail has been started and plans are in place to expand the trail system to encircle the town.
- Recreational facilities found in Mayerthorpe include a skateboard park, a 3-sheet curling rink, 3 ball diamonds (1 baseball and 2 softball), agricultural grounds, an outdoor swimming pool (currently awaiting replacement), a 9-hole golf course, and gymkhana grounds.
- The Fallen Four Memorial Park has become a popular tourist attraction with over 14,000 visitors in 2009. The Visitor Information Centre located inside the pavilion is one of the few in the region accredited by Alberta Tourism, Parks and Recreation.
- There is a new outdoor skating rink and toboggan hill has been developed in the community for winter recreation use.



## Culture and Recreation – Actions:

### What are we (as a community) going to do?

Actions	Indicators	Performance Targets	Lead Organizations
<b>A18.</b> The community promotes tourism as a vital economy pillar with the Fallen Four Memorial Park, Cowboy Trail, trestle bridge and a restored grain elevator as attractions in the Highway 43 corridor/region.	<b>IN18a.</b> Percentage of local economy contributed by the tourism sector. <b>IN18b.</b> Membership in the Cowboy Trail Association.	<b>PT18a.</b> An increasing proportion of the local economy is based on the tourism sector. <b>PT18b.</b> The Town of Mayerthorpe should continue to be a member of the Cowboy Trail.	Town of Mayerthorpe, Elevator Society, Fallen Four Society, Cowboy Trail, Town of Onoway, County of Lac Ste. Anne, Woodlands County, Town of Whitecourt, Town of Fox Creek
<b>A19.</b> Restore the former Wheat Pool grain elevator and convert it into a museum.	<b>IN19.</b> Existence of museum in former Wheat Pool grain elevator.	<b>PT19.</b> The grain elevator should be restored and converted into a museum by 2027.	Elevator Society
<b>A20.</b> Develop murals and other streetscape features that reflect the community's heritage.	<b>IN7a/IN20a.</b> Number of public art displays and murals in the community. <b>IN7b/IN20b.</b> Amount of funds allocated to street improvement of commercial districts in the community.	<b>PT7a/PT20a.</b> The number of properties in the commercial district with improved landscaping and public art. <b>PT7b/PT20b.</b> To be determined.	Town of Mayerthorpe, Chamber of Commerce
<b>A21.</b> Coordinate between community groups to develop and promote cultural and recreation events in the community.	<b>IN21.</b> Number of community groups represented in cultural and recreation events promotion.	<b>PT21.</b> All community groups involved with cultural and recreation events should coordinate and cross-promote each other's events in the community by 2012.	Community Services Board, MyMayerthorpe, Grande Alberta Economic Region
<b>A22.</b> Create partnerships to build a new theatre and municipal library addition to the Mayerthorpe High School.	<b>IN22a.</b> Existence of new theatre facility in the community. <b>IN22b.</b> Existence of new public library facility in the community.	<b>PT22a.</b> A new, proper theatre facility should be built by 2020 as an addition to the high school. <b>PT22b.</b> A new public library should be built by 2020 as an addition to the high school.	Town of Mayerthorpe, Mayerthorpe Public Library, Northern Gateway Regional Division, Chamber of Commerce
<b>A23.</b> The Mayerthorpe Exhibition Centre will be built to restore arena and rodeo facilities to the community.	<b>IN23.</b> Existence of new arena/exhibition centre in the community.	<b>PT23.</b> The Mayerthorpe Exhibition Centre should be built and opened by 2012.	Town of Mayerthorpe, Ag Society, Arena Operating Committee, Rodeo Association, Mayerthorpe & Area Regional Planning Commission

