

**Town of Legal**  
**Strategic Plan 2017 -2020**  
*Developed: January 17, 2017*



*Town of Legal Vision Statement –*

Goal	Success Indicators	Strategies			
		Action	By Whom	By When	Resources
<p><b>Legal is the ideal community for families.</b></p>	<ul style="list-style-type: none"> <li>• <i>Increased registration in our schools</i></li> <li>• <i>Increased registration in our recreation programs</i></li> <li>• <i>New home starts</i></li> <li>• <i>Reductions of vacancies in rental homes</i></li> <li>• <i>Website &amp; social media is up-to-date</i></li> <li>• <i>Increase public feedback from events</i></li> </ul>	<ul style="list-style-type: none"> <li>• 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</li> <li>• Military – contact resource center to explore opportunities for promotion – re: web link, provide more materials</li> <li>• Generate current promotional materials and distribute to nearby communities (e.g., Morinville information and tourism office, St Albert, etc.)</li> <li>• Engage into marketing program with 3<sup>rd</sup> party</li> <li>• Ensure website is up-to-date, put up new pictures (e.g., picture of new houses) until such time as a new marketing program is launched – new website to be designed.</li> <li>• Video Project– can be utilized in background at trade shows, media sites, link on website, YouTube “What do you Like in Your Community” and/or “What makes Legal Your Home”</li> <li>• Explore billboard ideas – costs, etc.</li> <li>• Develop a highway billboard to promote community</li> <li>• Explore visiting trade shows to promote community (e.g.: Home &amp; Garden, Bridal Fantasy, Mom, Pop, &amp; Tots shows)</li> </ul>	<ul style="list-style-type: none"> <li>• Staff</li> <li>• Staff</li> <li>• Staff</li> <li>• Out sourced</li> <li>• Staff &amp; out sourced</li> <li>• Council &amp; Staff</li> </ul>	<ul style="list-style-type: none"> <li>• End of 2017</li> <li>• Beginning January 2017</li> <li>• Ongoing</li> <li>• End of December 2019</li> <li>• No Date</li> </ul>	<ul style="list-style-type: none"> <li>• Cost of events when we know</li> <li>• Business sponsorship</li> </ul>

		<ul style="list-style-type: none"> <li>• Land Inventory on website</li> <li>• Plan/explore running more family events e.g.: Street hockey tournament for Family Day, Teen dances, jam session, Senior afternoon dance, Fun Hockey, Learn to Skate - Multi-age level. Low commitment. Get sponsors to make costs low. Have it run under the Town's insurance.</li> </ul>	<ul style="list-style-type: none"> <li>• Council &amp; Staff &amp; Local Service Groups</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> </ul>	
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		Action	By Whom	By When	Resources
<b>Town of Legal prioritizes collaboration with regional partners.</b>	<ul style="list-style-type: none"> <li>• <i>Decrease outgoing expenses</i></li> <li>• <i>Consistent attendance from region to discuss regional ideas</i></li> <li>• <i>Explore 1 Regional initiative per year</i></li> </ul>	<ul style="list-style-type: none"> <li>• Encourage regular meetings with Councils &amp; CAO with neighboring municipalities in regards to discussing regional issues.</li> <li>• 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</li> <li>• Ongoing collaboration with our regional partnership groups e.g. CRB, Growth Alberta and sub regional partners</li> <li>• Explore more cost sharing ideas with region such as Emergency Plan, Bylaw Enforcement, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Council &amp; Staff</li> <li>• Council &amp; Facilitator</li> <li>• Sturgeon Regional Partnership</li> </ul>	<ul style="list-style-type: none"> <li>• November 2017</li> <li>• Annually</li> <li>• Yearly</li> <li>• Reviewed regularly via council reports &amp; annual retreat</li> </ul>	<ul style="list-style-type: none"> <li>• Agenda</li> </ul>

Goal	Success Indicators	Strategies			
		Action	By Whom	By When	Resources
<b>Legal has the necessary emergency services for its citizens.</b>	<ul style="list-style-type: none"> <li>• <i>Fire Prevention Week</i></li> <li>• <i>Increase Volunteer recruitment for Fire Dept</i></li> <li>• <i>Improving reliable EMS</i></li> </ul>	<ul style="list-style-type: none"> <li>• 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</li> </ul>	<ul style="list-style-type: none"> <li>• Department, Council &amp;/or Staff</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> </ul>	

