



Town of Bentley

Strategic Plan Actions for 2022 and Beyond

Strategic Planning Workshop Outline

➤ **Background from CAO**

- Budget - Where do your dollars go?
- Statistics on Town facilities and assets
- Budget 2021 summary
- Bentley Community Strategic Plan (2019-2024)

➤ **2020 & 2021 - Years in Review**

➤ **2021 Goals and Actions – Work in Progress or Scheduled**

➤ **Goals and Actions for 2022 and Beyond (Group Exercise and Discussion)**

➤ **Priority Setting and Fine-tuning (Group Discussion)**

➤ **Next Steps and Closing**

Where do your budget dollars go?

Administration <ul style="list-style-type: none">• General Administration• Legislative Services• Finance• Economic Development• Computer and Information Systems• Donations and Grant Management	Facilities Management and Maintenance <ul style="list-style-type: none">• Arena• Curling Rink• Library• Oxford School• Bentley Museum (Grant)
Public Works <ul style="list-style-type: none">• Roads & Streets• Water Supply & Distribution• Sewage Collection & Treatment• Garbage Collection & Disposal• Project Management & Oversight• Parks, Playground and Campground	Protective Services <ul style="list-style-type: none">• Fire Fighting• Bylaw Enforcement• Emergency Management
Community Services & FCSS	Planning and Development

Statistics

- 1 water treatment plant
- 1 bulk fill water station
- 1 clear well reservoir
- 3 portable water reservoirs
- 8.17 km of water main
- 3.2 km of storm sewer
- 8.26 km of sanitary sewer
- 75 water main valves
- 10 waste water valves
- 109 wastewater manholes
- 20 catch basin manholes
- 63 catch basins
- 2 retention ponds
- 44 hydrants and 1 flush point
- 1 septic receiving station (campground)
- 8 lagoons for waste water treatment
 - 4 anaerobic cells
 - 2 facultative cells
 - 2 storage cells
- 1.67 km of chain link fence
- .34 km of chain and post
- 2.28 km of barbed wire
- 12 hanging baskets
- 26 planters
- 1025 sq. ft. of flower beds
- 445 water meters billed
- 13 sewer and garbage only
- 8 commercial garbage bins
- 648 property tax rolls
- 1078 residents per census
- 664 bookings arena per yr.
- 437 hr. Lacombe enfcmt
- Maintenance and support of vertical assets
 - Old Firehall for Parks and Rec
 - Oxford School
 - Bentley Arena
 - Curling Rink
 - Bentley Library
 - Community Hall
 - Public Works Buildings (2)
 - Pump houses (2)
 - Ski Hill
 - Bentley Fire Hall
 - Town Hall
- 11 light duty vehicles/equip
- 5 heavy duty vehicles
- 4 bins/seacan for recycling
- 4 playgrounds
- 31 outdoor garbage receptacles
- 4 parking lots
- 3km of bike path



Background

Bentley Community Strategic Plan

Date of Plan Approval: April 2019

Time Frame of Plan: 2019 – 2024

Key Concepts of the Plan:

- ▶ Community Focused Plan is not just a corporate strategic plan
- ▶ Open to members of the community to complete or accomplish actions



Background

Bentley Community Strategic Plan

Vision:

“As we look to the future we see the Town of Bentley as a community that offers residents a high quality of life that grows in a sustainable manner that is safe, clean, attractive, friendly and family oriented. The community benefits from its strategic location building on its strengths of being proactive in planning for economic growth in an environmentally responsible manner. Bentley celebrates community spirit where citizens are actively involved in shaping and guiding the future of the community.”

Mission:

“The Town of Bentley is committed to delivering excellence every day through the provision of cost effective services that enhance the quality of life for all citizens within the community. We are committed to open communication and dialogue with all residents that we serve to ensure that we understand and deliver optimal services.”



