



**AGENDA
TOWN OF DRUMHELLER
Regular Council Meeting**

TIME & DATE: 4:30 PM – Tuesday February 22, 2022

LOCATION: ZOOM Platform and Live Stream on Drumheller Valley
YouTube Channel

1. CALL TO ORDER

2. OPENING REMARK

Freedom to Read Week

3. ADDITIONS TO THE AGENDA

4. ADOPTION OF AGENDA

4.1 Agenda for February 22, 2022 Regular Council Meeting

Proposed Motion: That Council adopt the agenda for the February 22, 2022 Regular Council meeting as presented.

5. MINUTES AND COUNCIL MEETINGS

5.1 Minutes for the February 7, 2022, Regular Council Meeting as presented.

[Minutes – February 7, 2022](#)

Proposed Motion: That Council approve the minutes for the February 7, 2022 as presented

6. DELEGATION

6.1 Drumheller Resiliency and Flood Office Financial Audit
Presented by Aiden Macdonald, CPA; Ascend LLP

[Presentation](#)

7. ADMINISTRATION REPORTS

7.1 DRUMHELLER RESILIENCY AND FLOOD MITIGATION PROJECT MANAGER

7.1.1 Request for Decision: DRFM Land Acquisition Policy C-03-22

[RFD + Policy C-03-22](#)

Proposed Motion: Council moves that the revised Drumheller Resiliency and Flood Mitigation Land Acquisition Policy C-03-22 be adopted as presented.

7.2 ACTING CHIEF ADMINISTRATIVE OFFICER / DIRECTOR EMERGENCY AND PROTECTIVE SERVICES

- 7.2.1 Request for Decision: Amending Bylaw 01.22 – Bylaw to Amend Residential Incentive Bylaw 13.20

[RFD + Bylaw 01.22](#)

Proposed Motion: That Council give first reading to Amending Bylaw 01.22 as presented.

- 7.2.2 Request for Decision: Repeal Bylaw 03.22 – Bylaw to Repeal Non- Residential Development Incentive Bylaw 17.18 and Existing Vacant Building Tax Incentive Bylaw 22.18

[RFD + Bylaw 03.22](#)

Proposed Motion: That Council give first reading to Repeal Bylaw 03.22 as presented.

7.3 COMMUNICATIONS OFFICER

- 7.3.1. Request for Direction – Social Media Policy and Procedure C-04-22 – Schedule A & B

[RFD + Policy](#)

7.4 DIRECTOR OF INFRASTRUCTURE

- 7.4.1 Request for Decision - Michichi Creek Sanitary Line AMWWP Grant Application

[Application](#)

Proposed Motion: Moves that Council approve that the Town of Drumheller applies for a grant under the Alberta Municipal Water/Wastewater Partnership (AMWWP) Program for the engineering and construction costs to replace the Michichi sanitary line for the municipal portion of 62.5% or \$ 533,125.

8. ADJOURNMENT

Proposed Motion: That Council adjourn the meeting.



**MINUTES
TOWN OF DRUMHELLER
Regular Council Meeting**

TIME & DATE: 4:30 PM – Monday February 7, 2022

LOCATION: ZOOM Platform and Live Stream on Drumheller Valley
YouTube Channel: <https://www.youtube.com/watch?v=STSvpZdw6Zc>

IN ATTENDANCE

Mayor Heather Colberg
Councillor Hansen-Zackaruk
Councillor Patrick Kolafa
Councillor Tony Lacher
Councillor Stephanie Price
Councillor Crystal Sereda
Councillor Tom Zariski

Chief Administrative Officer (CAO): Darryl Drohomerski
Director of Corporate Services: Mauricio Reyes
Director of Infrastructure: Dave Brett
Director of Protective & Emergency Services: Greg Peters
Manager of Community Services & Social Development:
Tiffany Scarlett

Flood Mitigation Project: Deighen Blakely

Legislative Assistant: Denise Lines
Reality Bytes IT: Dave Vidal

1. **CALL TO ORDER**

The meeting was called to order at 4:30pm.

2. **OPENING REMARK**

Dry February – Cancer Awareness

Feb 14 FCSS and Poverty Reduction is hold a Giving Lane at Canadian Tire from 3-5pm – please consider supporting local charities.

Black History Month - February

Family Day Unplugged – Feb 21 – Check the calendar for all the activities on Drumheller.ca

Flood Readiness Website – March 10 - North Drumheller (Michichi Creek and Grove Plaza)

Community Information Session

3. **ADDITIONS TO THE AGENDA – N/A**

4. **ADOPTION OF AGENDA**

4.1 Agenda for February 7, 2022 Regular Council Meeting

M2022.20 Moved by Councillor Lacher, Councillor Kolafa; that Council adopt the agenda for the February 7, 2022 Regular Council meeting as presented.

Carried unanimously

5. MINUTES AND COUNCIL MEETINGS

5.1 Minutes for the January 24, 2022, Regular Council Meeting as presented.

M2022.21 Moved by Councillor Zariski, Councillor Sereda; that Council approve the minutes for the January 24, 2022 as amended

Amendment by Councillor Lacher

2. Name Correction: Dave Schinnour

5.1 Councillor Zariski made the recommendation not Councillor Lacher

Carried unanimously

6. DELEGATION

Time Stamp: <https://youtu.be/STSvpZdw6Zc?t=424>

6.1 For Information - Resiliency and Flood Mitigation Community Advisory Committee Presentation

The members of the Community Advisory Committee (CAC) presented information about the goals and activities of the CAC. Council followed up with questions.

Some of the items discussed:

The preparation of documentation and correspondence with the community is what takes up a large amount of time.

Once it is allowed, the Committee does have plans to attend community meetings and events.

The Committee does it's best to help clarify information that is presented at the public open houses

The membership on the Committee is one year. One person did resign but it may be difficult to add a member at this point in the process.

The members do not feel under resourced. They feel that they work well together and want people to contact them. They care about the community and want people to voice their concerns.

It is sometimes difficult to track and capture all the conversations that are had in an informal setting on the street.

The members stated that they are not the experts; that they work closely with the flood team do no answer questions without their input.

7. ADMINISTRATION REPORTS

7.1 DIRECTOR OF EMERGENCY AND PROTECTIVE SERVICES

Time Stamp: <https://youtu.be/STSvpZdw6Zc?t=2052>

7.1.1 Request for Decision – Remedial Properties and Derelict Buildings Policy C-02-22

This Policy further supports the information described in the Alberta legislation and Town of Drumheller bylaws in regard to the remediation or removal of derelict buildings an unkempt residential properties.

Community members can see the policy and related polices and bylaws on the Town of Drumheller website. Bylaw Officers will work with residents when discussing issues about properties. Notices are issued to property owners as necessary.

M2022.22 Moved by Councillor Zariski, Councillor Lacher; that Council adopt the Remedial Properties and Derelict Buildings Policy C-02-22 as presented.

Carried unanimously

8. CLOSED MEETING

8.1 Recreation Property: FOIP 16 – Disclosure harmful to business interests of a third party

Roadways Information: FOIP 24 – Advice from officials

Resiliency and Flood Mitigation Community Advisory Committee

Community Advisory Committee: FOIP 23 Local public body confidence & FOIP 24 Advice from officials

M2022.23 Moved by Councillor Hansen-Zacharuk, Councillor Lacher; that Council close the meeting to discuss the subject matter stated under 8.1 as per FOIP 16, 23, 24.
Time: 5:17pm

M2022.24 Moved by Councillor Lacher, Councillor Zariski; that Council open the meeting to discuss. Time: 8:22pm

9. ADJOURNMENT

M2022.25 Moved by Councillor Hanse-Zacharuk, Councillor Price; that Council adjourn the meeting.
Time: 8:23pm

MAYOR

CHIEF ADMINISTRATIVE OFFICER

**DRUMHELLER RESILIENCY AND FLOOD
MITIGATION PROGRAM**

FINANCIAL STATEMENT

Period ended June 30, 2021

DRUMHELLER RESILIENCY AND FLOOD MITIGATION PROGRAM

TABLE OF CONTENTS

Period ended June 30, 2021

INDEPENDENT AUDITOR'S REPORT	1 - 2
STATEMENT EXPENDITURES	3
NOTES TO THE FINANCIAL STATEMENT	4

INDEPENDENT AUDITOR'S REPORT

To the Mayor and Council of
The Town of Drumheller

Opinion

We have audited the accompanying financial information of the Town of Drumheller (the "Town") which is comprised of the statement of expenditures and summary of significant accounting policy and other explanatory information for the period ended June 30, 2021 in accordance with the Drumheller Resiliency and Flood Mitigation Program (the "Program").

In our opinion, the financial information for the period ended June 30, 2021 has been prepared in accordance with the Program and fairly represents the expenditures of the Town for the period then ended.

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Information section of our report. We are independent of the Town in accordance with the ethical requirements that are relevant to our audit of the financial information in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial information in accordance with the Program, and for such internal control as management determines is necessary to enable the preparation of financial information that is free from material misstatement, whether due to fraud or error.

Those charged with governance are responsible for overseeing the Town's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Information

Our objectives are to obtain reasonable assurance about whether the financial information as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statement. As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

INDEPENDENT AUDITOR'S REPORT, continued

- ◆ Identify and assess the risks of material misstatement of the financial information, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- ◆ Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Town's internal control.
- ◆ Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Basis of Accounting and Restriction of Use

Without modifying our opinion, we draw attention to Note 3 to the statement of expenditures, which describes the basis of accounting. The financial information is prepared to assist stakeholders with management of and stewardship over the Program. As a result, the financial statement may not be suitable for another purpose. Our report is intended solely for the Directors of the Drumheller Resiliency and Flood Mitigation Program and the Town of Drumheller and should not be used by parties other than the Directors of Drumheller Resiliency and Flood Mitigation Program and the Town of Drumheller. According readers are cautioned that the financial information may not be suitable for any other purpose.



Ascend LLP
Chartered Professional Accountants
Independent Member Firm of
PORTER HÉTU INTERNATIONAL
 Hanna, Alberta
 December 21, 2021

DRUMHELLER RESILIENCY AND FLOOD MITIGATION PROGRAM
STATEMENT OF EARNINGS
 Period ended June 30, 2021

	PERIOD OF JANUARY TO JUNE 2021	PROJECT TO DATE
Expenditures		
Services		
Communications and engagement	\$ 99,177	\$ 272,855
Professional services	35,916	527,893
Advertising and promotion	8,216	19,190
Office and administration	771	28,012
Equipment rental	658	18,918
Travel and accommodation	458	4,870
Telephone and utilities	-	241
Total expenditures for services	145,196	871,979
Goods and Supplies		
Equipment	15,780	55,717
Promotional supplies	-	741
Total expenditures for goods and supplies	15,780	56,458
Project Expenses		
Engineering	2,433,000	3,379,631
Project management	509,010	1,419,422
Geotechnical	88,467	245,007
Mapping and geomatics	65,014	303,043
Other project costs	42,024	91,465
Legal	13,436	49,569
Consulting fees	-	49,250
Total expenditures for project expenses	3,150,951	5,537,387
Capital		
Land agent services	239,198	363,144
Acquired land management	82,986	103,418
Properties acquired	815,000	3,922,310
Engineering structures	-	201,596
Equipment	-	97,979
Buildings	-	46,922
Total expenditures for capital expenses	1,137,184	4,735,369
Total expenditures	4,449,111	11,201,193

DRUMHELLER RESILIENCY AND FLOOD MITIGATION PROGRAM
NOTES TO THE FINANCIAL STATEMENT
June 30, 2021

1. NATURE OF OPERATIONS

The Drumheller Resiliency and Flood Mitigation Program (the "Program") is a sub-unit of the Town of Drumheller which is engaged in the management of flood mitigation activities, including the acquisition of at-risk properties, construction of flood mitigation infrastructure, and updating flood emergency plans.

2. ACCOUNTING PERIOD

The statement of expenditures is presented for the period of January 1, 2021 and June 30, 2021. Corresponding figures represent all expenditures incurred by the project and comprise all financial transactions entered into by the Town prior to the period-end date.

3. BASIS OF ACCOUNTING

The statement of expenditures is prepared in accordance with generally accepted accounting principals, consistent with reporting requirements for the Town's grant funding.

Expenditures are recognized on the date services are performed or goods are received.

Expenditures towards work-in-progress are recognized immediately and are not deferred.

Expenditures for the purchase or construction of land, structures, and other tangible capital assets are recognized as period costs in the period the expenditure occurred.

REQUEST FOR DECISION

TITLE:	Drumheller Resiliency and Flood Mitigation Updated Land Acquisition Policy C-03-22
DATE:	February 21, 2022
PRESENTED BY:	Deighen Blakely, P.Eng., DRFMO Project Director
ATTACHMENT:	DRFM Land Acquisition Policy C-03-22

SUMMARY:

Council was presented with a revised draft of the DRFM Land Acquisition Policy at the January 22, 2022 Council meeting. The revised Policy combines the previous Policy (DRFM 02-20) and Purchasing Procedure document into a single document for clarity and transparency. The new Policy also removes reference to the Drumheller Land Corporation and Chief Resiliency and Flood Mitigation Officer to reflect new project management structure.

RECOMMENDATION:

Administration recommends that Council approve and adopt the revised Drumheller Resiliency and Flood Mitigation Land Acquisition Policy C-03-22 as presented.

