

**Town of Legal  
Strategic Plan 2018 - 2021**

*Passed: March 5, 2018*



*Town of Legal Vision Statement –*

Goal	Success Indicators	Strategies			
		Action	By Whom	By When	Resources
<b>Legal is the ideal community for families.</b>	<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>	• 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	• Beginning January 2018	• 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	• January 2018	
		• Join Edmonton Salutes Committee	• 3 <sup>rd</sup> Party & Staff	□ 2018	
		• Generate current promotional materials (i.e.: Travel Alberta, Go East, etc.)	• 3 <sup>rd</sup> Party & Staff	• Ongoing	
		• Engage into marketing program	• 3 <sup>rd</sup> Party & Staff	• Ongoing	• Business sponsorship
		• 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 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.	• Council, Staff & Local Service Groups	• Ongoing	

Goal	Success Indicators	Strategies			
		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>	• 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			
		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> <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>	• 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	

Goal	Success Indicators	Strategies... <i>continued</i>			
		Action	By Whom	By When	Resources
Legal has the necessary emergency services for its citizens... <i>continued</i>		• Assist the volunteer emergency services groups by being a strong partner to help recruit new members by means of education, promotion and communication.	• Council	• Ongoing	
		• Give published recognition to emergency service volunteers i.e.: Facebook, news print, participate in functions which recognizes volunteers	• Council & Staff	• Fire Prevention Week	

Goal	Success Indicators	Strategies			
		Action	By Whom	By When	Resources
Town of Legal provides support and opportunity for new business and industry.	<ul style="list-style-type: none"> <li>• <i>Have maintained the businesses we have in the community</i></li> <li>• <i>Have increased 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>	• 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	

Goal	Success Indicators	Strategies			
		Action	By Whom	By When	Resources
<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>	• 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	

Goal	Success Indicators	Strategies			
		Action	By Whom	By When	Resources
<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>	• 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			
		Action	By Whom	By When	Resources
<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>	• 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			
		Action	By Whom	By When	Resources
<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>	• 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	☐ 2018	
		• 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			
		Action	By Whom	By When	Resources
<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>• Legal Chamber of Commerce 2019 AGM function with a presentation from the Town of Legal with a focused agenda on new website benefits 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).</li> </ul>	<ul style="list-style-type: none"> <li>• Council Representative</li> <li>• Council, Staff, 3rd Party &amp; Chamber of Commerce</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> <li>• To review in mid-2018 for 2019 AGM</li> </ul>	

Goal	Success Indicators	Strategies			
		Action	By Whom	By When	Resources
<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 vision &amp; mission statements for the Town of Legal.</li> <li>• Develop Guiding Principles</li> </ul>	<ul style="list-style-type: none"> <li>• Council</li> <li>• Council, Staff &amp; 3<sup>rd</sup> Party</li> </ul>	<ul style="list-style-type: none"> <li>• Completed</li> <li>• 2018</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

