

Vision 2020



A Strategic Vision for the Town of Bruderheim

2004 Strategic Plan

Message from Mayor

Town Council is excited about the future of Bruderheim and sees Vision 2020 as a blueprint to create the community we all want. Thanks to the tremendous response from residents and businesses, this and subsequent Councils have a clear picture of what our community should look like in the future.

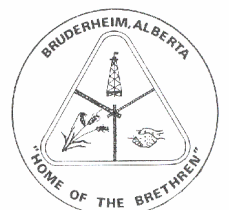
Priorities you have singled out include Town beautification, a safe and secure community, improved infrastructure and a revitalized Queen Street. Council has heard you and is incorporating these priorities into yearly budgets, capital plans and our long-term strategic planning.

Thank you for your input. We look forward to your support for the implementation of Vision 2020.

Our Vision

Bruderheim is a secure and vibrant place to start and raise an active, healthy family. Small town values, community spirit, recreation and social amenities make Bruderheim the location of choice for families seeking the very best quality of life.

The Town of Bruderheim is a place where people and businesses realize their full potential, in a dynamic business environment with diverse opportunities to serve the needs of a growing community, centrally located to service Alberta's Industrial Heartland marketplace of world-class industry-based business.



*An Oasis in
Alberta's
Industrial Heartland*

THE NEXT STEPS

This plan is the starting point. From here we need to:

- Refine these strategies and identify the action items that must be undertaken to implement the strategies
- Estimate the timing and resource requirements for each action item, including financial cost and potential funding sources
- Prioritize the action items, creating a long-term implementation plan that will be used as a guide in setting annual budget priorities
- Factor the priority strategic items into this coming year's budget

We welcome your comments and questions. Please contact us if you would like to discuss Bruderheim's strategic plan.

Vision 2020



Town of Bruderheim Strategic Planning Project

Further information:

Town of Bruderheim
Chief Administrative Officer
Kelly Rudyk
796-3731



September 2004

THE GOAL: AN EMPHASIS ON THE COMMUNITY VALUES THAT MAKE BRUDERHEIM SPECIAL

Our strategic plan recognizes that the important differences between Bruderheim and other centres are based on community – the security and comfort that comes from our small town values, our quality of life and our community spirit. Our strategies focus on strengthening and preserving these values.

THE STRATEGIES

- Reduce crime by at least half by:
 - Creating a healthier environment for our youth through job opportunities and community, social and recreational programs
 - Supporting an in-town policing presence.
 - Increasing the awareness of citizens and encouraging them to report crime
 - Increasing monitoring and deterrence measures
 - Facilitating increased communication between the police force and the public
- Double the level of participation in recreation and culture activities by:
 - Increasing utilization of existing facilities
 - Providing recreational opportunities directly through municipal programs
 - Increasing the choices available to residents
- Undertaking a Town Beautification Program

THE GOAL: HIGH QUALITY, AFFORDABLE, RESPONSIVE MUNICIPAL SERVICES

The quality and cost of municipal services are critical parts of the formula that determines how comfortable and attractive life in a community can be.

THE STRATEGIES

Our strategies seek to improve municipal services by:

- Making service levels and priorities more responsive to citizens
- Ensuring that services and priorities meet both short term and long term needs
- Providing stable, predictable and competitive tax rates

THE GOAL: A SUSTAINABLE PROGRAM BASED UPON COMMUNITY PARTICIPATION, EMPOWERMENT AND OWNERSHIP

Strategic plans require a longer frame of reference than the three-year mandate that limits each Council. To ensure continuity from Council to Council, strategies focus on empowerment of the administration and community groups.

THE STRATEGY

Administrative and community groups will be responsible for implementing the plan over the long term.

- Implementation will focus on increasing involvement through community participation in all levels of governance, planning, decision making, programming and activities by:
 - Involving the community in the implementation of the Strategic Plan
 - Funding community groups and empowering them to move forward with strategic initiatives

WHAT IS VISION 2020?

Vision 2020 is Council's long-term strategic plan for the Town of Bruderheim, to guide us in planning for the future.

Vision 2020 is about deciding where we want to go as a community. It is about creating a clear, shared vision of where we want to go, building a plan to get there, and then implementing the plan.

HOW THE COMMUNITY PARTICIPATED

A survey was conducted in June to ensure Vision 2020 was going to be successful and incorporate what the community wants. The survey allowed people to respond in writing or by telephone. Out of approximately 430 residences in Town, we had 115 survey responses. A response rate of over 25 per cent demonstrates a very high level of community interest in this subject. In addition, we received 11 responses from businesses out of approximately 30 business offices registered in Town.

We also organized two consultation workshops, one for businesses and one for residents. Both sessions were very well attended and produced valuable input to the planning process.

The results of the consultation process are summarized and available through the Town Office.

WHAT YOU TOLD US

The survey and meetings brought forward resident and business priorities and concerns. Residents identified several major advantages of living in Bruderheim.