Background Bentley Community Strategic Plan

Goals of the Strategic Plan

- **Effective Communication and Engagement**
- **Financial Stability**
- **Economic Growth**
- **Enriched and United Community**
- **Organizational Success**

Bentley Community Strategic Plan 2020 & 2021 Review

1. Effective Communication and Engagement

- ▶ *A well connected, knowledgeable and engaged citizenry.*
- ▶ *Bentley is a well-known regional centre and destination that people seek out.*
- ▶ *All citizens, regardless of age and ability, are engaged in a wide variety of year-round events and activities.*

- **2020 & 2021 Impacted by COVID-19**
 - Efforts undertaken to share information more frequently and clearly on website
 - Communications with the local business community through business needs survey/random visits and coaching program
 - Arena Entrance App and COVID-19 safety protocol and continued information posts regarding COVID-19

- **Public Posting of Agendas and Agenda Packages**

- **Highway Roundabout**
 - Information session held in 2021 by AT to share concept plan with the public
 - Roundabout to be built in 2022, working with Wallah signs on sign design for center of Roundabout to direct traffic to Bentley

- **Formal Marketing Plan (Moved to 2022)**
 - formal marketing plan yet to be developed, however digital media campaign undertaken in 2020 through Black Press, Sunny 94
 - On the Spot App 2020
 - Winter Shop Local Advertising End of November – Beginning of December 2020
 - will schedule a meeting with the local business community in 2022 to garner input regarding collaborative marketing to not duplicate efforts by local business and target gaps

Bentley Community Strategic Plan 2020 & 2021 Review

2. Financial Stability

- *A wide variety of partnerships have been created across Bentley to deliver a host of programs and services.*
- *The tax base is broadened and well diversified to support new developments and endeavors.*

■ **Financial Reporting:**

- Revamped financial reporting in MuniWare to update system generated reports and ensure accuracy of reporting
- Added projections and variance analysis to quarterly reporting (this will be every quarter from now on)
- Alignment of Budgeting with the Strategic Plan and Annual Check-Ins
- Server and Computer systems upgrades (risk mitigation regarding data retention and security)

■ **Grant Applications:**

- Successfully submitted and received grant funding for Capital Projects
 - Additional Funding over and above MSI and Gas Tax
 - Municipal Stimulus Grant
 - MOST Funding – Operating Grant related to COVID-19
 - FCM Asset Management Program Funding
 - ACP Grant

■ **Asset Management:**

- *Asset Management Program with Stantec – Workshop with staff and council December 16, 2021*
- *Focus on long term expandability of community, business and residential attraction*
- *Need to look at major assets – Arena Slab Improvements, Concrete Program, Water and Sewer Infrastructure North Bentley, 50th Street South Roadway Improvements, Fleet and Equip needs to improve operational efficiency*
- *Conversations with the County regarding exploration of regional sewage treatment facilities*
- *Transition of GIS system to Parkland Community Planning Association allows for more control of updates and closer support than Calgary MRF*

■ **Donations and Sponsorship:**

- *Concrete Bench Donation (Wes & Norma Lowery)*
- *ATCO & FORTIS Grants Gateway Signage*
- *Tree Grant potentially from Blindman Valley Lions Club*

Bentley Community Strategic Plan 2020 & 2021 Review

3. Economic Growth

- ▶ *Bentley has a wide variety of seasonal and permanent businesses.*
- ▶ *Year-round tourism supports Bentley businesses and provides a range of employment opportunities.*
- ▶ *Regional collaboration supports the success of Bentley businesses and growth.*
- ▶ **Collaboration with Regional Neighbors to actively Promote Bentley**

▪ **CAEP**

- New Business Representative from the Town successfully recruited to CAEP
- updated 2020 & 2021 Community indicators report and working with CAEP on 2022
- Exploring the opportunity with CAEP to conduct gap analysis in partnership with another Central Alberta Community or CAEP Directly

▪ **Alberta Community Partnership Application** (Successful in 2021 - \$200,000)

