



**Town of Blackfalds**  
**Standing Committee Meeting**  
**March 14, 2022 at 7:00 p.m.**  
**AGENDA**

---

**1. Call to Order**

**2. Land Acknowledgement**

2.1 Treaty Six Land Acknowledgement - Blackfalds Town Council acknowledges that we are on Treaty 6 territory, a traditional meeting ground, gathering place, and travelling route to the Cree, Saulteaux (So-toe), Blackfoot, Métis, Dene (De-nay) and Nakota Sioux (Sue). We acknowledge all the many First Nations, Métis, and Inuit whose footsteps have marked these lands for centuries.

**3. Adoption of Agenda**

3.1 Agenda for March 14, 2022

**4. Delegation**

None

**5. Public Hearing**

None

**6. Business Arising from Minutes**

None

**7. Business**

- 7.1 Request for Direction, Centre Plaza Concept Design
- 7.2 Request for Direction, Panorama Drive & Parkwood Intersection Improvements
- 7.3 Request for Direction, Facility Usage Policy Rescind
- 7.4 Request for Direction, Special Events Policy Rescind
- 7.5 Request for Direction, Tournament Scheduling Policy Rescind
- 7.6 Request for Direction, FCSS Facility
- 7.7 Request for Direction, Social Needs Assessment RFP
- 7.8 Request for Direction, Branding RFP

**8. Action Correspondence**

None

**9. Information**

None

**10. Round Table Discussion**

None

**11. Adoption of Minutes**

None

**12. Notices of Motion**

None

**13. Business for the Good of Council**

None

**14. Confidential**

None

**15. Adjournment**

*Future Meetings/Events:*  
• Regular Council Meeting – March 22, 2022



## **TOWN OF BLACKFALDS STANDING COMMITTEE MEETING REQUEST FOR DIRECTION**

---

**MEETING DATE:**      **March 14, 2022**

**PREPARED BY:**      **Myron Thompson, CAO**

**SUBJECT:**              **Blackfalds Centre Plaza Feature Concept**

---

### **BACKGROUND:**

Over the past two years there has been a focus on the planning and development of the Eagle Builders Centre (EBC) and associated surface works, including the Gregg Street realignment and parking area. Included in these planning processes has been the vision of a Centre Plaza feature that would be in the central core of our downtown located east of the EBC and directly south of the existing parking area.

The Blackfalds Centre Plaza will be a four-season people gathering place providing an aesthetically pleasing open area where residents and visitors can gather to take in community markets, festivals, performances, and other community events. This 24,000 square foot space will feature poured in place decorative stained concrete and concrete paver plaza deck, concrete walkway, stairs and ramp as well as bowl seating, stunning landscape features, and a natural gas fire pit. In addition, the plaza will include electrical power to supply electricity for a variety of uses and will also feature a sponsorship wall to highlight the key partnerships that made this project a reality. The highlighted feature will be that of a perforated aluminum screening wall that will depict historical images of Blackfalds, and specifically that of past activities that took place in and around the area occupied by the EBC. This feature not only highlights our community's history but also serves to screen the two metal structures that are a sanitary lift station and emergency generator structure that must remain. A combination of landscape features, and fencing will be utilized on the back and side of this utilities area to add further screening and access by the public.

The Centre Plaza will connect to the EBC entrance area by a raised decorative concrete crossing and will have versatility to expand the space utilization into the parking lot if a larger event area is required. Efficient lighting, electrical supply and space for a portable performance stage are also included in the design.

### **DISCUSSION:**

Administration is seeking Council's approval to finalize the drawings and to have the project go out for tender with the anticipation the project would be complete by September. The majority of the work on the plaza cannot take place until the portion of Broadway Avenue is redeveloped into the remaining 80 parking stalls. The projected project cost is \$668,000, of which seventy five percent of the cost has been approved through the Canada Community Revitalization Fund (CCRF). Administration has negotiated naming rights sponsorship with Border Paving Ltd and as well has secured financial sponsorship from DB Bobcat Services and ATCO Gas. The remaining funding sources for the project is further detailed under Financial Implications.

Administration is seeking further input on the project itself as well as a recommendation to advance the project to construction, and finally recommending to Council the approval of the



**TOWN OF BLACKFALDS  
STANDING COMMITTEE MEETING  
REQUEST FOR DIRECTION**

naming rights sponsorship to Border Paving Ltd including naming the facility the Border Paving Plaza.

**FINANCIAL IMPLICATIONS:**

<b>Project Cost</b>	<b>\$668,000</b>
<b>Revenue Sources</b>	
CCRF Grant	\$501,000
Border Paving Ltd	\$100,000
DB Bobcat	\$25,000
ATCO Gas (in kind services)	\$10,000
Town of Blackfalds – Land Reserve	\$32,000

**ADMINISTRATIVE RECOMMENDATION:**

1. That the Standing Committee of Council recommend to Council that the project be advanced including that of the project tendering process.
2. That the Standing Committee of Council recommend to Council that the naming rights sponsorship be provided to Border Paving Ltd.
3. That the Standing Committee of Council recommend to Council that the facility be formally known as the Border Paving Plaza.

**ALTERNATIVES:**

- a) That the Standing Committee of Council refers this item back to Administration for further information.

**Attachments:**

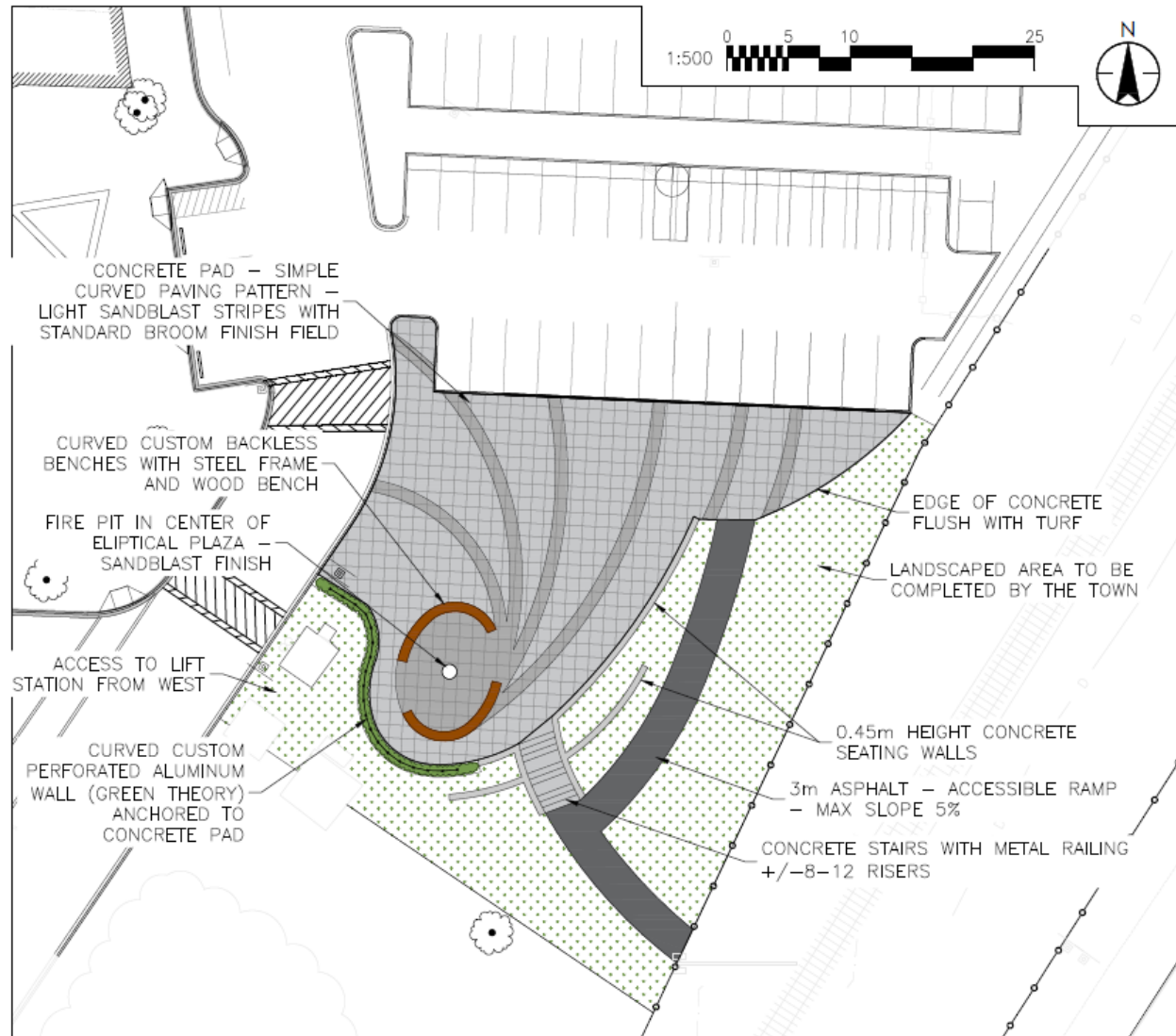
- Plaza Plan Site Plan
- Plaza Rendering 1
- Plaza Rendering 2
- Plaza Rendering 3
- Perforated Aluminum Screening Image Example

**Approvals:**

  
\_\_\_\_\_  
CAO Myron Thompson



# TOWN OF BLACKFALDS STANDING COMMITTEE MEETING REQUEST FOR DIRECTION







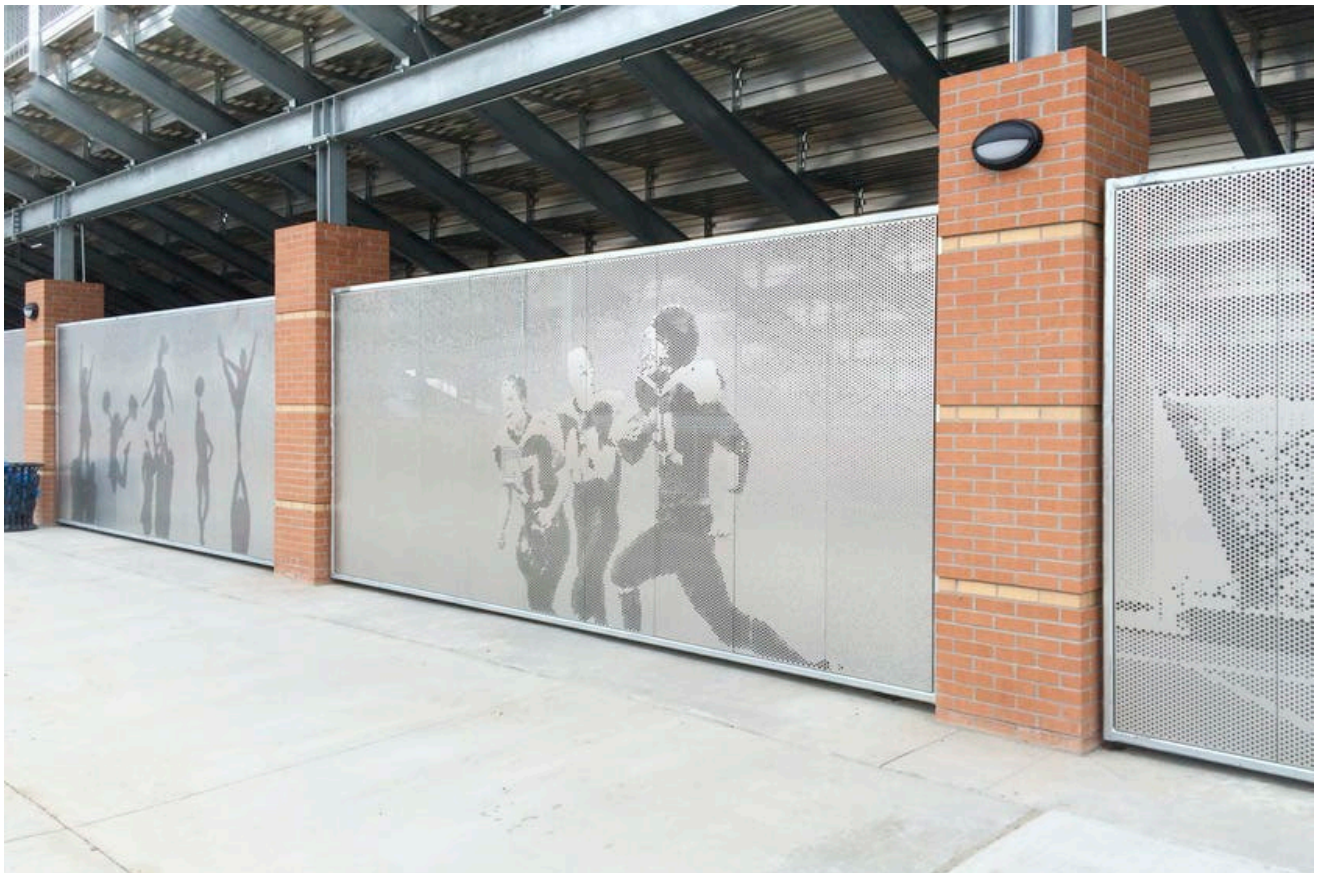
**TOWN OF BLACKFALDS  
STANDING COMMITTEE MEETING  
REQUEST FOR DIRECTION**







**TOWN OF BLACKFALDS  
STANDING COMMITTEE MEETING  
REQUEST FOR DIRECTION**





## **TOWN OF BLACKFALDS STANDING COMMITTEE MEETING REQUEST FOR DIRECTION**

---

**MEETING DATE:**      **March 14, 2022**

**PREPARED BY:**      **Preston Weran, Director of Infrastructure and Property Services**

**SUBJECT:**              **Panorama / Parkwood Drive Intersection Improvements - Survey Results**

---

### **BACKGROUND:**

The intersection of Panorama and Parkwood has seen a volume of traffic and pedestrians with the growth along the commercial corridor. In 2020/2021 we have received two complaints from the public regarding the northern most crosswalk that is currently the main route for pedestrian traffic. The drivers are not yielding to pedestrians. As part of the 2021 Sidewalk Program, at the intersection of Panorama and Parkwood we have added a sidewalk to the orphan curb line and improved the pedestrian movements with a west crosswalk going north/south at the intersection along with the addition of a pararamp at the north end of the new crosswalk. These improvements were completed under the 2021 Sidewalk Repair and Replacement Program. We have also added one set of flashing push button beacons in this area and a second set of beacons will be installed this summer.

During the 2021 budget deliberations, funds were allocated in the amount of \$5.66 million dollars to re-face the downtown area around the new Twin Arena facility plaza and parking lot. This Womacks Rd and Gregg St realignment/Plaza project also included associated underground works, closure of Broadway Avenue and CP rail crossing, as well as extending Gregg Street to Waghorn from Lawton Avenue, repaving Lawton and connecting improvements to the intersection of Highway 2A and Gregg St. This project is currently in construction and with more traffic being routed into this area, the town has recognized that improvements to Highway 2A and Panorama are warranted. As part of the 2022 capital budget, funds of \$175,000 were allocated to this intersection change of scope planned to be part of the original project construction contract. At the January 25 Council Meeting, this item was presented. Administration brought two options for recommendations to make this area safer for residents and visitors. Council asked Administration to send out a survey to the residents to gather feedback on the two options. The following motion was passed:

029/22 Councillor Svab moved that Council refer this item back to Administration for further information, no later than the March 14th Standing Committee Meeting.

### **DISCUSSION:**

Administration has posted the survey with the two options for public feedback from February to the end of March. The two options presented in the survey will reduce the main concern of pedestrian safety at the crosswalk, while option 2 would also provide a dedicated left turning lane and be closer to the ultimate configuration until Highway 2A is widened. The major different between these two options would be cost and the road's ability to stack traffic into the dedicated left lanes. If Standing Committee agrees to either option or some other cost option, we plan to add to the scope of the Womacks Rd and Gregg St realignment /Plaza Project and anticipate using the existing contractor to complete the work.

Please see attached survey summary for detailed results and associated comments. The public survey results overwhelmingly support option 2, at 81% with 640 entries to the survey.



## TOWN OF BLACKFALDS STANDING COMMITTEE MEETING REQUEST FOR DIRECTION

### FINANCIAL IMPLICATIONS:

The \$175k allocated for this project under the 2022 Capital Program will be funded through the Canada Community Building Fund.

Option 1 and option 2 costs are under the Opinion of Probable Costs (OPC) provided by Stantec in the attached memo in the amounts of \$270k and \$360k respectively. The west side of the Highway 2A intersection is scheduled under the existing contract in the amount of \$140,592

The table below shows the estimated funding for each option:

	<b>Option 1</b>	<b>Option 2</b>
<b>Opinion of Probable Costs</b>	\$270,000	\$360,000
<b>West Side Contribution</b>	(\$140,592)	(\$140,592)
<b>Canada Community Building Grant</b>	(\$175,000)	(\$175,000)
<b>Street Reserves</b>	\$0	(\$44,408)
<b>Balance</b>	\$45,592	\$0

If option 2 is selected, the amount drawn from the reserve will vary based on the usage of the contingency, inflationary factors and professional services rendered. The \$45,000 reserve contribution is the upset limit if the contingency, inflationary factors and professional services rendered are 100% expended.

### ADMINISTRATIVE RECOMMENDATION:

That Standing Committee recommends to Council to move forward with option 2 and recommended to Council to instruct Administration to prepare a change order for the anticipated work through the existing Border Paving Contract for the Womacks/Gregg Project using the capital funds allocated of \$175,000 and use \$45,000 to be drawn from the Streets Reserves.

### ALTERNATIVES:

1. That Standing Committee of Council does not support this work at this time and to monitor the situation for 2023 budget discussions.
2. That Standing Committee of Council recommends to Council to move forward with option 1.
3. That Standing Committee of Council refer back to Administration for more information.

### ATTACHMENTS:

- Survey Results
- Stantec Drawings and Opinion of Probable Costs





**TOWN OF BLACKFALDS  
COUNCIL STANDING COMMITTEE MEETING  
REQUEST FOR DIRECTION**

**Approvals:**

A handwritten signature in black ink, appearing to be "Myron Thompson", written over a horizontal line.

