

Request for Decision

Title	Seniors' Week – June 3-9, 2018
Proposed Motion	That Council proclaim June 3-9, 2018 as Seniors' Week in Sturgeon County to raise awareness of the important contributions that seniors make to our community.
Administrative Recommendation	Administration recommends the public proclamation and the opportunity to celebrate our seniors.
Previous Council Direction	May 23, 2017 - Motion 220/17 That Council proclaim June 5 to 11, 2017 as Seniors' Week in Sturgeon County.
Report	<ul style="list-style-type: none"> • Seniors make a difference in our communities every day, from supporting family members and friends to assisting charities and volunteering. • Each year, Albertans are encouraged to join the festivities by attending one of the many Seniors' Week events to be held across the province. Whether planning an event or enjoying one with the seniors in your life, please take the time to acknowledge Alberta's seniors and all that they contribute to our quality of life. Your participation in Seniors' Week helps highlight and show appreciation for Alberta's seniors. • Alberta Seniors and Housing encourages municipalities to show their support for seniors in their areas by officially proclaiming Seniors' Week each year. • Staff in Community Services have a specific role in meeting the needs of our aging population so that our seniors living in Sturgeon County have the information and support they require to remain in their homes: <ul style="list-style-type: none"> ○ We provide support to the Sturgeon County Seniors Advisory Council, which is represented by eight (8) recognized senior clubs who are very active in the community. ○ We host the annual Seniors' Conference in September. ○ We provide seniors' groups transportation through the year. ○ Our Information & Referral service is utilized frequently by our seniors who are wanting income and home supports. ○ Our FSL Counselling Service is available to our seniors to support living well.

	<ul style="list-style-type: none"> ○ We sponsor free library memberships for our seniors during the month of June to promote discovery and lifelong learning. ○ We have just engaged with the University of Alberta’s Medically At-Risk Driver (MARD) Centre in building an “Alternate Transportation for Seniors Service” for the Sturgeon Region. ○ Sturgeon County provides annual operating funds to our seniors’ groups operating facilities in Sturgeon Region. <ul style="list-style-type: none"> ● 25% of our region’s population is over the age of 55 <p><u>External Communication</u></p> <ul style="list-style-type: none"> ● A Seniors’ Week advertisement will be prepared for Sturgeon FYI. ● Proclamation information will be forwarded to the local libraries. <p><u>Relevant Policy/Legislation/Practices:</u></p> <p>Sturgeon County’s standard practice has been to proclaim Seniors’ Week and offer free library memberships for Sturgeon County seniors (55+) throughout the month of June.</p>
<p>Implication of Administrative Recommendation</p>	<p><u>Strategic Alignment:</u></p> <p>Community Identity & Spirit – Valuing our seniors and engaging in conversations around programs and services that support seniors in our rural community is important. Their contributions warrant appreciation and recognition, and their stories deserve to be told.</p> <p><u>Organizational:</u></p> <p>Sturgeon County is already committed to engaging with and supporting our seniors through the efforts of the Community Services department.</p> <p><u>Financial:</u></p> <p>The costs of advertising and library membership subsidies have been included in the approved 2018 operating budget.</p>
<p>Alternatives Considered</p>	<p>We could demonstrate our commitment to the seniors living in our community without a proclamation; this just provides acknowledgement at a different level.</p>
<p>Implications of Alternatives</p>	<p><u>Strategic Alignment:</u></p> <ul style="list-style-type: none"> ● We would continue to honour and respect our seniors through our continuous investment in seniors’ programs and services. <p><u>Organizational:</u></p> <ul style="list-style-type: none"> ● None. <p><u>Financial:</u></p> <ul style="list-style-type: none"> ● None.

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- Follow up Action**
1. Administration will register our proclamation with the Seniors' Advisory Council (Community Services, May 2018).
 2. A Seniors' Week advertisement will be prepared for the Sturgeon FYI publication (Community Services, June 2018).
 3. Notification will be forwarded to the local libraries (Community Services, June 2018).
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Attachment(s) | Proclamation

**Report Reviewed
by:**



Susan Berry, Manager Community Services



Frank Besinger, Interim GM, Municipal Services



Bill Minnes, County Commissioner-CAO

Strategic Alignment Checklist

Vision: Sturgeon County: a diverse, active community that pioneers opportunities and promotes initiative while embracing rural lifestyles.

Mission: Provide quality, cost effective services and infrastructure to meet the diverse needs of the Sturgeon County community, while improving competitiveness and sustainability.

Focus Areas	Not consistent	N/A	Consistent
Strong Local Governance and Regional Leadership			
<i>We promote consistent and accountable leadership through collaborative and transparent processes (Strategic Plan, pg. 27 MDP)</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Consistent with neighborhood role (see MDP), master plans, policies</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Considers fiscal stability and sustainability</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Has a positive impact on regional and sub-regional cooperation</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Respect the Natural Environment			
<i>We acknowledge the importance of a healthy environment and will minimize and monitor our impact on ecosystems (Strategic Plan, pg. 27 MDP)</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Compliance with Provincial and Federal regulations and/or legislation</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Ensure effective environmental risk management</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Community Identity & Spirit			
<i>We will build upon our strengths, where together we will create an inclusive, caring community (Strategic Plan, (Strategic Plan, pg. 27 MDP)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <i>Promotes and/or enhances residents' identification with Sturgeon County</i> 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <i>Enhances service provision through community partnerships</i> 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <i>Supports Sturgeon County's cultural history</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Planned Growth and Prosperity			
<i>We encourage varied and integrated enterprises that enhance our strong economic base, while balancing the needs of the community and natural environment. (Strategic Plan, pg. 27 MDP)</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Does the proposal align with the Integrated Regional Growth Strategy (map/policies) pg. 26 MDP</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Considers cumulative costs and long-term funding implications</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Targets growth around current or planned infrastructure</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Maintain and Enhance Strong Communities			
<i>We are committed to a safe, secure community, where our residents are respected and provided with access to opportunities. (Strategic Plan, pg. 27 MDP)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <i>Positive impact on residents' quality of life</i> 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <i>Supports and promotes volunteer efforts</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Provides programs and services that are accessible to all residents</i> 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Operational Excellence			
<i>We have the organizational capability to deliver consistent and defined levels of service to all stakeholders in a professional, efficient, and cost-effective manner</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Staff have the knowledge, skills and capability to perform their jobs</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Streamlines operational processes and policies</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Promotes engagement and professional interaction with stakeholders</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Considers a cost-structure which allows Sturgeon County to remain competitive within a regional, national and global context</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>