- Intermunicipal Collaboration Committee established with Lacombe County in 2021, including terms of reference
- Storm Water Management Plan in draft stages with Stantec
- Scope for completion of Water and Sewer Servicing Study underway and negotiating with Stantec on Price

▪ **Lacombe Tourism**

- Partnership with Lacombe Tourism for On-the-Spot App

▪ **Business Community**

- Implemented and delivered Business Coaching Program to support long term community resiliency and support local businesses impacted by COVID-19 (\$15,000 invested to support one on one coaching to support 6 local businesses)

Bentley Community Strategic Plan 2020 & 2021 Review

3. Economic Growth (Cont'd)

- ▶ *Bentley has a wide variety of seasonal and permanent businesses.*
- ▶ *Year-round tourism supports Bentley businesses and provides a range of employment opportunities.*
- ▶ *Regional collaboration supports the success of Bentley businesses and growth.*
- ▶ **Collaboration with Regional Neighbors to actively Promote Bentley**

▪ **General Economic Development**

- Cold Calls - continue to converse with interested parties regarding business development, residential development in the capacity as the development officer seems to be picking up slightly
- New commercial building on 50th Ave – Bentley Bike Shop (permit approved – construction underway)

▪ **Capital Projects (completed on schedule)**

- 50th Street South
- Concrete Replacement and Arena Ramp Improvements
- Gateway signage – lighting, xmas lights, flag poles installed in 2021

- **Regular Meetings with Neighboring CAO's** to explore collaborative opportunities and potential cost sharing – such as training (ie: joint council orientation workshop with the County)

Bentley Community Strategic Plan 2020 & 2021 Review

4. Enriched and United Community

- *A safe, sustainable and holistic community where people can live, work and recreate.*
- *All housing needs are met to support people of every age, ability and family size.*
- *An active, engaged and sustainable community.*

▪ **Bentley Care Centre Doctor**

- Council approved funding to cover computer upgrades to support no more manual charting and ensure the Doctor continues to provide services to the Community
- Doctor has not returned to the community – ongoing meetings and discussions have taken place

▪ **Communication with RCMP and Lacombe County Peace Officer**

- Commitment from both RCMP and the County to present to Council twice annually
- Regular statistical updates from both
- Open and good communication regularly
- Enhanced contacts with the community from both including non-enforcement contacts weekly

▪ **Successfully held hazardous waste roundup in 2020 and will hold in 2022**

▪ **Housing Options/ Lot Sales**

- Letter to Lacombe Foundation regarding exploring affordable housing options in partnership.
- Continue to promote subdivision lands
- redevelopment of the subdivision (new beginnings underway 2021 – 2022)

▪ **Events Strategy (Moved to 2022)**

- Although regular town events were mostly put on hold – we have worked internally on modified events to meet COVID-19 requirements like Car Bingo, Drive Thru Santa, Will decorate Town Hall and possibly a Christmas Tree in the Park 2020 & 2021
- Community Services has worked on information gathering in 2021 to put together calendar of local events, will be brought to council for review / engagement and feedback

Bentley Community Strategic Plan 2020 & 2021 Review

5. Organizational Successes

- ▶ *An efficient, knowledgeable, healthy and caring community.*
- ▶ *A transparent and accessible municipal Council and Administration.*
- ▶ *Organized and engaged network of community partnerships and organizations.*

■ **Community Room in Town Hall Building**

- Successful partnership with Lacombe Family Resource Network (McMann)
 - Community Programming (no cost to the town – other than provision of free space)
- New agreement for the provision of YOGA program – when allowed to operate
- TOPS moved into this room to free up operational space in old fire hall for Parks Operations and Public Works

■ **Community Interaction**

- Open door informal commitment and policy at Town Hall – encouraging residents to meet with the CAO or Mayor and Council as needed
- Visits to Bentley businesses in the community by the CAO to support local shopping and having informal conversations
- Invitation to the community to participate in event planning such as the xmas event – business representative on the working group