CAO Myron Thompson

A handwritten signature in black ink, appearing to be "P. W. ...", written over a horizontal line.

Department Director/Author

## Constant Contact Survey Results

**Campaign Name:** Highway 2A Gregg St/Panorama Drive Intersection Survey


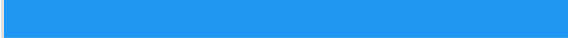

**Survey Starts:** 1287

**Survey Submits:** 640

**Export Date:** 03/01/2022 01:41 PM

### MULTIPLE CHOICE

What Intersection Configuration would you prefer?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Option 1			77	12%
Option 2			523	81%
Neither Option/Don't change			40	6%
Total Responses			640	100%

### OPEN QUESTION

#### Comments

Option #2 is the safest for all pedestrians and also allows traffic flow to navigate easier and move uninterrupted faster

I don't feel a dedicated right turn lane is necessary.

The dedicated lanes are a huge improvement to the intersection, however, we need to ensure the lights are also updated to have advanced greens. Pedestrian education will be the largest, and most difficult part of this project. Good luck!

**163 Response(s)**

[illegible]



Neither Option/Don't change	There needs to be an advance light signal turning left from 2A to Gregg. I have sat there a whole light and only one car has gotten through because of the consistent car flow.
Option 2	
Option 2	
Option 2	
Option 2	I could honestly care less about lanes but STRAIGHTEN THE INTERSECTION SO IT ACTUALLY FUNCTIONS AS A PROPER INTERSECTION. Also not feeling like you catch air driving across the highway would be a nice fix.
Option 2	
Option 2	So no crosswalk to get to the IGA side???
Option 2	For a growing community #2 seems like longterm will be a better option. However I do not understand why the north crosswalk is being removed, why can't it stay? and have crosswalks at all intersections
Option 2	
Neither Option/Don't change	
Option 2	
Option 2	
Option 1	
Option 2	
Option 2	
Option 1	
Option 2	
Option 2	I prefer a different option of spending more money and making the intersection more symmetrical as that is a huge problem. The north side of the intersection on the gregg street side needs to be squared better than on the options.
Option 2	I would prefer to keep the pedestrian crossing on the north side as I think there is way more foot traffic headed to IGA, Timâ€™s, 7-11, etc. Putting in on the south side will force people to cross again on the east side heading north.
Option 2	
Option 2	
Option 2	
Option 1	
Neither Option/Don't change	
Option 2	Option 2 is the best, but how much are you going to raise taxes? The disabled and the poor people you're forcing out of town want to know?
Option 2	
Option 2	
Option 2	Of these 2 options. Option two is best. Also need to consider changing 2a's straight and right turn lanes. Having those two combined is backwards in how every other intersection is and makes no sense as it slows traffic down. Right hand dedicated only
Option 1	Option 2 seems unnecessary, and the result of extra lanes may make it confusing and difficult for drivers to see if they have the right of way when turning. Option 1 is the best solution
Option 2	
Option 2	
Option 2	
Option 2	

Option 2	There needs to be proper turning and dedicated straight lanes. Will minimize incidents
Option 2	
Option 2	
Option 2	
Option 2	Become the most absolute legendary community in the country by adding a diagonal crosswalk from where that faded trail is on the northeast corner all the way to Highway Street on the southwest corner.
Neither Option/Don't change	It's already hard to cross there as a person that uses a Mobility scooter people still don't really let you go or almost run you over so maybe longer pedestrian light might be a better idea
Option 2	
Option 2	
Option 2	
Option 2	Make sure to add in the proper turn signals as well. Option 1 is no better than leaving it alone.
Option 1	
Option 1	Option 1 is a significant savings from Option 2 and with option 1 if you have a combined straight through and right turn lane that will be sufficient as that lane will always be moving because straight through traffic always has the right of way!
Option 1	
Neither Option/Don't change	Put in designated left turn lane eastbound. Leave crosswalk at the north side of intersection.
Option 2	
Option 2	In the long run with the new street from womacks, this will help heavier traffic at the town's busiest intersection.
Option 2	
Option 1	
Option 2	
Option 2	The west side of the highway would be fine only having 2 lanes, left turn lane and straight/right lane. The east side would benefit more from the three separate lanes to relieve back up at the next intersection.
Option 2	
Neither Option/Don't change	Traffic circle
Option 2	
Option 2	There needs to be dedicated left turn lanes as it's difficult to see if anyone is turning with the vehicles in the right hand lane. There have been way to many close calls at that intersection. Why do we need to move the pedestrian sidewalks?
Option 2	We need a straight across lane and not with the left turning lane in the same so traffic can travel smoothly across and not holding up traffic
Option 2	
Option 2	There also needs to be turn signals at this intersection.
Option 2	
Option 2	
Option 2	I would like to see a merging turn lane from the north side of 2a on this intersection turning in west added. And a flashing turn signal add into the signal light program
Option 2	Build for future growth. Do it well, do it once.

Option 2	
Neither Option/Don't change	Both options are garbage. If you actually want to fix the problem like you claim, you'll need more than sidewalks and paint. As someone in the infrastructure and highway construction industry for over a decade, this is a joke.
Option 2	
Option 2	
Option 2	
Option 2	Option 2 is the better choice because it reduces the risk of user error when deciding if it's safe to proceed when other drivers are turning.
Option 1	Yâ€™all should also look and fixing the street to the west that runs adjacent to 2A. Especially the intersection just in front of A&W and Fast Gas, Parkwood RD & Panorama Dr.
Option 2	Dedicated left turn signals please! If a truck is at the intersection, it's hard to see past them to make a safe left hand turn on a solid
Option 2	
Option 2	
Option 2	Option 2 is a necessity for the volume of traffic.
Option 2	
Option 2	
Option 2	
Option 1	Don't spend more money then needed.
Option 2	The town is only going to continue growing and traffic will as well. May as well bite the bullet and do it right the first time.
Option 2	Option 2 seems like a slightly better choice as you won't get vehicles backing up waiting to turn right from either direction. Not sure if the opening from Gregg street will be long/wide enough to fix this issue. Has traffic circle been considered?
Neither Option/Don't change	
Option 2	It needs a small traffic circle maybe. Itâ€™s terrible. You canâ€™t win.
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 1	
Option 2	Being the main artery from east and west parts of town, i believe this option would work best now and for the future. Possibly with advanced turning arrows would allow better flow. Sensors mounted on the posts are better than in the road.
Option 2	
Option 2	
Option 2	
Option 2	
Option 1	
Option 2	Also the intersection of 597 and Vista Trail - the stop line on the north side needs to be addressed. It is too far forward, many individuals turning north onto Vista Trail often are unable to safely do so as the vehicle at the stop line is too far.
Option 2	
Neither Option/Don't change	Activate the traffic lights on Cottonwood and take some of the pressure off of the intersection at issue.
Option 2	
Option 2	
Option 2	
Option 2	But keep all crosswalks
Option 1	

Option 2	
Option 2	
Option 2	
Option 2	What happened to the full Gregg Street realignment design that included alignment with Womacks and Hwy 2A?
Option 2	
Option 1	Whatever happens, east/west realignment is a MUST. It is dangerous at times given the dip of the road on either side (especially the west side) and the need to swerve to remain going straight and not hit the side of the road.
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	Turning signals are a must at the lights.
Neither Option/Don't change	1- Why does the current option have a straight/right turn coming from W side on diagram (pretty sure that doesn't exist)
Neither Option/Don't change	2- Why are the crosswalks moving to the south side when the traffic ....only 250 characters?!?!?!?
Option 1	
Option 2	
Option 2	
Option 2	Why was a traffic circle not suggested? The biggest problem problem is the traffic congestion at the west bound side of the intersection. It is the most efficient way to ease congestion. The evidence is at the intersection of 2A and 597.
Option 2	
Option 2	
Option 2	
Neither Option/Don't change	
Option 2	
Option 2	
Option 2	
Option 2	
Option 1	Having 3 lanes seems redundant, a straight/right turn and dedicated left turn makes the most sense to me. Glad this is being changed, with either option it is much needed.
Option 1	
Option 2	
Option 2	
Neither Option/Don't change	Please follow the 2015 Master Plan and do the upgrades properly!
Option 1	If option one includes designated left turn light at beginning of east west cycle
Option 2	I think option 2 is the better one to go with . HEATHER OSBORNE
Option 2	Need dedicated turning lights !!
Option 1	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	It is absolutely necessary to spend a little extra and fix this intersection. It is only going to get busier
Option 2	
Option 2	
Option 2	
Option 2	

Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 1	
Option 2	
Option 2	
Option 2	I would prefer option 2, but I would also add left turn lights on both east and west sides of the intersection
Option 2	
Option 2	
Option 2	
Option 2	
Option 1	
Option 2	Would prefer a pedestrian overpass, but the three lanes seperated for intent will be most helpful for reducing near miss accidents
Option 2	
Option 2	
Option 2	
Option 2	Unacceptable this keeps getting pushed aside.
Option 2	If option 2 is fixing it right then do it. Except, WHY would you put the pedestrian cross walk on the south side when anyone can see the natural walking path that everyone takes is north.
Option 2	
Option 2	
Neither Option/Don't change	
Option 2	
Option 2	
Option 1	
Option 2	
Option 2	
Option 1	
Option 2	
Option 2	
Option 1	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	I believe this will be a safer option for this intersection as we all know it is very busy.
Option 2	
Option 1	
Option 2	Option 2 is better as it makes it easier for more traffic to get through the light with 3 lanes rather than the 2.
Option 2	Are there left handed turning light?
Option 2	
Neither Option/Don't change	Unless you are going to change 2a southbound to 4 lane the one left turn and one straight thru/right turn lane is safer. Too many would be racing to be first reduction to 1 lane south of this intersection causing accidents and high risk situations.
Option 2	
Option 2	Use this intersection on a regular bases, it is very busy and needs updates.
Option 2	

Option 1	The best thing you could do is make 2a south 2 lanes, not 2 lanes, one lane, 2 lanes, one lane, 2 lanes,
Option 2	
Option 2	Please include advanced green lights and pedestrian crossing lights.
Option 2	But why take out the south sidewalk at all. People head north more than south on foot. Keep the north crosswalk and add the west and south. Or skip the south.
Option 2	
Neither Option/Don't change	This intersection was to be included in the Womacks/Gregg St. realignment. I'd like Council to return the full scope of the Womacks Gregg St. realignment & not "phase" it. This is a vital lifeline for our community's safety. Do it once, do it properly
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	#NAME?
Option 2	I would prefer to see a pedestrian bridge over the highway
Option 2	
Option 2	
Option 2	
Option 1	Dedicated left turn light - solid green for left lane to go first.
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	With left turn arrows as well!
Option 2	Also, please find a way to pave Broadway the ENTIRE way out of town for those on the far west end who commute to Lacombe regularly. To reduce traffic congestion downtown & also make it safer for buses.
Neither Option/Don't change	
Option 2	
Option 2	
Option 2	
Option 2	
Option 1	
Option 2	
Option 2	Love it.
Option 2	
Option 2	
Neither Option/Don't change	Quit reconfiguring all the roads. This is a waste of money.
Option 2	
Option 2	
Option 2	
Option 1	
Option 2	
Option 1	
Option 1	
Option 2	
Option 2	
Option 2	
Option 2	

Option 2	
Option 2	My son was hit by a car at this intersection while riding his bike to school. He was attempting to get from his home on the west side of Hwy 2A to the Intermediate Campus. Don't allow savings and cost cuts to put our children's safety at risk.
Option 2	In addition to these plans, a right hand turning lane from 2A southbound onto Gregg St would be beneficial. 2A gets backed up from the lights and you are stuck in line and can't turn. Then drivers illegally pass on the shoulder to get to the lights.
Option 2	
Option 2	
Option 1	What about upgrading paving south street. To take some pressure off of Park street.
Option 2	Option #2 is the safest for all pedestrians and also allows traffic flow to navigate easier and move uninterrupted faster
Option 2	A combined straight and right turn lane would be a nightmare for people who live north of Gregg St and need to go south on 2A. They would have to wait for the light to turn red if there's a car going straight. Please make it right the first time.
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Neither Option/Don't change	
Option 2	
Option 2	The dedicated lanes are a huge improvement to the intersection, however, we need to ensure the lights are also updated to have advanced greens. Pedestrian education will be the largest, and most difficult part of this project. Good luck!
Option 2	
Option 2	That intersection has been a difficult and dangerous in for years. I'm glad you are going to do something about it!
Option 2	I believe option 2 is the best option, as this is such a main intersection for our town! In the mornings/afternoons it backs up all the way down Gregg street to the pirate park, causing significant delays!! Option 2 is the safest and best option!
Option 2	No matter which option chosen it will require staged lights with turning or straight through traffic moving first then the other second but you do not make that clear in either diagram - that needs to be spelled out too when offering options
Neither Option/Don't change	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	Please stop the east/west sensor lights asap (so the light can be solid green heading west & solid red heading east, & probably vice versa). Traffic with the green light doesn't know when the other other light (opp direction) suddenly turns green.
Option 2	
Option 2	
Option 2	



Option 2	
Option 2	This makes the most sense going into the future
	Get on with the project already
Option 1	When is the town going to finish by the trailer park at least finish up the park by replacing the fence and putting back the stop signs that were took off when the fence was taken down when the trailers were demolishe
Option 2	
Option 2	
Option 1	
Option 2	For future growth.
Neither Option/Don't change	This spot would benefit from a roundabout.
Option 2	What's really the point in moving the crosswalk besides extra money it isn't changing anything. Just focus on the road.
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 1	
Neither Option/Don't change	Speed and commercial zoning are the biggest factors here. The options are counterintuitive to walking as if it is a residential zone. It is not and unsafe to treat it so
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	make sure the lights are upgraded as well to have an advance green.
Option 2	
Option 2	Option 2 is the better. However I would like to see that pedestrian walkways are given more thought. This will be the safest way for students to go to the high school that has yet to be completed. Children crossing that hwy for school is terrifying
Option 1	Whichever option is chosen, I feel that the addition of an advance green light for left-turning vehicles is imperative.
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	Turn signals I think would be a good option as well
Option 2	I would keep the 2a cross walk to the north, more ppl are going to go to the grocery store or come from there, less times to cross the street, no matter which option you do
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	Option 2 make more sense and will help traffic as it increases over the years. Do the intersection like this now and save money in the future.
Option 2	

Option 2	
Option 2	
Option 2	
Option 2	
Option 2	Have to always think of the future!
Option 2	Why move the crosswalks? Majority of traffic either goes straight through east/west bound or turns south on 2a from East/West bound.
Option 2	Moving the crosswalk to the south side will increase the risk of a pedestrian getting hit and hold more traffic up
Option 2	
Option 1	Why are the crosswalks moving? They should stay on the north side of the intersection.
Option 2	
Option 2	
Option 1	
Option 2	
Option 1	
Option 2	
Option 2	
Option 2	Need turn signals going east and west
Option 1	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Neither Option/Don't change	There should be turning lanes in all directions. Maybe a roundabout would be better? The lights on 2A through Blackfalds are a joke, should not have to stop at all 3 sometimes, please time them better.
Option 2	
Option 2	
Option 2	I think Option 2 is the safest! I'd like to see a designated turning light to add to the safety of the intersection.
Option 2	
Option 2	
Option 1	The majority of people go east to the stores. Taking that cross walk out may increase jaywalkers.
Option 2	
Option 2	
Option 2	Would be better if an option was a roundabout
Option 2	
Option 2	
Option 1	I can see the benefits of additional crosswalks for all the kids especially. I think 1 would accommodate the traffic flow in a more controlled way.
Option 1	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	Good plan for the future!
Option 1	
Option 2	
Option 1	
Option 2	
Option 2	
Option 2	

Neither Option/Don't change	
Option 1	Having a designated left turn is needed. If you are going straight or making a right turn it can be in the same lane as traffic is still moving/flowing.
Option 2	
Option 2	
Option 2	
Option 2	
Option 1	
Option 1	Removing the north side cross walk is good. Safer being on the south side.
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	Do it right the first time so it doesn't need to be done again in five years.
Neither Option/Don't change	2 words- traffic circle! ðŸ˜€
Option 1	
Option 2	
Option 2	Also please consider advance left turns on the lights, because traffic gets backed up and there isn't a clear line of sight to turn left from Gregg onto 2A when the cars are lined up to turn left from Panorama.
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	I feel this is the best options. The town is continuing to grow. May as well plan for the future and spend the money now, otherwise you will have to make changes 5 years down the road.
Option 2	
Option 1	Rather than a traditional pedestrian crosswalk I would like to see extra monies allocated to an overhead pedway. Much safer than crossing the road since it is a highway. I've seen a few close calls for pedestrians! Better access to Abbey Centre too!
Option 2	As long as there is a dedicated left turn signal, I'd be ok with either. But as it looks like access to the north end of Highway Street is being closed off, there's no need to worry about blocking that intersection so a right turn would be nice.
Option 1	
Option 2	
Option 2	
Option 2	
Option 2	but keep crosswalk on north
Option 2	
Option 2	Turning off Parkwood Rd onto Panorama drive is a nightmare. If one remains behind the crosswalk one cannot see traffic coming from the east side of Panorama Drive. The view is obstructed by bushes and utility boxes. Needs to be addressed.
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 1	
Option 2	
Option 2	
Option 2	
Option 1	
Option 2	
Option 2	