## Culture and Recreation – Actions:

### What are we (as a community) going to do?

Actions	Indicators	Performance Targets	Lead Organizations
<b>A24.</b> Partner with community groups to develop and offer a variety of recreational programs to meet the needs of all residents.	<b>IN24.</b> Number of recreational programs offered by community groups in Mayerthorpe.	<b>PT24.</b> An increase in participation in recreation programs.	Town of Mayerthorpe
<b>A25.</b> Explore partnerships to build an indoor swimming pool in the community.	<b>IN25.</b> To be determined.	<b>PT25.</b> To be determined.	Town of Mayerthorpe, Mayerthorpe and Area Aquatic and Recreation Society
<b>A26.</b> Build an off-leash dog park.	<b>IN26.</b> An off-leash dog park/area is available in the community.	<b>PT26.</b> An off-leash dog park is built in the community by 2011.	Sports Grounds Committee, Town of Mayerthorpe
<b>A27.</b> Build a splash park in Ellis Granley Park.	<b>IN27.</b> A splash park is available in the community.	<b>PT27.</b> A splash park should be built by 2012.	Town of Mayerthorpe, Mayerthorpe and Area Aquatic and Recreation Society
<b>A28.</b> Build a skateboard park.	<b>IN28.</b> A standards-compliant skateboard park is available in the community.	<b>PT28.</b> A standards-compliant skateboard park should be built in partnership with youth from the high school by 2015.	Town of Mayerthorpe, Community Services Board, Mayerthorpe High School
<b>A29.</b> The Town’s trail system will be fully developed in partnership with trail users and with minimal impact to the environment	<b>IN29.</b> Percentage of town trail system developed.	<b>PT29.</b> The Town’s Trail System based on the current plan will be fully developed by 2020.	Town of Mayerthorpe, trail users
<b>A30.</b> Develop a Municipal Heritage Site designation program with the assistance of a heritage preservation society.	<b>IN30a.</b> Municipal Heritage Site program established. <b>IN30b.</b> Heritage preservation society formed.	<b>PT30a.</b> The Town of Mayerthorpe and the Heritage Preservation Society establish a municipal heritage site program by 2017. <b>PT30b.</b> A community-driven heritage preservation society should be formed by 2011.	Town of Mayerthorpe, Community-at-large, Heritage Preservation Society





## Strategy area: Infrastructure

### Goals:

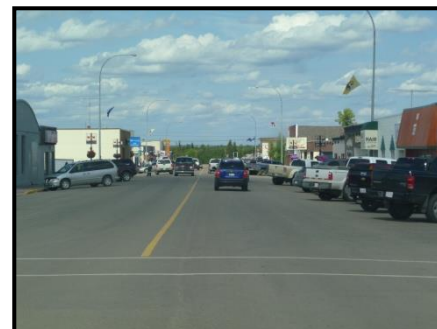
1. The Town of Mayerthorpe will have long range plans in place to ensure its residents continually have adequate roads, water and sewer systems.
2. Intermunicipal transportation/bussing will be available between Mayerthorpe, Blue Ridge, Whitecourt, and ANC
3. Water resources will provide a dependable supply of healthy water to meet the long-term needs of people and nature.
4. In the future, potable water supply systems will deliver water of excellent quality, meeting or exceeding all relevant health standards and benchmarks for aesthetic standards whenever possible.
5. Water supply will be distributed reliably, equitably, and affordably and will be managed proactively with other municipalities.
6. Town infrastructure will minimize energy requirements and favour sustainably managed materials and resources.
7. Effective stormwater management and flood control measures will be in place and will replicate natural hydrological systems and functions as much as possible.
8. Energy-efficient buildings, lighting, and vehicles will abound throughout the area and renewable energy sources will be developed locally.
9. Carbon dioxide and other greenhouse gas emissions from energy sources will be minimized.
10. Community members and visitors will reduce their energy consumption.
11. The amount of waste will be reduced.
12. The chemical leaching of PVC's and other chemicals into groundwater will be reduced.
13. More waste will be diverted by recycling, composting, and reusing.



## Infrastructure – The Current Reality:

### What's happening in Mayerthorpe today?

- Upgrades and expansion to the water treatment plant, lagoons, sewer lift station, and water and sewer lines are in progress.
- The Town has set priorities for paving and road upgrades as infrastructure grants and funds permit.
- A CN railway line runs through the town. Lumber and agricultural products are exported from the region to markets around the world.
- Greyhound bus service is available for both passenger and freight on a daily schedule (6 pickup/drop-offs).
- 7 ground wells currently supply the community's water needs. The reservoir capacity is 2,877 m<sup>3</sup>.
- The Town of Mayerthorpe is studying the feasibility of installing a water line from the MacLeod River in Whitecourt to Mayerthorpe.
- Sewage is treated in 4 short and 3 long-detention lagoons.
- All water delivered to homes and businesses is potable.
- Solar lighting has been installed on the Town's signs adjacent to the highway
- The vast majority of businesses and residents drive as their primary mode of transportation. Only a small group of residents bike or walk as their primary mode of transportation.
- Most buildings in town are heated through natural gas or electric heaters
- Household garbage is currently picked up weekly, with a household limit of 6 large bags per residence.
- Curbside recycling is available to residents on a biweekly basis.
- Electronic waste, hazardous household waste and large household waste are collected annually.
- A community compost site is open from May to October each year.
- Construction waste accepted only at the regional landfill.