DISCUSSION:

As per the Provincial Flood Relocation/Mitigation Buyout Grant (18GRST41), the Policy requires approval from the Province prior to any changes being adopted. The revised policy was circulated to and comments have been provided by the Province, with the following minor revisions being requested:

- Clause 6 – replace “Alberta Flood Mitigation Program” with “Flood Relocation/Mitigations Buyout” grant.
- Clause 8 - Definitions
 - Adaptive Fill – remove “to construct temporary flood mitigation berms and/or”
 - Appraised Value – add “market value of Land and improvements”
 - Land – add “and improvements”
- Clause 9.4 – remove reference to Parks and add “or other uses as approved by the approval authorities”
- Clause 10.4 – remove “and/or placement of Adaptive Fill,”
- Old Clause 20, new Clause 16 – remove “Municipal Reserves”
- New Clause 17 - Add “Proceeds of sales must be used to purchase other Lands eligible under the Fund or returned to the Province.”
- Clause 20.2 – revised “Where the second Appraised Value is no more than 5% **higher than** the Town Appraised Value the average between the two shall be used.”
- New Clause 22 – add “(i.e. removal structures, fence removal/replacement)”

Once adopted by Council the final Policy will be forwarded to the Province for their records.

FINANCIAL IMPACT:

In 2018, the Town received a \$20M grant under the Alberta Flood Mitigation Program for the purchase of lands. The Town also received Federal Disaster Mitigation and Adaptation Fund (DMAF) in the amount of \$22M which could also be used for purchase of lands required for the flood mitigation project. Council had approved the budget of \$17.66M directly for purchase of lands and \$2.34M for legal, appraisal and land agent fees. To date, the Town has purchased eleven (11) properties for \$4,737,160 plus an additional \$660,800 in administration cost for a total expenditure of \$5,403,958 to October 31, 2021.

STRATEGIC POLICY ALIGNMENT:

Town Bylaw 11.21 states that Council’s Vision is *“through a proactive flood-mitigation strategy, we are committed to changing the channel on flood readiness with a sustainable plan to protect Drumheller from future flooding. Together, we will shape the future of our community by protecting our people, our property, our economic growth, our environment and our cultural heritage”*. Adoption of the revised Land Acquisition Policy by Council, and future endorsement by the Province, will allow the necessary lands to be acquired for the Drumheller Resiliency and Flood Mitigation Program to proceed to allow Council’s vision to be attained.

COMMUNICATION STRATEGY:

Upon approval, a media release will be distributed via social media and local news outlets, with the Policy being posted on both the Town and Flood Program website.

MOTION:

Councilor _____ moves that the revised Drumheller Resiliency and Flood Mitigation Land Acquisition Policy C-03-22 be adopted as presented.

SECONDED:



Prepared by:
Deighen Blakely, P.Eng.
DRFMO Project Director



Approved by:
Darryl E. Drohomerski, C.E.T.
Chief Administrative Officer

COUNCIL POLICY

NAME Land Acquisition Policy	POLICY NUMBER C-03-22
DEPARTMENT: Drumheller Resiliency and Flood Mitigation Program	ATTACHMENTS

DATE APPROVED:	REVISION DATE:
SUPERSEDES: DRFM-02-20	

POLICY STATEMENT

- 1.0 The Town of Drumheller (Town) will ensure a fair and objective process for selecting and acquiring lands that will be required for the implementation of the Resiliency and Flood Mitigation Program (Program).

PURPOSE OF POLICY

- 2.0 This purchase and acquisition of private lands is recognized as a sensitive activity and that confidentiality during the acquisition process is paramount.
- 3.0 This Land Acquisition Policy will:
- 3.1 Provide a clear basis for selecting which lands to acquire for the Program,
 - 3.2 Provide assurance to Council and to Town administration and to the Public that the purchase process is objective, fair, and equitable,
 - 3.3 Ensure transparency of the acquisition process and decision making while maintaining confidentiality until acquisition transactions are complete,
 - 3.4 Satisfy the expectations and requirements of the Governments of Canada, Alberta, and Town funding programs.

BACKGROUND

- 4.0 The Town of Drumheller has chosen to make a significant investment to mitigate flooding and adapt to a changing climate and is moving forward to implement this initiative through the Drumheller Resiliency and Flood Mitigation Program (Program).
- 5.0 A major aspect of the Program will be the need to acquire Land for the construction of flood mitigation infrastructure and development of other flood mitigation measures and for the full buy outs of properties at significant risk from flooding, subject to the constraints of the funding programs and available budgets.

- 6.0 The Government of Alberta has agreed to provide funding to the Town under the **Flood Relocation/Mitigations Buy-out** Grant for the “Purchase of lands, and associated expenditures including remediation and/or reclamation”. Lands acquired under this funding program are to be designated as Environmental Reserve or another “suitable mechanism” as may be approved by the Province.
- 7.0 The Government of Canada has agreed to provide funding to the Town under the Disaster Mitigation and Adaptation Fund Program to undertake measures to mitigate potential damage from future flooding including the acquisition of Land. The costs of land acquired that are directly linked to the development of Natural Infrastructure are eligible expenses. The use of the lands acquired are to be protected by the Town for at least 40 years

DEFINITIONS

8,.0 In this Policy:

- 8.1 "Assessed Value" means the value of the Land as set out in the most current year Assessment Roll of the Town as prepared in accordance with the *Municipal Government Act*,
- 8.2** "Adaptive Fill" shall mean placement of fill material to raise existing berms above Design Flood elevations.
- 8.3** "Appraised Value" means the market value of Land and improvements as determined by an Appraiser certified under the Canadian Resident Appraiser (CRA) or Accredited Appraiser Canadian Institute (AACI) at the time of the appraisal.
- 8.4 "Chief Administrative Officer" (CAO) means the Chief Administrative Officer of the Town of Drumheller and or their appointed delegate
- 8.5 "Design Flood" shall be as specified the most up to date 1:100 yr flood mapping as published by Alberta Environment Flood Hazard Mapping
- 8.6 "Environmental Reserve" shall be natural areas as defined in the Alberta Municipal Government Act R.S.A 2000
- 8.7 "Flood Mitigation Works (Works), means dikes, berms, retaining walls, erosion protection, overland drainage courses, storm water outfalls, control structures and associated appurtenances to protect Town against Design Flood
- 8.8 "Floodway" means the portion of the flood hazard area where flows are deepest, fastest and most destructive. The floodway typically includes the main channel of a stream and a portion of the adjacent overbank area as defined under Alberta Environment Flood Hazard Mapping.

8.9 "Owner" means the owner or owners of a parcel or parcels of land under a single title or titles that are to be acquired under this Policy,

8.10 "Land" means a portion or entire parcel of privately owned land and improvements, under a single title,

8.11 "River" means the Red Deer River, Rosebud River, Michichi Creek or Willow Creek, and

8.12 "Town" means the Town of Drumheller.

IDENTIFYING LANDS TO BE ACQUIRED AND ESTABLISHING THE PRIORITY OF ACQUISITION

9.0 To mitigate the potential for damage from future flood events and prepare the community to respond to future flood emergencies, the Town will acquire land:

9.1 for construction of Works,

9.2 to increase the conveyance capacity of the River by providing additional floodway area, by removal of impediments to flow and improvements in channel flow,

9.3 to remove occupants and structures within the Floodway that are at high risk from flooding and/or risk to public safety,

9.4 for the retention and development of Natural Areas, Environmental Reserves or other uses as approved by approval authorities,

10.0 The required Land will be acquired to accommodate the following:

10.1 enhancement of existing dikes, berms to Design Flood levels,

10.2 construction of new Works to accommodate Design Flood Levels,

10.3 realignment of existing River or drainage course,

10.4 access for purpose of construction and/or maintenance of Works.

SELECTION OF LAND

11.0 The Land to be acquired under Section 9.0 will be chosen in concert with decisions on the various infrastructure projects to be undertaken and will be selected based on funding availability and an assessment of relative risk which will consider the factors of Life, Land, Environment and Economy with considerations of public need, for life, and safety being the highest.

12.0 Land required under this Policy will be acquired on the following criteria:

- 12.1 Full buy out where Land is located within Floodway with considerable risk of damage to structures and Life, subject to funding agreements and available funding;
- 12.2 Full buy out where deemed appropriate by CAO to facilitate construction of the Works identified under Section 6.0 considering factors such as:
 - i. distance from Works to Principal or Accessory Buildings is less than setbacks identified in the Land Use Bylaw,
 - ii. top of berm height is greater than 3.0m higher than existing ground at level of Principal or Accessory Building closest to Works,
 - iii. Area required to construct Works is greater than 50% the size of any given subject Land.
- 12.3 Partial or portion of Land required to construct Works identified under Section 11.

PROCESS FOR THE PURCHASE OF LANDS

- 13.0 The Town will engage an independent land services contractor to:
 - 13.1 undertake initial contact with owners,
 - 13.2 coordinate Appraisal,
 - 13.3 conduct negotiations, and
 - 13.4 secure signed purchase agreements.
- 14.0 The Town will be the purchaser and Owner of all lands acquired under this Policy.
- 15.0 The Town shall retain the services of a Solicitor responsible to the Town for the safe and secure conveyance of all Lands acquired pursuant to this Policy.
- 16.0** Land intended for municipal purposes will be subsequently conveyed to the Town as Environmental Reserve or, as may be approved by the Government of Alberta, in a form appropriate to the use of the land including:
 - 16.1 Public Utility Lots,
 - 16.2 Rights of way.
- 17.0** Land or portions thereof, not intended for municipal purposes will remain titled to Town. Where only a portion of a Land is intended for municipal purposes, the Land will be subsequently subdivided, and any remaining/residual may be sold or disposed by the Town as it sees fit. Proceeds of sales must be used to purchase other Lands eligible under the Fund or returned to the Province.

SETTING THE PURCHASE PRICE AND COMPENSATION

- 18.0 The funding agreements of the Governments of Canada and Alberta require that Land be purchased at the higher of the Appraised or Assessed Value.
- 19.0 Where Land is to be purchased under Full Buy Out, the Town will engage an independent Appraiser to establish the Appraised Value for each Land.
- 20.0 Where Owner does not agree with Town Appraised Value, they may hire their own appraiser at the Owners cost to establish a second Appraised Value of the Land. The final Appraised Value will be determined as follows:
- 20.1 Where the second Appraised Value is less than the Town Appraised Value the Town Appraised Value shall be used,
- 20.2** Where the second Appraised Value is no more than 5% higher than the Town Appraised Value the average between the two shall be used.
- 20.3 Where the second Appraised Value is greater than 5% of the Town Appraised Value, the two Appraisers or mutually agreed to third Appraiser will negotiate an agreed upon Appraised Value.
- 21.0 Where Portion of Land is to be purchased the Land will be purchased at the most current year Land only Assessed Value on a dollar per square foot (\$/ft²) basis. The Portion or area of land will be as defined by latest engineering design drawings for the Works.
- 22.0** Other conditions of sale or particular arrangements (i.e. removal structures, fence removal/replacement) may be considered, and included in the sales agreement terms as mutually agreed to by the Owner and the Town, provided they do not alter in any appreciable way the agreed to purchase price given to the Owner.
- 23.0 Requests from Owners for the right of salvage from the Properties will be addressed on a case-by-case basis and the value of the salvage as determined by Appraiser, will be deducted from the Purchase Price. Where Town agrees that Owner may move the existing residence, the agreed purchase price may be reduced to 75%.
- 24.0 Where a purchase price cannot be agreed to between the Owner and Town, the Town will undertake expropriation pursuant to the Province of Alberta Expropriation Act.
- 25.0 Under the terms of the Government of Alberta or Government of Canada Grants, the agreed purchase price, legal fees, site remediation, and additional cost associated with or arising from expropriation proceedings deemed eligible by the Province, will be eligible expenses under these Agreements. Additional compensation beyond the Agreed Purchase Price and/or acquiring working easements is the responsibility of the Town.

PURCHASE OF LANDS FOR EXPEDIENCY

26.0 The CAO may authorize the Town to acquire a Land in advance of finalization of all properties to be acquired if listed for sale or offered for sale at a price that is likely to be fair market value, as demonstrated by a qualified appraiser.

REPORTING TO THE GOVERNMENTS OF CANADA AND ALBERTA

27.0 The CAO will fulfill the interim and final reporting requirements set out in the funding agreements with the Governments of Canada and Alberta.

28.0 As part of the interim reporting and once the purchase transactions are completed, the CAO will forward to the Governments of Canada and Alberta a list of those Properties acquired under this Policy the cost of which the Town expects will be eligible under the respective funding agreements.

TRANSITIONAL

29.0 This policy repeals and replaces DRFM Land Acquisition Policy DRFM 02.20 and comes into effect on the day it is adopted by Council.

MAYOR

CHIEF ADMINISTRATIVE OFFICER

REVISIONS	
-----------	--

REQUEST FOR DECISION

TITLE:	Amending Bylaw 01.22 to amend Bylaw 13.20 Residential Development Incentive Programs
DATE:	February 22, 2022
PRESENTED BY:	Reg Johnston, Manager of Economic Development
ATTACHMENTS:	Amending Bylaw 01.22 Amended Bylaw 13.20

SUMMARY:

BYLAW NUMBER 13.20 was passed for the purposes of implementing "Residential Development Incentive Programs". It states in Section 5 that, "The Bylaw and corresponding schedules will be reviewed by Town Council at the beginning of each Council term;". As such Administration is recommending this review.