Option 2	
Option 2	
Option 2	The pedestrian crosswalk on the north is still necessary as removing it will in no way prevent pedestrians crossing there. They will instead cross illegally and without protection and continue with their natural path to the business to the north.
Option 2	
Neither Option/Don't change	Neither seems like an overall improvement for the costs. Ideally a safe crossing for the kids above the street like a bridge would be the smartest and safest option
Option 2	How about you do this at the intersection of 2A and Park Street as well? 3 dedicated lanes both directions, with advance turn signals? Another option would be installing traffic circles/roundabouts at both intersections, keeps traffic moving.
Option 1	
Option 2	
Option 2	
Option 2	
Option 2	However the trouble I find is the service roads because traffic is always coming so hard to get through
Option 2	
Option 2	
Option 2	
Option 2	1/ dont see the reason or need to remove the north pedestrian crossing in favour of the south. 2/panorama street -one lane west bound for right hand turn, 1 straight thru, 1 lane left turn. 3/ take away 2 east bound lanes to make way for the 3rd west
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 1	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 1	
Option 2	
Option 2	Ideally a pedestrian bridge would be great but that kind of a budget may not be in the cards. Although it would be worth investigating ie get a cost for such a project.
Option 2	
Option 2	Round about
Option 2	I would prefer a traffic circle at every main intersection throughout town. Traffic flows much better. However, option 2 is the next best option. Just ensure that turning lanes have a clear view to oncoming traffic. Thank you!
Option 1	
Option 2	
Option 2	I am curious why we have to remove the north crosswalk. Can we keep it and add one on the west and south side? If you are traveling on the sidewalk from panorama, you have to Cross the road to get to the south cross walk in order go across intersecti
Option 2	

Option 2	
Option 2	
Option 2	Will there be advance greens for turning with option 2? I suspect it wouldn't cost too much to get that too!
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 1	
Option 1	
Option 2	To also include left turning flashing lights
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	May as well keep the existing crosswalks as well. Save money on the removal and give pedestrians more options.
Option 2	
Option 2	
Neither Option/Don't change	Should be a roundabout!
Option 2	
Option 1	
Option 2	
Option 2	
Option 2	I think the cost estimates are too low, and if you go forward I would like to have the contact create penalties for overages to ensure better quoting, and spending.
Neither Option/Don't change	
Option 1	
Option 2	Savings kids from having to cross Gregg Street before/after crossing 2A is a must. Too many people block the intersection and view of that corner. It's very dangerous for pedestrians. And it's a busy intersection, more lanes is better.
Option 2	I like that you provided costs, I would disagree with any tax increases but option 2 would ensure it handles increased traffic for years to come. Especially with added traffic to the arena.
Option 2	
Option 2	
Option 2	Option 1 is very similar to the intersection in Lacombe on 2A & 50th. The intersection in Lacombe is always backed up for 50th Ave through traffic because the left and right turn lanes are waiting to merge on a red light (green on hwy2A).
Option 2	Needs turn signals. Service road on the east of this intersection needs to be addressed, traffic is very busy there at peak hours. Trying to go through (north-south) or turning left from is difficult and sometimes dangerous throughout the day
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	With the cross walks on the north side of Gregg st. Should have turning arrows for left hand turns.
Option 2	
Option 2	

[illegible]

Option 1	
Option 2	
Neither Option/Don't change	Don't spend money on this intersection but put proper traffic lights on cottonwood dr and hwy 2a will help slow vehicles coming into town and safer for turning left onto hwy 2a off of cottonwood
Option 2	
Option 2	Need turn lights turning from panarama drive onto highway 2A backs up to much
Option 2	
Option 1	
Option 2	
Option 1	I don't feel a dedicated right turn lane is necessary.
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	Option 2 is better when thinking of future growth. Better to spend this money now to make it right with forward thinking then have to redo it again (causing another inconvenience to the town people) and pay double if not more in the long run.
Option 2	
Option 2	I think you should also add to the lights a green light just to turn left, before the green light for straight traffic comes on.
Option 2	
Option 2	I would like to see the turning lanes have turning lights.
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 1	
Option 2	
Neither Option/Don't change	
Option 2	The pedestrian crossing on the north side is still important, and shouldn't be removed. Someone made a comment that people will still cross there regardless of whether it's removed. If it remains, the safety is still provided regardless of where cross.
Neither Option/Don't change	If these grants are limited, do not change. If they are not, then option 2.
Option 2	
Option 2	
Option 2	Will there be left turning lights added as well? From someone who travels into Red Deer for work turning left off Panorama, sometimes the only break you get to turn is when another person coming from Gregg St is turning left to go to Lacombe..
Option 2	
Option 2	
Option 1	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	
Option 1	
Option 2	
Option 2	
Option 2	
Option 2	
Option 2	



Option 2	
Option 1	
Option 1	
Option 2	
Option 2	It may cost more but it will stay flowing longer with town growth. And will prevent having to do it later and wasting money on a temporary fix
Option 2	I like the designated left and right turn lanes on both EB and WB traffic. I like the pedestrian sidewalk on the south side of Gregg St. coming all the way from the west end, from the intersection of Broadway and Gregg.
Neither Option/Don't change	Roundabout. Keep traffic flow. Separate ped crossings away from the intersection. Also, please pave Broadway Ave. This will encourage traffic flow out of Blackfalds away from these intersections especially of those on the west side of the tracks.
Option 2	Do not remove existing crosswalks, simply add new ones and it's going to be perfect as you will save the removal costs to actually invest into additional crosswalks and sidewalks.
Option 1	
Option 2	
Option 2	
Option 2	
Neither Option/Don't change	
Option 2	
Option 1	I would much rather see a pedestrian bridge being built , so there is a) no disruption on traffic flow and b) no more pedestrians getting hit by cars. They have them over Taylor drive in Red Deer and across the Crowchild in Calgary.
Option 2	
Neither Option/Don't change	Its fine the way it is dont waste the money on it save it for more necessary projects.
Option 2	
Option 2	
Option 2	Option 2, do it the right way or not at all.
Option 2	Having different lane configurations on opposite sides of an intersection is confusing to the ppl that dont look at the signs which creates the potential for accidents. Have seen it several times at this and the Park St 2a crossings.
Neither Option/Don't change	I would rather see a road coming from the west to cross over hey 2 to cottonwood drive. Currently no through road into aurora subdivision. I feel it would eliminate traffic on broadway both early and later in the day.
Option 2	
Option 2	sidewalks need to be moved to South side to eliminate pedestrian crossing right after turn onto South which would be very dangerous. Making dedicated North and South from 2a makes sense to eliminate extra road costs in future.
Option 2	Should also work on the cottonwood drive lights so that they actually go green and red periodically. That intersection is a mess all the time in the morning and after work especially
Option 2	
Option 1	
Option 2	
Option 2	People will still walk on the road on north side of intersection. Keep that crosswalk there for safety reasons but still create the option 2 turning lanes. Probably would save \$\$\$
Option 2	
Option 2	
Option 2	

U:\116239396\05c\_dwgs\_det\_dsgn\general\39396c-sp-temporary-tie-in-womacks\_hwy2a-option\_1.dwg  
2022/01/19 3:20 PM By: Campbell, Scott



ORIGINAL SHEET - ANSI B

JANUARY, 2022  
116239396



1100 - 4900 50th Street  
Red Deer AB Canada T4N 1X7  
www.stantec.com

Legend

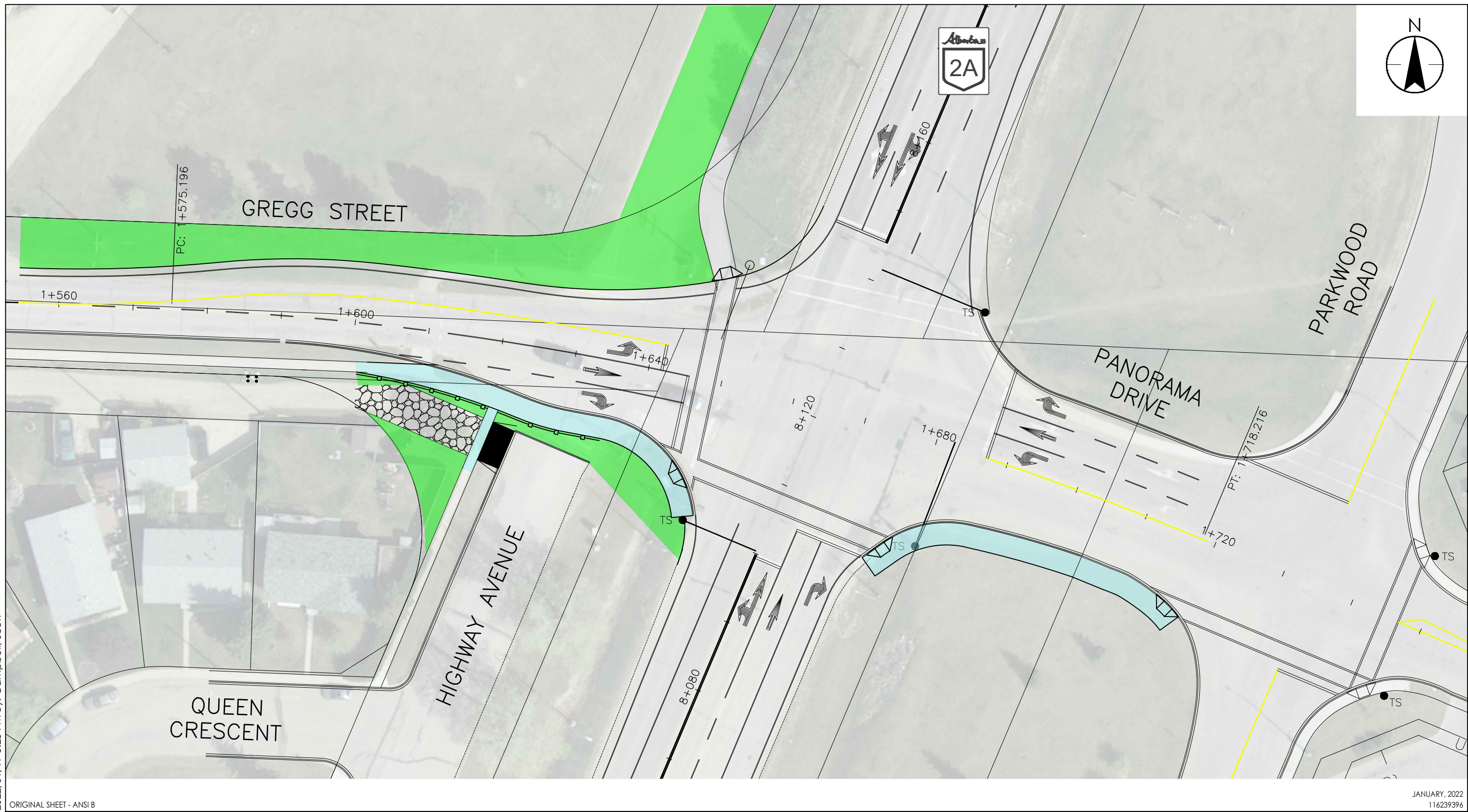
PRELIMINARY  
FOR DISCUSSION PURPOSES ONLY



Client/Project  
TOWN OF BLACKFALDS  
WOMACKS ROAD/GREGG STREET AND PLAZA  
PARKING LOT  
Figure No.  
SK-1  
Title  
INTERSECTION OPTION 1



U:\116239396\05c\_dwgs\_det\_dsgn\general\39396c-sp-temporary-tie-in-womacks\_hwy2a-option\_2.dwg  
2022/01/19 3:25 PM By: Campbell, Scott



ORIGINAL SHEET - ANSI B

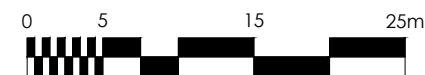
JANUARY, 2022  
116239396



1100 - 4900 50th Street  
Red Deer AB Canada T4N 1X7  
www.stantec.com

Legend

PRELIMINARY  
FOR DISCUSSION PURPOSES ONLY



Client/Project  
TOWN OF BLACKFALDS  
WOMACKS ROAD/GREGG STREET AND PLAZA  
PARKING LOT  
Figure No.  
SK-2  
Title  
INTERSECTION OPTION 2

---

To: Preston Weran

From: Patrick Wong, P.Eng., PTOE

Brad Vander Heyden, P.Eng.

Town of Blackfalds

Stantec Consulting Ltd.

File: 1162 39396

Date: January 19, 2022

---

**Reference: Town of Blackfalds Gregg Street & Highway 2A Intersection Review – Technical Memo**

## 1 INTRODUCTION

This technical memorandum intends to evaluate the potential adjustments to the Highway 2A and Gregg Street intersection to improve traffic flow and accommodate pedestrians crossing on the south side of the intersection. The intersection location is illustrated in **Figure 1**.

**Figure 1 – Intersection Location**



Two intersection improvement options were discussed at the December 2001 meeting between Stantec and the Town. The two options are as follows:

- **Option 1** - Maintaining the current intersection geometry (with minor adjustment on the west leg), but having the sidewalks on the west and south sides of the intersection; and
- **Option 2** – Having eastbound and westbound configurations that have designated left turn, designated through, and designated right turn lanes. The crosswalks will also be on the west and south sides of the intersection.

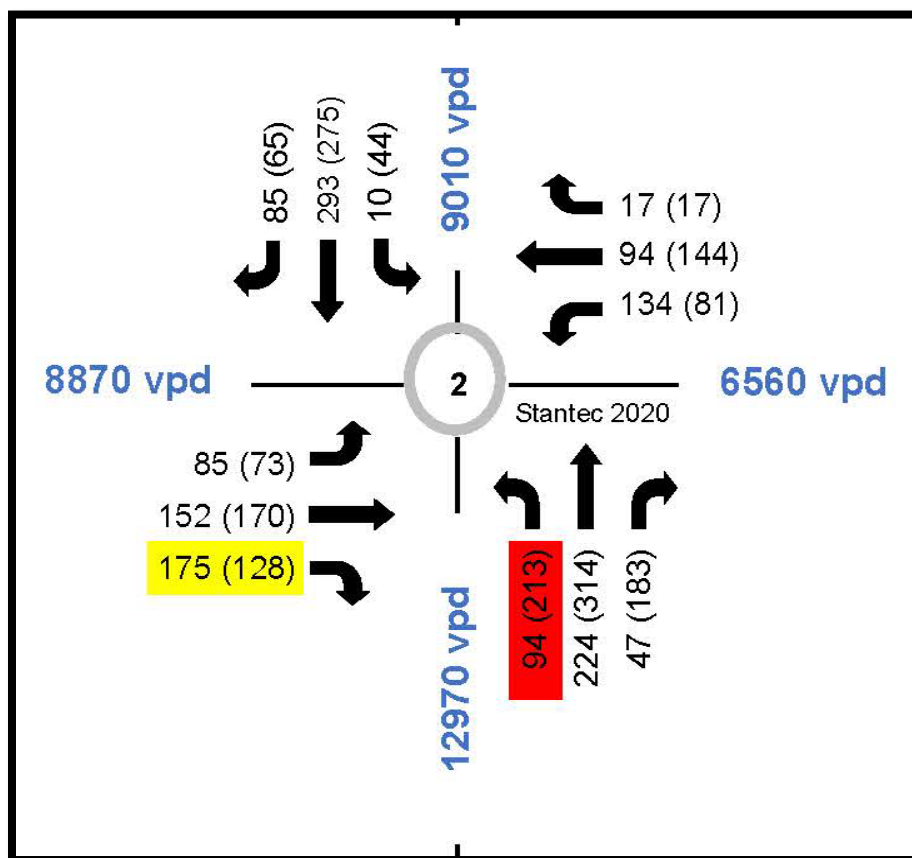
Reference: Town of Blackfalds Gregg Street & Highway 2A Intersection Review – Technical Memo

## 2 EXISTING VOLUMES

AM Peak and PM Peak traffic turning movement counts were collected in September 2020 at the intersection.

A study was carried out previously to evaluate the traffic impact with the closure of Broadway Ave at the railway crossing, the updated volumes for the intersection are illustrated in **Figure 2**.

Figure 2 – Adjusted Design Volumes





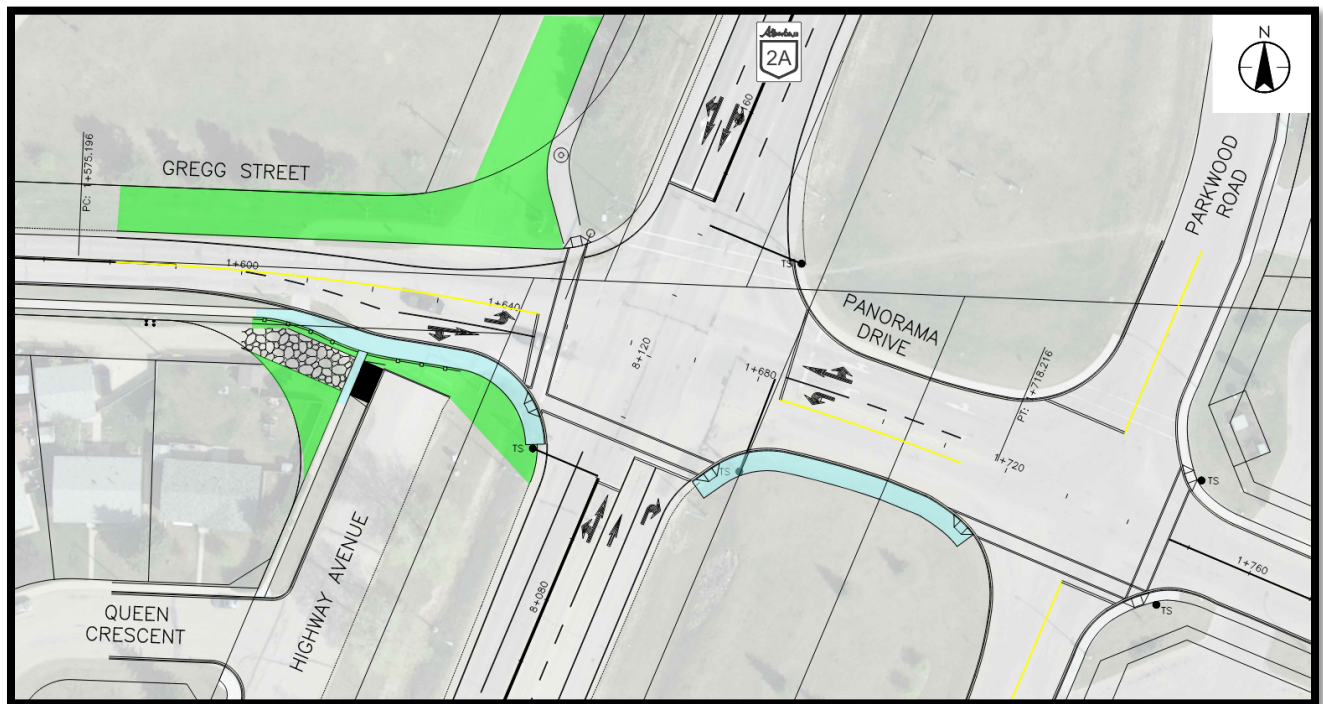
Reference: Town of Blackfalds Gregg Street & Highway 2A Intersection Review – Technical Memo

### 3 OPTION 1 – TRAFFIC ANALYSIS AND EVALUATION

#### 3.1 INTERSECTION CONFIGURATION

Figure 3 below shows the option 1 intersection configuration.