## Infrastructure – Actions:

### What are we (as a community) going to do?

Actions	Indicators	Performance Targets	Lead Organizations
<b>A31.</b> A long-term infrastructure plan will be adopted to both renew existing infrastructure systems and to expand them to meet increasing demands from new development.	<b>IN31.</b> Long-term infrastructure plan completed and adopted.	<b>PT31.</b> A long-term infrastructure plan should be completed/ updated and adopted by Council by 2013.	Town of Mayerthorpe
<b>A32.</b> The Town will work with technology providers to ensure that modern telecommunication infrastructure is continually updated and made accessible to all businesses and residents.	<b>IN32a.</b> Level of 3G/4G wireless telecommunication coverage. <b>IN32b.</b> Average speed of high speed internet available to residents.	<b>PT32a.</b> Wireless voice and data technology offerings should be comparable to those found in Edmonton and Calgary. <b>PT32b.</b> Average high speed internet speeds should be equal to or exceed the provincial average.	Town of Mayerthorpe, telecommunications providers
<b>A33.</b> Free parking will be maintained in all public areas.	<b>IN33.</b> Amount of paid public parking in town.	<b>PT33.</b> The amount of paid parking in the community should remain at zero for the foreseeable future.	Town of Mayerthorpe
<b>A34.</b> Town buildings will meet high energy efficiency standards in its infrastructure systems.	<b>IN34.</b> Number of Town-owned buildings and infrastructure systems that are highly energy efficient.	<b>PT34.</b> All town buildings and infrastructure systems will meet or exceed high energy efficiency standards by 2030.	Town of Mayerthorpe
<b>A35.</b> Partner with energy providers to promote energy conservation in homes and businesses.	<b>IN35.</b> To be determined.	<b>PT35.</b> To be determined.	Town of Mayerthorpe
<b>A36.</b> Pursue alternate sources of potable water for the municipality.	<b>IN36.</b> To be determined.	<b>PT36.</b> To be determined.	Town of Mayerthorpe
<b>A37.</b> Ensure that storm water continues to be diverted in an environmentally friendly manner and kept separate from the sewer system.	<b>IN37.</b> To be determined.	<b>PT37.</b> To be determined.	Town of Mayerthorpe
<b>A38.</b> Work with Fortis Alberta to determine the feasibility of dimming or reducing the amount of street lighting in the	<b>IN38.</b> Reduced street lighting feasibility study completed	<b>PT38.</b> A joint Town of Mayerthorpe-Fortis Alberta feasibility study on reduced street lighting and impact on public safety is	Town of Mayerthorpe

community.

completed by 2014.

## Infrastructure – Actions:

### What are we (as a community) going to do?

Actions	Indicators	Performance Targets	Lead Organizations
<b>A39.</b> Work with industry and government partners to develop microgeneration energy options for the community.	<b>IN39.</b> Number of microgeneration energy projects in the community.	<b>PT39.</b> To be determined.	Town of Mayerthorpe
<b>A40.</b> Negotiate with Lac Ste Anne County to provide town residents with access to county transfer stations at the Mayerthorpe Airport and Rochfort Bridge on a user-pay system.	<b>IN40:</b> Access to Lac Ste. Anne County transfer stations	<b>PT40.</b> Access to County transfer stations is negotiated for Town residents on a user-pay system by 2011.	Town of Mayerthorpe
<b>A41.</b> Develop a Town of Mayerthorpe in-town recycling, composting centre with a drop-off point for large household waste on a revenue-neutral model.	<b>IN41.</b> Integrated recycling and composting centre is built.	<b>PT41.</b> An integrated recycling, composting centre with large household waste drop-off point is built in Mayerthorpe by 2016.	Town of Mayerthorpe
<b>A42.</b> Implement a schedule to gradually reduce the weekly number of garbage bags permitted and increase the amount of waste diverted from landfill.	<b>IN42a.</b> Accepted volume of household waste per collection. <b>IN42b.</b> Amount of waste diverted from landfill through composting, recycling and reuse initiatives.	<b>PT42a.</b> The Town will gradually reduce the weekly limit for garbage bags by 2013. <b>PT42b.</b> The Town will progressively increase the amount of waste diverted from the landfill each year.	Town of Mayerthorpe
<b>A43.</b> Work with existing automotive businesses to collect used oil, filters and containers from residents.	<b>IN43.</b> Number of local businesses that accept used oil, oil filters and oil containers for recycling from the public.	<b>PT43.</b> The Town should partner with at least two local businesses to establish drop-off points for used oil, oil filters and oil containers.	Town of Mayerthorpe
<b>A44.</b> Recognize local businesses for their waste diversion and environmental efforts.	<b>IN44.</b> Number of local businesses recognized for their waste diversion and environmental efforts.	<b>PT44.</b> To be determined.	Town of Mayerthorpe
<b>A45.</b> Work with curbside recycling provider to increase the variety of materials permitted in blue bag program.	<b>IN45.</b> Number of types of materials accepted in curbside recycling program.	<b>PT45.</b> More types of materials are accepted by the curbside recycling provider each year.	Town of Mayerthorpe
<b>A46.</b> Residents and visitors will be educated about and encouraged to protect and conserve natural water	<b>IN46.</b> Water consumption per capita.	<b>PT46.</b> The Mayerthorpe community should reduce their water use intensity by 30% per capita (from 2010	Town of Mayerthorpe

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resources.

baseline) by 2020.