RECOMMENDATION:

Administration recommends first and second reading of Bylaw 13.20. We are recommending second reading so Council can discuss the amendments, and accelerate passing of the changes. Here are the recommended changes:

1. Change the word "policy" to "program" throughout Schedule A and B. There is no administrative approval efficiency resulting from having a policy within a bylaw. The word "program" better describes the intention.
2. Schedule A, General Program, Section 2.1 – an "eligible dwelling" has a maximum listing sale price of \$250,000 in the current Bylaw. No developer has used the incentive to date, and the "building construction price index for residential" rose more than 30 % from Q3 2020 to Q3 2021. It is recommended that this limit be increased to \$350,000.
3. Schedule B, General Policy, Section 2.1.5 to reflect the current land use designations in the Land Use Bylaw.
4. Redundancy: 4. The Bylaw and corresponding residential tax abatement policies programs may be amended from time to time by resolution of Town Council;
5. Formatting changes for clarity.
6. Addition of a purpose clause:

WHEREAS, pursuant to the provision o *Section 347 (1) of the Municipal Government Act, RSA 2000, Chapter M-26*, Council may by bylaw cancel,

reduce, refund or defer taxes it is considered equitable to do so, or phase-in increases or decreases from the preparation of a new assessment;

FINANCIAL IMPACT:

Awarding the incentive will decrease tax revenue for the Town of Drumheller, but it provides an opportunity to engage a developer in much needed residential development in the Valley. In the long term, it can positively impact tax revenue and quality of life.

STRATEGIC POLICY ALIGNMENT:

The incentive aligns with the economic development strategic priority to create a housing strategy. One of the outcomes of the strategy will be to trigger housing development in the valley.

COMMUNICATION STRATEGY:

A Communication Brief is complete and budget is assigned to promote the incentive program on the Town's website and within its social media programs.

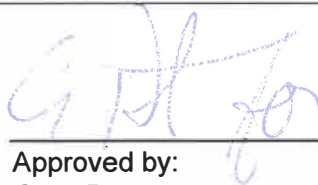
MOTION
Councillor

That Council give first reading to Residential Development Incentive Amending Bylaw 01.22 as presented

Councillor



Prepared by:
Reg Johnston
Manager of Economic Development



Approved by:
Greg Peters.
Acting Chief Administrative Officer

TOWN OF DRUMHELLER
BYLAW NUMBER 13.20

Amending Bylaw 01.22

BEING A BYLAW FOR THE PURPOSE OF IMPLEMENTING RESIDENTIAL DEVELOPMENT INCENTIVE PROGRAMS FOR THE TOWN OF DRUMHELLER IN THE PROVINCE OF ALBERTA.

WHEREAS pursuant to the provision o *Section 347 (1) of the Municipal Government Act, RSA 2000, Chapter M-26*, Council may by bylaw cancel, reduce, refund or defer taxes it is considered equitable to do so, or phase-in increases or decreases from the preparation of a new assessment;

WHEREAS pursuant to the provision of *Section 347 (1) of the Municipal Government Act, RSA 2000, Chapter M-26* and amendments thereto, the Council of the Town of Drumheller deems it ~~expedient~~ equitable to provide for a Bylaw for the purposes of implementing "Residential Development Incentive Programs".

NOW THEREFORE, be it resolved that the Council of the Town of Drumheller, in the Province of Alberta, duly enacts as follows:

1. This Bylaw may be referred to as the "Residential Development Incentive Programs" Bylaw;
2. Minimum qualifying criteria and property tax abatements are outlined per ~~policies~~ **programs** attached hereto and outlined in Schedules A & B;
3. The tax abatements apply to the municipal portion of property taxes only;
- ~~4. The Bylaw and corresponding residential tax abatement policies programs may be amended from time to time by resolution of Town Council;~~
5. The Bylaw and corresponding schedules will be reviewed by Town Council at the beginning of each Council term; and
6. This Bylaw will come into full force and effect on the date of final passing thereof.

READ A FIRST TIME THIS ___ DAY OF __, 2022

READ A SECOND TIME THIS ___ DAY OF __, 2022

READ A THIRD TIME AND PASSED THIS ___ DAY OF __, 2022

SCHEDULE A

RESIDENTIAL DEVELOPERS HOUSING INCENTIVE ~~POLICY PROGRAM~~

1.0 **PURPOSE:**

To establish an incentive ~~policy program~~ for the development of residential lots and create a positive environment for residential construction.

2.0 **GENERAL POLICY PROGRAM:**

- 2.1 For the purposes of this Schedule, the term “eligible dwelling” is defined as any **new** development of single family detached residences, attached or unattached townhouses, or row houses with a listing sale price between \$180,000 to ~~\$250,000–~~ **\$350,000 dollars;**
- 2.2 The developer must sign an Incentive Agreement with the Town;
- 2.3 Developers building eligible dwelling(s) on Town property will be required to place a 20% deposit in accordance with the Land Purchase Agreement. The developer will not be required to pay the balance until the property has been sold or when the incentive period ends, which ever occurs first;
- 2.4 The Incentive shall be granted at the beginning of the tax year following completion of construction. Completion of construction will be recognized by an “Occupancy Permit” from the Town’s inspection agency:
- i. First Year – 100% Property Tax Abatement
 - ii. Second Year – 50% Property Tax Abatement
 - iii. Third Year – 25% Property Tax Abatement
 - iv. Fourth Year – 0% Property Tax Abatement
- 2.5 This ~~policy program~~ is established under the authority of *Section 347 (1) of the Municipal Government Act of Alberta* and applies to municipal tax and land rebates as a result of **new** developments;
- 2.6 The Incentive applies to the municipal portion of taxes only. Special levies, improvement levies, Drumheller and District Senior Foundation Requisition and school taxes are not exempt;
- 2.7 Developments must comply with the Land Use Bylaw, imposed design guidelines, laws of the Province of Alberta and Canada;
- 2.8 Expansions or renovations to existing buildings or structures do not qualify for this Incentive;
- 2.9 If a developer sells a dwelling approved under this ~~policy program~~, the balance of the Incentive is automatically transferred to the new registered owner provided that:
- 2.9.1 The new registered owner is not a business;

2.9.2 The dwelling is not used as an income property.

2.10 All servicing costs will be the responsibility of the developer;

2.11 The Developer must have a Town of Drumheller Business License;

3.0 PROCESS:

3.1 Developers must submit a development proposal and incentive request to the Town of Drumheller prior to the start of construction;

3.2 The development proposal shall include details on the type of dwelling(s) being built, an estimated time of construction and an approximate time that the new dwelling(s) will be available on the market.

4.0 RESPONSIBILITIES:

4.1 If a unique incentive request is submitted to the Town of Drumheller, and with the approval of Town Council, the above criteria may be waived or modified to recognize the uniqueness of a request;

4.2 Review and recommendations of changes to this ~~policy~~ program shall be the sole responsibility of Town Council upon recommendation of the Town's Chief Administrative Officer; and

4.3 The Town of Drumheller, through Town Council, may, at their sole discretion, refuse, limit, or cancel, any Incentive granted under this Schedule, should the developer fail to meet the requirements of the Residential Developers Housing Incentive **Policy Program** during the term of the Incentive.

SCHEDULE "B"

MULTI-UNIT RESIDENTIAL RENTAL INCENTIVE **POLICY PROGRAM**

1.0 PURPOSE:

To establish an incentive **policy program** for the development of affordable multi-unit residential rental dwellings and create a positive environment for residential construction.

2.0 GENERAL POLICY PROGRAM:

- 2.1 For the purposes of this schedule, the term, “eligible building” is defined as any multi-unit residential building that meets the following requirements:
- 2.1.1 Minimum of four (4) units and a maximum of sixteen units;
 - 2.1.2 Minimum of \$400,000 construction value;
 - 2.1.3 Units must be rented for no more than \$850.00 per month, indexed to the Canada Consumer Price Index, excluding utilities, for the duration of the incentive period;
 - 2.1.4 All individual units in the building must contain a balcony or access to a shared green space; and
 - 2.1.5 ~~Located within the R-3 (Residential), R-4 (Residential), D-T (Downtown Transitional) and C-B (Central Commercial) zoning districts~~ Downtown District (DTD), Neighbourhood District (ND) and Neighbourhood Centre District (NCD).
- 2.2 Developers applying for the Multi-Unit Residential Rental Incentive must enter into an Incentive Agreement with the Town of Drumheller under the following terms:
- 2.2.1 The units within the property shall remain solely as rentable dwelling units for a period of no less than ten (10) years and the Developer shall not convert the units to condominiums or otherwise sell the units during this time;
 - 2.2.2 The Incentive Agreement shall be registered as a “miscellaneous interest” on title of the property to prevent the conversion to condominiums or sale of units; and
 - 2.2.3 The “miscellaneous interest” will be removed upon request of the registered owner after the ten (10) year Incentive Agreement has expired.
- 2.3 The Incentive shall be granted at the beginning of the tax year following completion of construction. Completion of construction will be recognized by an “Occupancy Permit” issued by the Town’s inspection agency:
- i. First Year – 100% Property Tax Abatement
 - ii. Second Year – 75% Property Tax Abatement
 - iii. Third Year – 50% Property Tax Abatement
 - iv. Fourth Year – 25% Property Tax Abatement
 - v. Fifth Year – 0% Property Tax Abatement
- 2.4 The Incentive applies to the municipal portion of taxes only. Special levies, improvement levies and school taxes are not exempt;
- 2.5 Expansion or renovation to existing buildings, properties and structures do not qualify;
- 2.6 Developments must comply with the current Municipal Development Plan, Land Use Bylaw, imposed design guidelines and the laws of the Province of Alberta and Canada;

- 2.7 If a Developer sells the building during the incentive period, the balance of the Incentive is automatically transferred to the new owner if the conditions of this ~~policy~~ program are maintained;
- 2.8 This ~~Policy~~ program is established under the authority of *Section 347 (1) of the Municipal Government Act of Alberta*;
- 2.9 The Developer must have a Town of Drumheller Business License;

3.0 PROCESS:

- 3.1 Developers must submit a development proposal and incentive request to the Town of Drumheller prior to the start of construction;
- 3.2 The development proposal shall include details on the type of dwelling(s) being built, an estimated time of construction and an approximate time that the new dwelling(s) will be available on the market.

4.0 RESPONSIBILITIES:

- 4.1 If a unique incentive request is submitted to the Town of Drumheller, and with the approval of Town Council, the above criteria may be waived or modified to recognize the uniqueness of a request;
- 4.2 Review and recommendations of changes to this ~~policy~~ program shall be the sole responsibility of Town Council upon recommendation of the Town's Chief Administrative Officer; and
- 4.3 The Town of Drumheller, through Town Council, may, at their sole discretion, refuse, limit, or cancel, any Incentive granted under this Schedule, should the developer fail to meet the requirements of the Multi-Unit Residential Rental Incentive ~~Policy~~ Program during the term of the Incentive.

**TOWN OF DRUMHELLER
BYLAW 01.22**

**BEING A BYLAW FOR THE PURPOSE OF AMENDING BYLAW 13.20 IMPLEMENTING
RESIDENTIAL DEVELOPMENT INCENTIVE PROGRAMS FOR THE TOWN OF
DRUMHELLER IN THE PROVINCE OF ALBERTA.**

WHEREAS, pursuant to the provision of *Section 191 of the Municipal Government Act, RSA 2000, Chapter M-26*, Council has the power to pass a bylaw, amend or repeal a bylaw;

AND WHEREAS, the Town of Drumheller Council deems it desirable to amend Bylaw 13.20;

NOW THEREFORE, the Town of Drumheller, in the Province of Alberta, hereby enacts as follows:

1. SHORT NAME

1.1 This Bylaw will be known as Residential Development Incentive Amending Bylaw 13.20.

2. ADDITIONS

2.1 Purpose clause:

WHEREAS pursuant to the provision of *Section 347 (1) of the Municipal Government Act, RSA 2000, Chapter M-26*, Council may by bylaw cancel, reduce, refund or defer taxes it is considered equitable to do so, or phase-in increases or decreases from the preparation of a new assessment;

3. CHANGES / DELETIONS

3.1 The word "Policy" will be substituted with "Program".

3.2 Remove 4. The Bylaw and corresponding residential tax abatement policies may be amended from time to time

3.3 Schedule "A", General Program, Section 2.1. The listing sale price of \$250,000 will be changed to \$350,000.

3.4 Schedule "B", General Program, Section 2.1.5. The Land Use Designations will be changed to reflect Land Use Bylaw 16.20 as follows:
Downtown District (DTD), Neighbourhood District (ND) and Neighbourhood Centre District (NCD).

4. TRANSITIONAL

4.1 Bylaw 01.22 comes into full force after third reading.

READ A FIRST TIME THIS __ DAY OF __, 2021

READ A SECOND TIME THIS __ DAY OF __, 2021

READ A THIRD TIME AND PASSED THIS __ DAY OF __, 2021

MAYOR

CHIEF ADMINISTRATIVE OFFICER

REQUEST FOR DECISION

TITLE:	Repeal Bylaw 03.22 to repeal Bylaw 17.18 & 22.18 Non - Residential Development Programs
DATE:	February 17, 2022
PRESENTED BY:	Reg Johnston, Manager of Economic Development
ATTACHMENTS:	Repeal Bylaw 03.22 Bylaws 17.18 + 22.18 2020 RFD for Bylaw 19.19

SUMMARY:

Bylaw 19.19 was passed with a Request for Decision that asked Council to repeal Non-Residential Development Incentive Bylaw 17.18 and Existing Vacant Non - Residential Building Bylaw 22.18. Due to changes in the MGA, Bylaws 17.18 and 22.18 were amalgamated into Bylaw 19.19 but not properly documented as Repealed.