**Figure 3 – Option 1 Intersection Configuration Adjustments**



Intersection adjustments are as follows:

- 1) Remove existing pedestrian crosswalk on the north side of the intersection;
- 2) Install new pedestrian crosswalks on the west and south sides of the intersection; and
- 3) Re-configure eastbound configuration to one dedicated left turn lane and a shared through and right turn lane.

Reference: Town of Blackfalds Gregg Street & Highway 2A Intersection Review – Technical Memo

### 3.2 TRAFFIC OPERATION ANALYSIS

**Tables 1 & 2** summarized the analysis results, with the existing timing plans and phases (no advanced left turn phases).

**Table 1 – Intersection of Gregg Street & Highway 2A – Option 1 AM Peak**

	Intersection Movements											
	EB			WB			NB			SB		
	L / TR			L / TR			LT / T / R			L / TR		
	L	T	R	L	T	R	L	T	R	L	T	R
Volumes	85	152	175	134	94	17	94	224	47	10	293	85
V/C Ratio	0.28	0.72	-	1.06	0.25	-	-	0.26	0.06	0.02	0.43	-
Lane LOS	C	C	-	F	B	-	-	A	A	A	B	-
Control Delay (s)	20.7	25	-	116	17.6	-	-	9.7	3.5	9.9	11.5	-
Queue Length 95 <sup>th</sup> (m)	18.9	53.9	-	46.5	20.9	-	-	25.5	4.8	3.4	63.1	-

**Table 2 – Intersection of Gregg Street & Highway 2A – Option 1 PM Peak**

	Intersection Movements											
	EB			WB			NB			SB		
	L / TR			L / TR			LT / T / R			L / TR		
	L	T	R	L	T	R	L	T	R	L	T	R
Volumes	73	170	128	81	144	17	213	314	183	44	275	65
V/C Ratio	0.32	0.74	-	0.70	0.41	-	-	0.44	0.21	0.12	0.37	-
Lane LOS	C	C	-	D	C	-	-	B	A	A	A	-
Control Delay (s)	24.4	30.8	-	50.1	23.6	-	-	10	1.9	8.7	9.2	-
Queue Length 95 <sup>th</sup> (m)	18.7	57	-	25	33.2	-	-	39.9	7.0	8.8	48	-

The Synchro results indicated that by converting the eastbound configuration to a single left turn lane and a shared through and right turn lane, the westbound left turn movement will fail with a V/C Ratio of 1.06, LOS F and control delay of 116s. An advanced westbound left turn phase will be needed in order to allow the intersection to function adequately. **Table 3** summarized the analysis results with the added advanced westbound left turn phase.

**Table 3 – Intersection of Gregg Street & Highway 2A – Option 1 AM Peak  
(with Advanced Westbound Left turn Phase)**

	Intersection Movements											
	EB			WB			NB			SB		
	L / TR			L / TR			LT / T / R			L / TR		
	L	T	R	L	T	R	L	T	R	L	T	R
Volumes	85	152	175	134	94	17	94	224	47	10	293	85
V/C Ratio	0.31	0.77	-	0.51	0.16	-	-	0.38	0.08	0.03	0.57	-
Lane LOS	C	C	-	B	B	-	-	B	A	B	C	-
Control Delay (s)	25	32.4	-	19.1	11.8	-	-	18.1	2.3	16.4	21	-
Queue Length 95 <sup>th</sup> (m)	21.9	64.6	-	22.6	17.6	-	-	34.2	3	4.4	82.5	-



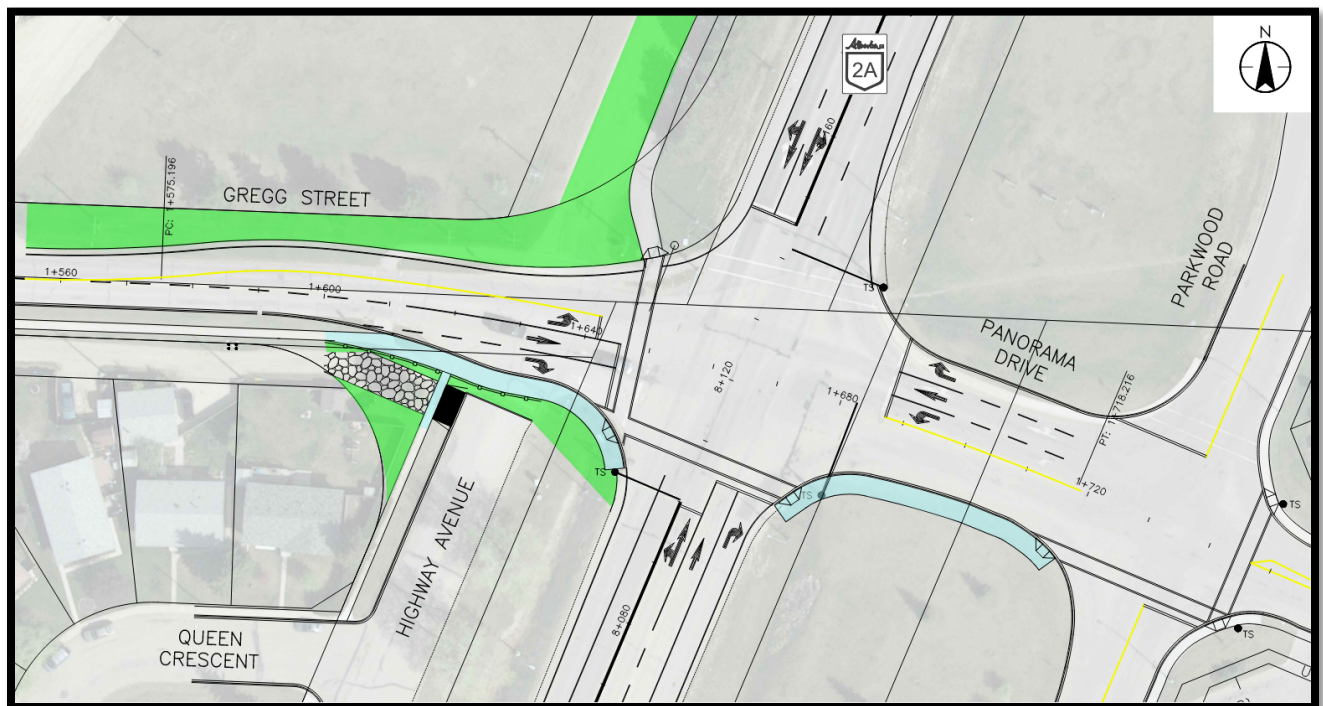
Reference: Town of Blackfalds Gregg Street & Highway 2A Intersection Review – Technical Memo

## 4 OPTION 2 – TRAFFIC ANALYSIS AND EVALUATION

### 4.1 INTERSECTION CONFIGURATION

Figure 4 below shows the option 2 intersection configuration.

Figure 4 – Option 2 Intersection Configuration Adjustments



Intersection adjustments are as follows:

- 1) Remove existing pedestrian crosswalk on the north side of the intersection;
- 2) Install new pedestrian crosswalks on the west and south sides of the intersection; and
- 3) Re-configure both eastbound and westbound configurations to one dedicated left turn lane, one through lane and one dedicated right turn lane.

Reference: Town of Blackfalds Gregg Street & Highway 2A Intersection Review – Technical Memo

## 4.2 TRAFFIC OPERATION ANALYSIS

**Tables 4 & 5** summarized the analysis results, with the existing timing plans and phases (no advanced left turn phases).

**Table 4 – Intersection of Gregg Street & Highway 2A – Option 2 AM Peak**

	Intersection Movements											
	EB			WB			NB			SB		
	L / T / R			L / T / R			LT / T / R			L / TR		
	L	T	R	L	T	R	L	T	R	L	T	R
Volumes	85	152	175	134	94	17	94	224	47	10	293	85
V/C Ratio	0.36	0.44	0.41	0.65	0.27	0.05	-	0.23	0.06	0.02	0.39	-
Lane LOS	C	C	A	D	C	A	-	A	A	A	A	-
Control Delay (s)	25.4	25.7	6	36.2	22.8	8.1	-	6.5	2.3	6.3	7.8	-
Queue Length 95 <sup>th</sup> (m)	20.5	32.1	10.7	31.8	21.2	3.5	-	18	3.6	2.5	44.8	-

**Table 5 – Intersection of Gregg Street & Highway 2A – Option 2 PM Peak**

	Intersection Movements											
	EB			WB			NB			SB		
	L / T / R			L / T / R			LT / T / R			L / TR		
	L	T	R	L	T	R	L	T	R	L	T	R
Volumes	73	170	128	81	144	17	213	314	183	44	275	65
V/C Ratio	0.40	0.56	0.35	0.51	0.47	0.06	-	0.4	0.19	0.1	0.34	-
Lane LOS	C	C	A	C	C	A	-	A	A	A	A	-
Control Delay (s)	29.9	31.4	6.9	34.7	29.1	9.1	-	6.9	1.4	5.8	6.3	-
Queue Length 95 <sup>th</sup> (m)	20	38.5	10.2	22.3	32.8	3.8	-	29.3	5.4	6.6	35.5	-

The Synchro results indicated both AM Peak and PM Peak are expected to function adequately with the adjustments at the east and west sides of the intersection. However, with the added lanes on both the east and west approaches, additional signal heads and traffic signs on the signal arms will be needed.

At the December meeting, the idea of having the pork chop islands installed on the northwest and southwest corners was brought up to determine whether it will enhance pedestrian safety. There are some advantages and disadvantages with the pork chop islands and they are listed in **Table 6**.

**Table 6 – Advantages and Disadvantages of the Pork Chop Islands**

Advantages	Disadvantages
Shorter crossing distance hence improves pedestrian safety.	Added obstruction in roadway; can be an obstacle to snow plowing and removal.
Provides a safe place for pedestrians to stand when they do not have sufficient time to complete the full crossing.	Visually impaired pedestrians may be unaware of the presence of the pork chop islands and find the accessible pedestrian way difficult to follow.
Improves visibility and sightlines for pedestrians and for drivers.	Force pedestrians to cross a lane of right-turning vehicles with no signal control.
Improves signal timing (shorter pedestrian clearance time needed) and overall operations for intersection.	May encourage drivers to speed around corners.

Reference: Town of Blackfalds Gregg Street & Highway 2A Intersection Review – Technical Memo

## 5 OPINION OF PROBABLE COST

To compliment each of the above-mentioned intersection improvement options, conceptual opinion of probable cost estimates were prepared. The table below provides a high level summary of each option.

**Table 7 – Opinions of Probable Cost (Rounded to Nearest \$10,000)**

	<b>Option 1</b>	<b>Option 2</b>
Intersection Improvements Construction	\$200,000	\$270,000
Inflation, Contingency, and Professional Services (35%)	\$70,000	\$90,000
<b>Total (Rounded to nearest \$10,000)</b>	<b>\$270,000</b>	<b>\$360,000</b>
Cost Difference (Compared to Current Contract Amount of \$140,592.87)	~\$130,000	~\$220,000

## 6 CONCLUSIONS

This technical memorandum intends to evaluate the potential adjustments to the Highway 2A and Gregg Street intersection to improve traffic flow and accommodate pedestrians crossing on the south side of the intersection.

Two options were evaluated and the options are as follows:

- **Option 1** - Maintaining the current intersection geometry (with minor adjustment on the west leg), but having the sidewalks on the west and south sides of the intersection; and
- **Option 2** – Having eastbound and westbound configurations that have designated left turn, designated through, and designated right turn lanes. The crosswalks will also be on the west and south sides of the intersection.

Option 1 traffic analysis results revealed that an advanced westbound left turn phase will be needed in order to allow the intersection to function adequately. (A new four-section signal head, new wiring, new programming and new traffic signs will be required for this improvement)

Option 2 is expected to function adequately with the adjustments at the east and west sides of the intersection. However, with the added lanes on both the east and west approaches, additional signal heads and traffic signs on the signal arms will be needed.

January 19, 2022

Preston Weran

Page 8 of 8

**Reference:** Town of Blackfalds Gregg Street & Highway 2A Intersection Review – Technical Memo

Should you have any further questions or comments, please feel free to contact the undersigned.

Sincerely,

**STANTEC CONSULTING LTD.**



---

**Patrick Wong, P.Eng., PTOE**

Transportation Engineer  
Stantec

Phone: (780) 917-7488

Fax: (780) 917-7086

[patrick.wong@stantec.com](mailto:patrick.wong@stantec.com)



---

**Brad Vander Heyden, P.Eng.**

Project Manager  
Stantec

Phone: (403) 598-3463

Fax: 403-342-0969

[brad.vanderheyden@stantec.com](mailto:brad.vanderheyden@stantec.com)



Attachments: Opinion of Probable Cost Option 1 and Option 2

## Town of Blackfalds - Highway 2A and Gregg Street Intersection Improvements

Option 1 - Westbound and Eastbound Combined Through/Right Turn and Dedicated Left Turn Lane

Item	Item of Work	Unit	Estimated Quantity	Unit Price	Total
<b>Part 1: General Requirements</b>					
1.1	Mobilization and Demobilization	L.S.	1	\$14,200.00	\$14,200.00
1.2	Traffic Accommodation Strategy and Temporary Road	L.S.	1	\$3,600.00	\$3,600.00
1.3	Hydrovac (Provisional)	P.C.S	1	\$5,000.00	\$5,000.00
<b>Subtotal Part 1:</b>					<b>\$22,800.00</b>
<b>Part 2: Site Work, Demolition, and Removals</b>					
2.1	Sawcut, Remove, and Dispose Existing Asphalt including asphalt trail	sq. m	190	\$12.80	\$2,432.00
2.2	Asphalt Concrete Pavement Milling - up to 150mm Depth	sq. m	902	\$10.30	\$9,290.60
2.3	Sawcut, Remove, and Dispose Existing Pinned Curb and/or Curb and Gutter	lin. m	34	\$18.00	\$612.00
2.4	Sawcut, Remove, and Dispose Existing Concrete Sidewalk/Monowalk including granular base	sq. m	28	\$30.00	\$840.00
2.5	Remove and Salvage Existing Sign(s) - One Post	unit	6	\$75.00	\$450.00
2.6	Remove and Relocate Existing Sign(s) - One Post	unit	1	\$325.00	\$325.00
2.7	Remove and Dispose Existing Catch Basin Manhole/Catch Basins	each	1	\$105.00	\$105.00
2.8	Salvage Existing Gravel, assume 75mm depth	cu. m	100	\$20.00	\$2,000.00
<b>Subtotal Part 2:</b>					<b>\$16,054.60</b>
<b>Part 3: Storm Sewer</b>					
3.1	Supply and Install Type F-51 Catch Basin	each	2	\$5,403.10	\$10,806.20
3.2	Supply and Install 250mm Concrete Flared End including trash grate	each	1	\$3,083.10	\$3,083.10
3.3	Tie Into Existing Storm Sewer	each	2	\$841.50	\$1,683.00
3.4	Culvert Extension - 600mm CSP	lin. m	10	\$319.30	\$3,193.00
<b>Subtotal Part 3:</b>					<b>\$18,765.30</b>
<b>Part 4: Concrete Work</b>					
4.1	250mm Standard, Reversed, Depressed Curb & Gutter excluding granular base	lin. m	112	\$113.30	\$12,689.60
4.2	15M Rebar Addition for Reinforcing Depressed Curb at Concrete Apron	lin. m	8	\$25.75	\$206.00
4.3	Pinned Curb	lin. m	11	\$66.95	\$736.45
4.4	1.5m Separate Sidewalk including granular base	lin. m	12	\$238.75	\$2,865.00
4.5	15M Rebar Addition For Reinforcing Concrete Sidewalk at Concrete Apron	sq. m	18	\$42.25	\$760.50
4.6	Curb Ramps including granular base (Paraplegic)	each	0	\$1,072.50	\$0.00
4.7	Reinforced Concrete Apron, 150mm Depth with 15M Reinforcement	sq. m	22	\$214.25	\$4,713.50
<b>Subtotal Part 4:</b>					<b>\$21,971.05</b>
<b>Part 5: Roadway Excavation, Subgrade, Sub Base and Base Preparation</b>					
5.1	Topsoil Stripping - Excavation, Hauling, Stockpiling (assume 250mm depth)	cu. m	130	\$26.00	\$3,380.00
5.2	Waste Excavation and Dispose Off-site (Provisional)	cu. m	220	\$32.00	\$7,040.00
5.3	Woven Geotextile	sq. m	295	\$2.25	\$663.75
5.4	Des. 2 Class 25 Granular Base, 200 mm depth	sq. m	205	\$15.60	\$3,198.00
5.5	Des. 2 Class 25 Granular Base, 250 mm depth (gravel lane)	sq. m	93	\$19.50	\$1,813.50

## Town of Blackfalds - Highway 2A and Gregg Street Intersection Improvements

Option 1 - Westbound and Eastbound Combined Through/Right Turn and Dedicated Left Turn Lane

