

**Town of Legal**  
**Strategic Plan 2019 - 2022**  
*Passed: January 21, 2019*



*Town of Legal Vision Statement –*

Goal	Success Indicators	Strategies			
		Action	By Whom	By When	Resources
<b>Legal is the ideal community for families.</b>	<i>Increased registration in our schools</i> <i>Increased registration in our recreation programs</i> <i>New home starts</i> <i>Reductions of vacancies in rental homes</i> <i>Website &amp; social media is up-to-date</i> <i>Increase public feedback from events</i>	Legal advertised to a broader audience (promote 3 schools, low cost of living, quiet/safe community, recreation facilities (sports, clubs, open spaces) via new pictures on website, targeted outside community, regional partners	3 <sup>rd</sup> Party & Staff	Ongoing	Cost of events when we know
		Military – contact resource center to explore opportunities for promotion – re: web link, provide more materials	3 <sup>rd</sup> Party & Staff	Jan-19	
		Join Edmonton Salutes Committee	3 <sup>rd</sup> Party & Staff	Complete	
		Generate current promotional materials (i.e.: Travel Alberta, Go East, etc.)	3 <sup>rd</sup> Party & Staff	Ongoing	
		Ensure website is up-to-date, put up new pictures (i.e.: photos of new housing) with the new marketing/website program to be launched	3 <sup>rd</sup> Party & Staff	Ongoing	
		Video Project– can be utilized in background through media sites, as a link on website, YouTube “What do you Like in Your Community” and/or “What makes Legal Your Home”	Educational Institutions	End of December 2019	
		Explore billboard ideas – costs, etc.	3 <sup>rd</sup> Party & Staff	Ongoing	
		Develop a highway billboard to promote community	3 <sup>rd</sup> Party & Staff	Ongoing	
		Land Inventory on website	3 <sup>rd</sup> Party & Staff	Ongoing	
		Plan/explore running more family events i.e.: street hockey	Council, Staff & Local	Ongoing	

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<b>Town of Legal prioritizes collaboration with regional partners.</b>	<i>Decrease outgoing expenses</i> <i>Consistent attendance from region to discuss regional ideas</i> <i>Explore 1 Regional initiative per year</i>	Encourage regular meetings with Councils & CAO with neighboring municipalities in regards to discussing regional issues.	Council & Staff	Ongoing Annually	Agenda
		Set up a meeting with Sturgeon County Council and staff to develop partnerships such as creation of Inter-municipal Collaboration Framework (ICF), water services, Legal crossroads, recreation, emergency services, advertising and promotion of Region, transportation needs	Council & Facilitator		
		Ongoing collaboration with our regional partnership groups	Council & Staff	Yearly	
		Explore more cost sharing ideas with region such as Sturgeon Regional Emergency Management Plan (SREMP), Bylaw Enforcement, Fire Services, etc.		Reviewed regularly via council reports & annual retreat	

Goal	Success Indicators	Strategies			
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<b>Legal has the necessary emergency services for its citizens.</b>	<i>Fire Prevention Week</i> <i>Increase Volunteer recruitment for Fire Dept</i> <i>Improving reliable EMS</i> <i>Meetings with key stakeholders</i> <i>Visibility of emergency group</i> <i>Low turnover of all emergency service volunteers</i> <i>Decrease emergency services response time (RCMP and EMS), COP, MFR</i>	Monitor system to ensure that the quality of emergency services is meeting the needs of our residents. Some checks and balances in the system include: adequate and maintained equipment, build a good rapport with Sturgeon County, emergency services are visible in the community, ensure our members have the access to proper training, bi-annual meetings between Council and department heads.	Department, Council &/or Staff	Ongoing	
		Lobby the government for improved ambulance services	Council initiates	Immediately and ongoing	
		Assist the volunteer emergency services groups by being a strong partner to help recruit new members by means of education, promotion and communication.	County/LFD Volunteers	Ongoing	
		Give published recognition to emergency service volunteers i.e.: Facebook, news print, participate in functions which recognizes volunteers	Council & Staff	Fire Prevention Week	

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<b>Town of Legal provides support and opportunity for new business and industry.</b>	<i>Have maintained the businesses we have in the community</i> <i>Have increased store front businesses</i> <i>Have increased home based businesses</i> <i>Decrease all vacant businesses on main street</i> <i>Collaborate with regional partners</i>	MDP/LUB development review & amend	Council & Staff	Review by end of 2019	
		Advocacy for a paved connection to the Alberta Heartland	Chamber of Commerce & Town of Legal	Ongoing conversation with regional partner (AB Transportation, Sturgeon County)	
		Meet with local industrial land owners to discuss potential development for industrial use	Council & Staff	Ongoing	
		Land Inventory on website	Staff & 3 <sup>rd</sup> Party	Ongoing	
		Promote local businesses to use the Sturgeon County Business directory	Chamber of Commerce & Staff	Ongoing	
		Partnering with Legal Chamber of Commerce to promote membership with both organizations	Chamber of Commerce & Staff	Ongoing	