Bylaw 03.22 is to clearly repeal Bylaw 17.18 and 22.18.

RECOMMENDATION:

To follow up and document the original intention of Bylaw 19.19, Administration recommends giving first and second reading to Bylaw 03.22 thereby clearly repealing Bylaw 17.18 and 22.18

FINANCIAL IMPACT:

N/A

STRATEGIC POLICY ALIGNMENT:

Maintaining and updating records for clarity.

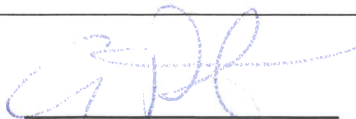
COMMUNICATION STRATEGY:

Repealed Bylaws will be archived and the new Bylaw will be added to the Website.

Motion: Councillor That Council give first reading to Non-Residential Incentive Repeal Bylaw 03.22 as presented. Councillor



Prepared by:
Reg Johnston
Manager of Economic Development



Approved by:
Greg Peters
Acting Chief Administrative Officer

**TOWN OF DRUMHELLER
BYLAW 03.22**

Repeals Bylaw 17.18 and Bylaw 22.18

BEING A BYLAW FOR THE PURPOSE OF REPEALING BYLAW 17.18 NON RESIDENTIAL DEVELOPMENT INCENTIVE PROGRAMS AND BYLAW 22.18 EXISTING VACANT NON-RESIDENTIAL BUILDING FOR THE TOWN OF DRUMHELLER IN THE PROVINCE OF ALBERTA.

WHEREAS, pursuant to the provision of *Section 191 of the Municipal Government Act, RSA 2000, Chapter M-26*, Council has the power to pass a bylaw, amend or repeal a bylaw;

AND WHEREAS, Bylaw 17.18 and 22.18 were made redundant by Bylaw 19.19 coming into full force on January 6th, 2020;

AND WHEREAS, the Town of Drumheller Council deems it desirable to repeal Bylaw 17.18 and 22.18;

NOW THEREFORE, the Town of Drumheller, in the Province of Alberta, hereby enacts as follows:

SECTION 1

- 1.1 This Bylaw may be known as Non Residential Incentive Repeal Bylaw 03.22.
- 1.2 This Bylaw repeals the Non Residential Development Incentive Program Bylaw 17.18 and Existing Vacant Non-Residential Building Bylaw 22.18 and all associated Schedules and / or Policies

SECTION 2

- 2.1 Bylaw 03.22 comes into full force after third reading.

READ A FIRST TIME THIS ___ DAY OF ___, 2021

READ A SECOND TIME THIS ___ DAY OF ___, 2021

READ A THIRD TIME AND PASSED THIS ___ DAY OF ___, 2021

MAYOR

CHIEF ADMINISTRATIVE OFFICER

TOWN OF DRUMHELLER
BYLAW NUMBER 17.18

BEING A BYLAW FOR THE PURPOSE OF IMPLEMENTING A NON RESIDENTIAL DEVELOPMENT INCENTIVE PROGRAM FOR THE TOWN OF DRUMHELLER IN THE PROVINCE OF ALBERTA.

WHEREAS pursuant to the provision of Section 347 of the *Municipal Government Act*, RSA 2000, Chapter M-26 and amendments thereto, the Council of the Town of Drumheller deems it expedient to provide for a Bylaw for the purpose of implementing a “Non-Residential Development Incentive Program”.

NOW THEREFORE, be it resolved that the Council of the Town of Drumheller, in the Province of Alberta, duly enacts as follows:

1. This Bylaw may be referred to as the “Non-Residential Development Incentive Program” Bylaw.
2. Minimum Qualifying Criteria and Property Tax Reduction are outlined in Schedule “A” (Policy Statement) attached which forms part of this Bylaw.
3. The tax cancellation applies to the municipal portion of property taxes only.
4. The Bylaw and Schedule A may be amended from time to time by resolution of Town Council.
5. This Bylaw will come into full force and effect on the date of final passing thereof.

READ A FIRST TIME THIS 26th DAY OF November, 2018

READ A SECOND TIME THIS 18th DAY OF March, 2019.

READ A THIRD TIME AND PASSED THIS 18th DAY OF March, 2019.


MAYOR


CHIEF ADMINISTRATIVE OFFICER



DRUMHELLER

COUNCIL POLICY



COUNCIL POLICY #C-04-18 SCHEDULE A TO BYLAW 17.18

NON RESIDENTIAL DEVELOPMENT INCENTIVE PROGRAM

THE PURPOSE OF THIS POLICY IS TO:

The purpose of this policy is to encourage new business development and / or business expansion within the Town of Drumheller.

POLICY STATEMENT

1. The Tax cancellation applies to the municipal portion of property taxes only.
2. Developments must conform to the Land Use Bylaw and all other applicable regulations and permits.
3. Property owners must submit a written letter of application to Council requesting the tax rebate. Letter of applications will be provided with the approved development permits.
3. Subject to Council having to approve the tax cancellation on each affected property or development on a yearly basis, the period of tax cancellation shall be one (1) year for new construction . There will be a maximum ceiling of \$25,000.00 tax cancellation per qualifying new development or new occupancy.
5. Additions, expansions or renovations are only eligible if the assessed value of the new improvement is greater than or equal to \$50,000 more than the previous improvement assessment, not including land assessment.
6. Tax rebate shall be granted for the tax year immediately following completion of construction. The Tax rebate shall be applied to the property tax account prior to tax notices being sent out.
7. All eligible development must be of a permanent nature.
8. Failure by the applicant to comply with any of the regulations herein will result in disqualification of the applicant from the program.
9. Council will not consider any type of residential or land assessment.

TOWN OF DRUMHELLER
BYLAW NUMBER 22.18

BEING A BYLAW FOR THE PURPOSE OF IMPLEMENTING A NON RESIDENTIAL TAX INCENTIVE PROGRAM FOR OWNERS OF EXISTING NON-RESIDENTIAL VACANT BUILDINGS WITHIN THE TOWN OF DRUMHELLER IN THE PROVINCE OF ALBERTA.

WHEREAS pursuant to the provision of Section 347 of the *Municipal Government Act*, RSA 2000, Chapter M-26, the Council of the Town of Drumheller deems it expedient to provide for a Bylaw for the purpose of implementing a “Non Residential Tax Incentive Program for Owners of Existing Non Residential Vacant Buildings”;

NOW THEREFORE, be it resolved that the Council of the Town of Drumheller, in the Province of Alberta, duly enacts as follows:

1. This Bylaw may be referred to as the “Existing Vacant Non-Residential Building” Bylaw.
2. The non residential building must have been vacant for a minimum of one (1) year.
3. The business must remain active for a minimum of one (1) year. The tax cancellation applies to the municipal portion of property taxes for non-residential assessment only, and will be applied the following tax year.
4. The tax cancellation applies upon proof of startup of a new business.
5. There will be a maximum ceiling of \$5,000.00 tax cancellation per qualifying new business.
6. Business owners must submit a written letter of application to Council requesting the tax rebate.
7. The Bylaw may be amended from time to time by resolution of Town Council.
8. This Bylaw will come into full force and effect on the date of final passing thereof.

READ A FIRST TIME THIS 10th DAY OF December, 2018

READ A SECOND TIME THIS 18th DAY OF March, 2019.

READ A THIRD TIME AND PASSED THIS 18th DAY OF March, 2019.



MAYOR



CHIEF ADMINISTRATIVE OFFICER

10. The property tax cancellation applies only for the new construction or renovations and does not apply to existing assessment on any property.

Date: March 18, 2019



Chief Administrative Officer



Mayor of Drumheller

**Town of Drumheller
REQUEST FOR DECISION**



TITLE:	NON-RESIDENTIAL DEVELOPMENT TAX INCENTIVES
DATE:	December 5, 2019
PRESENTED BY:	Sean Wallace, Manager of Economic Development
ATTACHMENTS:	<ul style="list-style-type: none"> - Non-residential Development Incentive Bylaw 19.19 to repeal: <ul style="list-style-type: none"> i - Non-residential Development Incentive Bylaw 17.18 ii - Existing Vacant Non-Residential Building Bylaw 22.18 - Commercial Development Incentive Policy C-09-19 - New Business Vacant Building Incentive Policy C-10-19 - Section 364.2 of the MGA.

SUMMARY:

On June 7, 2019, the newly elected Alberta Government amended the Province’s Municipal Government Act (MGA) to allow municipalities the ability to offer property tax abatements, as an incentive, for up to fifteen years. The reasoning behind the decision is that it makes Alberta municipalities more competitive. The Amendment resides under Section 364.2 of the MGA.

Due to the inherent risks of offering long-term incentive programs in municipalities, it will be important to base property tax abatements on a discernable “return on investment”, and for every dollar of tax abatement offered, a positive return back into the local economy should be evidenced.

Since the previous tax incentive policy and Bylaws 17.18 and 22.18 were written under Section 347 of the MGA, a new tax incentive bylaw must be passed denoting Section 364.2 of the MGA, which gives Council the powers to abate property tax per the new conditions.

RECOMMENDATION:

That Council approve the “Non-residential Development Incentive Bylaw 19.19” as a requirement of the MGA and accompanying schedules denoted as the “Commercial Development Incentive Policy” and the “New Business Vacant Building Incentive Policy.” Council shall also repeal Bylaws 17.18 and 22.18.

FINANCIAL IMPACT:

In terms of Town revenues, the financial impact is as follows:

- for every year we offer a tax abatement for new developments it will be two years before we realize positive revenue (i.e. for a 4 year tax abatement, the Town would not be in positive revenue position for 8 years).

- in terms of a return on investment based on direct, indirect and induced gains from development and salaries, the results are virtually immediate and measurable.

STRATEGIC POLICY ALIGNMENT:

Good governance and Economic Development Task Force recommendations.

COMMUNICATIONS STRATEGY:

To compete with other Alberta municipalities vying for the same opportunities, Drumheller is focusing on Economic Development as a priority. Developing incentive policies that are competitive is paramount. The incentive policies are written to provide a discernible ability to measure a “return on investment” to ensure value for the Town, local economy and the community. The new incentive policies will be communicated in all investment and business attraction marketing collaterals, the Economic Development portion of the Town website as well as through a media release.

MOTION NUMBER 1: Councillor _____

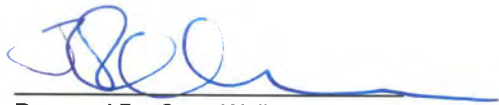
That Council repeal Bylaws 17.18 and 22.18.

Seconded: _____

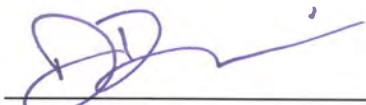
MOTION NUMBER 2: Councillor _____

That Council resolves to adopt the Non-residential Development Incentive Bylaw 19.19, and Schedule A, denoted as “Commercial Development Incentive Policy C-09-19,” and Schedule B, denoted as the “New Business Vacant Building Incentive Policy C-10-19.”

Seconded: _____



Prepared By: Sean Wallace
Manager of Economic Development



Approved By: Darryl E. Drohomerski
Chief Administrative Officer

TOWN OF DRUMHELLER

BYLAW NUMBER 19.19

BEING A BYLAW FOR THE PURPOSE OF IMPLEMENTING NON-RESIDENTIAL DEVELOPMENT INCENTIVE PROGRAMS FOR THE TOWN OF DRUMHELLER IN THE PROVINCE OF ALBERTA.

WHEREAS pursuant to the provision of *Section 364.2 of the Municipal Government Act, RSA 2000, Chapter M-26* and amendments thereto, the Council of the Town of Drumheller deems it expedient to provide for a Bylaw for the purposes of implementing "Non—Residential Development Incentive Programs".

NOW THEREFORE, be it resolved that the Council of the Town of Drumheller, in the Province of Alberta, duly enacts as follows:

1. This Bylaw may be referred to as the "Non-Residential Development Incentive Programs" Bylaw.
2. Minimum Qualifying Criteria and Property Tax Abatements and/or Reductions are outlined per Council Policies attached hereto and outlined in Schedules A & B.
3. The tax cancellation applies to the municipal portion of property taxes only.
4. The Bylaw and corresponding non-residential tax abatements and/or reductions policies may be amended from time to time by resolution of Town Council.
5. This Bylaw will come into full force and effect on the date of final passing thereof.

READ A FIRST TIME THIS _____ DAY OF _____, 20____

READ A SECOND TIME THIS _____ DAY OF _____, 20____

READ A THIRD TIME AND PASSED THIS _____ DAY OF _____, 20____

MAYOR

CHIEF ADMINISTRATIVE OFFICER

REQUEST FOR DECISION

TITLE:	Social Media Policy & Procedure C-04-22
DATE:	February 14, 2022
PRESENTED BY:	Erica Crocker, Communications Officer
ATTACHMENT:	Social Media Policy & Procedure C-04-22

SUMMARY:

The Town of Drumheller Social Media Policy provides an overview of approved practices, guidelines and advice for creating, posting and working with social media. The policy is designed to help staff understand what is recommended, expected and required of you as an employee of the Town when you participate on social media, whether it is part of your job or on your own time. Prior to social media, the public’s main source of information from the Town of Drumheller was traditional media such as television, newspapers and radio. With increased public access to the Internet and the rise of social media, the public is now able to stay informed and engage with the Town online. The Town’s goal is to ensure any communications, including social media, helps advance our philosophy, keeps stakeholders informed and engaged, and complies with all applicable laws and Town policies and guidelines.