WHAT MAKES BRUDERHEIM SPECIAL

- Housing affordability
- Small town values
- Community or social life, including church, social programs and volunteerism

Almost two-thirds responded that they are satisfied or very satisfied with the quality of life in Bruderheim today.

Approximately 95 per cent of residents plan to continue living in Bruderheim for more than two years, and 80 per cent for more than five years. The factors most influencing their desire to remain in Bruderheim include:

- Jobs
- Cost of living
- Lifestyle

YOUR CONCERNS

- Streets, sidewalks and infrastructure
- Policing and crime
- Bylaw enforcement
- Recreation

YOUR HOPES FOR THE FUTURE

- Town beautification
- Improved policing
- Improved infrastructure
- Revitalizing Queen Street

The strategic plan will reflect these values, concerns and priorities.

WHY DO WE NEED VISION 2020?

This document summarizes the vision and strategies that Council has developed. The purpose is to give direction for turning the Vision into a reality.

This strategic plan is a tool to ensure that the priorities set today can be sustained long into the future.

Implementing the Vision 2020 strategies will not only take some time, it will require a coordinated effort from Council, administration, citizens and businesses.

An action plan is being developed to move forward with the first steps. Budget and other resource constraints will determine what can be accomplished each year.

BRUDERHEIM TODAY

With a population of 1,200 residents, the area is a beautiful green oasis to raise a healthy, active family. It is situated almost in the centre of Alberta's Industrial Heartland and is rich with employment opportunities.

Residents who do not work in Town may work in one of the many urban centres in the Alberta Capital Region, or perhaps have one of the thousands of jobs in world-class industrial plants nearby.

At the end of each day, they get to retreat to the Town's peaceful, scenic setting. Barely a half hour's relaxing commute from the hustle and bustle of the Province's capital city, or just minutes from the many major employers in the area, Bruderheim is a place to call home.

A VISION OF TOMORROW

Council's vision of Bruderheim in the future reflects the strengths we have today and the opportunities abound for a small, well-managed, secure, clean and healthy Alberta community. Bruderheim is well positioned, with the natural advantages of location, environment, community, infrastructure and people.

Our goals:

Growth

Community

Services

Sustainability

OUR GOALS AND STRATEGIES

To realize Bruderheim's full potential, the Town will work towards accomplishing the goals and objectives that focus on growth, community, services and sustainability.

THE FUNDAMENTAL GOAL: A FOUNDATION OF LEADERSHIP AND CAPACITY

The starting point for achieving the goals for the Town is creating a strong, sustainable governance and administrative framework.

THE STRATEGIES

- Positioning Council as the champion for strategic change, providing vision and leadership to administration and the community.

This strategy ensures sustainability and reduces the risk that the Town's strategic plans will succeed solely based upon the availability and effort of the Council members, who will change over time. Council's principal role is to energize, lead and facilitate the community to accomplish the strategic goals by allocating municipal resources and leveraging the efforts of individuals and organizations within the community.

- Develop a strong in-house administration and management capacity through partnerships with other municipalities that allow the Town to access affordable, high quality skills and resources.

This strategy helps mitigate the historical difficulty of attracting and retaining high-quality Town managers. Management services will be contracted through other municipalities. The agreement should both meet immediate needs for management services as well as strengthen internal capabilities to make us more self sufficient in the long term.

THE GOAL: INTEGRATED GROWTH STRATEGIES FOR PRESENT AND FUTURE RESIDENTS AND BUSINESSES

We need to make Bruderheim a more desirable place to reside for both people and businesses. To reach our growth goals, the Town will aim to attract young growing families, most likely from workers in nearby plants and other communities who seek the small town environment that we offer. This group will most likely provide the moderate growth Bruderheim wants.

Our growth strategies focus on creating an environment that attracts people and businesses, proactively markets our Town and takes steps to educate our children here in our own Town.

Key among all of these strategies are a Mainstreet Development Plan and a Town Beautification Program.

THE STRATEGIES

- The Town will increase population by at least 7.5 per cent and achieve at least 30 new housing starts by:
 - Creating economic development strategies that increase the number of jobs available locally
 - Offering incentives and support for property owners and new buyers
 - Preparing a Mainstreet Development Program
 - Advertising and promotion to attract people and businesses
- Repairing deficient infrastructure
- Increasing the attractiveness of property ownership through larger sizes for Town-owned lots
- Creating and maintaining an effective website
- Increasing the number of businesses by 30 per cent will be accomplished by supporting existing businesses, increasing communication between Council, administration and business, and stimulating economic development in Town.
- Bruderheim will increase registration in the schools by 20 per cent over four years. This will be accomplished by:
 - Developing a constructive working relationship with the School Board for proactive and long term planning that protects the viability of the Town's school.
 - Providing funding and support before/after school care programs.
 - Investigating in-town busing to school.
 - Working closely with the school principal to find new program directions and to ensure programs are flexible and responsive to changing community needs for education.

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