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## Infrastructure – Actions:

### What are we (as a community) going to do?

Actions	Indicators	Performance Targets	Lead Organizations
<b>A47.</b> Implement progressive water rates that encourage water conservation.	<b>IN47.</b> Progressive water rates implemented.	<b>PT47.</b> The Town of Mayerthorpe adopts a progressive water rates system by 2011.	Town of Mayerthorpe
<b>A48.</b> Establish municipal incentives for reduced water appliances (e.g. shower heads, toilets, washers)	<b>IN48.</b> Incentive programs for reduced water consumption appliances.	<b>PT48.</b> The Town of Mayerthorpe will establish incentive programs to encourage residents to switch to low-flow water appliances by 2015.	Town of Mayerthorpe

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## Strategy area: Leadership and Prosperity

### Goals:

- |  |  |
|--|--|
| <ol style="list-style-type: none"> <li>1. Our economy will respect ecological constraints and will provide a quality of life that attracts and retains community members.</li> <li>2. A skilled workforce and the local economy will support each other.</li> <li>3. Communication networks, roads, airports, schools, and social networks will attract and support work and investment.</li> <li>4. Residents will have access to affordable goods and services that meet their needs.</li> <li>5. A diverse variety of businesses and industries will be located in the Town of Mayerthorpe which will provide employment opportunities in general, and</li> </ol> | <ol style="list-style-type: none"> <li>6. especially for, students and for graduates of post-secondary institutions.</li> <li>7. Our community will work cooperatively with its residents and with its neighbouring municipalities to provide the best services possible to the people.</li> <li>8. Town Council will prepare budgets and determine tax levels that encourage and promote sustainable growth.</li> <li>9. Citizens will be encouraged to participate in public meetings and in civic elections.</li> <li>10. Our agricultural community will thrive and will have the opportunity to sell their goods locally at Farmers Markets and to value-added food and beverage</li> </ol> |
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production, industries, dining establishments, grocery stores, and local

grain-handling facilities.

## Leadership and Prosperity – The Current Reality:

### What's happening in Mayerthorpe today?

- There are few employment opportunities for people with post-secondary education except for the areas of health, education, and forestry.
- The Town of Mayerthorpe has membership with the Alberta Urban Municipalities Association, Community Futures Yellowhead East, Cowboy Trail Association, Yellowhead Regional Library and the Grande Alberta Economic Region.
- Business development and business financing are available through Community Futures Yellowhead East for local entrepreneurs.
- Land for highway commercial and light industrial development is available both north and south of Highway 43.
- There are few employment opportunities for students both during the school year and during the summer.
- Some local employers employ foreign workers to address the shortage of professionals in their industry.



- Businesses and community groups are not aware of funding programs available to assist with student wages, co-op programs, and internships.
- Council positions are sometimes acclaimed due to a lack of candidates.
- Newsletters, newspaper articles, public information meetings and the website are common areas of communication.
- The Town of Mayerthorpe has partnership agreements with Lac Ste. Anne County and Woodlands County in the areas of mutual aid, fire services, FCSS, recreation, regional planning, airport operation and maintenance, the seniors' handi-bus and the sharing of utility workers.
- Per-capita property taxes in Mayerthorpe were \$681 in 2008 (latest figures available), which is slightly above the average for similar-sized communities.
- In 2010, the Town's projected revenues and expenditures are \$3,361,005.
- Town Council prepares budget goals/considerations for 15 years into the future and these are reviewed annually.
- The Mayerthorpe Farmers Market was launched in April 2010 and has been successful for both vendors and residents.
- Fresh farm eggs, locally raised pork, beef, lamb, chicken and bison meat and local produce are available from local producers.