RECOMMENDATION:

Administration recommends that Council adopt Social Media Policy & Procedure.

DISCUSSION:

This Policy & Procedure was brought to Council at a Committee of the Whole Meeting on February 14, 2022.

FINANCIAL IMPACT:

Not applicable.

STRATEGIC POLICY ALIGNMENT:

Communications Strategic Priority 2021(maintenance)

COMMUNICATION STRATEGY:

Two training videos have been produced for easy consumption for members of the organization; documents and videos are houses on the Town of Drumheller Staff Portal (Intranet)

Council Meeting: February 14, 2022

MOTION:

That Council approves Social Media Policy & Procedure Schedule A & B C-04-22 as presented and will review this policy in February 2024..

SECONDED:

Prepared By:



Erica Crocker, Communication Officer

Approved By:



Darryl Drohomerski, CAO

COUNCIL POLICY

NAME Social Media Policy and Procedure	POLICY NUMBER C-04-22
DEPARTMENT: Communications	ATTACHMENTS: Social Media Policy and Procedures: Schedule A Social Media Policy and Procedures & Schedule B – Social Media Guidelines for Employees
DATE APPROVED:	REVISION DATE: February 2022
SUPERSEDES: Policy A.01.15 or (Social Media Policy) Policy C-02-21 or (Social Media Policy and Procedures)	

1. POLICY STATEMENT

The Town of Drumheller Social Media Policy & Procedure – Schedule A and B provides an overview of approved practices, guidelines and advice for creating, posting and working with social media.

This policy is designed to help employees and stakeholders understand what is recommended, expected and required as an associate of the Town when participating on social media, whether it is part of their role or on their own time.

2. POLICY GUIDING PRINCIPLES

2.1 The Town's goal is to ensure any communications, including social media, helps advance our philosophy, keeps stakeholders informed and engaged, and complies with all applicable laws and Town policies and guidelines, including but not limited to;

- (a) Freedom of Information and Protection of Privacy (FOIP)
- (b) Intellectual Property Legislation
- (c) Canada's Anti-Spam Legislation (CASL)
- (d) The Town of Drumheller's Code of Conduct
- (e) Drumheller Valley Branding Guidelines
- (f) Any other related or applicable Council policies

3. IMPLEMENTATION

3.1 The Social Media Policy and Procedure C-04-22 includes Schedule A – Social Media Policy and Procedures and Schedule B – Social Media Guidelines for Employees

Implementation of these documents are the responsibility of the **Town’s Human Resources Manager, the Communications Officer and oversight from the Chief Administrative Officer.**

4. POLICY REVIEW

4.1 The Social Media Policy #C-02-22 including Schedule A – Social Media Policy and Procedures and Schedule B – Social Media Guidelines for Employees are to be reviewed by Council and Administration February, **2024.**

5. TRANSITIONAL

5.1 This policy supersedes:

Policy A.01.15 or (Social Media Policy)
Policy C-02-21 or (Social Media Policy and Procedures)

MAYOR

CHIEF ADMINISTRATIVE OFFICER

REVISION SCHEDULE February 2024	
------------------------------------	--

TOWN OF DRUMHELLER

SOCIAL MEDIA POLICY & PROCEDURE

#C-04-22 - Schedule A



The Town of Drumheller Social Media Policy provides an overview of approved practices, guidelines and advice for creating, posting and working with social media. The policy is designed to help you understand what is recommended, expected and required of you as an employee of the Town when you participate on social media, whether it is part of your job or on your own time.

Here are definitions of the most commonly used terms and abbreviations in the document:

SOCIAL MEDIA – Internet-based websites and applications that enable the creation and sharing of content or to participate in social networking.

CONTENT – Any information that is communicated on a social media channel.

MAIN TOWN SOCIAL MEDIA – This refers to the Town of Drumheller social media accounts that are managed and maintained by the Communications Officer.

SOCIAL MEDIA ADMINISTRATOR – The individual who is in charge of a specific social media account. This person has the ability to moderate a social media account, including posting, commenting and deleting comments based on the Town of Drumheller’s Social Media Terms of Engagement (Appendix II).

TOD / THE TOWN / TOWN – Means the Town of Drumheller.

CO – Means the Communications Officer.

As social media constantly changes, so will the guidelines. The latest version of the Town of Drumheller’s Social Media Policy will be available on January 25, 2021.

This policy was last reviewed by _____ on Date: _____
The next review will occur February 2024.

Please contact the Communications Office at communications@drumheller.ca if you have suggestions or questions.

CONTENTS

04	WHY DOES THE TOWN USE SOCIAL MEDIA?
05	ROLES AND RESPONSIBILITIES
07	CONDUCT ON SOCIAL MEDIA
09	CREATING SOCIAL MEDIA CONTENT
11	ENGAGEMENT
13	SOCIAL MEDIA MONITORING
14	SECURITY PROTOCOLS
15	TOWN OF DRUMHELLER SOCIAL MEDIA ACCOUNTS
16	STARTING A NEW TOWN OF DRUMHELLER SOCIAL MEDIA ACCOUNT
18	LEGISLATIVE COMPLIANCE
19	SOCIAL MEDIA TRAINING
20	SOCIAL MEDIA IN AN EMERGENCY
21	OUR COLLECTIVE BRAND AND REPUTATION
22	APPENDIX I: COMMUNICATIONS BRIEF
24	APPENDIX II: SOCIAL MEDIA TERMS OF ENGAGEMENT
25	APPENDIX III: SOCIAL MEDIA ESCALATION TRIGGERS
26	APPENDIX IV: SOCIAL MEDIA ACCOUNT REQUEST FORM

WHY DOES THE TOWN USE SOCIAL MEDIA

Prior to social media, the public's main source of information from the Town of Drumheller was traditional media such as television, newspapers and radio. With increased public access to the Internet and the rise of social media, the public is now able to stay informed and engage with the Town online.

The Town's goal is to ensure any communications, including social media, helps advance our philosophy, keeps stakeholders informed and engaged, and complies with all applicable laws and Town policies and guidelines, including:

- Freedom of Information and Protection of Privacy (FOIP)
- Intellectual Property Legislation
- Canada's Anti-Spam Legislation (CASL)
- The Town of Drumheller's Code of Conduct
- Drumheller Valley Branding Guidelines
- Any other related or applicable Council policies

ROLES AND RESPONSIBILITIES

Social media is a communication and engagement tool used by the Town of Drumheller. This section defines the groups and individuals involved with social media and a short explanation of their responsibilities.

CORPORATE COMMUNICATIONS

Corporate Communications is responsible for managing the overall image, brand and reputation of the Town of Drumheller and is also accountable for ensuring the Town achieves its communications objectives. Social media has been identified as a key component in promoting and maintaining the reputation of the Town.

COMMUNICATIONS OFFICER

The Communications Officer is responsible for the coordination and management of a strong social media presence that reflects the Town's vision. The CO approves the creation of any social media accounts affiliated with the Town of Drumheller, provides account access and permissions, and manages all content posted, incoming messages and engagement. Acting as an intermediary, the CO develops content for public departments that will be posted on the main Town social media accounts, ensuring brand guidelines are followed. The CO must receive social media training and display a willingness to participate in further learning in social media.

AUTHORIZED CONTENT PROVIDER

An authorized content provider is an employee designated by the Communications Officer to contribute to the Town's presence on social media sites. Authorized content providers publish, monitor, respond to, and contribute to social media in a way that is identifiable as being made by, or on behalf of, the Town.

PUBLIC DEPARTMENTS

Each department has staff who are engaged in the creation of content for the main Town social media accounts. Department staff must submit a Communications Brief (Appendix i) to the Communications Officer, outlining the context and specific information needed. The CO is then responsible for drafting and posting the content to the main Town social media accounts, ensuring the Town's brand guidelines are met.

DIRECTOR OF EMERGENCY MANAGEMENT

The Director of Emergency Management ensures the Town of Drumheller is prepared for and can respond to a serious incident or disaster. In the event of a major crisis, the Director of Emergency Management will advise the Communications Officer on emergency messaging.

ROLES AND RESPONSIBILITIES

CHIEF ADMINISTRATIVE OFFICER (CAO)

As the administrative head of the Town, the CAO has ultimate authority and is responsible for advising and informing Council on whether the Town's Social Media Policy is implemented and the appropriate staff are in place.

EMPLOYEES

All employees are responsible for protecting the Town's brand and reputation. The Town trusts that when employees participate in social media, you will:

- Act responsibly.
- Exercise good judgment.
- Maintain the highest degree of professionalism.
- Respect confidentiality when communicating any information regarding the Town, Town business or Town employees.

TOWN COUNCIL AND THE MAYOR

Mayor and Council through its Code of Conduct shall be responsible to adhere to the Social Media Policy & Procedure. Responsibility to adhere to this policy shall remain with the CAO.

CONDUCT ON SOCIAL MEDIA

Participating in social media carries a certain amount of risk. To manage the risk effectively, all Town employees need to know, understand and put into practice the guidelines for acceptable use of social media.

USING TOWN OF DRUMHELLER SOCIAL MEDIA ACCOUNTS

If you are authorized to use any of the Town's social media accounts, you are effectively acting as a spokesperson for the Town and must conduct yourself accordingly by following the Code of Conduct. Ideally, the Communications Officer will have the knowledge on how to use social media and training on how the Town of Drumheller uses social media.

When contributing to the Town's social media presence, remember:

- **Get trained.** Complete the required Town of Drumheller social media training.
- **Stay on topic.** Post only Town information and messaging, not personal views.
- **Add value.** Support an environment of healthy debate that focuses on the issues or projects you are associated with and do not get drawn into debates resulting in abusive, offensive or discriminatory messages.
- **Support Town objectives.** Post content that supports the Town's business objectives in a positive way and promotes Town achievements and how citizens' benefit.
- **Respect work confidentially.** Refrain from disclosing confidential and proprietary information or giving out personal information about employees.

USING SOCIAL MEDIA FOR PERSONAL USE

As a citizen, you are encouraged to use social media to be informed about the Town. However, as an employee, you are still perceived by members of the public as a representative of the Town, even if you include a statement that your opinions are your own.

When participating in social media on your own time, remember:

- **Be a Town advocate.** You are encouraged to promote, share or retweet Town news and information that is already publicly available. You can also follow The Town's social media channels and become part of the Town of Drumheller's online community.

CONDUCT ON SOCIAL MEDIA

- **Follow existing Town of Drumheller policies.** Including, but not limited to, the Town Code of Conduct. If it is reasonable that you could be identified as a Town employee, you may not voice personal opinions in public forums about an employee or member of the public, including Council of the Town, or the Town itself, if such opinions could cause harm to the image or reputation of the Town of Drumheller. Employees must also uphold anti-discrimination and anti-harassment principles, as outlined in the Alberta Human Rights Act (AHR Act).
- **Respect all copyright and other intellectual property laws.** For the Town of Drumheller's protection as well as your own, it is important that you respect laws governing copyright, trademarks and other intellectual property.
- **Safeguard confidential information and personal data.** Do not misuse or disclose confidential Town of Drumheller information. This includes internal messages to employees. If you are not sure if something is confidential, contact your supervisor. Do not disclose or misuse personal data of others that you become aware of as a result of being a Town employee.
- **Careful who you choose to engage with.** Whether you intend it or not, who you friend, follow, like or retweet, indicates a positive association or endorsement. Be aware that if you take or are seen as taking a public position online that is counter to the Town's interests and values (including, but not limited to, posting racist, sexist or otherwise harmful or offensive content) you may be violating The Town's Code of Conduct or other Town policies.

PERSONAL SOCIAL MEDIA USE DURING WORK HOURS

Town employees must refrain from using social media while on work time unless it is work-related as authorized by the Communications Officer.

CONSEQUENCES FOR ABUSE OF SOCIAL MEDIA

In the event a Town employee uses Town social media in a manner that violates the Town's Code of Conduct or the Social Media Policy, the user may lose access to that social media account and may face disciplinary action up to and including termination.

CREATING SOCIAL MEDIA CONTENT

Content is any information that is posted on social media, including words, pictures, videos, links, and anything else displayed on a social media account. Content is what drives social media. Content is what attracts followers, promotes engagement, creates controversy and helps people in an emergency. Content can take many forms, but the best content is engaging, exciting, informative and accurate.

BEST PRACTICES FOR CREATING CONTENT

The main Town social media accounts are an excellent way to get a message across to the public.

This section outlines best practices for creating social media.

Social media should be engaging.

Content needs to be interesting. Otherwise, the public will not be engaged. Engaging the public leads to conversations, creates relationships and makes people feel like their opinion is worth something.

Social media should educate or inform.

The Town is a public service and exists to help citizens. Our content is used to educate the public on new programs, initiatives and policies.

Social media should be varied.

Try to create social media posts that sound unique and exciting. When creating a campaign, it is easy to re-use the same tweet over and over again, but changing the wording or adding multimedia content keeps the messaging fresh and keeps engagement high.

Social media should be focused.

Social media posts are meant to be short, as the attention dedicated to a single post is often less than a couple of seconds. Try to get your message across in the least space possible.

Social media should catch your eye.

The Town's social media posts compete with millions of others every day. Including media (graphics, videos) in your post, especially something unique, will likely get attention and improve your engagement rate.

Social media should respect the follower.

