

Request for Decision

Title	Proclamation of Seniors' Week – June 2 – 8, 2019
Proposed Motion	That Council proclaim June 2 – 8, 2019 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	<u>May 22, 2018 – Motion 150/18:</u> 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.
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 Senior Citizens Advisory Council, which is represented by nine (9) recognized senior clubs that 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;

	<ul style="list-style-type: none"> ○ Our Living Well Counselling Service is available to our seniors to support their well-being and resilience; ○ We sponsor free library memberships for our seniors during the month of June to promote discovery and lifelong learning; ○ We continue to be 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 the 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 2019 operating budget.</p>
<p>Alternatives Considered</p>	<p>We could demonstrate our commitment to the seniors living in our community without a proclamation.</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.

Financial:

- None.

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- Follow up Action**
1. Administration will register our proclamation with the Seniors' Advisory Council (Community Services, May 2019).
 2. A Seniors' Week advertisement will be prepared for the Sturgeon FYI publication (Community Services, June 2019).
 3. Notification will be forwarded to the local libraries (Community Services, June 2019).

Attachment(s) | Proclamation

**Report Reviewed
by:**



Susan Berry, Manager, Community Services



Scott MacDougall, General Manager, Municipal Services



Reegan McCullough, 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
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 and MDP pg. 36)</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> • <i>Supports a strong thriving business environment to strengthen our economic foundation</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> • <i>Plans for responsible growth through the MDP and regional growth plan.</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> • <i>Manages growth for current and future developments through: <ul style="list-style-type: none"> ○ <i>transparent bylaws, policies and processes to enable responsible land development</i> ○ <i>targeting growth around existing and identified future growth areas</i> </i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Maintain and Enhance Strong Communities			
<i>We are committed to a safe and viable community, where our residents are provided with access to opportunities and quality of life. (Strategic Plan and pg. 27 MDP)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> • <i>Provides access to programs and services that have a positive impact on residents' quality of life</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> • <i>Provides access to safe and reliable infrastructure assets</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> • <i>Supports the safety of people and property</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Strong Local and Regional Governance			
<i>We promote consistent and accountable leadership through collaborative and transparent processes (Strategic Plan and pg. 27 MDP)</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> • <i>Provides effective leadership and management consistent with Strategic Plan, MDP, master plans, bylaws, policies, community engagement</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>Fosters collaborative intergovernmental partnerships</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 and MDP pg. 27)</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>Support and/or collaborate with voluntary organizations in the region</i> 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Environmental Stewardship			
<i>We foster a healthy environment and minimize our impact on ecosystems. (Strategic Plan and MDP pg. 27)</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> • <i>Plans and partnerships that minimize environmental impact on natural areas</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> • <i>Provides awareness of environmental issues impacting the County</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>