Item	Item of Work	Unit	Estimated Quantity	Unit Price	Total
5.6	75mm Minus Granular Sub-base, 350mm Depth	sq. m	295	\$27.95	\$8,245.25
<b>Subtotal Part 5:</b>					<b>\$24,340.50</b>
<b>Part 6: Asphaltic Concrete Paving</b>					
6.1	Asphalt Top/Overlay Lift, 50mm Type H2	sq. m	1,060	\$14.35	\$15,211.00
6.2	Asphalt Bottom Lift, 75mm Type H2	sq. m	160	\$33.95	\$5,432.00
6.3	Asphalt Trail, 75mm Type 5b(1), 3.00m wide including Granular Base	lin. m	100	\$156.00	\$15,600.00
<b>Subtotal Part 6:</b>					<b>\$36,243.00</b>
<b>Part 7: Pavement Markings and Signage</b>					
7.1	Painted Pavement Markings and Signage	L.S.	1	\$7,500.00	\$7,500.00
<b>Subtotal Part 7:</b>					<b>\$7,500.00</b>
<b>Part 8: Landscaping and Fine Grading</b>					
8.1	Topsoil Replacement, Fine Grading, and Seeding	L.S.	1	\$10,000.00	\$10,000.00
<b>Subtotal Part 8:</b>					<b>\$10,000.00</b>
<b>Part 9: Electrical</b>					
9.1	Remove Pedestrian Push Buttons, Signs, and Pedestrian Heads from Poles on the NE corner	L.S.	1	\$1,000.00	\$1,000.00
9.2	Remove Existing Signal Pole and Base on NW Corner	L.S.	1	\$5,000.00	\$5,000.00
9.3	Add Pedestrian Push Button, Sign, and Pedestrian Heads for SW corner	L.S.	1	\$2,000.00	\$2,000.00
9.4	New Pole on the NW Corner to Suit Optimized Intersection Alignment	L.S.	1	\$30,000.00	\$30,000.00
9.5	Wiring to New Pole	L.S.	1	\$4,000.00	\$4,000.00
<b>Subtotal Part 9:</b>					<b>\$42,000.00</b>
<b>Option 1</b>					
Part 1: General Requirements					\$22,800.00
Part 2: Site Work, Demolition, and Removals					\$16,054.60
Part 3: Storm Sewer					\$18,765.30
Part 4: Concrete Work					\$21,971.05
Part 5: Roadway Excavation, Subgrade, Sub Base and Base Preparation					\$24,340.50
Part 6: Asphaltic Concrete Paving					\$36,243.00
Part 7: Pavement Markings and Signage					\$7,500.00
Part 8: Landscaping and Fine Grading					\$10,000.00
Part 9: Electrical					\$42,000.00
<b>SUBTOTAL</b>					<b>\$199,674.45</b>
Inflation, Contingency, and Professional Services				35%	\$69,886.06
<b>TOTAL</b>					<b>\$269,560.51</b>
<b>Total Rounded (to nearest \$10,000)</b>					<b>\$270,000.00</b>

## Town of Blackfalds - Highway 2A and Gregg Street Intersection Improvements

Option 2 - Westbound and Eastbound Dedicated Left Turn/Through/Right Turn Lanes

Item	Item of Work	Unit	Estimated Quantity	Unit Price	Total
<b>Part 1: General Requirements</b>					
1.1	Mobilization and Demobilization	L.S.	1	\$19,200.00	\$19,200.00
1.2	Traffic Accommodation Strategy and Temporary Road	L.S.	1	\$4,800.00	\$4,800.00
1.3	Hydrovac (Provisional)	P.C.S	1	\$5,000.00	\$5,000.00
<b>Subtotal Part 1:</b>					<b>\$29,000.00</b>
<b>Part 2: Site Work, Demolition, and Removals</b>					
2.1	Sawcut, Remove, and Dispose Existing Asphalt including asphalt trail	sq. m	216	\$12.80	\$2,764.80
2.2	Asphalt Concrete Pavement Milling - up to 150mm Depth	sq. m	1,100	\$10.30	\$11,330.00
2.3	Sawcut, Remove, and Dispose Existing Pinned Curb and/or Curb and Gutter	lin. m	34	\$18.00	\$612.00
2.4	Sawcut, Remove, and Dispose Existing Concrete Sidewalk/Monowalk including granular base	sq. m	28	\$30.00	\$840.00
2.5	Remove and Salvage Existing Sign(s) - One Post	unit	6	\$75.00	\$450.00
2.6	Remove and Relocate Existing Sign(s) - One Post	unit	1	\$325.00	\$325.00
2.7	Remove and Dispose Existing Catch Basin Manhole/Catch Basins	each	2	\$105.00	\$210.00
2.8	Salvage Existing Gravel, assume 75mm depth	cu. m	100	\$20.00	\$2,000.00
<b>Subtotal Part 2:</b>					<b>\$18,531.80</b>
<b>Part 3: Storm Sewer</b>					
3.1	Supply and Install Type F-51 Catch Basin	each	3	\$5,403.10	\$16,209.30
3.2	Supply and Install 250mm Concrete Flared End including trash grate	each	1	\$3,083.10	\$3,083.10
3.3	Tie Into Existing Storm Sewer	each	2	\$841.50	\$1,683.00
3.4	Culvert Extension - 600mm CSP	lin. m	20	\$319.30	\$6,386.00
<b>Subtotal Part 3:</b>					<b>\$27,361.40</b>
<b>Part 4: Concrete Work</b>					
4.1	250mm Standard, Reversed, Depressed Curb & Gutter excluding granular base	lin. m	166	\$113.30	\$18,807.80
4.2	15M Rebar Addition for Reinforcing Depressed Curb at Concrete Apron	lin. m	8	\$25.75	\$206.00
4.3	Pinned Curb	lin. m	11	\$66.95	\$736.45
4.4	1.5m Separate Sidewalk including granular base	lin. m	12	\$238.75	\$2,865.00
4.5	15M Rebar Addition For Reinforcing Concrete Sidewalk at Concrete Apron	sq. m	18	\$42.25	\$760.50
4.6	Curb Ramps including granular base (Paraplegic)	each	0	\$1,072.50	\$0.00
4.7	Reinforced Concrete Apron, 150mm Depth with 15M Reinforcement	sq. m	22	\$214.25	\$4,713.50
<b>Subtotal Part 4:</b>					<b>\$28,089.25</b>
<b>Part 5: Roadway Excavation, Subgrade, Sub Base and Base Preparation</b>					
5.1	Topsoil Stripping - Excavation, Hauling, Stockpiling (assume 250mm depth)	cu. m	320	\$26.00	\$8,320.00
5.2	Waste Excavation and Dispose Off-site (Provisional)	cu. m	460	\$32.00	\$14,720.00
5.3	Woven Geotextile	sq. m	555	\$2.25	\$1,248.75
5.4	Des. 2 Class 25 Granular Base, 200 mm depth	sq. m	465	\$15.60	\$7,254.00
5.5	Des. 2 Class 25 Granular Base, 250 mm depth (gravel lane)	sq. m	93	\$19.50	\$1,813.50

## Town of Blackfalds - Highway 2A and Gregg Street Intersection Improvements

### Option 2 - Westbound and Eastbound Dedicated Left Turn/Through/Right Turn Lanes

Item	Item of Work	Unit	Estimated Quantity	Unit Price	Total
5.6	75mm Minus Granular Sub-base, 350mm Depth	sq. m	555	\$27.95	\$15,512.25
<b>Subtotal Part 5:</b>					<b>\$48,868.50</b>
<b>Part 6: Asphaltic Concrete Paving</b>					
6.1	Asphalt Top/Overlay Lift, 50mm Type H2	sq. m	1,510	\$14.35	\$21,668.50
6.2	Asphalt Bottom Lift, 75mm Type H2	sq. m	420	\$33.95	\$14,259.00
6.3	Asphalt Trail, 75mm Type 5b(1), 3.00m wide including Granular Base	lin. m	100	\$156.00	\$15,600.00
<b>Subtotal Part 6:</b>					<b>\$51,527.50</b>
<b>Part 7: Pavement Markings and Signage</b>					
7.1	Painted Pavement Markings and Signage	L.S.	1	\$10,000.00	\$10,000.00
<b>Subtotal Part 7:</b>					<b>\$10,000.00</b>
<b>Part 8: Landscaping and Fine Grading</b>					
8.1	Topsoil Replacement Landscaping and Fine Grading	L.S.	1	\$12,500.00	\$12,500.00
<b>Subtotal Part 8:</b>					<b>\$12,500.00</b>
<b>Part 9: Electrical</b>					
9.1	Remove Pedestrian Push Buttons, Signs, and Pedestrian Heads from Poles on the NE corner	L.S.	1	\$1,000.00	\$1,000.00
9.2	Remove Existing Signal Pole and Base on NW Corner	L.S.	1	\$5,000.00	\$5,000.00
9.3	Add Pedestrian Push Button, Sign, and Pedestrian Heads for SW corner	L.S.	1	\$2,000.00	\$2,000.00
9.4	New Pole on the NW Corner to Suit Optimized Intersection Alignment	L.S.	1	\$30,000.00	\$30,000.00
9.5	Wiring to New Pole	L.S.	1	\$4,000.00	\$4,000.00
<b>Subtotal Part 9:</b>					<b>\$42,000.00</b>
<b>Option 2</b>					
Part 1: General Requirements					\$29,000.00
Part 2: Site Work, Demolition, and Removals					\$18,531.80
Part 3: Storm Sewer					\$27,361.40
Part 4: Concrete Work					\$28,089.25
Part 5: Roadway Excavation, Subgrade, Sub Base and Base Preparation					\$48,868.50
Part 6: Asphaltic Concrete Paving					\$51,527.50
Part 7: Pavement Markings and Signage					\$10,000.00
Part 8: Landscaping and Fine Grading					\$12,500.00
Part 9: Electrical					\$42,000.00
<b>SUBTOTAL</b>					<b>\$267,878.45</b>
Inflation, Contingency, and Professional Services				35%	\$93,757.46
<b>TOTAL</b>					<b>\$361,635.91</b>
<b>Total Rounded (to nearest \$10,000)</b>					<b>\$360,000.00</b>





**TOWN OF BLACKFALDS  
STANDING COMMITTEE MEETING  
REQUEST FOR DIRECTION**

Page 1 of 1

**MEETING DATE:** March 14, 2022

**PREPARED BY:** Rick Kreklewich, Director of Community Services

**SUBJECT:** Facility Usage Policy

---

**BACKGROUND**

The Facility Usage Policy (Arena) was created in 2009. The purpose of this policy was to ensure that minor sporting associations had adequate ice times for practices as their associations grew.

**RES. 22/22**

***Member Bried moved that the Recreation, Culture, and Parks Board moves to rescind the Facility Usage Policy.***

**MOTION CARRIED UNANIMOUSLY**

**DISCUSSION**

In 2015, the Ice Allocation Policy was created to encompass both arena facility usage and tournaments. Administration believes that the Ice Allocation Policy contains all the relevant information related to arena facility usage and this policy can be rescinded.

**FINANCIAL IMPLICATIONS**

N/A

**ADMINISTRATIVE RECOMMENDATION**

1. That Standing Committee of Council accepts the recommendation of the Recreation, Culture and Parks Board to rescind the Facility Usage Policy.


**ALTERNATIVES**


1. That Standing Committee of Council refer this item to Administration for further consideration.

**ATTACHMENTS**

- Facility Usage Policy
- Ice Allocation Policy

**APPROVALS**

  
\_\_\_\_\_  
CAO Myron Thompson

  
\_\_\_\_\_  
Department Director/Author



# Town of Blackfalds Municipal Policy Handbook

---

POLICY NUMBER: 107/09

DEPARTMENT: C.S.D.

POLICY NAME: Facility Usage Policy (Arena)

DATE OF APPROVAL BY COUNCIL: April 14, 2009

RESOLUTION NO. 107/09

LAST REVIEW DATE: April 2009

NEXT REVIEW DATE:

**SPECIAL NOTES:**

RES.107/09

Councillor Willis moved that Council accepts the Recreation, Culture, and Parks Board, RES #015/009 and that the Policy #177/04 (Facility Usage Arena) be rescinded and this new policy and procedure be implemented.

CARRIED

---

**Policy Statement:**

**To ensure that the Blackfalds Arena Prime-Time hours are being fully utilized in order that the Blackfalds Arena can continue to strive to become a revenue generating facility while keeping fees reasonable for our local associations.**

- Prime-Time hours include:
  - Weekdays, 4 PM - 10:30 PM
  - Weekends, 7:30 AM - 10:30 PM
- Local Associations include:
  - Blackfalds Skating Club
  - Blackfalds Minor Hockey
  - Blackfalds Wranglers

**Procedures:**

1. A Community Services Department (CSD) representative will allocate arena ice blocks to each group based on each association's past season's usage and their current season's needs.
2. The Jim Hurley Free Skate, funded by the AG Society, is grandfathered and will be granted its ice request (Sundays, 6:15 PM - 7:30 PM).
3. **Ice allocations between the hours of 4 PM and 6 PM cannot be turned back to the CSD.** Ice times between 6 PM and 9 PM can be returned to the CSD by September 15 if they are not required. The later times must be returned first.
4. Associations with the least amount of hours requested will be granted first (up to six hours). Additional ice will have to be worked out with the other associations or the use of weekday morning ice will be required.
5. Blackfalds Minor Hockey and the Blackfalds Skating Club must submit their tournament and carnival schedules by July 31 each year.
6. Local associations are allowed to exchange ice as needed but the CSD must be notified to include these changes in their contracts.

7. Local associations are not permitted to sell open ice. The CSD will make every effort to assist the associations to fill open ice slots. If a local association has a user interested in an open ice slot, the CSD must be notified and a separate contract will be made in the new user's name.
8. The Blackfalds Wranglers, Blackfalds Skating Club, and Blackfalds Minor Hockey must submit their ice schedules based on their ice allocations by August 15 each year.
9. Lacombe Minor Hockey and Lacombe Ringette will be offered the remaining open ice after the Town's local associations have submitted their final schedules.
10. Any open ice after step 9 will be open to adult users.

---

MAYOR MELODIE STOL

---

C.A.O. CORINNE NEWMAN

<b>Policy No.:</b> 149.21 <b>Policy Title:</b> Ice Allocation Policy <b>Department:</b> CSD <b>Effective Date:</b> March 23, 2021 <b>Revised:</b> N/A <b>Supersedes Policy/Bylaw:</b> Facility Ice Usage <b>Review Date:</b> March 2024	<b>Council Approval:</b> March 23, 2021 <b>Resolution No.</b> 75/21 <b>Date:</b> March 23, 2021
--	---

## Policy Statement

The Town of Blackfalds is committed to effectively provide arena ice time(s) to all user groups in a fair manner to meet the current and future demands of the community, local organized groups and outside user groups.

### 1. Reason for Policy

1.1 To ensure the Eagle Builders Centre ice surfaces are being fully utilized while continuing to promote and encourage participation in ice activities within Blackfalds. The Town of Blackfalds will implement this policy to continue to be a revenue generating facility while keeping fees reasonable for our local associations. The purpose of this policy is to clearly define and communicate how ice will be managed, allocated and distributed, based on current and expected demands.

### 2. Related Information

2.1 None

### 3. Definitions

- 3.1 Damage Deposit A refundable fee assessed to any user group who rent the ice surface at the Eagle Builders Centre. This fee is used to cover any costs which may arise from actions of the user group.
- 3.2 Joint Use Agreement The agreement between the Town of Blackfalds and another party for shared use of facilities.
- 3.3 Junior Ice Rate Youth-based organization within Lacombe County or Red Deer County. This includes Junior A hockey and minor sports organizations based in the region. Available for ice rentals only.
- 3.4 Local Rate Adult User group/renter who resides within the Town of Blackfalds or is a County of Lacombe resident.
- 3.5 Non-Local Rate User group/renter who is based or resides outside of the Town of Blackfalds and the County of Lacombe.

---

3.6 Recurring Weekly Bookings	User group books the same ice slot (same time on the same day of week) for the entire season.
3.7 Rental Contract Agreement	Between the Town of Blackfalds and the user group, which must be signed by all user groups who rent the Eagle Builders Centre Ice. This agreement must be signed and returned to the Town of Blackfalds before the beginning of the first rental.
3.8 Special Events	Public or private events that are not a regularly scheduled during the season
3.9 Non-Profit Organization	Local user group that is established for the purpose of providing and promoting recreational opportunities for their members with current Non-Profit status. Organization's primary address must be in Blackfalds. This includes minor sports organizations and programs based within the Town of Blackfalds.

#### **4. Responsibilities**

##### 4.1 Municipal Council to:

- 4.1.1 approve by resolution this policy and any amendments;
- 4.1.2 consider the allocation of resources for successful implementation of this policy in the annual budget process.

##### 4.2 Chief Administrative Officer to:

- 4.2.1 implement this policy and approve procedures;
- 4.2.2 ensure policy and procedure reviews occur and verify the implementation of policies and procedures.

##### 4.3 Director of the Department to:

- 4.3.1 ensure implementation of this policy and procedure;
- 4.3.2 ensure that this policy and procedure is reviewed every three years;
- 4.3.3 make recommendations to the Chief Administrative Officer of necessary policy or procedure amendments.

##### 4.4 Manager to:

- 4.4.1 understand, and adhere to this policy and procedure;
- 4.4.2 ensure employees are aware of this policy and procedure.

##### 4.5 All Employees to:

- 4.5.1 understand and adhere to this policy and procedure.

---

**5. Order of Ice Scheduling**

5.1 Scheduling of ice will be allocated in the following order:

- \*Town of Blackfalds Special Events & Programming (including Co Sponsored Programs)
- \*Blackfalds Bulldogs Junior A Games and Practices<sup>1</sup>
- \*Local Youth Sporting Organizations & Blackfalds Wranglers Senior AA<sup>2</sup>
- \*Local Adult Sporting Organizations
- \*Non-Local Sporting Organizations
- \*Joint Use Agreements and Casual Rentals

<sup>1</sup> Game and Practice Schedule to be received by June 15

<sup>2</sup> Blackfalds Minor Hockey Tournament weekends to be confirmed by July 15

<sup>2</sup> Blackfalds Skating Club Ice Carnival date to be confirmed by July 15

<sup>2</sup> Blackfalds Wranglers home game schedule to be confirmed by July 15

Regional, Provincial, National & International Events will have ice allocation requests reviewed by Town of Blackfalds Community Services to determine ice allocation.