## Leadership and Prosperity – Actions:

### What are we (as a community) going to do?

Actions	Indicators	Performance Targets	Lead Organizations
<b>A49.</b> Work with Alberta Agriculture to develop value-added food production opportunities in the community.	<b>IN49.</b> To be determined.	<b>PT49.</b> To be determined.	Economic Development Committee, Mayerthorpe and District Ag Society, Feeders Association
<b>A50.</b> Support the Mayerthorpe Farmers’ Market and promote its growth as a source of local food.	<b>IN50a.</b> Annual number of visitors to the Farmers’ Market. <b>IN50b.</b> Number of local vendors at the Farmers’ Market.	<b>PT50a.</b> An increasing number of visitors to the Farmers’ Market are seen every year. <b>PT50b.</b> The number of vendors at the Farmers’ Market should increase each year.	Town of Mayerthorpe, local Chamber of Commerce, Farmers’ Market, Community-at-large
<b>A51.</b> Pursue a “Buy/Live Local” campaign to encourage local business growth.	<b>IN51.</b> Establishment of Buy/Live Local Campaign	<b>PT51.</b> A Buy/Live local campaign will be established and businesses will be surveyed to determine impact of campaign.	Town of Mayerthorpe, Chamber of Commerce
<b>A52.</b> A themed downtown/main street development plan should be pursued for tourism attraction.	<b>IN52.</b> A themed downtown/main street development plan is developed and adopted.	<b>PT52.</b> A themed downtown/main street development plan will be developed and adopted by 2015.	Town of Mayerthorpe
<b>A53.</b> Develop a business development package for new businesses and investors and streamline the process for new business development in the community.	<b>IN53.</b> Business development package created for new businesses and investors.	<b>PT53.</b> A new business development package is created to attract new businesses to Mayerthorpe by 2012.	Town of Mayerthorpe, Chamber of Commerce, Grande Alberta Economic Region
<b>A54.</b> Develop a community-based investment co-op.	<b>IN54.</b> Community-based investment co-op established.	<b>PT54.</b> A community-based investment co-op is established to fund and grow local businesses by 2017.	Community-at-large
<b>A55.</b> Businesses will be encouraged to provide staff with Service Best training.	<b>IN55.</b> Number of workers provided with Service Best training.	<b>PT55.</b> Businesses will be surveyed and encouraged to offer Service Best training to their staff.	Tourism Committee, Chamber of Commerce
<b>A56.</b> Work with business and economic development organizations to provide greater business financing opportunities to community entrepreneurs.	<b>IN56a.</b> Number of public agencies providing business financing and business development support. <b>IN56b.</b> Amount of funding lent to local entrepreneurs.	<b>PT56a.</b> The number of local entrepreneurs assisted by funding agencies increase each year. <b>PT56b.</b> To be determined.	Town of Mayerthorpe, Chamber of Commerce, Community Futures Yellowhead East, Alberta Women Entrepreneurs



## Leadership and Prosperity – Actions:

### What are we (as a community) going to do?

Actions	Indicators	Performance Targets	Lead Organizations
<b>A57.</b> Spur the development of local green businesses.	<b>IN57.</b> To be determined.	<b>PT57.</b> To be determined.	Town of Mayerthorpe, Chamber of Commerce
<b>A58.</b> Mayerthorpe will be promoted as a centre for light industry development.	<b>IN58.</b> Number of new light industrial businesses in the community.	<b>PT58.</b> To be determined.	Town of Mayerthorpe, Chamber of Commerce, Grande Alberta Economic Region
<b>A59.</b> Mayerthorpe will participate in regional and provincial economic development and tourism organizations.	<b>IN59.</b> Number of economic development and tourism organizations which the Town of Mayerthorpe participates in.	<b>PT59.</b> To be determined.	Town of Mayerthorpe, Chamber of Commerce, Grande Alberta Economic Region
<b>A60.</b> Mayerthorpe will invest in developing quality of life amenities that will assist with the attraction of skilled labour and professionals.	<b>IN60.</b> To be determined.	<b>PT60.</b> To be determined.	Town of Mayerthorpe
<b>A61.</b> Pursue a families-attraction and retention strategy that will assist with the stabilization of the population and local labour pool.	<b>IN61.</b> To be determined.	<b>PT61.</b> To be determined.	Town of Mayerthorpe, Chamber of Commerce
<b>A62.</b> Businesses will be encouraged to set up co-op and internship programs to assist local students and graduates with skills training and workforce development.	<b>IN62a.</b> Number of jobs created through co-op, internship and summer job programs. <b>IN62b.</b> Number of employers participating in co-op, internship and summer job programs.	<b>PT62a.</b> A minimum of ten jobs for youth are created each year through co-op, internship and summer job programs. <b>PT62b.</b> To be determined.	Town of Mayerthorpe, Chamber of Commerce, Northern Gateway Regional Division
<b>A63.</b> Encourage existing professionals, businesses and organizations to conduct succession planning so that no services are lost in the community.	<b>IN63.</b> Number of businesses that indicate that they have succession plans in place.	<b>PT63.</b> To be determined.	Town of Mayerthorpe, Alberta Health Services, Chamber of Commerce
<b>A64.</b> Maximize and expand our government services in proportion to population need based on the financial capacity of the municipality.	<b>IN64.</b> To be determined.	<b>PT64.</b> To be determined.	Town of Mayerthorpe
<b>A65.</b> Create a youth advisory committee.	<b>IN65.</b> Youth Advisory Committee established.	<b>PT65.</b> A youth advisory committee should be established in 2011 to include	Town of Mayerthorpe