Respect your audience. Even if your followers may not be familiar with a specific program or initiative, they are the people that the Town serves and we need to treat them as you would want to be treated.

CREATING SOCIAL MEDIA CONTENT

Social media should be part of a larger communications strategy.

It's great to promote on social media, but it works even better when it is a part of a larger whole like a communications strategy. Social media is just one part of your arsenal, but an important one.

SUBMITTING CONTENT

When preparing social media posts for the main Town accounts, please submit a Communications Brief ([Appendix I](#)) to the Communications Officer. Wherever possible, briefs should be delivered three weeks before they are to be posted. If analytics are needed for any of the posts, please let the Communications Officer know when you submit the Brief.

ENGAGEMENT

Some organizations use social media like a one-way street, pumping out information, but not providing an opportunity for interacting with the public. The Town's social media is meant to spark an interactive experience where we can foster relationships with our citizens and other people who visit.

Engaging with the public, via your own Town social media account or one of the main Town accounts, is an excellent way to know what they are interested in, but allows you to shape future content to serve them better.

Here are some key guidelines to keep in mind when engaging with your followers:

Treat Everyone With Respect and Equality

No matter the comment or quality of conversation, treat everyone with respect. It doesn't matter if you've seen a comment many times before, treat it the same as you would of the first time. The public appreciates a response, even if we can't give them the exact answer they are looking for. The exception to this is if the comment or question violates the Town's Social Media Terms of Engagement. Do not respond to comments that violate the Terms of Engagement; ignore them or hide them (on Facebook) as necessary. If they continue, contact the Communications Officer about next steps.

Promote Two-Way Conversations

If you provide opportunities for the public to respond to posts, expect to be involved in some social media conversations. You will gain a better perspective on how the public is responding to certain issues and can use that feedback to alter future campaigns or projects as necessary.

Provide Accurate Information

If you receive a question that you don't know how to answer, ask for help. Don't just guess and post a response. There are subject matter experts throughout the Town who will be able to help you out. If finding an answer will take an extended amount of time, let the individual know that you are looking for information and will share the answer as soon as possible. It's better to spend that extra time researching the right answer than to immediately post something inaccurate.

Be Timely With Your Responses

There is an expectation from the public that we provide an answer as quickly as possible on social media. It is important to constantly monitor your account or reply to comments as quickly as possible, as long as you have the correct information that can be presented in a polite, respectful way.

ENGAGEMENT

Tone

We're not a machine, and we don't want people to think we are. There are real people behind every social media account, and we want to portray that. Social media gives the Town an opportunity to be freer in its language, have more fun and be friendly. Something as simple as an exclamation point or saying 'hi' or 'thanks' in a tweet, makes it more caring and personable.

Everything You Post is Public

Everything you put on social media is public, and even direct messages could be seen by other people in the future. Keep this in mind when creating content and answering questions. Do not divulge any confidential information on Town social media.

We Are One Voice

While different people may manage social media accounts, the public doesn't know that. We should aim to keep cohesiveness among our social media accounts that showcase a clear, coherent voice that is recognizable as the Town.

SOCIAL MEDIA MONITORING

The Communications Officer is responsible for conducting regular social media monitoring to identify potential threats to the Town's brand and reputation.

ESCALATION TRIGGERS

Occasionally you may encounter an individual or organization that is engaging with the Town in a disrespectful manner. If this user is trying to engage with the Town, you can follow the Social Media Terms of Engagement (Appendix II) and Escalation Triggers (Appendix III) to determine if their comments pose a threat or warrant a response. Once the Communications Officer has identified the risk level, they can take the proper steps to rectify the issue before it damages the Town's reputation.

The Communications Officer has the ability to hide and delete posts or block users. It is preferred that comments are hidden before they are deleted or blocking a user is considered. It is not the Town's preference to ban or block users on social media, but if an individual violates the Town's Terms of Engagement repeatedly then denying them access to that social media account may be appropriate. Keeping a record of these violations is suggested, if the individual or group in question contacts media or tries to take legal action.

IDENTIFYING THE COMMENTER

TROLLS – Those who attack others online. They are usually not seeking a solution but are rather looking to solely cause chaos. If you encounter a troll, monitor the situation only. Avoid responding to posts, as this will only add fuel to their fire.

MISINFORMED – Those who have incorrect information that they are spreading online. Monitor the situation. If the post gains traction or the misinformation is erroneous to the business, institution, or organization's detriment, there is an option to respond with correct information.

UNHAPPY CUSTOMER – Those who have customer service concerns with the Town of Drumheller. This will require a follow-up or response.

LOOKING FOR A STANCE – Those who are actively seeking the Town's position on a topic or situation. Weigh the pros and cons of responding and anticipate follow-up questions to the stance or statement made.

SELF-INSTIGATED – Individuals who make a decision to post information resulting in a heated discussion, where none previously existed.

HARASSMENT OR THREATS – Inform the Director of Protective Services, advise the complainant to contact and file a report and advise the complainant to escalate their concerns to police where applicable.

SECURITY PROTOCOLS

MANAGING ACCOUNT ACCESS AND PERMISSIONS

Access to Town of Drumheller social media accounts will be controlled and approved by the Communications Officer. Individuals shall be granted access only to those accounts necessary for the performance of their official duties. Users must receive approval from the Communications Officer prior to access being granted. This requirement applies to contractors, employees and all other personnel.

If an approved user no longer works with the Town, the Communications Officer is responsible for revoking their access to the Town's social media management software and/or social accounts, changing passwords (if applicable), and notifying all current admins of the new password.

PASSWORD MANAGEMENT

The Communications Officer will manage Town social media account passwords.

All passwords, even temporary passwords set for new accounts, should meet the following characteristics:

- Be at least six characters in length
- Consist of a mix of alpha, and at least one numeric, and special characters
- Not be dictionary words (e.g., welcome, password)
- Not be portions of associated account names (e.g., user ID, log-in name)
- Not be character strings (e.g., ABC or 123)
- Not be simple keyboard patterns

USING TOWN-OWNED TECHNOLOGY

- There is no expectation of privacy.
- Any and all activity can be tracked and/or audited.
- The Town can and will block access to social media sites it deems inappropriate or dangerous.
- Users should understand that just because a site has not been blocked, it may still not be acceptable to access that site.

TOWN OF DRUMHELLER SOCIAL MEDIA ACCOUNTS

The main Town of Drumheller accounts are managed by the Communications Officer and include:

TWITTER

twitter.com/dinosaurvalley

FACEBOOK

facebook.com/drumhellervalley
facebook.com/bcfdrumheller
facebook.com/drumhelleraquaplex

INSTAGRAM

instagram.com/drumhellervalley
instagram.com/bcfdrumheller

YOUTUBE

www.youtube.com/c/townofdrumheller

These accounts provide a place online for citizens to access information, engage and communicate with the Town.

Content for these accounts is created by the Communications Officer and may include posts on news releases, public service announcements, Town programs, campaigns, traffic and weather alerts and emergency response. They are also used to answer inquiries from the public.

TOWN OF DRUMHELLER HASHTAGS

Hashtags are keywords that have a # in front of them. These allow you to reach a certain audience as social media users search or follow certain hashtags. Some common ones used by the Town of Drumheller are #Drumheller, #DrumhellerValley, #DrumCares, #DrumRec

Try to use the hashtags the Town already uses and limit the number of hashtags used in each post. If you would like to create a new hashtag, please contact the Communications Officer.

STARTING A NEW TOWN OF DRUMHELLER SOCIAL MEDIA ACCOUNT

The scope of the Town's main social media accounts is quite exhaustive, but departments or individuals may believe that they need a dedicated social media presence. The Communications Officer is here to help determine if a new social media account is the best solution.

QUESTIONS TO CONSIDER

Social media allows a department or area to create a dynamic, engaging relationship with the public and provides a great outlet for solidifying the reputation of the Town. Before starting a new social media account, there are a number of factors that must be taken into account. Building an audience on social media takes time and commitment to provide regular, interesting content. With time and engagement, a dedicated social media account can be a valuable part of a communications strategy.

Here are some factors to consider:

- **Are you familiar with social media?** Seems like a simple question, but you have to know how to use social media before you start an account.
- **Is your audience on social media?** When creating a social media account dedicated to a certain topic, its audience should be in mind. Different people use different social media channels, and some don't use it at all. Find the best channel for your audience.
- **Can your goals be met through the Town's current channels?** Keep in mind that the Town has an established and growing following on all channels, and it may be more beneficial to your project to leverage what already exists. It takes a dedicated campaign to grow followers and to reach the level of influence that you may need to attain your communications goals.
- **What is the purpose of this new account?** What are your intentions in starting a new social media account? If the account is just for a one-time event, maybe it would be better to promote through other methods.
- **Does the account align with the Town's goals?** It is important that what you are trying to achieve aligns with the Town's vision and strategies. Your Departmental goals may be different from the Town's goals, but you should make sure that the account will cover both of them.
- **Do you have the resources to manage the account for an indefinite period of time?** The main Town social media accounts have a dedicated presence every regular workday from 8:00 am – 4:30 pm. Not every social media account will be maintained at that level, but most accounts require substantial time commitments to be effective. At least one day per week of staff time should be allocated to updating, engaging and managing the account as a minimum.

STARTING A NEW TOWN OF DRUMHELLER SOCIAL MEDIA ACCOUNT

- **Can you provide engaging content on a regular basis?** The ability to run a successful social media account ultimately depends on content. Putting out new posts or updates every day is great, but they must have a purpose and connect with your audience. In order to have a successful social media account, your content must be consistent and engaging.

If you can answer all of the questions above and believe you still need a dedicated social media account, here are the next steps in the process:

1. Read through the Social Media Policy. This will familiarize you with the Town's social media accounts and best practices.
2. Discuss your intention to start a new social media account with the Communications Officer. You need permission from the Communications Officer to pursue an account.
3. Complete a Social Media Account Request Form (Appendix IV) and submit it to your Communications Officer.

If the account is approved: Upon approval of the social media account, a meeting between the administrator of the new account and the Communications Officer will be scheduled. This meeting will look at creating the new account, getting set up and any questions any of the parties attending may have. The new account administrators will be trained on the specific platform they will be using. Training will be conducted by the Communications Officer.

If the account is denied: The Communication Officer must have a valid reason for denying a new social media account, and this will be discussed in a meeting with the proposed account administrator and the Communications Officer. Alternative solutions will be proposed to make sure that there is another method for getting this information out to the public.

COMPLETING A TOWN OF DRUMHELLER SOCIAL MEDIA ACCOUNT REQUEST FORM

All employees looking to start a new social media account for a Town of Drumheller program, initiative, or department must complete a Social Media Account Request Form. The Town of Drumheller Social Media Account Request Form can be found as [Appendix III](#) at the end of this policy.

CLOSING A TOWN OF DRUMHELLER SOCIAL MEDIA ACCOUNT

At all times Town social media accounts and related contacts shall remain the exclusive property of the Town. If you would like to close your social media account or an account no longer in use, please contact the Communications Officer.

LEGISLATIVE COMPLIANCE

Social media use must comply with legislative requirements.

FREEDOM OF INFORMATION AND PROTECTION OF PRIVACY ACT (FOIP)

FOIP applies to the collection, use and disclosure of any personal information by the Town, including personal information that is collected, used or disclosed on social media. Personal information means information about an identifiable individual, such as the person's name, address, age, and health information. It also includes the person's opinion and photographic image. Subject to a few exceptions, the individual's personal information cannot be disclosed by the Town, including through social media, without the individual's written consent. FOIP also requires that the Town give notice of the intended use of any personal information it collects from individuals. The Law Branch can assist you with meeting the FOIP requirements for your intended social media use.

INTELLECTUAL PROPERTY LEGISLATION

It is important to keep in mind that the creator of any original work, including any piece of artwork, music, photograph, written work or trademark, owns the rights to that original work. Unless a Town employee has created the work in the course of their employment duties, (and subject to a few exceptions), the Town cannot use or share an image of that original work without the written consent of its creator. The Law Branch can assist you with meeting the requirements of intellectual property legislation.

CANADIAN ANTI-SPAM LEGISLATION (CASL)

It is important to ensure that your social media account use complies with the Canadian Anti-Spam Legislation (CASL). CASL prohibits any person (including the Town) from sending a "commercial electronic message" (CEM) to an electronic address unless the sender has the consent of the message recipient and includes certain content, specifically the ability to unsubscribe and contact information for the sender. A CEM is one that contains commercial content (or includes a hyperlink to commercial content), such as promoting Town services or events for which a fee is charged. An "electronic address" is an address used in connection with the transmission of an electronic message to an electronic mail account, an instant messaging account (including direct messages sent social media accounts), a telephone account, or a similar account. It does not include content posted on Town websites, or Tweets/Facebook postings that do not direct or link the message to a particular person. CASL does not prohibit using social media, to advertise Town services or programs as long as other individual users are not mentioned in the posting. Retweets may be considered CEMs if they include the handle of the original author. Non-compliance with CASL carries significant penalties. If you are considering sending any electronic communications that may qualify as a CEM, please contact the Law Branch for assistance.

SOCIAL MEDIA TRAINING

If you're new to social media or a seasoned veteran, social media training is recommended to make sure you understand how we use social media at the Town.

It is the goal of the Town that every employee who uses social media in any capacity receives social media training.

The Communications Officer can provide social media training at various levels for any Town of Drumheller staff who are actively involved in social media for the Town.

For new account administrators, the Communications Officers provides coaching on getting an account set up and how to manage it effectively.

