

## Request for Decision

<b>Title</b>	<b>Agricultural Engagement Strategy Report</b>
<b>Proposed Motion</b>	<p>1. That the Agricultural Engagement Strategy Report, as provided as Attachment 1, be accepted as a guiding document towards the development of an agricultural support strategy with a report back to Council in Q4 2018.</p> <p>2. That the Mayor be authorized to submit the Agricultural Engagement Strategy Report findings (sections 1.0 through 3.0) to the Edmonton Metropolitan Region Board, as part of requested input towards Phase I of the Regional Agricultural Master Plan development process.</p> <p>3. That the Sturgeon County Strategic Plan be amended to clearly reference support for the agriculture sector as a community and Council priority, and as a key component of the County's brand identity.</p>
<b>Administrative Recommendation</b>	Administration recommends that the Agricultural Engagement Strategy report be accepted and that its findings (excluding its internal recommendations) be submitted to the Edmonton Metropolitan Region Board as input towards the Regional Agricultural Master Plan process.
<b>Previous Council Direction</b>	Motion 136/17: That the proposed Land Use Bylaw 1385/17 be amended so that the requirement for Building Permits on Agricultural Accessory Buildings and Section 6.2 (Agri-Business) be removed from the Land Use Bylaw and that further work affecting Agricultural Industries, be suspended until such time that Sturgeon County develops in full consultation with residents and stakeholders, an Agricultural Master Plan or other such visioning document.
<b>Report</b>	<p><u>Background Information</u></p> <ul style="list-style-type: none"> <li>Sturgeon County Council had identified a priority to develop, with the support of residents and landowners, an Agricultural Vision to inform future programming and planning needs. Council provided project funding approval on December 20, 2017. Administration issued a Request for Proposal on January 12, 2018 and awarded a contract for the work on February 6, 2018.</li> <li>The approach to deliver an Agricultural Engagement Strategy has been a focus to, first-and-foremost, develop a <u>better understanding of the current state of agriculture within the County, re-engage the community</u></li> </ul>

---

in a positive discourse and provide information to support regional agriculture planning processes.

- The effort to develop the Agricultural Engagement Strategy involved:
  - ♦ Connecting with residents, businesses and organizations that are involved both directly and indirectly with agriculture,
  - ♦ Completing a detailed assessment of agriculture federal census data,
  - ♦ Analyzing trends across Alberta and other Edmonton metropolitan area Counties, and
  - ♦ Reviewing agriculture master planning documents and visioning exercises from other municipal jurisdictions.
- Engagement with the agricultural community occurred from February through April 2018 and incorporated a number approaches including:
  - ♦ One-on-one telephone discussions;
  - ♦ Facilitated sector group discussions (horticulture, intensive livestock, large scale field crops and value added/specialty enterprises);
  - ♦ Facilitated open house discussions at four different locations across the County (Fedorah, Riviere Qui Barre, Redwater, and Namao);
  - ♦ Facilitated sessions and information update sessions with the Sturgeon County Agricultural Services Board and Sturgeon County Economic Development Board, and
  - ♦ On-line survey input.
- The resulting Agricultural Engagement Strategy report includes an overview of the following key items:
  - ♦ Sturgeon County agricultural context (Section 2.0);
  - ♦ Summaries of themes heard through various engagement efforts (Section 3.0); and
  - ♦ Overview of implications and directions for Council consideration (Section 4.0).
- The Edmonton Metropolitan Region Board (EMRB) requires preliminary input from Sturgeon County in the development of a Regional Agricultural Master Plan (RAMP). The Master Plan has the potential to apply to Sturgeon County and other municipalities across the region. The Terms of Reference for the Regional Agricultural Master Plan was presented for approval at the February 8, 2018 EMRB meeting.
- The Agricultural Engagement Strategy report is intended to serve as an initial deliverable for Phase I of the RAMP process (Environmental Scan). Current regional plans that have been submitted by other member municipalities include the following:
  - ♦ Leduc County Agricultural Strategy (June 2016)
  - ♦ Parkland County Future of Agricultural Study (June 2016)
  - ♦ Strathcona County Agriculture Master Plan (May 2015)
  - ♦ Fresh Edmonton Food and Urban Agriculture Strategy (Nov 2012)

- The next Regional Agriculture Master Plan (RAMP) Task Force meeting is scheduled for June 15, 2018. Council's acceptance of the Agricultural Engagement Strategy report (sections 1 through 3) for inclusion in Phase I of the RAMP Process can be brought forward by the Mayor at this time.
- Further direction will be required from Council on 'Next Steps' in preparation for Phase II (Land Evaluation and Site Assessment Tool development) and Phase III (Regional Agricultural Master Plan development) of the EMRB process. The agricultural support strategy will include additional information on the following key items:
  - ♦ Connections to agriculture engagement report findings;
  - ♦ Further research and description of directions for consideration;
  - ♦ Detailed scope of work;
  - ♦ Timing and costs; and
  - ♦ Communications.