## Leadership and Prosperity – Actions:

### What are we (as a community) going to do?

<b>Actions</b>	<b>Indicators</b>	<b>Performance Targets</b>	<b>Lead Organizations</b>
<b>A66.</b> Educate residents on the role and responsibilities of Council members.	<b>IN66.</b> Percentage of residents surveyed who understand the role and responsibilities of Council.	<b>PT66.</b> An increasing proportion of the population understands the role and responsibilities of Council.	Town of Mayerthorpe
<b>A67.</b> Host one Town Council meeting at the High School and one at other community venue each year.	<b>IN67.</b> Two Town Council meetings held in public locations in the community.	<b>PT67.</b> Town Council should strive to host a minimum of two public Council meetings in the community each year.	Town of Mayerthorpe
<b>A68.</b> Create a citizen-based sustainability committee to assess the progress of MSP implementation.	<b>IN68.</b> Citizens-based Sustainability Committee established to assess the progress of MSP implementation.	<b>PT68.</b> A citizens-based Sustainability Committee should be established by March 2011 to begin monitoring MSP implementation in Mayerthorpe.	Town of Mayerthorpe
<b>A69.</b> Develop an annual sustainability progress report to be distributed to the public.	<b>IN69.</b> Annual sustainability progress report published.	<b>PT69.</b> An annual sustainability progress report is published starting with 2011.	Town of Mayerthorpe
<b>A70.</b> The Town should engage more residents and ratepayers in its operations through increased and open communications.	<b>IN70.</b> Percentage of residents surveyed who feels satisfied with the level of communication between the municipality and residents/businesses.	<b>PT70.</b> At least 75% of businesses and residents surveyed should be satisfied or very satisfied with the level of communication between them and the municipality.	Town of Mayerthorpe
<b>A71.</b> Allocate greater resources to enhance communications with residents, businesses and other stakeholders.	<b>IN71.</b> A communications strategy with measurable outcomes is developed to enhance the level of communications with residents and stakeholders.	<b>PT71.</b> A new communications strategy emphasizing greater engagement with residents and stakeholders is developed, resourced and implemented by 2011.	Town of Mayerthorpe
<b>A72.</b> Town Council will incorporate effective governance and sustainability practices into their decision-making processes.	<b>IN72.</b> Level of integration of sustainability practices into decision-making processes.	<b>PT72.</b> All municipal decision-making processes should be integrated with sustainability considerations by 2012.	Town of Mayerthorpe

## Leadership and Prosperity – Actions:

What are we (as a community) going to do?

Actions	Indicators	Performance Targets	Lead Organizations
<b>A73.</b> The Town of Mayerthorpe should pursue partnerships with neighbouring municipalities for land use planning, economic development and service delivery.	<b>IN73.</b> Number of partnerships with neighbouring municipalities for land use planning, economic development and service delivery.	<b>PT73.</b> To be determined.	Town of Mayerthorpe
<b>A74.</b> The Town of Mayerthorpe should transition to multi-year budgeting that would place a greater emphasis on long-range and strategic planning and improve efficiency of the budgeting in the municipality.	<b>IN74.</b> Conversion to multi-year budget cycle.	<b>PT74.</b> The Town of Mayerthorpe should transition to a multi-year budget cycle by 2017.	Town of Mayerthorpe



## Strategy area: **Social Services**

### Goals:

1. Our community will have developed and facilitated a variety of learning opportunities that enable personal and professional development.
2. Diverse and affordable lifelong learning opportunities will exist to meet the community's needs.
3. A learning culture will be nurtured and promoted locally and regionally.
4. A high-quality level of education from kindergarten to grade 12 will offer a diversity of programs to meet the needs of the community.
5. Learning opportunities will contribute to the local economy.
6. All members of the community will have access to a high quality of health services, policing, and support services, and will have the opportunity to contribute through volunteerism.
7. Civic pride will be displayed.
8. Crime and delinquency will be prevented.