■ **Blindman Valley Lions Club**

Bentley Community Strategic Plan

2022 Goals and Actions – Work in Progress or Scheduled

1. Effective Communication and Engagement

- ▶ **A well connected, knowledgeable and engaged citizenry.**
- ▶ **Bentley is a well-known regional centre and destination that people seek out.**
- ▶ **All citizens, regardless of age and ability, are engaged in a wide variety of year-round events and activities.**

- *Action* *Ensure residents are well informed and visitors can access information through an improved website was anticipated to be completed in 2021 – however with election will look to implement by Q2 2022*
- *Action* *Develop a formal marketing plan to be shared with the community by Q3 2022*
- *Action* *Continue to find ways to host safe community events in a Pandemic Environment – car show, drive thru santa, try to find a way to deliver arena slab improvement if successful for the grant between end of season minor hockey and rodeo*
- *Action* *Outdoor Rink to be built in December 2021 or January 2022 when weather permits*
- *Action* *Citizen / Volunteer Recognition Policy to be brought to Council by Q3 2022*
- *Action* *Design of Roundabout Signage for review with Council - to direct people to Bentley at Junction of Hwy 20 & Hwy 12 (Q1 2022)*
- *Action* *Continue to enhance partnerships with local organizations and groups including the newly formed Blindman Valley Lions Club. (Engage Lions Club in Q1 2022 – regarding activity for 2022)*

Bentley Community Strategic Plan

2022 Goals and Actions – Work in Progress or Scheduled

2. Financial Stability

- ▶ A wide variety of partnerships have been created across Bentley to deliver a host of programs and services.
- ▶ The tax base is broadened and well diversified to support new developments and endeavors.

- *Action* *Responsible governance through open and transparent financial reporting, capital project implementation and budgetary information sharing. This has included quarterly financial projection and variance reports that will be posted publically as part of the council agenda package. Also, capital projects will be implemented in a fiscally responsible manner on time and on budget with the utilization of grant funding where possible. (Ongoing)*

- *Action* *Long term financial planning through the beginnings of an Asset Management Program to continue in 2022 and partially funded by grant funding from the Federation of Canadian Municipalities and implemented. This is in process but was delayed by the election. (Phase 1 Complete Q1 2022)*

- *Action* *Grant applied for through Canada Community Revitalization Fund (\$720,000) and Support from Lacombe County in the amount of (\$360,000) to fund \$1,440,000 Arena Slab Replacement in 2022. (Know if approved by Q1 2022)*

- *Action* *Risk Analysis and Building Assessment including Order of Magnitude Cost Estimate – Oxford School (Q3 2022)*

Bentley Community Strategic Plan

2022 Goals and Actions – Work in Progress or Scheduled

3. Economic Growth

- ▶ Bentley has a wide variety of seasonal and permanent businesses.
 - ▶ Year-round tourism supports Bentley businesses and provides a range of employment opportunities.
 - ▶ Regional collaboration supports the success of Bentley businesses and growth.
 - ▶ Collaboration with Regional Neighbors to actively Promote Bentley
- Action Established a committee of council to further explore the development potential of commercial and industrial lands as identified in the Intermunicipal Collaboration Framework and Intermunicipal Development Plan. The end goal will be to create an area structure plan, economic development plan and servicing study. The program is funded by Alberta Community Partnership Grant and work will continue through Q1, Q2, Q3 2022.
 - Action Continue to enhance the gateways to our community to support tourism, business and residential development attraction – Signage for roundabout included in Alberta Transportation project. (Q2 design for sign)
 - Action 2022 implementation of digital service squad partnership with Blackfalds and Sylvan Lake (grant funded program through Business Link to hire 4th year grad student to provide small businesses with resources, training and support for the adoption of digital technologies.
 - Action Land use Bylaw Consolidation/Review/Update (Q3 2022)

