

TOWN OF HINTON
2014-2017 Strategic Plan

GUIDING OUR COMMUNITY



Approved on February 18, 2014



Vision

***Respectful of our past; creating our future
Hinton is a community of opportunity – an
active, culturally rich, safe environment in
which to grow***

Hinton residents know who we are and where we come from. We also know where we want to be 30 years from now. Our vision of the future is vibrant and bold and we are willing to work hard to achieve it.

Hinton is a diverse community that works and builds together. As the hub of the Northern Rockies, Hinton and the surrounding area are truly a mountain community. Our natural beauty setting attracts residents to the Town, but the quality of life is the reason they choose to stay and become active members of our community.

Mission

Hinton Town Council serves the interests of citizens to enable our community to reach its full potential. Town Council accomplishes this by:

- ✓ Making decisions to meet the needs of the present without compromising the long-term viability of Hinton
- ✓ Fostering positive relationships
- ✓ Promoting Hinton's strengths and capturing sustainable opportunities
- ✓ Ensuring municipal service delivery supports the changing needs of Hinton

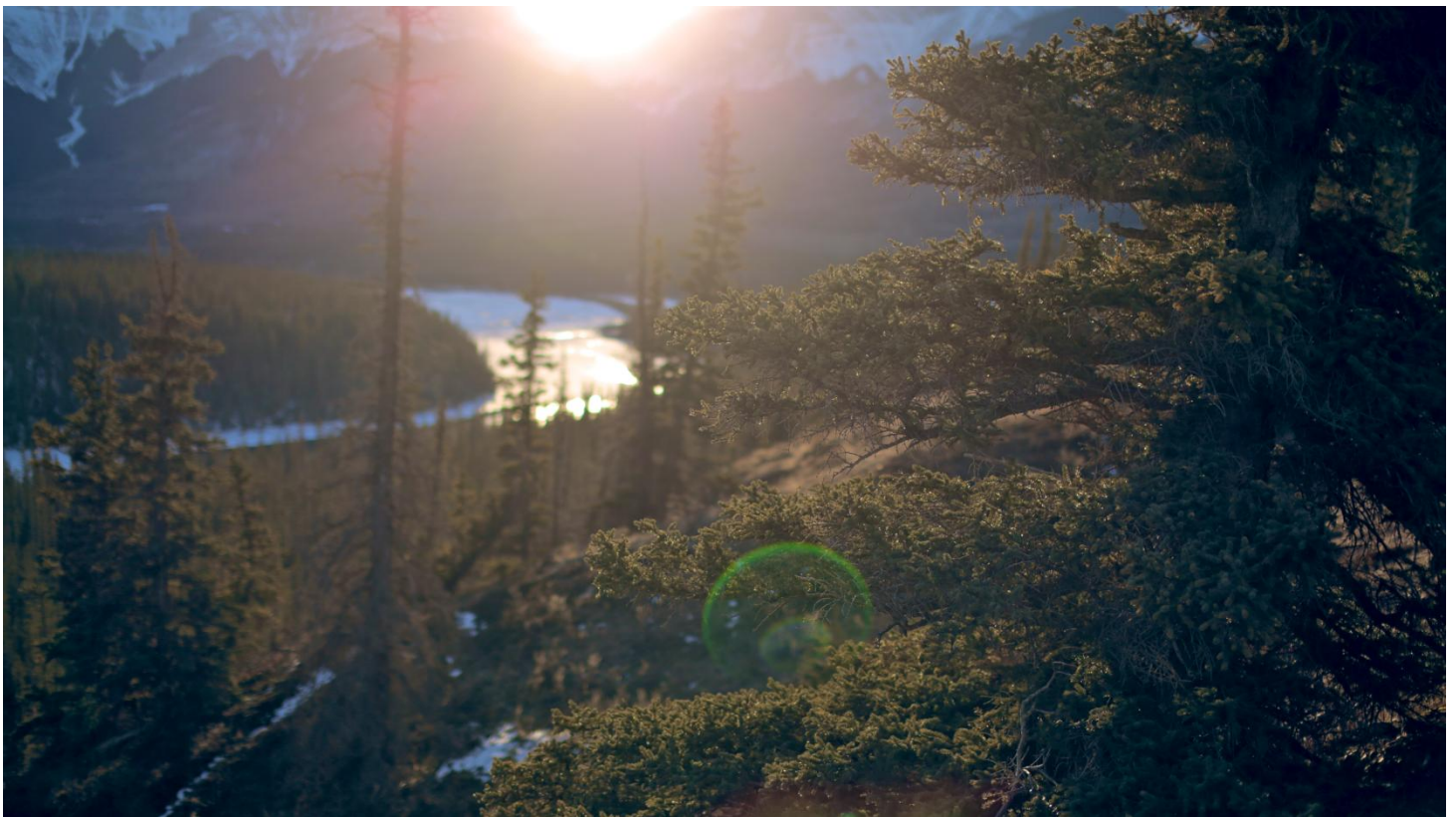


Big Sky Thinking

Roles

Town Council will:

- Engage the community and encourage input from citizens while fostering an open process in decision-making, keeping the public well informed on issues
- Be leaders in promoting Hinton locally and abroad and developing a strong sense of community and civic pride
- Make informed decisions by listening to all parties and gathering necessary facts and information. We will model open and approachable leadership while making these decisions. As a result, we will establish sound policies based upon input from all sources