## Social Services – The Current Reality:

### What's happening in Mayerthorpe today?

- The Elmer Elson Elementary School is an excellent K-6 school that is recognized provincially for its achievements. The school has a population of about 300 students and is projected to remain relatively constant.
- The Mayerthorpe Jr/Sr High School has a combined student population of about 260 students and is projected to decline over the next 5 years.
- Grade 12 graduation rates in Mayerthorpe are above the provincial average.
- Low enrolment for senior elective courses has reduced the variety of electives available to students at the Mayerthorpe Jr/Sr High School.
- Some apprenticeship programs are offered in partnership between the Northern Gateway Regional Division and local businesses.
- A small number of post-secondary level courses are available through Athabasca University and NorQuest College.
- There are a few on-the-job training programs for para-medical personnel (e.g. Personal Care Aides) in the community.
- 54 community clubs and organizations operate in the Mayerthorpe area.



- The community crime rate is relatively low compared with other similar-sized communities. In 2009, 648 crimes were reported which resulted in 112 individuals being charged and another 488 referred for community service.
- The RCMP detachment is located in town. The RCMP are assisted by provincial Sheriffs for highway patrols, as well as the municipal Bylaw Enforcement Officers for bylaw and minor infractions.
- Ambulance service is provided by Associated Ambulance, on contract with Alberta Health Services.
- Fire and emergency response services are provided by the Mayerthorpe Fire Department.
- A number of medical services are available in the community – an active treatment hospital, family physicians, dentistry, chiropractic care, mental health counselling, physiotherapy, massage therapy, home care and long-term care.
- The 40 Developmental Assets youth program is being implemented in the community.

## Social Services – Actions:

### What are we (as a community) going to do?

Actions	Indicators	Performance Targets	Lead Organizations
<b>A75.</b> Develop programs and services to address addictions and substance abuse in the community.	<b>IN75a.</b> Number of residents successfully treated for addictions and substance in the community. <b>IN75b.</b> Number of drug use prevention programs offered in Mayerthorpe.	<b>PT75a.</b> To be determined. <b>PT75b.</b> To be determined.	Town of Mayerthorpe, RCMP, Alberta Health Services, Northern Gateway Regional Division
<b>A76.</b> Expand on community policing.	<b>IN76.</b> To be determined.	<b>PT76.</b> To be determined.	RCMP, Community-at-large
<b>A77.</b> Establish Mayerthorpe as a Drug Free Zone.	<b>IN77.</b> Proclamation and/or designating Mayerthorpe a “Drug Free Zone” passed.	<b>PT77.</b> A proclamation/bylaw to designate Mayerthorpe as a “Drug Free Zone” will be developed and adopted by Council by 2011.	Town of Mayerthorpe, RCMP, Alberta Health Services, Community-at-large
<b>A78.</b> Promote volunteer opportunities and recruit new volunteers.	<b>IN78.</b> Number of volunteers who volunteer a minimum of 3 hours per month in the community.	<b>PT78.</b> The community should strive to have an increasing percentage of the population who volunteer at least three hours per month.	Town of Mayerthorpe, Community Groups
<b>A79.</b> Promote greater public awareness of local support groups.	<b>IN79.</b> Percentage of residents surveyed who are aware of the array of programs and services offered through FCSS.	<b>PT79.</b> An increasing proportion of the population are aware of FCSS programs and services.	Town of Mayerthorpe, FCSS, Alberta Health Services, Community Groups
<b>A80.</b> Develop new and expand on existing early childhood development programs in the community.	<b>IN80.</b> Number of preschoolers who are enrolled/registered in an early childhood development program.	<b>PT80.</b> All parents with preschoolers not of school age should be encouraged to register their child in an early childhood development program.	FCSS, Alberta Health Services, Northern Gateway Regional Division
<b>A81.</b> Work with CampusAlberta to develop technology-assisted learning sites in Mayerthorpe.	<b>IN81.</b> CampusAlberta learning site established in Mayerthorpe.	<b>PT81.</b> Working with CampusAlberta, establish a technology-assisted learning site in Mayerthorpe by 2013.	Town of Mayerthorpe, Northern Gateway Regional Division, Mayerthorpe Public Library, Chamber of Commerce
<b>A82.</b> Enhance the breadth of classes available through the Mayerthorpe High School through videoconference/ distance learning classes.	<b>IN82.</b> Number of courses available through videoconference and distance-learning delivery formats at the high school.	<b>PT82.</b> An increasing number of students are enrolled in elective courses delivered through videoconference or distance-learning formats.	Northern Gateway Regional Division

## Social Services – Actions:

What are we (as a community) going to do?