Bentley Community Strategic Plan

2022 Goals and Actions – Work in Progress or Scheduled

4. Enriched and United Community

- ▶ **A safe, sustainable and holistic community where people can live, work and recreate.**
- ▶ **All housing needs are met to support people of every age, ability and family size.**
- ▶ **An active, engaged and sustainable community.**

- **Action** Explore opportunities for housing partnerships for the development of diversified housing options. This includes meeting with Lacombe Foundation, Bethany Group or Habitat for Humanity to further future development of residential lands. Requests have been made to Lacombe Foundation and Bethany group, but no meeting has taken place at this time with Mayor and Council - Meeting should be scheduled by Q2 – 2022
- **Action** New Beginnings Subdivision reconfiguration (in progress) - Engineering analysis underway and report will be brought back to Council in Public in Q1 - 2022
- **Action** Continue to nurture the Town's relationship with the RCMP and Lacombe Enforcement and ensure an enhanced presence in the community - Potentially look to host a community engagement with the RCMP locally in 2021 through in person or survey (Depending on COVID-19) by Q3 – 2022
- **Action** Waste and Recycling Options - request a presentation from LRWSC Manager regarding the Transfer Station and additional options for consideration such as a composting.(Q1 2022)

Bentley Community Strategic Plan



2022 Goals and Actions – Work in Progress or Scheduled

5. Organizational Successes

- ▶ An efficient, knowledgeable, healthy and caring community.
- ▶ A transparent and accessible municipal Council and Administration.
- ▶ Organized and engaged network of community partnerships and organizations.

- Action Ensure a coordinated response and recovery from COVID-19 impacts to the community, to promote a safe and healthy community. Including information sharing with the public in a timely manner as well as providing links to resources to support the long-term recovery of our community. Managing recreation activities at major facilities like the arena to allow recreation to continue safely. (Ongoing)
- Action Engage residents through a variety of means including hosting a volunteer recognition event/open house in 2022 which includes connecting organizations to share what they do to the community. It was originally anticipated we could do so by 3rd or 4th quarter 2021, however with COVID this has not been possible. (Q3 – 2022)
- Action Explore online options for Council Meeting Technology (Q2 – 2022)
- Action Community Events Strategy (Q4 – 2022)
- Action Drive Happiness Transportation Program (Q1 – 2022)

Goals and Actions for 2022 and Beyond



Key questions for group discussion:

- What do you as Council wish to achieve?
- How do the items related to the Strategic Plan?
- Which items are higher priority than others?
- What resources are you prepared to commit?



Specific	Measurable	Attainable	Relevant	Time-Bound
<p>Make sure your goals are focused and identify a tangible outcome. Without the specifics, your goal runs the risk of being too vague to achieve. Being more specific helps you identify what you want to achieve. You should also identify what resources you are going to leverage to achieve success.</p>	<p>You should have some clear definition of success. This will help you to evaluate achievement and also progress. This component often answers how much or how many and highlights how you'll know you achieved your goal.</p>	<p>Your goal should be challenging, but still reasonable to achieve. Reflecting on this component can reveal any potential barriers that you may need to overcome to realize success. Outline the steps you're planning to take to achieve your goal.</p>	<p>This is about getting real with yourself and ensuring what you're trying to achieve is worthwhile to you. Determining if this is aligned to your values and if it is a priority focus for you. This helps you answer the why.</p>	<p>Every goal needs a target date, something that motivates you to really apply the focus and discipline necessary to achieve it. This answers when. It's important to set a realistic time frame to achieve your goal to ensure you don't get discouraged.</p>



Background
Bentley Community Strategic Plan



**Strat Planning Session
November 2021 and May 2022**

Bentley Community Strategic Plan 2020 & 2021 Review

1. Effective Communication and Engagement

- ▶ *A well connected, knowledgeable and engaged citizenry.*
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- ▶ *All citizens, regardless of age and ability, are engaged in a wide variety of year-round events and activities.*

Council Feedback

- *Roundabout Signage* 1.)
- *Electronic Signage* 1.)
- *Family Oriented Project* 2.)
- *More Skiing for Ski Hill* 2.)
- *New Park with Gazebo or Stage with Power* 2.)
- *Better Website* 3.)
- *Website Branding* 3.)
- *Marketing enhancement – ways of communication* 3.)
- *Better Social Media* 3.)
- *Positive Attitude and Talk from all Council* 4.)
- *Why we want to be in Bentley* 4.)