**6. Exclusions**

6.1 None

**7. Special Situations**

7.1 None

**8. Appendix**

8.1 None

**9. End of Policy**

<b>PROCEDURE</b>	<b>Policy No.:</b> <b>Policy Title:</b> <b>Department:</b>
------------------	--

**1. Preamble:**

- 1.1 It is recognized that it is advantageous to maintain a reasonable amount of consistency in ice time scheduling from year to year and therefore due consideration will be given to the allocation of ice according to previous years. Significant changes to ice allocations shall be based on significant changes to registration levels and composition or other emerging trends and needs. Any changes will be subject to approval by the Recreation Programmer and prioritized based upon the scheduling priority list noted above.
- 1.2 Confirmation from each user group that they will be returning for the following season must be provided in writing to the Recreation Programmer prior to June 30<sup>th</sup> of each year. Failure to do so may result in the loss of ice time. Any requests for increased or decreased ice usage based on the previous season must be provided at this time.
- 1.3 The Community Services Department will determine who will get allotted additional ice time; these decisions will be based upon changes in registration and/or emerging trends and needs of each user group. Additional ice time will be granted only if additional ice time is available. The Town of Blackfalds recognizes it is advantageous to maintain consistency in ice scheduling from season to season and careful consideration will be given to historical precedent when making changes to user group schedules.
- 1.4 All user groups must sign a Rental Contract and return a signed copy to the Community Services Department before their first booking of the season. Failure to do so may result in the loss of ice time.
- 1.5 The following must be provided to the Recreation Programmer before July 31<sup>st</sup> of each year:
  - a. Blackfalds Bulldogs Junior A games and practices.
  - b. Blackfalds Minor Hockey Association tournament dates.
  - c. Blackfalds Skating Club Carnival date.
  - d. Blackfalds Wranglers Hockey Club exhibition and regular season schedule.

**1.6 Payment requirement dates:**
Adult Users/Non-local Rate Groups/Other Users:

 Full payment by September 15<sup>th</sup> of each year

Blackfalds Bulldogs/BMHA/BSC/Blackfalds Wranglers:
Option 1 – full payment by September 15<sup>th</sup> of each year

Option 2 – two payments:

 1<sup>st</sup> Payment: Contract balance from September to December 31<sup>st</sup> paid by January 15<sup>th</sup>

 2<sup>nd</sup> Payment: Remaining contract balance paid by April 15<sup>th</sup> of each year

BMHA Tournament Ice:

All tournament rental contracts must be paid in full within five (5) days of tournament completion.

---

All payments for ice rentals are non-refundable. Any over-payments for ice rentals will be credited to their account for future ice bookings.

- 1.7 Each user group with a recurring weekly booking must take their weekly time slot for every day that is not a named holiday – unless the booking is on a weekday and starts at or before 4:00pm.

Weekend ice bookings must be confirmed by the user group by September 1<sup>st</sup> of each season. Weekend ice bookings are not required to be recurring for Non-Profit and Junior Ice organizations (Blackfalds Wranglers Senior AA are not required to take recurring weekend ice).

The season date parameters for all user groups are from October 1<sup>st</sup> to the Sunday following March 15<sup>th</sup> of each year (if March 15<sup>th</sup> falls on a Sunday, that will be last required date). Therefore user groups must take their full weekly recurring ice times starting no later than October 1<sup>st</sup> and must continue until end dates will be March 15<sup>th</sup> of each year (If March 15<sup>th</sup> falls on a Sunday, that will be last required date).

- 1.8 Groups are not permitted to sell ice to another group. The Community Service Department will make every effort to assist the associations to fill open ice slots. If a Non-Profit Organization has a user interested in an open ice slot, the Recreation Programmer must be notified, and a separate contract will be made in the new user's name. The Non-Profit Organization will be responsible for the ice time until full payment is received by the Town of Blackfalds from new user group.
- 1.9 All Blackfalds Minor Hockey Association rentals for Tournament use are charged at the Local Rate – as opposed to the Non-Profit Rate.
- 1.10 The Town of Blackfalds has the right to make the final decision regarding facility rentals.

## **2. Ice Time Changes/Cancellations**

- 2.1 Non-Profit Organizations can exchange ice upon approval of the Recreation Programmer. Changes will then be made to their respective contracts.
- 2.2 Weekday ice times starting before 10:00am can be cancelled with a minimum of 24 hours notice.

## **3. League Playoff/Provincial Playoff Bookings**

- 3.1 Scheduling in playoffs and provincial playdowns are recognized to have many changes in ice time requirements. Scheduling will follow the Scheduling Priority List to keep consistency, however the Town of Blackfalds will have final decision. It is understood all parties must work around each other's schedules.

## **4. Named Holidays**

- 4.1 The ice surfaces at Eagle Builders Centre will be closed on the following holidays:

Heritage Day – 1<sup>st</sup> Monday in August  
Labour Day – 1<sup>st</sup> Monday in September  
Thanksgiving Day – 2<sup>nd</sup> Monday in October  
Remembrance Day – November 11<sup>th</sup>  
Christmas Eve – December 24<sup>th</sup>  
Christmas Day – December 25<sup>th</sup>  
Boxing Day – December 26<sup>th</sup>  
New Year's Eve – December 31<sup>st</sup>



---

New Year's Day – January 1<sup>st</sup>  
Family Day – 3<sup>rd</sup> Monday in February  
Good Friday – Weekend of First Sunday after the Paschal Full Moon  
Easter Monday – Weekend of First Sunday after the Paschal Full Moon

- 4.2 The Eagle Builders Centre cannot be rented out to a user group (other than for the Town of Blackfalds events) on any named holiday unless given special permission by the Town of Blackfalds.

### **5.2.1 End of Procedure**

#### **Approval**



---

Chief Administrative Officer

---

March 24, 2021

Date

**MEETING DATE:** March 14, 2022

**PREPARED BY:** Rick Kreklewich, Director of Community Services

**SUBJECT:** **Special Events Concession Policy**

## BACKGROUND

The Special Events Concession Policy was created in 2011. The policy was intended to provide opportunities for local non-profit organizations to operate the concession for events as a fundraiser.

### RES. 21/22

***Member Kroetsch moved that the Recreation, Culture, and Parks Board moves to rescind the Special Events Concession Policy.***

**MOTION CARRIED UNANIMOUSLY**

## DISCUSSION

Administration believes that this policy is no longer required as it is not the current operating plan for many of our special events. Although we do at times provide an opportunity for a non-profit organization to run a concession at our event (ie Winterfest), we haven't had a lot of interest from local groups to run a concession. Recently, we have approached private for-profit businesses (usually food trucks) to provide this service and that has been well received from the public. Administration believes this policy can be rescinded.

## FINANCIAL IMPLICATIONS

N/A

## ADMINISTRATIVE RECOMMENDATION

1. That Standing Committee of Council accepts the recommendation of the Recreation, Culture and Parks Board to rescind the Special Events Concession Policy at the next Regular Council meeting.

## ALTERNATIVES

1. That Standing Committee of Council refer this item to Administration for further consideration.

## ATTACHMENTS

- *Special Events Concession Policy*

## APPROVALS

  
\_\_\_\_\_  
CAO Myron Thompson  
\_\_\_\_\_  
Department Director/Author



# Town of Blackfalds

## Municipal Policy Handbook

---

**Policy Name:** Special Event Concessions

**Date of Approval by Council:** April 27, 2010

**Resolution No.:** 217/11

**Last Review Date:** Jun 28, 2011

**Next Review Date:** As Required

**Special Notes:**

### **Policy Statement:**

---

The Town of Blackfalds takes great pride in sponsoring special events. An important aspect of these events is to provide concessions for those attending. Concession sales are a great way for nonprofit community groups to raise some funds. Together the Town its community groups can offer an outstanding event for all to enjoy.

---

### **General Specifications:**

Concessions or a Barbeque operated by not for profit community groups for Town Special Events shall supply all food or cooking items required to run the concession, they will provide adequate volunteers and are responsible for their own set up and take down for the event. Healthy food and beverage choices shall be recommended for all Town operated special events, as outlined in the Healthy Choices Policy. All revenue generated at the concession will then be kept by the group operating the concession.

- Concessions run for Town Special Events that offer food and / or beverages shall be offered to local not for profit groups as a fundraiser.
- All not for profit groups will be informed of which special events are requiring a special event concession. Interested groups need to inform the Community Services Department which events they are interested in operating. If more than one group has shown interest in a specific event, a random method of selection carried out by the Community Services Department will decide which group will be awarded the concession for the specific special event.

**APPROVED BY:**

---

Mayor Melodie Stol

---

Acting CAO Sean Barnes



**TOWN OF BLACKFALDS  
STANDING COMMITTEE MEETING  
REQUEST FOR DIRECTION**

Page 1 of 1

**MEETING DATE:** March 14, 2022

**PREPARED BY:** Rick Kreklewich, Director of Community Services

**SUBJECT:** **Tournament Scheduling Policy (Arena)**

---

**BACKGROUND**

The Tournament Scheduling Policy (Arena) was created in 2004, and last updated in 2011. The purpose of this policy was to ensure that minor sporting associations had adequate ice times for tournament usage as their associations grew and to help reduce the fiscal impact to the facility for ensuring these ice times.

**RES. 20/22**

***Councillor Stendie moved that the Recreation, Culture, and Parks Board moves to rescind the Tournament Scheduling Policy (Arena).***

***MOTION CARRIED UNANIMOUSLY***

**DISCUSSION**

In 2015, the Ice Allocation Policy was created to encompass both arena facility usage and tournaments.

Administration believes that the Ice Allocation Policy contains all the relevant information related to tournaments in the arena and this policy can be rescinded.

**FINANCIAL IMPLICATIONS**

N/A

**ADMINISTRATIVE RECOMMENDATION**

1. That Standing Committee of Council accepts the recommendation of the Recreation, Culture and Parks Board to rescind the Tournament Scheduling Policy (Arena) at the next Regular Council meeting.

**ALTERNATIVES**

1. That Standing Committee of Council refer this item to Administration for further consideration.

**ATTACHMENTS**

- *Tournament Scheduling Policy*
- *Ice Allocation Policy*

**APPROVALS**

\_\_\_\_\_  
CAO Myron Thompson

\_\_\_\_\_  
Department Director/Author



# Town of Blackfalds

## Municipal Policy Handbook

**Policy Name:** Tournament Scheduling Policy (Arena)

**Date of Approval by Council:** Jun 22, 2004

**Resolution No.:** 217/11

**Last Review Date:** Jun 28, 2011

**Next Review Date:** As Required

**Special Notes:**

**Policy Statement:**

---

To ensure that minor sporting associations have adequate ice times for tournament usage as their associations grow and to reduce the fiscal impact to the facility for ensuring these ice times.

---

### General Specifications

Tournaments and regular games will be scheduled on alternating weekends.

When Christmas & boxing day fall on a weekend it will be considered a tournament weekend otherwise the weekend closest to Christmas and boxing day will be deemed a tournament weekend

No tournaments will be approved before November 01<sup>st</sup> or the first three weeks of March.  
Excluding the adult tournament run the last weekend of each season

Minor Sporting Groups will be awarded all available tournament weekends that are needed.  
At an unsubsidized rate

Minor Sporting Groups will provide the Blackfalds Community Services Department (C.S.D.) with a seasonal ice time request (by July 31<sup>st</sup>) that will include all tournament requests.

Local Minor Sporting groups will be allowed to book additional prime time hours for tournament use if needed.

Excluding hours dedicated to the Jim Hurley Family Skate

The Skating Club will be provided one Sunday in March for its Carnival.

All tournament weekends not booked by local minor sporting groups will be available to the C.S.D. for booking tournaments.

All tournament fees, including local minor groups, will be unsubsidized.

BMHA (Blackfalds Minor Hockey Association) Tournament fees will be due five working days upon completion of the tournament.

**APPROVED BY:**

---

Mayor Melodie Stol

---

Acting CAO Sean Barnes

<b>Policy No.:</b> 149.21 <b>Policy Title:</b> Ice Allocation Policy <b>Department:</b> CSD <b>Effective Date:</b> March 23, 2021 <b>Revised:</b> N/A <b>Supersedes Policy/Bylaw:</b> Facility Ice Usage <b>Review Date:</b> March 2024	<b>Council Approval:</b> March 23, 2021 <b>Resolution No.</b> 75/21 <b>Date:</b> March 23, 2021
--	---

## Policy Statement

The Town of Blackfalds is committed to effectively provide arena ice time(s) to all user groups in a fair manner to meet the current and future demands of the community, local organized groups and outside user groups.

### 1. Reason for Policy

1.1 To ensure the Eagle Builders Centre ice surfaces are being fully utilized while continuing to promote and encourage participation in ice activities within Blackfalds. The Town of Blackfalds will implement this policy to continue to be a revenue generating facility while keeping fees reasonable for our local associations. The purpose of this policy is to clearly define and communicate how ice will be managed, allocated and distributed, based on current and expected demands.

### 2. Related Information

2.1 None

### 3. Definitions

- |                         |  |
|-------------------------|--|
| 3.1 Damage Deposit      | A refundable fee assessed to any user group who rent the ice surface at the Eagle Builders Centre. This fee is used to cover any costs which may arise from actions of the user group. |
| 3.2 Joint Use Agreement | The agreement between the Town of Blackfalds and another party for shared use of facilities.   |
| 3.3 Junior Ice Rate     | Youth-based organization within Lacombe County or Red Deer County. This includes Junior A hockey and minor sports organizations based in the region. Available for ice rentals only.   |
| 3.4 Local Rate Adult    | User group/renter who resides within the Town of Blackfalds or is a County of Lacombe resident.  |
| 3.5 Non-Local Rate      | User group/renter who is based or resides outside of the Town of Blackfalds and the County of Lacombe.   |

---

3.6 Recurring Weekly Bookings	User group books the same ice slot (same time on the same day of week) for the entire season.
3.7 Rental Contract Agreement	Between the Town of Blackfalds and the user group, which must be signed by all user groups who rent the Eagle Builders Centre Ice. This agreement must be signed and returned to the Town of Blackfalds before the beginning of the first rental.
3.8 Special Events	Public or private events that are not a regularly scheduled during the season
3.9 Non-Profit Organization	Local user group that is established for the purpose of providing and promoting recreational opportunities for their members with current Non-Profit status. Organization's primary address must be in Blackfalds. This includes minor sports organizations and programs based within the Town of Blackfalds.

#### **4. Responsibilities**

##### 4.1 Municipal Council to:

- 4.1.1 approve by resolution this policy and any amendments;
- 4.1.2 consider the allocation of resources for successful implementation of this policy in the annual budget process.

##### 4.2 Chief Administrative Officer to:

- 4.2.1 implement this policy and approve procedures;
- 4.2.2 ensure policy and procedure reviews occur and verify the implementation of policies and procedures.

##### 4.3 Director of the Department to:

- 4.3.1 ensure implementation of this policy and procedure;
- 4.3.2 ensure that this policy and procedure is reviewed every three years;
- 4.3.3 make recommendations to the Chief Administrative Officer of necessary policy or procedure amendments.

##### 4.4 Manager to:

- 4.4.1 understand, and adhere to this policy and procedure;
- 4.4.2 ensure employees are aware of this policy and procedure.

##### 4.5 All Employees to:

- 4.5.1 understand and adhere to this policy and procedure.

---

**5. Order of Ice Scheduling**

5.1 Scheduling of ice will be allocated in the following order:

- \*Town of Blackfalds Special Events & Programming (including Co Sponsored Programs)
- \*Blackfalds Bulldogs Junior A Games and Practices<sup>1</sup>
- \*Local Youth Sporting Organizations & Blackfalds Wranglers Senior AA<sup>2</sup>
- \*Local Adult Sporting Organizations
- \*Non-Local Sporting Organizations
- \*Joint Use Agreements and Casual Rentals

<sup>1</sup> Game and Practice Schedule to be received by June 15

<sup>2</sup> Blackfalds Minor Hockey Tournament weekends to be confirmed by July 15

<sup>2</sup> Blackfalds Skating Club Ice Carnival date to be confirmed by July 15

<sup>2</sup> Blackfalds Wranglers home game schedule to be confirmed by July 15

Regional, Provincial, National & International Events will have ice allocation requests reviewed by Town of Blackfalds Community Services to determine ice allocation.

**6. Exclusions**

6.1 None

**7. Special Situations**

7.1 None

**8. Appendix**

8.1 None

**9. End of Policy**



<b>PROCEDURE</b>	<b>Policy No.:</b> <b>Policy Title:</b> <b>Department:</b>
------------------	--

**1. Preamble:**

- 1.1 It is recognized that it is advantageous to maintain a reasonable amount of consistency in ice time scheduling from year to year and therefore due consideration will be given to the allocation of ice according to previous years. Significant changes to ice allocations shall be based on significant changes to registration levels and composition or other emerging trends and needs. Any changes will be subject to approval by the Recreation Programmer and prioritized based upon the scheduling priority list noted above.
- 1.2 Confirmation from each user group that they will be returning for the following season must be provided in writing to the Recreation Programmer prior to June 30<sup>th</sup> of each year. Failure to do so may result in the loss of ice time. Any requests for increased or decreased ice usage based on the previous season must be provided at this time.
- 1.3 The Community Services Department will determine who will get allotted additional ice time; these decisions will be based upon changes in registration and/or emerging trends and needs of each user group. Additional ice time will be granted only if additional ice time is available. The Town of Blackfalds recognizes it is advantageous to maintain consistency in ice scheduling from season to season and careful consideration will be given to historical precedent when making changes to user group schedules.
- 1.4 All user groups must sign a Rental Contract and return a signed copy to the Community Services Department before their first booking of the season. Failure to do so may result in the loss of ice time.
- 1.5 The following must be provided to the Recreation Programmer before July 31<sup>st</sup> of each year:
  - a. Blackfalds Bulldogs Junior A games and practices.
  - b. Blackfalds Minor Hockey Association tournament dates.
  - c. Blackfalds Skating Club Carnival date.
  - d. Blackfalds Wranglers Hockey Club exhibition and regular season schedule.