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<b>Town of Legal meets the recreation and social needs of its residents.</b>	<i>Positive feedback from community and program attendance</i> <i>Add new community events</i> <i>Decrease indicators of crime in community</i>	Receive feedback from public on needs through ongoing appraisal surveys, etc.	Council & Staff	Feedback regularly from programs	
		Collaborate with regional programs.	Council & Staff	Ongoing	
		Explore recreation/social opportunities that don't need to be 100% cost recovery (keep the people here locally)	Council & Staff	Ongoing	
		Communicate with schools and service groups to identify recreational needs and possible partnerships	Council	Ongoing	
		Support crime reduction programs	Council & Staff	Ongoing	
		Investigate the possibility/viability of establishing a library or library board in the future	Council	Ongoing	

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<b>The Town of Legal is a strong partner in maintaining and strengthening the services we have through education, communication and promotion.</b>	<i>Attendance in programs</i> <i>Volunteers joining the registry</i> <i>Enough volunteers to run a program</i>	Personal invitations to events/info sessions/projects (social media, Legal-Lerie, using volunteer registry)	Staff	Ongoing	
		Comment/suggestion boxes at events/projects	Staff	Ongoing	
		Advertising requests for volunteers in Legal-Lerie and social media	Staff	Ongoing	
		Advertise with different newspapers within surrounding area (i.e.: Morinville News, Free Press, St. Albert Gazette, LED sign with Centralta)	Staff	Ongoing	

Goal	Success Indicators	Strategies			
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<b>Town of Legal is fiscally responsible, ensuring community sustainability.</b>	<i>Balanced budgets</i> <i>Low debts</i> <i>Sufficient reserves</i> <i>Maintaining infrastructure Fully utilizing grant money</i>	5 year budget forecast for Capital Plan	Council & Staff	Annually	
		5 year budget forecast for other projects	Council & Staff	Annually	
		Prioritize budget items and plan for funding	Council & Staff	Annually	
		Exploring grant availabilities for Town of Legal	Council & Staff	Ongoing	
		Collaborate regionally to offer more cost effective services or programs	Council & Staff	Ongoing	

Goal	Success Indicators	Strategies			
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<b>Legal is recognized as a multicultural community with a rich Francophone heritage.</b>	<i>Partnership with the ACFA and Centralta Tourism Society More bilingual activities in the community Increase multicultural events Respectful relationship between ACFA and the Town Achieving competitive advantages through memberships of Francophone organizations</i>	Meet with Centralta Tourism Society & l'ACFA to brainstorm ideas for promotional strategy for the Town murals and Francophone endeavor's or events (i.e.: web promotion, maps and other resources)	Council & Tourism Society & ACFA	Ongoing	
		Community events showcase multicultural and bilingual heritage (i.e.: Fete au Village & Meet Your Community - food, music, Family Day)	Fete au Village & Town of Legal	Encourage Opportunities each year	
		Maintain relationship with other francophone communities within Alberta (i.e.: Alberta Bilingual Municipality Association)	Council & Staff	Ongoing	

Goal	Success Indicators	Strategies			
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<b>The Town of Legal has a strong working relationship with the business community.</b>	<i>Chamber of Commerce and Town have shared vision Respectful relationship between Chamber of Commerce , Town of Legal businesses and Town Council</i>	Maintain ongoing relationship and discussions with the Chamber of Commerce	Council Representative	Ongoing	
		Legal Chamber of Commerce 2020 AGM function with a presentation from the Town of Legal with a focused agenda on new website benefits and marketing strategies to Chamber of Commerce business memberships (i.e.: power point presentation from a 3rd party working for the Town to present how the initiatives taken by the Town can incorporated with a working relationship with the Chamber of Commerce).	Council, Staff, 3rd Party & Chamber of Commerce	To review in mid-2019 for 2020 AGM	

Goal	Success Indicators	Strategies			
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<b>Town of Legal has a clear and progressive vision for the future of the community.</b>	<i>Legal has a vision statement</i>	Write vision & mission statements for the Town of Legal.	Council	Completed	
		Develop Guiding Principles	Council, Staff & 3 <sup>rd</sup> Party	Completed	

Goal	Success Indicators	Strategies			
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<b>Town of Legal to review, amend or create bylaws to enhance beautification and safety of community.</b>	<i>Well maintained properties for residential and industrial/commercial Positive feedback from the community and visitors</i>	Develop community standards Meeting with bylaw to discuss expectations of enforcement Advertise awareness of bylaw	Council, Staff & 3 <sup>rd</sup> Party	Review & develop for 2019	

**VISION:**

**The ideal community for families and business, celebrating our history with a progressive view to our future.**

**MISSION:**

**Legal provides effective and responsible governance to meet the needs of the community through strong partnerships and advocacy.**

**MOTTO:**

**Our Community, Our Passion**