Bentley Community Strategic Plan 2020 & 2021 Review

1. Effective Communication and Engagement

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Common Themes (Tasks)

- *Undertake stakeholder engagements for major projects as undertaken. For 2022 this will include:
 - Website and Branding
 - New Beginnings Subdivision Redesign
 - Bentley South East Area Structure Plan
 - Hwy 12 & 20 Roundabout Signage*
- *Implement signage at the Roundabout on Highway 12 & 20 that moves Bentley to the Highway and makes people want to drive 1.5 km up the road to explore the community.*
- *Engage the Community regarding a Family Oriented Project for the community such as a revitalized downtown park with gazebo or stage with power that supports a multitude of year round events and activities.*
- *Collaborate with the Medicine Lodge Ski Club to encourage better utilization of the Hill, while preserving the natural beauty of the area.*

Bentley Community Strategic Plan

2022 Goals and Actions – Work in Progress or Scheduled

2. Financial Stability

- ▶ A wide variety of partnerships have been created across Bentley to deliver a host of programs and services.
- ▶ The tax base is broadened and well diversified to support new developments and endeavors.

Council Feedback

- *See ahead by faith and hope* 1.)
- *Sell those lots* 2.)
- *Oxford School Analysis* 3.)
- *Public Works Shop & Yard* 3.)
- *No Tax Utility Increases* 4.)
- *Maintaining Existing Projects and any new initiatives with no or minimal tax raises in 2022* 4.)
- *Lean on Community for project* 5.)
- *Ask Groups for Sponsorship* 5.)
- *Encourage Workable Dreams* 6.)
- *Access Grants (More Grants)* 6.)

Bentley Community Strategic Plan

2022 Goals and Actions – Work in Progress or Scheduled

2. Financial Stability

- ▶ A wide variety of partnerships have been created across Bentley to deliver a host of programs and services.
- ▶ The tax base is broadened and well diversified to support new developments and endeavors.

Common Themes (Tasks)

- Implement a robust asset management program that provides clarity to long term costs and capital planning and ensures that Town Assets are effectively maintained.
- Continue to hold property taxes and utility fees at established rates for as long as possible, while ensuring that long term asset management goals can be met.
- Seek out community support, sponsorships and grants for the nice to haves that support dreams, while maintaining fiscal responsibility to pay for necessities.
- Undertake the redesign of New Beginnings Subdivision to create Single Family Dwelling Lots that meet the current demand in Bentley.

Bentley Community Strategic Plan

2022 Goals and Actions – Work in Progress or Scheduled

3. Economic Growth

- ▶ Bentley has a wide variety of seasonal and permanent businesses.
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Council Feedback

- Partner & Relationships with Neighbors 1.)
- Present Possibilities 1.)
- Marketing our Community 1.)
- Sandy Point Re-engagement 1.)
- Attracting New Business through Resources like CAEP and marketing initiatives 1.)
- New Beginnings Development Growth 2.)
- Promote Outside the box 3.)
- Doctor in Town 3.)
- New Store Grocery 3.)
- Dream the Impossible 3.)