**1.6 Payment requirement dates:**
Adult Users/Non-local Rate Groups/Other Users:

 Full payment by September 15<sup>th</sup> of each year

Blackfalds Bulldogs/BMHA/BSC/Blackfalds Wranglers:
Option 1 – full payment by September 15<sup>th</sup> of each year

Option 2 – two payments:

 1<sup>st</sup> Payment: Contract balance from September to December 31<sup>st</sup> paid by January 15<sup>th</sup>

 2<sup>nd</sup> Payment: Remaining contract balance paid by April 15<sup>th</sup> of each year

BMHA Tournament Ice:

All tournament rental contracts must be paid in full within five (5) days of tournament completion.

---

All payments for ice rentals are non-refundable. Any over-payments for ice rentals will be credited to their account for future ice bookings.

- 1.7 Each user group with a recurring weekly booking must take their weekly time slot for every day that is not a named holiday – unless the booking is on a weekday and starts at or before 4:00pm.

Weekend ice bookings must be confirmed by the user group by September 1<sup>st</sup> of each season. Weekend ice bookings are not required to be recurring for Non-Profit and Junior Ice organizations (Blackfalds Wranglers Senior AA are not required to take recurring weekend ice).

The season date parameters for all user groups are from October 1<sup>st</sup> to the Sunday following March 15<sup>th</sup> of each year (if March 15<sup>th</sup> falls on a Sunday, that will be last required date). Therefore user groups must take their full weekly recurring ice times starting no later than October 1<sup>st</sup> and must continue until end dates will be March 15<sup>th</sup> of each year (If March 15<sup>th</sup> falls on a Sunday, that will be last required date).

- 1.8 Groups are not permitted to sell ice to another group. The Community Service Department will make every effort to assist the associations to fill open ice slots. If a Non-Profit Organization has a user interested in an open ice slot, the Recreation Programmer must be notified, and a separate contract will be made in the new user's name. The Non-Profit Organization will be responsible for the ice time until full payment is received by the Town of Blackfalds from new user group.
- 1.9 All Blackfalds Minor Hockey Association rentals for Tournament use are charged at the Local Rate – as opposed to the Non-Profit Rate.
- 1.10 The Town of Blackfalds has the right to make the final decision regarding facility rentals.

## **2. Ice Time Changes/Cancellations**

- 2.1 Non-Profit Organizations can exchange ice upon approval of the Recreation Programmer. Changes will then be made to their respective contracts.
- 2.2 Weekday ice times starting before 10:00am can be cancelled with a minimum of 24 hours notice.

## **3. League Playoff/Provincial Playoff Bookings**

- 3.1 Scheduling in playoffs and provincial playdowns are recognized to have many changes in ice time requirements. Scheduling will follow the Scheduling Priority List to keep consistency, however the Town of Blackfalds will have final decision. It is understood all parties must work around each other's schedules.

## **4. Named Holidays**

- 4.1 The ice surfaces at Eagle Builders Centre will be closed on the following holidays:

Heritage Day – 1<sup>st</sup> Monday in August  
Labour Day – 1<sup>st</sup> Monday in September  
Thanksgiving Day – 2<sup>nd</sup> Monday in October  
Remembrance Day – November 11<sup>th</sup>  
Christmas Eve – December 24<sup>th</sup>  
Christmas Day – December 25<sup>th</sup>  
Boxing Day – December 26<sup>th</sup>  
New Year's Eve – December 31<sup>st</sup>

---

New Year's Day – January 1<sup>st</sup>  
Family Day – 3<sup>rd</sup> Monday in February  
Good Friday – Weekend of First Sunday after the Paschal Full Moon  
Easter Monday – Weekend of First Sunday after the Paschal Full Moon

- 4.2 The Eagle Builders Centre cannot be rented out to a user group (other than for the Town of Blackfalds events) on any named holiday unless given special permission by the Town of Blackfalds.

#### **5.2.1 End of Procedure**

#### **Approval**



---

Chief Administrative Officer

---

March 24, 2021

Date



## **TOWN OF BLACKFALDS STANDING COMMITTEE MEETING REQUEST FOR DIRECTION**

---

**MEETING DATE:**     **March 14, 2022**

**PREPARED BY:**     **Myron Thompson, CAO**

**SUBJECT:**           **Town Facility Disposition**

---

### **BACKGROUND:**

At the June 15, 2020 Standing Committee of Council a report was provided that outlined three Town owned facilities that were impacted due to a number of changes in operations and due to implementation of capital projects. Administration sought preliminary input from the Standing Committee of Council to determine a course of action for Administration to act upon.

Two of these facilities have been addressed since that time including the former Parks & Facilities Shop that has since been provided for operations of the local Food Bank. Parks & Facilities operations were merged with Public Works operations and Enforcement Services out of the Operations Centre. The second facility was that of the Parks & Facilities storage building that was located on town owned land off Gregg St. immediately west of the Blackfalds Mobile Home Park. This building has since been removed as part of the overall road re-alignment project.

The third building in question was that of the existing FCSS building with any decisions withheld until such time that details for the transition of FCSS operations would be determined. Administration has been working with consulting services for the re-development of the former lower-level Library space to be re-purposed for Municipal operations. At the February 22<sup>nd</sup> Regular Meeting, Council reviewed the renovation layout and directed Administration to advance the project. The construction drawings for the project are presently being worked on with release of tender documents at the end of April and construction completion anticipated in July.

### **DISCUSSION:**

The FCSS building currently provides space for FCSS operations which currently includes 4.5 full time employees as well as office space for Alberta Health Services (youth mental health) and contracted Children Services. The building was formerly the Blackfalds Town Hall and was constructed in 1980. An inspection of the facility conducted in 2018, as part of the Civic Facilities Development Strategy and Master Plan, found that the building was in sound structural condition. The building currently is in need of a variety of maintenance upgrades with the most notable being re-roofing.

Administration is seeking input on the future of the existing FCSS building now that the new Library has re-located to the Eagle Builders Centre and the concept development of the former library space in the lower level has been determined. When this item was brought forward at the June 2020 meeting it was identified that the overall parking plan for the Eagle Builders Centre included the parking stalls at the Civic Centre, the land area



## **TOWN OF BLACKFALDS STANDING COMMITTEE MEETING REQUEST FOR DIRECTION**

which the FCSS Building occupies, as well as the land which is now the Food Bank. It should be noted that the agreement with the food Bank allows utilization for parking on the site. With the FCSS building no longer on the site there would be 27 additional parking stalls created (see attached map for proposed parking configuration).

There are several options for consideration for the existing FCSS building with one being the option of having the structure demolished and the area transformed into expanded parking space as indicated above. This option not only provides needed additional parking but opens up and improves the view towards the Civic Centre facility instead of the current situation of having the FCSS building blocking street views from the Civic Centre. Current operational costs for this facility are approximately \$12,000 per year, which does not include any major maintenance requirements. The structure is over 40 years old and has served the Community well. Another option that could be explored would include offering the building to be removed from the site, but this would be a challenge due to the fact that the building is on a slab.

Another option which has been discussed previously is to have the structure remain and have it utilized by existing and possibly additional social service providers/partners. This is certainly a possible option; however, any major renovations, due to the type of structure and construction would be very difficult, therefore the building would need to remain as is for providing office space. A few other considerations in this option is the confirmed availability of our local schools under our Joint use Agreements for utilization of organized youth activities. Also, in the Civic Centre lower floor re-development there may be space available for limited offerings similar to what has been provided in the current FCSS facility. In order to move forward in this consideration, it would be recommended that a space utilization policy be adopted to assist in this process.

Administration will be seeking input from the Committee relative to an outcome for the existing FCSS building. This discussion and any additional information sharing will assist in defining further action.

### **FINANCIAL IMPLICATIONS:**

Administration is estimating that should Council's decision to have the FCSS Building demolished, the cost for this work would be estimated at \$13,000. This activity has not been budgeted for and funds would have to be drawn from Capital Reserves.

### **ADMINISTRATIVE RECOMMENDATION:**

1. That the Standing Committee of Council provide input and feedback regarding the existence of the FCSS building.

### **ALTERNATIVES:**

- a) That the Standing Committee of Council refers this item back to Administration for further information.



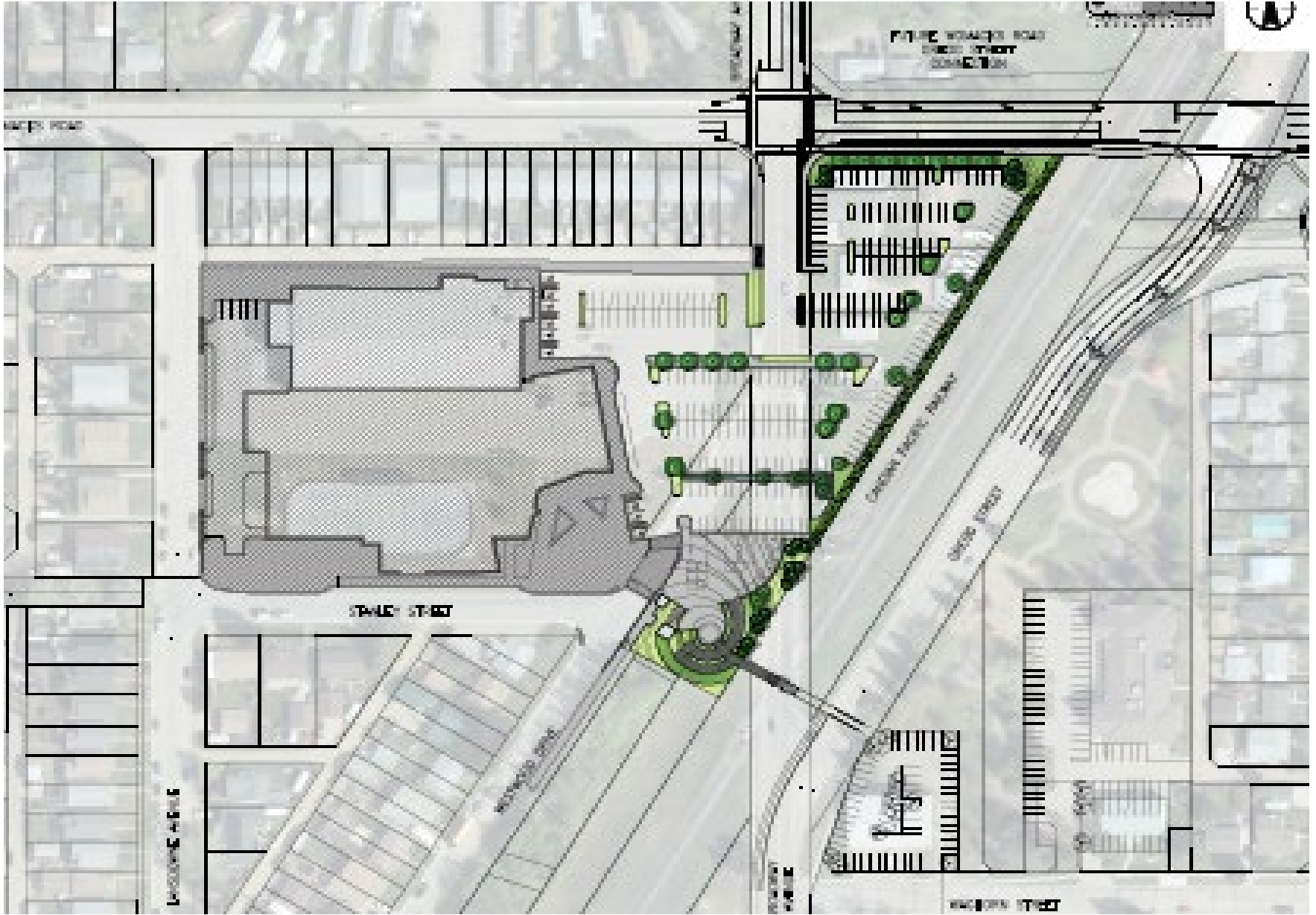
**TOWN OF BLACKFALDS  
STANDING COMMITTEE MEETING  
REQUEST FOR DIRECTION**

**Attachments:**

- *Parking Lot Sketch*

**Approvals:**

  
\_\_\_\_\_  
CAO Myron Thompson





**TOWN OF BLACKFALDS  
STANDING COMMITTEE MEETING  
REQUEST FOR DIRECTION**

---

**MEETING DATE:** March 14, 2022

**PREPARED BY:** Sue Bornn, FCSS Manager

**SUBJECT:** Request for Proposal - Social Needs Assessment & Master Plan

---

**BACKGROUND:**

Since 2012 the Town of Blackfalds FCSS has been undertaking a Social Needs Assessment every 5 years. This document becomes the road map for all of the social prevention programming and activities that are planned and implemented in the community.

**DISCUSSION:**

This document will serve as a comprehensive reference to guide Council, the FCSS Board, and Administration in making decisions with clear roles, responsibilities, and available resources within the context of other local, provincial, and federal service providers and government ministries.

The timeline for this project is to be completed in October of this year.

**FINANCIAL IMPLICATIONS:**

In the 2022 Operating Budget \$50,000 has been allocated for the purposes of conducting an updated Social Needs Assessment and Master Plan.

**ADMINISTRATIVE RECOMMENDATION:**

1. That Standing Committee of Council recommend pursuing qualified consultants to undertake a Social Needs Assessment Master Plan for Blackfalds FCSS to be completed in the current year.

**ALTERNATIVES:**


- A. That Council refer this item to Administration for further information.

**Attachments:**

- *RFP – Social Needs Assessment Master Plan 2022*

**Approvals:**

  
\_\_\_\_\_  
CAO Myron Thompson

  
\_\_\_\_\_  
Department Director/Author



# **Request for Proposal**

## **Social Needs Assessment**

**March 14, 2022**

## TABLE OF CONTENTS

---

<b>1.0</b>	<b>INTRODUCTION .....</b>	<b>3</b>
<b>2.0</b>	<b>BACKGROUND.....</b>	<b>3</b>
<b>3.0</b>	<b>PURPOSE OF THE PLAN .....</b>	<b>4</b>
<b>4.0</b>	<b>AVAILABLE INFORMATION.....</b>	<b>4</b>
<b>5.0</b>	<b>SCOPE &amp; DELIVERABLES OF THE PLAN .....</b>	<b>4</b>
<b>6.0</b>	<b>GENERAL INVITATION TO SUBMIT PROPOSALS .....</b>	<b>7</b>
<b>7.0</b>	<b>PROPOSAL SUBMISSION REQUIREMENTS .....</b>	<b>7</b>
<b>8.0</b>	<b>CONSULTANTS ROLE &amp; DELIVERABLES.....</b>	<b>8</b>
<b>9.0</b>	<b>TOWN OF BLACKFALDS FCSS ROLE.....</b>	<b>8</b>
<b>10.0</b>	<b>EVALUATION CRITERIA .....</b>	<b>Error! Bookmark not defined.</b>
<b>11.0</b>	<b>PAYMENT SCHEDULE .....</b>	<b>10</b>

## **1.0 INTRODUCTION**

---

The Town of Blackfalds is a young, dynamic community located in Central Alberta. The community is growing at a rapid pace and will benefit from an updated structured plan for offering relevant, effective and efficient social services in Blackfalds. The Town of Blackfalds Family and Community Support Services (FCSS) is a partnership with the Provincial Government enabling the Town access to provincial funding for FCSS purposes. Some of which include:

- Enhancing, strengthening & stabilizing family and community life
- Promoting volunteerism
- Promoting, encouraging, & facilitating the development of stronger communities
- Enabling local decision making

The Town of Blackfalds is seeking qualified consulting services through a Request for Proposal process to undertake a Social Needs Assessment Master Plan for Blackfalds FCSS to be completed in the current year.

For the purpose of this document the Social Needs Assessment Master Plan will be referred to as the Plan.

## **2.0 BACKGROUND**

---

Blackfalds is one of Canada's youngest and fastest growing communities; with a population of 11,015 (2021 census). Ideally situated in Central Alberta, midway between Alberta's two largest urban centres, Blackfalds retains the feel and security of a small-town while being only a short drive from urban amenities of post-secondary education, regional scale shopping outlets and entertainment. Outstanding recreational opportunities, a robust and diversified economy and affordable land and housing are among the factors contributing to our thriving, successful, and dynamic community.

As the population of Blackfalds increases, the expectations of the community for businesses, products, and services also increase, resulting in the need for updated and current goals and strategies as well as long range capital and operating planning to address infrastructure planning and operating results.

### **3.0 PURPOSE OF THE PLAN**

---

The Plan will provide a point of reference upon which decisions and priorities can be evaluated and monitored by the municipality over the next five (5) years. It will serve to guide Council, the FCSS Board, and Administration in making decisions with clear roles, responsibilities, and available resources within the context of other local, provincial, and federal service providers and government ministries.

The Plan will provide a social report to the community and will represent the basis by which social services planning decisions in the Town are made until 2027.

### **4.0 AVAILABLE INFORMATION**

---

The Town of Blackfalds FCSS is guided by:

- 4.1 2000 Province of Alberta Municipal Government Act (MGA)
- 4.2 2002 Family & Community Support Services Act
- 4.3 2021 Family & Community Support Services Regulation
- 4.4 2016 Town of Blackfalds FCSS Social Needs Assessment and Master Plan
- 4.5 2020 Town of Blackfalds Municipal Sustainability Plan
- 4.6 2016 Recreation, Culture & Parks Needs Assessment and Master Plan
- 4.7 2013 Government of Alberta Social Policy Framework

The Plan must align with the municipalities strategic and priority documents.