#### External Communication

- Engagement and communication with the agricultural community is an ongoing process. Administration will continue to provide updates to the Sturgeon County Agriculture Services Board and the Sturgeon County Economic Development Board. Communicating the availability of the Agricultural Engagement Strategy report to all those who have participated in the process thus far is also important – all these people will be contacted again, directly.
- Should Council accept the Agricultural Engagement Strategy report and provide direction to submit it to the Edmonton Metropolitan Region Board, the report will be available for viewing/download on the EMRB Regional Agriculture Master Plan website (along with other municipality agriculture planning documents). Findings of the report will also be discussed at EMRB Regional Agriculture Master Plan Task Force meeting and associated Technical Advisory Committee working sessions.
- Communication releases can also be initiated via County website, resident newsletters such Sturgeon FYI and County social media twitter feeds.
- Future communication requirements will be identified within the agricultural support strategy

#### Relevant Policy/Legislation/Practices:


- Edmonton Metropolitan Region Board Regulation AR 189/2017

#### **Implication of Administrative Recommendation**

#### Strategic Alignment:

**Strong Local Governance and Regional Leadership** – The directions for consideration outlined within the report outline agriculture as a priority. Sturgeon County is identified as leader in agriculture within numerous categories. These areas of leadership will be reinforced within policy,

	<p>bolstered by additional reviews where necessary, and articulated to other governments and stakeholders.</p> <p><b>Planned Growth and Prosperity</b> – The report outlines the variety of value-added agriculture opportunities that are to be fostered. The directions for consideration are framed from a perspective of removing barriers and partnering with the agricultural community.</p> <p><u>Organizational:</u></p> <p>None at this time. Administration will assess organizational needs based upon Council feedback and following the development of an agricultural support strategy.</p> <p><u>Financial:</u></p> <p>None at this time. Administration will assess financial implications based upon Council feedback and following the development of an agricultural support strategy.</p>
<b>Alternatives Considered</b>	<ol style="list-style-type: none"> <li>1. That the Agricultural Engagement Strategy report be accepted, and that Administration be directed to conduct no further work in this area.</li> <li>2. That the Agricultural Engagement Strategy report be rejected, and that Administration be directed to conduct no further work in this area.</li> <li>3. That the Agricultural Engagement Strategy report be referred to Administration for additional consultation or editing.</li> </ol>
<b>Implications of Alternatives</b>	<p>Should the report be rejected, it could call into question the County's commitment to agriculture and the various recommendations within. This could be mitigated somewhat by a referral back to Administration for additional consultation, although direction would be required as to what type of new consultation approach would be desired.</p> <p>Additional implications of Council not accepting the report are unknown, given that specific feedback on the report has not yet been received.</p>
<b>Follow up Action</b>	<ol style="list-style-type: none"> <li>1. Administration will prepare a draft letter for the Mayor's submittal of the Agricultural Engagement Strategy report findings (sections 1 through 3) to the Edmonton Metropolitan Region Board's Regional Agricultural Master Planning process.</li> <li>2. Administration will draft an amendment to Sturgeon County Strategic Plan for Council endorsement in June 2018.</li> <li>3. Administration will communicate results of this process publicly and follow up directly with stakeholders.</li> <li>4. Administration will develop an agricultural support strategy to further define next steps per the Agricultural Engagement Strategy report and seek Council approval.</li> </ol>

<b>Attachment(s)</b>	1. Attachment 1: Sturgeon County Agricultural Engagement Strategy report
<b>Report Reviewed by:</b>	<div><p>Travis Peter, Manager Community &amp; Regional Planning</p></div> <div><p>Collin Steffes, General Manager Integrated Growth Division &amp; Acting County Commissioner - CAO</p></div>

## 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
<b>Strong Local Governance and Regional Leadership</b>			
<i>We promote consistent and accountable leadership through collaborative and transparent processes (Strategic Plan, pg. 27 MDP)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <li>Consistent with neighborhood role (see MDP), master plans, policies</li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <li>Considers fiscal stability and sustainability</li> </ul>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>Has a positive impact on regional and sub-regional cooperation</li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Respect the Natural Environment</b>			
<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"> <li>Compliance with Provincial and Federal regulations and/or legislation</li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <li>Ensure effective environmental risk management</li> </ul>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Community Identity &amp; Spirit</b>			
<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"> <li>Promotes and/or enhances residents' identification with Sturgeon County</li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <li>Enhances service provision through community partnerships</li> </ul>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>Supports Sturgeon County's cultural history</li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Planned Growth and Prosperity</b>			
<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 type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <li>Does the proposal align with the Integrated Regional Growth Strategy (map/policies) pg. 26 MDP</li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <li>Considers cumulative costs and long-term funding implications</li> </ul>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>Targets growth around current or planned infrastructure</li> </ul>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Maintain and Enhance Strong Communities</b>			
<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"> <li>Positive impact on residents' quality of life</li> </ul>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>Supports and promotes volunteer efforts</li> </ul>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>Provides programs and services that are accessible to all residents</li> </ul>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Operational Excellence</b>			
<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"> <li>Staff have the knowledge, skills and capability to perform their jobs</li> </ul>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>Streamlines operational processes and policies</li> </ul>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>Promotes engagement and professional interaction with stakeholders</li> </ul>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>Considers a cost-structure which allows Sturgeon County to remain competitive within a regional, national and global context</li> </ul>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>