SOCIAL MEDIA IN AN EMERGENCY

One of the greatest assets of social media is one that we hope that we never have to use, and that is as a real-time emergency response. Social media is an extremely valuable tool during emergency situations where accurate information needs to be sent out to the public as quickly as possible.

In the event of a major emergency, the Town's Director of Emergency Management (always activated by resolution of Council) and Incident Command Post or ECC will be activated, and at least one member of the Crisis Communications team (the CO) representing the Town will be there. The team member will manage and monitor the main Town of Drumheller social media accounts.

The Communications Officer will review any content that is scheduled to go live and is responsible for determining whether the content is appropriate given the current circumstance, or if it should be taken down/delayed until the emergency is resolved.

The Director of Emergency Management must approve any messages sent through social media. If the emergency situation is escalated, the main Town of Drumheller social media accounts will provide appropriate messaging. This is for security measures and to create consistent messaging coming from all platforms. The public will turn to the Town during an emergency, and we must be ready to respond as accurately and coherently as possible.

A member of the Crisis Communications team will always be present to provide citizens with the latest information from emergency and Town partners as it becomes available.

OUR COLLECTIVE BRAND AND REPUTATION

Drumheller Valley is a welcoming home with exciting potential and a sought-after tourist destination. As Town employees, our behaviour is held to a higher standard. How we conduct ourselves on social media has an impact on the citizens of Drumheller and how we work with each other.

Our visual identity is composed of several core elements to create a consistent tone of voice, look, and feel for Drumheller Valley. All social media channels and content must follow the Town of Drumheller Brand Guidelines.

If you have any questions about this standard or the Social Media Policy, please speak with your supervisor.

APPENDIX I: COMMUNICATIONS BRIEF

COMMUNICATIONS BRIEF (include title of objective/event): _____				
<p>A fully complete and approved brief is required <u>three weeks in advance</u> of your projected launch date for external and/or internal communications. Note that it may take up to three weeks for marketing collateral to reach final approval stage.</p>				
<p>Decision maker(s): _____</p> <p>Department: _____</p> <p>Budget (if applicable): _____</p> <p>GL Code (if applicable): _____</p> <p>Projected campaign launch date (three weeks before actual event/initiative): _____</p> <p>Project expiry date (when communications end): _____</p> <p>Date of event/initiative: _____</p>				
<p>Objective (Describe target you wish to reach with planned actions: Inform, raise awareness, gain attendance, collaborate etc.)</p> <p>_____</p>				
<p>Key Messages (who, what, when, where, why and how? Include links, important information the audience needs to know etc.):</p> <p>_____</p>				
<p>Audiences (Select all that apply)</p> <table border="0"> <tr> <td style="vertical-align: top;"> <p>External Audiences</p> <p><input type="checkbox"/> General (all demographics)</p> <p><input type="checkbox"/> Youth (12-18)</p> <p><input type="checkbox"/> Adults (18-54)</p> <p><input type="checkbox"/> Families (with children)</p> <p><input type="checkbox"/> Seniors (55+)</p> <p>Other: _____</p> </td> <td style="vertical-align: top;"> <p>Internal Audiences</p> <p><input type="checkbox"/> Town Staff</p> <p><input type="checkbox"/> Mayor and Council</p> <p>Other: _____</p> </td> </tr> </table>		<p>External Audiences</p> <p><input type="checkbox"/> General (all demographics)</p> <p><input type="checkbox"/> Youth (12-18)</p> <p><input type="checkbox"/> Adults (18-54)</p> <p><input type="checkbox"/> Families (with children)</p> <p><input type="checkbox"/> Seniors (55+)</p> <p>Other: _____</p>	<p>Internal Audiences</p> <p><input type="checkbox"/> Town Staff</p> <p><input type="checkbox"/> Mayor and Council</p> <p>Other: _____</p>	
<p>External Audiences</p> <p><input type="checkbox"/> General (all demographics)</p> <p><input type="checkbox"/> Youth (12-18)</p> <p><input type="checkbox"/> Adults (18-54)</p> <p><input type="checkbox"/> Families (with children)</p> <p><input type="checkbox"/> Seniors (55+)</p> <p>Other: _____</p>	<p>Internal Audiences</p> <p><input type="checkbox"/> Town Staff</p> <p><input type="checkbox"/> Mayor and Council</p> <p>Other: _____</p>			
<p>Requested Marketing Channels (Select all that apply. Channels will be confirmed based on strategy, budget and timelines) *Additional resources required **include drafted registration form and email recipient.</p> <table border="0"> <tr> <td style="vertical-align: top;"> <p>Traditional</p> <p><input type="checkbox"/> Two Minutes on the Town (radio)</p> <p><input type="checkbox"/> Town Page (newspaper)</p> <p><input type="checkbox"/> Radio ad*</p> <p><input type="checkbox"/> Newspaper ad*</p> <p><input type="checkbox"/> Signage/poster design</p> <p><input type="checkbox"/> Media release</p> <p><input type="checkbox"/> Cold-calling*</p> <p><input type="checkbox"/> Door to door*</p> <p><input type="checkbox"/> Direct mail*</p> <p><input type="checkbox"/> Utility invoice*</p> </td> <td style="vertical-align: top;"> <p>Non-traditional</p> <p>Social Media</p> <p><input type="checkbox"/> Facebook</p> <p><input type="checkbox"/> Twitter</p> <p><input type="checkbox"/> Instagram</p> <p><input type="checkbox"/> Email</p> <p><input type="checkbox"/> Targeted ads*</p> <p><input type="checkbox"/> Video*</p> <p>Digital signage</p> <p><input type="checkbox"/> Recreation facilities</p> <p><input type="checkbox"/> External facilities*</p> </td> <td style="vertical-align: top;"> <p>Drumheller.ca</p> <p><input type="checkbox"/> News post</p> <p><input type="checkbox"/> Registration form**</p> <p><input type="checkbox"/> Notification banner</p> <p><input type="checkbox"/> Newsletter</p> <p><input type="checkbox"/> SeeClickFix push notification</p> <p><input type="checkbox"/> Community Events Calendar</p> <p><input type="checkbox"/> Travel Drumheller Calendar</p> </td> </tr> </table>		<p>Traditional</p> <p><input type="checkbox"/> Two Minutes on the Town (radio)</p> <p><input type="checkbox"/> Town Page (newspaper)</p> <p><input type="checkbox"/> Radio ad*</p> <p><input type="checkbox"/> Newspaper ad*</p> <p><input type="checkbox"/> Signage/poster design</p> <p><input type="checkbox"/> Media release</p> <p><input type="checkbox"/> Cold-calling*</p> <p><input type="checkbox"/> Door to door*</p> <p><input type="checkbox"/> Direct mail*</p> <p><input type="checkbox"/> Utility invoice*</p>	<p>Non-traditional</p> <p>Social Media</p> <p><input type="checkbox"/> Facebook</p> <p><input type="checkbox"/> Twitter</p> <p><input type="checkbox"/> Instagram</p> <p><input type="checkbox"/> Email</p> <p><input type="checkbox"/> Targeted ads*</p> <p><input type="checkbox"/> Video*</p> <p>Digital signage</p> <p><input type="checkbox"/> Recreation facilities</p> <p><input type="checkbox"/> External facilities*</p>	<p>Drumheller.ca</p> <p><input type="checkbox"/> News post</p> <p><input type="checkbox"/> Registration form**</p> <p><input type="checkbox"/> Notification banner</p> <p><input type="checkbox"/> Newsletter</p> <p><input type="checkbox"/> SeeClickFix push notification</p> <p><input type="checkbox"/> Community Events Calendar</p> <p><input type="checkbox"/> Travel Drumheller Calendar</p>
<p>Traditional</p> <p><input type="checkbox"/> Two Minutes on the Town (radio)</p> <p><input type="checkbox"/> Town Page (newspaper)</p> <p><input type="checkbox"/> Radio ad*</p> <p><input type="checkbox"/> Newspaper ad*</p> <p><input type="checkbox"/> Signage/poster design</p> <p><input type="checkbox"/> Media release</p> <p><input type="checkbox"/> Cold-calling*</p> <p><input type="checkbox"/> Door to door*</p> <p><input type="checkbox"/> Direct mail*</p> <p><input type="checkbox"/> Utility invoice*</p>	<p>Non-traditional</p> <p>Social Media</p> <p><input type="checkbox"/> Facebook</p> <p><input type="checkbox"/> Twitter</p> <p><input type="checkbox"/> Instagram</p> <p><input type="checkbox"/> Email</p> <p><input type="checkbox"/> Targeted ads*</p> <p><input type="checkbox"/> Video*</p> <p>Digital signage</p> <p><input type="checkbox"/> Recreation facilities</p> <p><input type="checkbox"/> External facilities*</p>	<p>Drumheller.ca</p> <p><input type="checkbox"/> News post</p> <p><input type="checkbox"/> Registration form**</p> <p><input type="checkbox"/> Notification banner</p> <p><input type="checkbox"/> Newsletter</p> <p><input type="checkbox"/> SeeClickFix push notification</p> <p><input type="checkbox"/> Community Events Calendar</p> <p><input type="checkbox"/> Travel Drumheller Calendar</p>		
<p>Notes/Other: _____</p>	<p>Notes/Other: _____</p>			

APPENDIX I: COMMUNICATIONS BRIEF

SCOT Analysis (list 1-3 bullets in each column)	
Strengths (what trends, conditions or circumstances pose benefits to the organization and this initiative?) <ul style="list-style-type: none"> • _____ • _____ • _____ 	Challenges (In what areas do you receive the most complaints? What internal factors need to be considered harmful to the organization and this initiative?) <ul style="list-style-type: none"> • _____ • _____ • _____
Opportunities (consider external factors that may be helpful/beneficial to the organization and initiative) <ul style="list-style-type: none"> • _____ • _____ • _____ 	Threats (what trends, conditions, or circumstances pose a threat to the organization and this initiative?) <ul style="list-style-type: none"> • _____ • _____ • _____
Materials	
Supporting materials (RFD packages, word documents, charts, Bylaw/Policy references, special event permits, grant applications, guidance documents, maps, SharePoint or N: Drive links, research, background etc.) <input type="radio"/> Attached and/or below <input type="radio"/> Not applicable _____	
Images (requested artwork will be subject to a two-turn revision process) <input type="radio"/> Attached <input type="radio"/> Artwork design/development requested* <input type="radio"/> Not applicable <small>*may take up to four weeks for marketing collateral to reach final approval phase. Please consider this in your planning.</small>	
Additional Information (e.g. indicate status on special event permit or grant application? Describe if there is a partnership or sponsorship with stakeholder(s) and to what level; is this project considered a strategic priority etc.) _____	

By submitting this form to the Communications Department, I am confirming that all information in this communication brief is accurate, considered final and additional changes may lead to delays.

Submitted by: _____

Date: _____

Approved by: _____

(Manager or Supervisor when applicable)

Date: _____

Received by: _____

Date: _____

APPENDIX II: SOCIAL MEDIA TERMS OF ENGAGEMENT

The Town of Drumheller monitors social media comments relating to the Town organization and Town issues for the purposes of responding to questions and informing citizens, and to help our staff in the operations of services, programs or activities.



The purpose of comments is to facilitate a relevant, on-topic dialogue between the Town of Drumheller and the public. The Town of Drumheller strives to respond to relevant questions and comments in a timely matter, but because we cannot engage in all conversations, we reserve the right to use our judgment in selecting the messages we respond to. Trolls and trolling comments will also not be permitted. The comments you leave should be constructive, helpful, or insightful. Violation of these terms of engagement may result in limited or blocked access.

The Town of Drumheller will not engage in conversations that are of the following nature:

- Comments not topically related to our services or programs
- Comments that are offensive to an individual or organization, profane, hateful or defamatory, insulting, rude, abusive, aggressive or violent
- Content that promotes, fosters or perpetuates discrimination on the basis of race, national or ethnic origin, religion, age, creed, gender, marital status, socio-economic status, physical or mental disability, or sexual orientation
- Sexual content or links to sexual content
- Messages for advertising/marketing purposes
- Messages that contain spam
- Messages that conduct or encourage illegal activity
- Messages that invade personal privacy
- Information that could compromise public safety or security, or operations
- Content that violates a legal ownership interest of any other party
- Unintelligible or irrelevant messages
- Messages that impersonate or misrepresent someone else, including public figures, Town staff or Town officials
- Messages that do not add to the normal flow of conversation, dialogue or debate.

The Town of Drumheller is not responsible for any use of material posted by users. We reserve the right to modify this policy at any time.