	<ul style="list-style-type: none"> <li>• <i>Meetings with key stakeholders</i></li> <li>• <i>Visibility of emergency group</i></li> <li>• <i>Low turnover of all emergency service volunteers</i></li> <li>• <i>Decrease emergency services response time (RCMP and EMS)</i></li> </ul>	<p>members have the access to proper training, bi-annual meetings between Council and department heads. Look at increasing funds for training.</p> <ul style="list-style-type: none"> <li>• Lobby the government for improved ambulance services</li> <li>• Lobby the government for funding Fire Departments for Medical Assist service calls (AHS, Minister of Health, Local MLA and Minister of Municipal Affairs).</li> <li>• Assist the volunteer emergency services groups by being a strong partner to help recruit new members by means of education, promotion and communication</li> <li>• Give published recognition to emergency service volunteers e.g.: Facebook, news print, participate in functions which recognizes volunteers</li> </ul>	<ul style="list-style-type: none"> <li>• Council initiates</li> <li>• Town of Legal citizens &amp; community members</li> <li>• Council</li> <li>• Council &amp; Staff</li> </ul>	<ul style="list-style-type: none"> <li>• Immediately and ongoing</li> <li>• Ongoing</li> <li>• Ongoing</li> <li>• Fire Prevention Week</li> </ul>	
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<p><b>Town of Legal provides support and opportunity for new business and industry.</b></p>	<ul style="list-style-type: none"> <li>• <i>Have attended key Trade Shows</i></li> <li>• <i>Have maintained the businesses we have in the community</i></li> <li>• <i>Have Increase store front businesses</i></li> <li>• <i>Have increased home based businesses</i></li> <li>• <i>Decrease all vacant businesses on main street</i></li> <li>• <i>Collaborate with regional partners</i></li> </ul>	<ul style="list-style-type: none"> <li>• Attend trade shows to promote Legal as the place to bring new business</li> <li>• MDP/LUB development</li> <li>• Advocacy for paving 651 to Highway 28</li> <li>• Meet with local industrial land owners to discuss potential development for industrial use</li> <li>• Land Inventory on website</li> <li>• Promote local business to use the Sturgeon County Business directory</li> <li>• Partnering with Legal Chamber of Commerce to promote membership with both organizations</li> </ul>	<ul style="list-style-type: none"> <li>• Council &amp; Staff</li> <li>• Council &amp; Staff</li> <li>• Chamber of Commerce &amp; Town of Legal</li> <li>• Council &amp; Staff</li> <li>• Staff</li> <li>• Chamber of Commerce &amp; Staff</li> <li>• Chamber of Commerce &amp; Staff</li> </ul>	<ul style="list-style-type: none"> <li>• Once promotional items are updated</li> <li>• Reviewed annual</li> <li>• Ongoing conversation with AB Transportation (Annual AUMA Conf.)</li> <li>• Ongoing</li> <li>• Ongoing</li> <li>• Ongoing</li> <li>• Ongoing</li> </ul>	

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<b>Town of Legal meets the recreation and social needs of its residents.</b>	<ul style="list-style-type: none"> <li>• <i>Positive feedback from community and program attendance</i></li> <li>• <i>Add new community events</i></li> <li>• <i>Decrease indicators of crime in community</i></li> </ul>	<ul style="list-style-type: none"> <li>• Receive feedback from public on needs through ongoing appraisal surveys, etc.</li> <li>• Collaborate with regional programs.</li> <li>• Explore recreation/social opportunities that don't need to be 100% cost recovery (keep the people here locally)</li> <li>• Communicate with schools and service groups to identify recreational needs and possible partnerships</li> <li>• Support crime reduction programs</li> </ul>	<ul style="list-style-type: none"> <li>• Council &amp; Staff</li> <li>• Council &amp; Staff</li> <li>• Council &amp; Staff</li> <li>• Council</li> <li>• Council &amp; Staff</li> </ul>	<ul style="list-style-type: none"> <li>• Feedback regularly from programs</li> <li>• Ongoing</li> <li>• Ongoing</li> <li>• Ongoing</li> <li>• Ongoing</li> </ul>	