- Foster open lines of communication and cooperation throughout all levels of our organization, while respecting everyone's role in implementing council's directions, decisions and policies.



Seek Better Days

Focus Area: Strong and Diverse Economy

Outcome Statement: *The Town of Hinton's local economy is growing and diversifying while attracting new investment and expansion of current enterprise.*

✓ **Economic Development Strategy / Marketing Plan**

- Review the function/effectiveness of our current Economic Development Program
- Work with stakeholders to build and launch an aggressive and progressive economic development strategy for Hinton

✓ **Explore incentives/motivators for development**

✓ **Innovista – Action Plan**

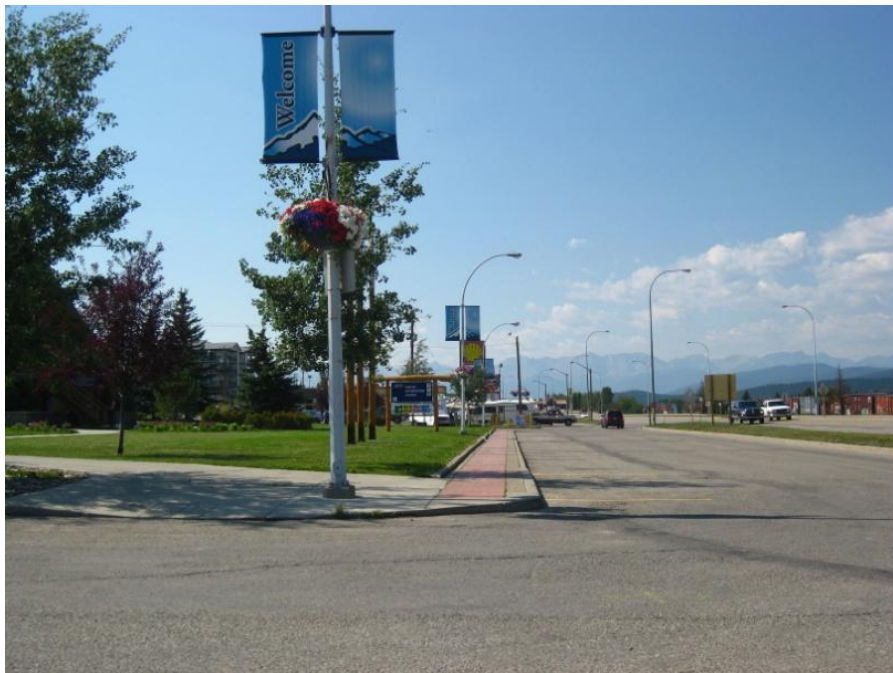
- Actively market and sell Innovista Phase 1 and look at all possible alternatives/options for Phase 2/3

✓ **Fire Training Facility**

- Explore the potential opportunity of leveraging our firefighting facilities and expertise in developing a training facility

✓ **Access to Resources**

- Work with stakeholders to review the overall access/attractiveness of Hinton to the regional resource industry (ie. Willow Creek Road connector, truck routes)



Delivering our Peak Performance

Focus Area: Business Readiness

Outcome Statement: *The Town of Hinton is an 'easy to do business with' community with efficient procedures and approaches to all customer interactions. We are a welcoming community with the resources to support business set-up and growth, and offer a range of land and building sites.*