APPENDIX III: SOCIAL MEDIA ESCALATION TRIGGERS

Level of Risk	LOW	MODERATE	SEVERE	HIGH
 <p>Pressure Points</p>	<p>Disparaging remarks about the Town.</p> <p>Disparaging remarks about Council.</p> <p>Comments regarding matters which may affect the operations of the Town.</p> <p>Disparaging remarks about a staff member's, stakeholder's or organization member's behaviour.</p>	<p>Disparaging remarks about the Town, Council, or Mayor that gain social media traction.</p> <p>Disparaging remarks from those with a high following which subsequently gain social media traction.</p> <p>Disparaging remarks that are false about the Town, Council, or Mayor.</p> <p>Disparaging remarks about a staff member's, stakeholder's or organization member's behaviour and requests made to the Town to intervene.</p>	<p>Disparaging comments by members of racialized and minority communities showing dissatisfaction with the Town.</p> <p>Disparaging comments regarding the Town's position/support on mental health and sexual assault supports or policies.</p> <p>Disparaging comments regarding the Town's services.</p> <p>Disparaging remarks from those with high credibility (ex. media personalities) which subsequently gain social media traction.</p> <p>Criticism of treatment of staff or visitors of the Town that gains social media traction.</p> <p>Discussion of potential petitions/rallies/protests in front of Town Hall (i.e. local, national and international causes, anti-abortion group, animal rights activists, etc.).</p>	<p>Comments/posts that directly impact the health and safety of members of the Town.</p> <p>Criticism of treatment of staff or visitors of the Town that gains the attention of traditional media.</p> <p>Petitions/rallies/protests happening in front of Town Hall that gain the attention of traditional media.</p> <p>Disparaging remarks/comments directed to the Town, Council or the Mayor on social media that gain the attention of traditional media.</p> <p>Discussion of matters that may fall under legal considerations and gain the attention of traditional media (i.e. staff or Council conduct & discipline).</p> <p>Disparaging remarks from those with high credibility (ex. media personalities) or a large following which subsequently gain the attention of traditional media.</p>
 <p>Next Steps</p>	<p>Monitor to see if comments/posts gain momentum. If they do not, take no further action.</p> <p>Research the account publishing/posting the comments, i.e., follower count, and continue to monitor.</p> <p>Still provide an FYI note to the CAO.</p>	<p>Continue to monitor. If engagement does not slow, or if it continues to gain traction, alert the CAO and determine next steps.</p> <p>If the misinformation sees an increase in engagement, alert the CAO.</p>	<p>If the comments continue to gain traction on social media, alert the CAO.</p> <p>If the disparaging comments are categorically false in nature, alert the CAO who will determine the next steps.</p>	<p>If any of the first three items are spotted, immediately alert the CAO who will also liaise with Council.</p> <p>If any of the items are spotted, alert the CAO who will work with Council to determine the appropriate action to be taken by the Town.</p>

APPENDIX IV: SOCIAL MEDIA ACCOUNT REQUEST FORM

All employees looking to start a new social media account for a Town of Drumheller program, initiative, or department must complete a Social Media Request Form.

Please fill out the form below completely, including your supervisor's signature approval. After receiving approval from your supervisor, please submit the completed form to the Communications Officer.

Personal Information:

Name: _____

Email: _____

Title: _____

Department: _____

Telephone: _____

Supervisor: _____

Social Media Account Details:

Social Media Platform requested: _____

What will this new account add that cannot be addressed through existing Town of Drumheller social media accounts?

Proposed name of account: _____

What type of content will you be presenting through this account?

Proposed date of account launch: _____

How will this site align with the Town's goals?

Proposed date of account closing (if applicable): _____

How will this site align with your Department's goals?

Name and Title of main account administrator: _____

What are the resources available to manage this account? (for example, personnel, time):

Names and Titles of any additional people who will have access to account: _____

What is the purpose of the new social media account?

APPENDIX IV: SOCIAL MEDIA ACCOUNT REQUEST FORM

Social Media Account Details:

On a scale from **1 - 10** how would you rank your familiarity with the Social Media platform you will be using (1 being not at all and 10 being very familiar):

1 2 3 4 5 6 7 8 9 10

Do you currently manage any other social media sites: **YES** or **NO**

If you answered '**YES**' to the question above, please list the sites:

Please describe your previous experience in social media and how it will contribute to the administration of this new account:

If you have any formal social media training or certifications, please indicate so:

Approval:

Supervisor: _____

Signature: _____

Communications Officer:

*Please Print Name

Date Approved: _____

SOCIAL MEDIA GUIDELINES FOR EMPLOYEES

#C-04-22 SCHEDULE B



CONDUCT ON SOCIAL MEDIA

Participating in social media carries a certain amount of risk. To manage the risk effectively, all Town employees need to know, understand and put into practice the guidelines for acceptable use of social media.

USING SOCIAL MEDIA FOR PERSONAL USE

As a citizen, you are encouraged to use social media to be informed about the Town. However, as an employee, you are still perceived by members of the public as a representative of the Town, even if you include a statement that your opinions are your own.

When participating in social media on your own time, remember:

- **Be a Town advocate.** You are encouraged to promote, share or retweet Town news and information that is already publicly available. You can also follow The Town's social media channels and become part of the Town of Drumheller's online community.
- **Follow existing Town of Drumheller policies.** Including, but not limited to, the Town Code of Conduct. If it is reasonable that you could be identified as a Town employee, you may not voice personal opinions in public forums about an employee or member of the public, including Council of the Town, or the Town itself, if such opinions could cause harm to the image or reputation of the Town of Drumheller. Employees must also uphold anti-discrimination and anti-harassment principles, as outlined in the Alberta Human Rights Act (AHR Act).
- **Respect all copyright and other intellectual property laws.** For the Town of Drumheller's protection as well as your own, it is important that you respect laws governing copyright, trademarks and other intellectual property. Copyright applies to all original literary, dramatic, musical and artistic works provided the conditions set out in the Copyright Act have been met. Each of these general categories covers a wide range of creations, including:
 - literary works such as books, pamphlets, computer programs and other works consisting of text
 - dramatic works such as motion picture films, plays, screenplays and scripts
 - musical works such as compositions with or without words
 - artistic works such as paintings, drawings, maps, photographs, sculptures and plans

CONDUCT ON SOCIAL MEDIA

- **Safeguard confidential information and personal data.** Do not misuse or disclose confidential Town of Drumheller information. This includes internal messages to employees. If you are not sure if something is confidential, contact your supervisor. Do not disclose or misuse personal data of others that you become aware of as a result of being a Town employee.
- **Careful who you choose to engage with.** Whether you intend it or not, who you friend, follow, like or retweet, indicates a positive association or endorsement. Be aware that if you take or are seen as taking a public position online that is counter to the Town's interests and values (including, but not limited to, posting racist, sexist or otherwise harmful or offensive content) you may be violating The Town's Code of Conduct or other Town policies.

PERSONAL SOCIAL MEDIA USE DURING WORK HOURS

Town employees must refrain from using social media while on work time unless it is work-related as authorized by the Communications Officer.

REQUEST FOR DECISION

TITLE:	Michichi Creek Sanitary Line AMWWP Grant Application
DATE:	February 11, 2022
PRESENTED BY:	Dave Brett, P. Eng, PMP, Director of Infrastructure Services
ATTACHMENTS:	AWMMP grant application

SUMMARY:

The Michichi Creek sanitary line crossing requires redesign and relocation because of the berm construction along the Michichi Creek. The original 1990's design was not effective and causes annual issues with beaver dams being built under a portion of the line that must be cleared out to prevent damage to the line and prevent damming of the creek.

The Drumheller Resiliency and Flood Mitigation Office has scheduled project work on the berms bordering Michichi Creek. This work requires that the sanitary line crossing Michichi be redesigned and reconstructed so as to not interfere with the berm design. The existing sanitary line must be converted to a siphon under the revised berm and creek path. This means the sanitary line work must be conducted as part of the flood. If the work is not performed prior to or as part of the flood work, the existing sanitary line will be exposed and unsecured by appropriate protective features. This will lead to the failure of the sanitary main, creating significant service disruptions and possible Alberta Environment and Parks violations.

Funding is available to mitigate the sanitary line relocation project costs through the Alberta Municipal Water/Wastewater Partnership (AMWWP) Program. The deadline for application for this grant has been extended to February 28, 2022. A requirement of the grant application is a motion of Council to approve the Town's portion of the project cost. The attached overview identifies the cost breakdown for the project and the grant application.

A preliminary design has been completed and the current estimated project cost is \$ 853,000. This does not consider a contingency for supply chain issues and inflated materials costs. The AMWWP grant would cover 37.5% of the project cost, or \$ 319,875. The Town's portion of the project cost is 62.5% or \$ 533,125.

RECOMMENDATION:

This work must be performed so as to allow for the Flood Mitigation work in this area to be carried out. Administration recommends the approval of the municipal portion of the AWMMP grant funding of 62.5% or \$ 533,125.

DISCUSSION:

The goal of the project will be to revise the Michichi Creek sanitary main crossing to allow for execution of the Flood Mitigation work.

FINANCIAL IMPACT:

Funding for this project will come from utility reserves in the amount of \$ 533,125 as shown in the approved 2022 Capital Budget.

WORKFORCE AND RESOURCES IMPACT:

The project will be funded by the Town however it will be carried out by the Flood Office.

STRATEGIC POLICY ALIGNMENT:

This project is in alignment with the strategic goals of providing safe and effective infrastructure, complying with environmental wastewater regulations and best practices, fiscal responsibility and ensuring that the flood work projects are unimpeded.

COMMUNICATION STRATEGY:

A copy of the approved Council Motion will be included in the AWMMP grant application package.

COUNCIL MOTION:

MOTION:

Councillor: _____ moves that Council approve that the Town of Drumheller applies for a grant under the Alberta Municipal Water/Wastewater Partnership (AMWWP) Program for the engineering and construction costs to replace the Michichi sanitary line for the municipal portion of 62.5% or \$ 533,125.

Seconded:

Dave Brett

Prepared by:
Dave Brett
Director of Infrastructure Services



Approved by:
Darryl Drohomerski, C.E.T.
Chief Administrative Officer

Motion:

Move to approve that the Town of Drumheller applies to the Province for a grant under the Alberta Municipal Water/Wastewater Partnership (AMWWP) Program for the engineering and construction costs to replace the Michichi sanitary line with a sanitary siphon in the stretch of Michichi Creek.

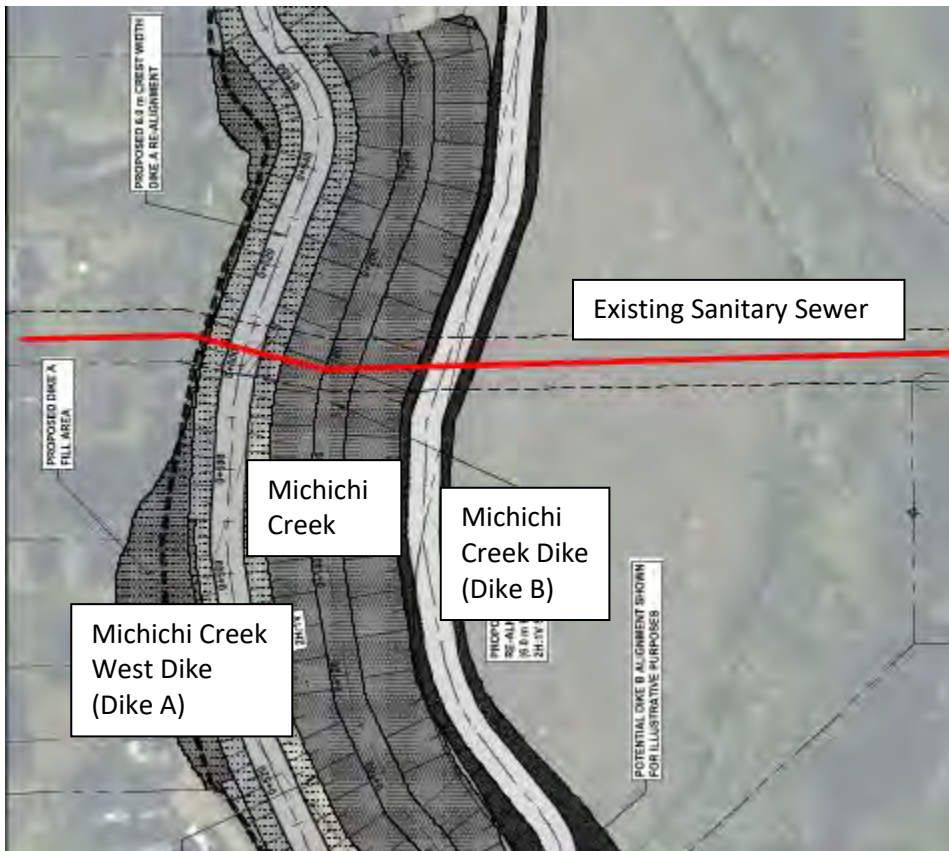
Background:

As part of Drumheller’s flood resilience program, the DRFMO is planning to construct *Michichi Creek West Dike (Dike A)* and upgrade *North Drumheller – Michichi Creek Dike (Dike B)*, both along Michichi Creek in north Drumheller. At this location, a sanitary sewer is crossing Michichi Creek.

Project location in North Drumheller:



Site plan:



The existing sanitary line is above grade, encased in concrete crossing Michichi Creek. Therefore, debris from the creek gets caught at this location and blocks the flow in Michichi Creek frequently:



The Town plans to replace the sanitary line with a below ground sanitary siphon in the stretch of Michichi Creek. It makes sense to perform these works during the construction of the two dikes. Dike B is planned to be constructed in the fall of 2022, Dike A is planned to be constructed in the fall of 2024. A preliminary design has been completed and estimates costs of the siphon to be in the order of \$853,000 for construction including engineering support.

The grant by the AMWWP would cover the following amount:

Formula:

$$\text{Grant} = [(0.25 \times \text{Population}) + 1,000] \times 100 / \text{Population}$$

With a population = 8,000 (assumed, I don't have the exact number):

$$\text{Grant} = [(0.25 \times 8000) + 1,000] \times 100 / 8,000 = 37.5$$

The grant would cover 37.5% of the project costs = $37.5 \times \$853,000 = \$319,875$

The Town will have to cover the remaining \$533,125