Bentley Community Strategic Plan

2022 Goals and Actions – Work in Progress or Scheduled

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Common Themes

- *Enhance marketing and communications through an improved website and a brand that is reflective of the heart and soul of the community and that answers the questions Why Bentley?*
- *Collaborate and partner with organizations like CAEP, Community Futures and Business Link to provide Additional Supports for Business*
- *Create new partnerships and nurture existing partnerships with neighboring communities including Sandy Point to find collaborative ways to support one another.*
- *Seek out to improve essential services for Bentley including recruiting a Doctor*
- *Develop an Area Structure Plan to support commercial and industrial business attraction and support economic growth*
- *Complete the redesign of residential lots from multi-family to SFD for the New Beginnings Subdivision to match the supply of lots with the current demand.*

Bentley Community Strategic Plan

2022 Goals and Actions – Work in Progress or Scheduled

4. Enriched and United Community

- ▶ A safe, sustainable and holistic community where people can live, work and recreate.
- ▶ All housing needs are met to support people of every age, ability and family size.
- ▶ An active, engaged and sustainable community.

Council Feedback

- | | |
|---|-----|
| ▪ Welcome is Key | 1.) |
| ▪ Respect Learn and Acknowledge Local History | 2.) |
| ▪ Promote Going Green | 3.) |
| ▪ Dog Park | 3.) |
| ▪ Community Drop in Centre or Skate Park | 3.) |
| ▪ Waste & Recycling Options Partnerships | 3.) |
| ▪ New Home For Seniors | 4.) |
| ▪ Opportunities for Senior Housing Projects | 4.) |
| ▪ Food & Clothing Drives for the Needy | 5.) |
| ▪ Day Care for Bentley – reasonably priced | 5.) |

Bentley Community Strategic Plan

2022 Goals and Actions – Work in Progress or Scheduled

4. Enriched and United Community

- ▶ A safe, sustainable and holistic community where people can live, work and recreate.
- ▶ All housing needs are met to support people of every age, ability and family size.
- ▶ An active, engaged and sustainable community.

Common Themes

- Promote a welcoming community that showcases and acknowledges the rich history of Bentley through a marketing and communication strategy to encourage people to live, work and recreate here.
- Explore opportunities for new seniors housing projects and expansion of homes for seniors.
- Seek out and attract new businesses that fill services gaps within the community, such as Day Cares
- Find ways to improve waste reduction and recycling options through partnerships for the town, while ensuring a cost effective approach for the provision of those services. (This includes public education)
- Explore options for a community focused project that the community wants and ensure that this is part of the Capital Program for the near future.

Bentley Community Strategic Plan November Planning Session

5. Organizational Successes

- ▶ An efficient, knowledgeable, healthy and caring community.
- ▶ A transparent and accessible municipal Council and Administration.
- ▶ Organized and engaged network of community partnerships and organizations.

Council Feedback

- Review Policy and Bylaws 1.)
- FTE's Finance Officer & Parks & Rec Supervisor 2.)
- Help Keep Businesses in Town 3.)
- Advocacy Plan 4.)
- More Group Volunteer Projects –i.e. beatification projects 5.)
- Strategic Sharing of Plans 6.)
- You Are Now Us 6.)
- What Can You Share 6.)
- Invite groups to open house 6.)

Bentley Community Strategic Plan

November Planning Session

5. Organizational Successes

- ▶ An efficient, knowledgeable, healthy and caring community.
- ▶ A transparent and accessible municipal Council and Administration.
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Common Themes

- *Ensure legislative compliance through effective policies and bylaws, with the intent to review and amend as required to stay current, relevant*
- *Recruit and hire a new Parks and Recreation Supervisor / Safety Officer to provide an enhanced level of service for parks and parks facilities as well as review, amend and/or implement an effective safety program.*
- *Leverage community partnerships and volunteers where possible to improve the delivery of programs, events and services and showcase the **unity** of our community.*
- *Review, update and pursue a strong advocacy plan to lobby Provincial and Federal levels of government to invest, support and improve local services.*
- *Share information, plans, financials etc to encourage transparency and open communication with the public. This includes quarterly financial reporting, updated website with better information sharing tools, all policies, bylaws etc posted online and available*