- ✓ **Update/Revise Select Components of the Municipal Development Plan**
 - Review current Minimum Design Standards (ie. Arterial roads)
 - Architectural Design Guidelines – including signage
- ✓ **Offsite Levy/Infill Policy**
 - Work with stakeholders and update current (and proposed) offsite levy and infill policy
- ✓ **Planning & Development Operational/Process Review**
 - Work with Administration and engage stakeholders in reviewing the current development processes and identify areas to streamline and make more efficient
 - Educate stakeholders on revamped/streamlined processes
 - Set targets/benchmarks
- ✓ **Housing Readiness/Options**
 - Update and enhance the secondary suites/garden suite policy (options for seniors)
 - Work with all developers to ensure they are engaged and ready to support the housing needs of the community
 - Address the outstanding concerns with some of our large mobile home parks (look at options)
 - Explore community-based options to open up home ownership opportunities/affordability options (community housing model – mortgage supports)



Colourful Places to Live and Play

Focus Area: Vibrant Community

Outcome Statement: *The Town of Hinton is home to a number of recreational and cultural amenities and a broad range of services that make Hinton a regional hub, as well as a destination for visitors, newcomers and business. Hinton is a community filled with energy – filled with community pride and spirit.*

- ✓ **Explore long-term options for the Hinton Centre**
- ✓ **Review of the current photo radar program/funding**
 - Evaluate current policy and determine if changes should be made to the funding model, communication on the program, etc.
- ✓ **Develop a Destination Marketing Program to support community marketing/events**
 - Work with stakeholders to pursue a destination marketing/lodging program for Hinton. Any benefit of the program could be used to attract events/visitors/traffic to the community, further supporting the industry and promoting the Town
- ✓ **Encourage expanded transit usage**
 - Look at potential route changes/timing/functions and work with users to find ways to enhance/encourage ridership
- ✓ **Rec Centre Strategy**
 - Short-term/Long-term vision; Options analysis; Business case development; citizen engagement plan
- ✓ **Performing Arts Facility – Next Steps**
 - Work with stakeholders to review options/business case for the project and the most suitable/realistic project with the funding available
- ✓ **Advocate for a long-term care facility in Hinton**
 - Advocate for a regional long-term care facility to be built in Hinton as well as other senior's lodging/supports
- ✓ **Foster and support community initiatives to develop outdoor recreation**
 - Work with community groups to help promote healthy lifestyle choices for the community and attract visitors
- ✓ **Post-Secondary Facility**
 - Support any future plans by the Province or GPRC in the development of a post-secondary facility
- ✓ **Strengthen civic pride/community spirit**
 - Review existing Town events and expand/improve
 - Celebrate/recognize our industry-based beginnings (Mine truck relocation)

Focus Area: Sound, Responsible Governance

Outcome Statement: The Town of Hinton is a large, multi-faceted and diverse enterprise that is accountable to its shareholders, the citizens. Town Council and Administration will strive to provide the necessary services to the citizens in an open, efficient and financially sound manner.

- ✓ **Multi-year business planning/budgeting**
 - Transition to a multi-year operating budget/business planning model
- ✓ **Participatory Budgeting**
 - Initiate a participatory budgeting program whereby citizens can identify, discuss and prioritize public spending projects and provide them the power to make decisions about how money is spent
- ✓ **Major Capital Project Approach**
 - Begin a stage-gate approach to capital projects which ensure that business cases/rationale is developed through the lifecycle of a capital project (ideation, scoping, business cases, implement, review)
- ✓ **Purchasing Policy Review**
 - Review/update the Town of Hinton purchasing policy
- ✓ **Process-centric Administration/KPI Development**
 - Work with Administration to develop clear metrics/benchmarks for key Town of Hinton functions
- ✓ **Operational Review**



Let's Grow Together

Focus Area: Water and Waste Game Plan

Outcome Statement: *The Town of Hinton recognizes that it is a steward of the environment for future generations and therefore we will ensure that actions, policies and initiatives taken today will help to preserve the environment for tomorrow.*

✓ **Waste Reduction, Recycling, Recovery Strategy**

- Review current recycling and waste strategies and determine options
- Look at potential opportunities/ventures to develop a regional recycling centre

✓ **Water Strategy**

- In advance of the planned handover of water treatment services from West Fraser to the Town, begin planning (look at operational models, costs, service delivery, conservation strategies)



Make Every Drop Count