Actions	Indicators	Performance Targets	Lead Organizations
<b>A83.</b> Develop partnerships with post secondary educational institutions to integrate trades/professional training into the high school that would provide course credits.	<b>IN83.</b> Number of programs for advanced/post-secondary course credits offered at the high school.	<b>PT83.</b> To be determined.	Northern Gateway Regional Division, Chamber of Commerce, post-secondary institutions



## Actions – Priorities

During the Mayerthorpe Sustainability Plan Open House held on June 17, 2010, residents were invited to participate in a dotmocracy (voting for top preferences with dots) exercise where each participant was asked to select the top eight actions they felt should be acted upon. These actions are listed by rank below:

- Rank 1            A83 - Develop partnerships with post secondary educational institutions to integrate trades/professional training into the high school that would provide course credits.
- Rank 2            A1 - The community will actively work with developers and businesses to attract a major hotel and other short-term visitor accommodations to Mayerthorpe.
- Rank 3            A29 - The Town's trail system will be fully developed in partnership with trail users and with minimal impact to the environment.
- Rank 4            A59 – Mayerthorpe will participate in regional and provincial economic development and tourism organizations.
- Rank 5 (tied)    A22 – Create partnerships to build a new theatre and municipal library addition to the Mayerthorpe High School.  
A31 – A long-term infrastructure plan will be adopted to both renew existing infrastructure systems and to expand them to meet increasing demands from development.
- Rank 7            A30 – Develop a municipal heritage site designation program with the assistance of a heritage preservation society.
- Rank 8            A23 – The Mayerthorpe Exhibition Centre will be built to restore arena and rodeo facilities to the community.
- Rank 9 (tied)    A3 – The *Unsightly Premises Bylaw* will be enforced to ensure that properties in Mayerthorpe are maintained.  
A12 – A feasibility study for inter-municipal transit service between Mayerthorpe, Blue Ridge, Whitecourt and ANC will be pursued and conducted.  
A28 – Build a skateboard park.

The other priorities, as determined by community members during the MSP Open House, are as follows:

- Rank 12 (tied)    A8, A20, A27, A40, A52, A73, A82
- Rank 19 (tied)    A14, A36, A65, A66
- Rank 23 (tied)    A4, A11, A43, A51, A53, A54, A62, A74, A78, A80
- Rank 33 (tied)    A6, A16, A18, A21, A38, A41, A42, A50, A56, A57, A60, A63, A68, A70
- Rank 47 (tied)    A2, A5, A10, A13, A25, A32, A33, A34, A37, A45, A46, A47, A49, A55, A58, A61, A75, A76, A77, and A79
- Rank 67 (tied)    A7, A9, A14, A15, A17, A26, A28, A35, A39, A44, A48, A64, A67, A69, A71, A72, and A81



## Sustainability Plan: Implementation

The success of the Mayerthorpe Sustainability Plan is contingent on several factors in the community. These factors include: community buy-in into the vision proposed by the plan, the integration of sustainability into the decision-making processes of the Town of Mayerthorpe, and funding as assigned by Town Council and contributions from community. The proposed MSP implementation framework is outlined on the following page.

## Plan Implementation

Once the Mayerthorpe Sustainability Plan is adopted, the Town of Mayerthorpe will work with community partners and residents to begin the implementation of the actions and strategies identified in the Plan. A full integration of the sustainability plan will take place with town operations through its inclusion in the annual Town Council strategic planning sessions, annual budget, and business plans for each department. This is expected to take place from 2010 to 2012.

A number of actions in the Mayerthorpe Sustainability Plan do not have identified indicators and/or performance targets. These indicators and performance targets will be identified by town administration in the future as best and leading practices are found and baselines are established for the applicable areas.

The Mayerthorpe Citizens Advisory Group has expressed concern about the need for regular monitoring of the implementation of the Mayerthorpe Sustainability Plan. In following up with action A68 in the Plan, it is recommended that a new Council-appointed committee of citizens representing a diverse range of professions and backgrounds will be tasked with monitoring the implementation progress and reporting such progress on a regular basis. This committee will also be responsible for reviewing the contents of the Mayerthorpe Sustainability Plan and present minor and major revisions to the plan on a regular basis. The monitoring program will track progress, inform decision-making, and ensure accountability while educating and engaging community members and stakeholders. It is anticipated that minor revisions will be completed every year with a major revision taking place in 2015 and every five years thereafter so that the sustainability plan remains a living document that reflects the needs and desires of the community.

It is anticipated that MSP implementation progress will be communicated to the community on a regular basis and that a more detailed progress report be published on an annual basis. This recommendation has been included in the Governance section of the Sustainability Plan as actions A69 and A70.