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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>	<ul style="list-style-type: none"> <li>• <i>Attendance in programs</i></li> <li>• <i>Volunteers joining the registry</i></li> <li>• <i>Enough volunteers to run a program</i></li> </ul>	<ul style="list-style-type: none"> <li>• Personal invitations to events/info sessions/projects (social media, Legal-Lerie, using volunteer registry)</li> <li>• Comment/suggestion boxes at events/projects</li> <li>• Advertising requests for volunteers in Legal-Lerie and social media</li> <li>• Advertise with different newspapers within surrounding area (e.g.: Morinville News, Free Press, LED sign with Centralta)</li> </ul>	<ul style="list-style-type: none"> <li>• Staff</li> <li>• Staff</li> <li>• Staff</li> <li>• Staff</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> <li>• Ongoing</li> <li>• Ongoing</li> <li>• 2017</li> </ul>	

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<b>Town of Legal is fiscally responsible, ensuring community sustainability.</b>	<ul style="list-style-type: none"> <li>• <i>Balanced budgets</i></li> <li>• <i>Low debts</i></li> <li>• <i>Sufficient reserves</i></li> <li>• <i>Maintaining infrastructure</i></li> <li>• <i>Fully utilizing grant money</i></li> </ul>	<ul style="list-style-type: none"> <li>• 5 year budget forecast for Capital Plan</li> <li>• 5 year budget forecast for other projects</li> <li>• Prioritize budget items and plan for funding</li> <li>• Exploring grant availabilities for Town of Legal</li> <li>• Collaborate regionally to offer more cost effective services or programs</li> </ul>	<ul style="list-style-type: none"> <li>• Council &amp; Staff</li> <li>• Council &amp; Staff</li> <li>• Council &amp; Staff</li> <li>• Council &amp; Staff</li> <li>• Council &amp; Staff</li> </ul>	<ul style="list-style-type: none"> <li>• Annually</li> <li>• Annually</li> <li>• Annually</li> <li>• Ongoing</li> <li>• Ongoing</li> </ul>	

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<b>Legal is recognized as a multicultural community with a rich Francophone heritage.</b>	<ul style="list-style-type: none"> <li>• <i>Partnership with ACFA</i></li> <li>• <i>More bilingual activities in the community</i></li> <li>• <i>Increase multicultural events</i></li> <li>• <i>Respectful relationship between ACFA and the Town</i></li> <li>• <i>Achieving competitive advantages through memberships of Francophone organizations</i></li> </ul>	<ul style="list-style-type: none"> <li>• Meet with Centralta Tourism Society &amp; l'ACFA to brainstorm ideas for promotional strategy for the Town murals and Francophone endeavor's or events (e.g.: web promotion, maps and other resources)</li> <li>• Community events showcase multicultural and bilingual heritage (e.g.: Fete au Village &amp; Meet Your Community e.g.: food, music, Family Day)</li> <li>• Maintain relationship with other francophone communities within Alberta (e.g.: Alberta Bilingual Municipality Association – <i>formerly Concerto</i>)</li> </ul>	<ul style="list-style-type: none"> <li>• Council &amp; Tourism Society &amp; ACFA</li> <li>• Fete au Village &amp; Town of Legal</li> <li>• Council &amp; Staff</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> <li>• Encourage opportunities each year</li> <li>• Ongoing</li> </ul>	

Goal	Success Indicators	Strategies			
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<b>The Town of Legal has a strong working relationship with the business community.</b>	<ul style="list-style-type: none"> <li>• <i>Chamber of Commerce and Town have shared vision</i></li> <li>• <i>Respectful relationship between Chamber of Commerce , Town of Legal businesses and Town Council</i></li> </ul>	<ul style="list-style-type: none"> <li>• Maintain ongoing relationship and discussions with the Chamber of Commerce</li> <li>• Business Casual function with the Legal Chamber of Commerce with a focused agenda (e.g.: power point presentation summarizing strategic plan)</li> </ul>	<ul style="list-style-type: none"> <li>• Council Representative</li> <li>• Council, Staff &amp; Chamber of Commerce</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> <li>• 2017</li> </ul>	

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>	<ul style="list-style-type: none"> <li>• <i>Legal has a vision statement</i></li> </ul>	<ul style="list-style-type: none"> <li>• Write a vision &amp; mission statements for the Town of Legal</li> </ul>	<ul style="list-style-type: none"> <li>• Council</li> </ul>	<ul style="list-style-type: none"> <li>• Completed</li> </ul>	

**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**