### **5.0 SCOPE & DELIVERABLES OF THE PLAN**

---

- 5.1 The Social Needs Assessment Plan must contain a statement of its purpose and the process involved in developing the Plan as well as its origin and scope of the Plan. The Plan must be fully understood by various municipal authorities.
- 5.2 Produce a statement of present and future social services, programs and facilities.
- 5.3 The Plan will be a 5-year plan that will provide direction until 2027.
- 5.4 The Plan must contain the results of community input into planning including:
  - 5.4.1 A mail in/mail out survey
  - 5.4.2 Interview 10 community associations
  - 5.4.3 Host one public input meeting

- 5.4.4 Consultation with the FCSS Board, Town Council and Administration
  - 5.4.5 Presentation of the preliminary draft to the FCSS Board and Town Council
  - 5.4.6 One public open house to present the draft plan
  - 5.4.7 Presentation of final draft to the FCSS Board and Town Council
- 5.5 The Plan shall include a complete “General Community Description”.
- 5.6 The Plan shall contain a “Community Profile “assessing the socioeconomic features of the community, including:
  - 5.6.1 Population trends, demographic analysis and economic growth;
  - 5.6.2 Employment statistics and industrial health; and
  - 5.6.3 School enrolment shifts and trends.
- 5.7 The Plan shall provide an inventory assessment of all private, non-profit, commercial and public social services located within or immediately adjacent to the Town of Blackfalds. This inventory and assessment would cover:
  - 5.7.1 Social Services and Programs
  - 5.7.2 Social Services facilities
- 5.8 Examine the opportunities for partnership agreements for the implementation of, and the operation of any new and existing programs and partnerships with adjacent municipalities, community groups, and other agencies and the private sector.
- 5.9 The Plan will contain information of possible future trends in municipal social services in the region and the province of Alberta.
- 5.10 Produce long-range planning guidelines for the efficient development of identified staffing needs for future social programming and service delivery.
- 5.11 Utilizing information from the inventory and assessment of existing opportunities, resources and the assessment of need and demand, the Plan shall evaluate the future requirements and direction for programs, services, and possible facilities considering the financial requirements and availability in terms of preparing a 5-year capital budget.
- 5.12 The Plan shall provide recommendation for action with respect to programs, volunteer and leadership development (staffing needs). These recommendations shall be ranked in order of importance and placed upon a long-range timeline for future budget deliberations. Included in the “plan of action” for implementation will be designation of responsibilities of public, private, and non-profit sectors involvement in delivery of social services in Blackfalds and surrounding area.

5.13 The Plan shall contain a clearly defined process for updating and revision as the needs and existing service requirements change.

5.14 The Plan shall identify specific recommendations to the following:

5.14.1 Programming

5.14.1.1 Comprehensive assessment of program quality (level of satisfaction) and scope (opportunities available for all ages.)

5.14.1.2 Current and future programming needs and wants.

5.14.1.3 Social Services trends

5.14.2 Community Involvement

5.14.2.1 Establishing a method of getting an accurate read on the current level of community involvement, volunteerism and participation in social services.

5.14.2.2 Including the opportunity to educate and recruit future volunteers to assist in the study's outcome.

5.14.3 Financial Feasibility

5.14.3.1 Acknowledging that community enhancements require significant capital and operational costs. Establish a method of obtaining resident opinion on willingness to pay for enhanced social services i.e. taxes.

5.14.3.2 Identify trends in provincial funding i.e. the future of FCSS monies.

5.14.4 Needs Assessment Format and Process

5.14.4.1 The last needs assessment was completed in 2016 by FCSS

5.14.4.2 How to prepare a new comprehensive and effective survey design that includes effective communication and implementation.

## **6.0 GENERAL INVITATION TO SUBMIT PROPOSALS**

---

The Town of Blackfalds FCSS is seeking proposal submissions from qualified proponents to facilitate the “Social Needs Assessment Master Plan” as defined in Section 3. Proposals specifically marked “Social Needs Assessment Master Plan” shall be received by the following:

Mrs. Sue Bornn, Family & Community Support Services Manager  
Town of Blackfalds  
Box 220, 5016 Waghorn Street  
Blackfalds AB  
T0M 0J0

**Proposals will be accepted until 2:00 pm on April 5, 2022.** Late proposals will not be accepted. Proposals must include ten (10) copies of the proposal submission and must be presented in sealed, clearly marked packages. Faxed proposals will not be accepted.

## **7.0 PROPOSAL SUBMISSION REQUIREMENTS**

---

Proposals shall include the following:

- 7.1 An outline of the process including a Gantt chart.
- 7.2 The background of the individual or agency indicating similar projects completed elsewhere and curriculum vitae of the personnel assigned to the project.
- 7.3 Identify all project team members by area of responsibility and role in the project.
- 7.4 Identification of the project manager who will act as the designated liaison.
- 7.5 A detailed description of the consultant’s approach to meeting the scope of the work, including a time chart for carrying out the project.
- 7.6 A detailed cost estimate for each component of the project, which includes the number of days required to complete each of the tasks. The overall project costs for both professional fees and expenses shall be an upset limit. The consultant shall provide information on the mark-up for disbursements.
- 7.7 The consultant is requested to provide at least three references for similar type projects carried out in the past five (5) years, including contact and phone number.
- 7.8 Ten (10) copies of the proposal and should not exceed 10 pages in length, excluding agency background and curriculum vitae.
- 7.9 An electronic copy of the proposal submission.

The requirements and expectations outlined herein are not meant to be all inclusive relative to the project inclusions and processes. Proponents are invited to provide any additions or inclusions that the proponent determines be beneficial or add value to the project. The Town of Blackfalds reserves the right to determine, in its sole and unfettered discretion, whether any proposal fulfills or meets the general requirements and expectations of the project.

## **8.0 CONSULTANTS ROLE & DELIVERABLES**

---

- 8.1 Review and analyze data contained in the existing information provided by the Town of Blackfalds.
- 8.2 Provide written monthly progress reports submitted to the Community Services Department, Family and Community Support Services.
- 8.3 Provide, in person, a preliminary draft of the Social Needs Assessment Master Plan to the FCSS Board and Council.
- 8.4 Ensure that the entire Terms of Reference of the FCSS Social Needs Assessment Master Plan are fulfilled.
- 8.5 Include in the final report an executive summary for the document for the next 5 years.

## **9.0 TOWN OF BLACKFALDS FCSS ROLE**

---

- 9.1 Provide the consultant with part-time temporary (not daily) working space and access to any file information related to the preparation of the Social Needs Assessment Master Plan.
- 9.2 Make available the service of Department Staff for meetings as may be reasonable.
- 9.3 Arrangement for all community meetings and contact with media and community organizations.
- 9.4 Retain all rights to the Social Needs Assessment Master Plan. The use of and reproduction in whole or in part of the Social Needs Assessment Master Plan shall be at the expressed consent of the Director of Community Services.



## 10.0 EVALUATION CRITERIA

---

Proposals will be evaluated based on best value to the municipality. Factors such as the quality of proposal, project schedule and the ability to complete the project by October 31, 2022, are important factors in the evaluation. The evaluation process will involve both qualitative and quantitative elements. All proposals presented will be evaluated in the context of the overall value that they provide to FCSS and the Town of Blackfalds. While cost is a significant part of the evaluation criteria, it will not be the sole determinant. Proposals will be shortlisted by a review panel consisting of Municipal Administrative Staff following which a review of proposals by the FCSS Board with expected presentations provided by shortlisted proponents. Final process will include recommendation by the FCSS Board to Council for formal project award.

Proposals will be reviewed and ranked on the following criteria and scored out of a 100-point total as follows:

Ranking Criteria	Percentage
Demonstrated understanding of project goals	10%
Approach and methodology	20%
Clear definition of process with tangible, relevant outcomes	20%
Innovation and creativity in approach	10%
Qualifications of project team and firm's relevant experience with the Municipality	20%
Total Cost	20%

## 11.0 PAYMENT SCHEDULE

---

Payment will be upon receipt of invoice, as follows:

20%	April 2022
30%	Following completion of surveys (June 2022)
35%	Following completion of Preliminary Draft (September 2022)
15%	Completion of the Social Needs Assessment Master Plan (October 2022)

The Town of Blackfalds reserves the right to reject any or all Proposals or to accept the proposal deemed most favorable to the Municipality. All proposals must be signed by a principal of the responding company.

Following the evaluation of the submitted proposals, the Town of Blackfalds will consider entering into an agreement with the proponent that has been determined to have the ability to best meet the needs and expectations and offers the best overall content and value. Although the intended outcome is to enter into an agreement with a selected proponent, the solicitation of proposals does not in any way commit the Town of Blackfalds to accept any proposal or enter into a formal agreement with any proponent.

The submission of a proposal does not constitute a legally binding agreement between the Town of Blackfalds and any proponent. It is part of an overall selection process intended to enable the Town to select a proponent to fulfill the items indicated in this RFP. The objective of this RFP process is to identify those proponents who offer the best delivery of service and value and demonstrate the highest degree of capability for providing the services outlined herein.



**TOWN OF BLACKFALDS  
STANDING COMMITTEE OF COUNCIL  
REQUEST FOR DIRECTION**

---

**MEETING DATE:** March 14, 2022  
**PREPARED BY:** Justin de Bresser, Director of Corporate Services  
**SUBJECT:** Request for Proposal – Municipal Brand Development & Strategy

---

**BACKGROUND**

During the spring and summer of 2019, Town staff facilitated workshops for Council and key community stakeholders. 110 community members participated in branding discussion sessions between March and May 2019. Participants gained a shared understanding of branding and learned to appreciate a mix of perceptions of the community. After the initial sessions, 75% of attendees supported community branding being a priority for Blackfalds now and wanted to learn how to undertake it.

All attendees were given the opportunity to volunteer their time and expertise and be part of the Brand Development Committee (BDC) and move the Town forward to develop a new brand. Twelve community stakeholders with various backgrounds and occupations became part of the BDC and included business owners, staff, and youth.

In the Fall of 2019, the BDC presented the Community Brand Proposal Report to Council with a recommendation to proceed with a municipal brand update. Council approved undertaking brand development for 2020.

Initial work included a brand audit by the BDC and a public survey to capture feedback on the current logo and tagline. Much of this work was thwarted by the pandemic, however, before the project was paused in 2020, the BDC was successful in developing a brand positioning statement (how we stand out from other municipalities) and the Town's brand story.

**Brand Positioning Statement**

*Blackfalds - modern, active, fun - a vibrant community of young families, thriving businesses and outstanding recreation opportunities.*

**Brand Story**

*Blackfalds is a community of young hearted people with a shared enthusiasm for play. Experience our youthful vibe while you explore our trails and parks, take in family-friendly events, or enjoy your favorite sports and leisure activities. For parents with young children and the grandparents who chase them, for visitors who seek to discover fun, and for local businesses who promote the growth of a thriving community, Blackfalds is your place to play.*



**TOWN OF BLACKFALDS  
STANDING COMMITTEE OF COUNCIL  
REQUEST FOR DIRECTION**

---

**DISCUSSION**

In 2021, both the Economic Development & Tourism Strategy and the Communications Plan were presented to Council in which both emphasized the importance of a new brand visual for the Town of Blackfalds. The attached Request for Proposal intends to solicit the services of a professional graphic design/marketing firm to undertake the development of a new community brand visual and identity standards for the Town.

**FINANCIAL IMPLICATIONS**

In the 2022 Operating Budget Council approved the amount of \$35,000 for the project and it is funded by a onetime contribution from the operating reserve.

**ADMINISTRATIVE RECOMMENDATION**

1. That Standing Committee recommend the RFP package for Municipal Brand Development and Strategy be disseminated on Tuesday March 15, 2022.

**ALTERNATIVES**

- A. That Standing Committee refer this item back to Administration for more details.

**ATTACHMENTS**

- Request for Proposal – Municipal Brand Development & Strategy

**APPROVALS**

  
\_\_\_\_\_  
Myron Thompson, CAO

  
\_\_\_\_\_  
Department Director/Author

# **Request for Proposal**

## **Municipal Brand Development & Strategy**

**March 15, 2022**

**Town of Blackfalds  
Box 220 | 5018 Waghorn St  
Blackfalds, AB T0M 0J0**



## TABLE OF CONTENTS

---

	PAGE
1.0 INTRODUCTION .....	3
2.0 BACKGROUND .....	3
3.0 OPPORTUNITY .....	4
4.0 OBJECTIVE .....	4
5.0 GENERAL INSTRUCTIONS TO PROPONENTS .....	5
6.0 DELIVERABLES .....	6
7.0 INFORMATION .....	6
8.0 EVALUATION CRITERIA .....	7
9.0 NEGOTIATION .....	8
10.0 ACCEPTANCE OF PROPOSALS .....	8
APPENDIX A .....	9
APPENDIX B .....	10
APPENDIX C .....	11

## **1.0 INTRODUCTION**

---

Blackfalds is a growing and progressive community. Because of its young demographic, location and amenities, the municipality has the opportunity to reach our citizens using various media to ensure the message reaches as broadly as possible.

In our journey towards identifying the brand for Blackfalds, the Brand Development Committee finalized both the Town of Blackfalds brand positioning statement and story.

## **2.0 BACKGROUND**

---

Blackfalds is one of Canada's youngest and fastest growing communities; with a population of 11,015 (2021 Census). Ideally situated in Central Alberta, midway between Alberta's two largest urban centres, Blackfalds retains the feel and security of a small-town while being only a short drive from urban amenities of post-secondary education, regional scale shopping outlets and entertainment. Outstanding recreational opportunities, a robust and diversified economy and affordable land and housing are among the factors contributing to our thriving, successful, and dynamic community. As the municipality continues to evolve, so does its need to an identity that will reflect its personality.

During the spring and summer of 2019, Town staff facilitated workshops for Council and key community stakeholders. 110 community members participated in branding discussion sessions between March and May 2019. Participants gained a shared understanding of branding and learned to appreciate a mix of perceptions of the community. After the initial sessions, 75% of attendees supported community branding being a priority for Blackfalds now and wanted to learn how to undertake it.

All attendees were given the opportunity to volunteer their time and expertise and be part of the Brand Development Committee (BDC) and move the Town forward to develop a new brand. Twelve community stakeholders with various backgrounds and occupations became part of the BDC and included business owners, staff, and youth.

In the Fall of 2019, the BDC presented the Community Brand Proposal Report to Council with a recommendation to proceed with a municipal brand update. Council approved undertaking brand development for 2020.

Initial work included a brand audit by the BDC and a public survey to capture feedback on the current logo and tagline. Much of this work was thwarted by the pandemic, however, before the project was paused in 2020, the BDC was successful in developing a brand positioning statement (how we stand out from other municipalities) and the Town's brand story.

### **Brand Positioning Statement**

Blackfalds - modern, active, fun - a vibrant community of young families, thriving businesses and outstanding recreation opportunities.

### **Brand Story**

Blackfalds is a community of young hearted people with a shared enthusiasm for play. Experience our youthful vibe while you explore our trails and parks, take in family-friendly events, or enjoy your favorite sports and leisure activities. For parents with young children and the grandparents who chase them, for visitors who seek to discover fun, and for local businesses who promote the growth of a thriving community, Blackfalds is your place to play.

## **3.0 OPPORTUNITY**

---

The Town of Blackfalds is requesting proposals from qualified and professional graphic design and marketing firms to undertake the development of a new community brand visual and identity standards for the Town as an up-and-coming location for businesses, visitors and residents.

The key target audiences for this new brand should include potential business start-ups, relocations, and expansions as well as existing businesses, residents, visitors and the public. The successful firm will work in coordination with the Town of Blackfalds' Economic Development and Marketing and Communication departments, and Administration. The Town of Blackfalds' primary focus is to create a unique brand for Blackfalds that enables it to stand out from other municipalities.

## **4.0 OBJECTIVE**

---

The primary objective of this RFP is to move forward in developing a new brand for the community and includes a new visual logo and brand strategy.



## **5.0 GENERAL INSTRUCTIONS TO PROPONENTS**

---

Proposals specifically marked:

### **“Municipal Brand Development & Strategy”**

Shall be received by the following:

Justin de Bresser, Director of Corporate Services  
Town of Blackfalds Civic Cultural Centre  
5018 Waghorn Street, Box 220 Blackfalds, AB T0M 0J0

Proposals shall include the following information:

- 5.0** All proposals shall use the enclosed Proposal Form for submitting their proposal total price **(Appendix ‘B’)**.
- 5.1** Qualifications to provide the proposed services.
- 5.2** List of previous work completed that relates to the scope of this proposal.

Proposal Submittal: One copy of the sealed proposal clearly marked as above.  
One copy of an electronic version on USB

### **PROPOSALS WILL BE ACCEPTED UNTIL**

**2:00 PM (MST), APRIL 29, 2022.**

**Late or faxed proposals will not be accepted.**

*Proposals must be presented in sealed, clearlymarked packages.*

## 6.0 DELIVERABLES

---

The successful firm will work with Town representatives and provide leadership and coordination to review, evaluate and build upon the brand statement and story. Specifically, the consultant will be expected to perform the following:

- 6.1 Work with the Municipality to determine brand development objectives
- 6.2 Review any existing documentation relevant information regarding the brand project conducted in 2020.
- 6.3 Use the brand identity to develop a brand visual for the Town of Blackfalds.
- 6.4 Research and identify various market opportunities that will differentiate Blackfalds from other communities.
- 6.5 Develop a logo visual for the municipality and create unique brand messaging for each department, i.e. tourism, recreation, etc.
- 6.6 Design a visual identity and brand guidelines strategy that includes logo usage and templates.
- 6.7 Provide high resolution imagery and vector artwork.
- 6.8 Provide a brand launch and roll-out strategy.
- 6.9 Proposed schedule of deliverables

**The above list does by no means constitute all deliverables by the proponent.** The Municipality welcomes ideas and creativity to enhance options, functions, and processes all with the objective to optimize outcomes. Actual printing and/or production of printed materials, including website, signs and displays, will be obtained in a separate procurement process.

## 7.0 INFORMATION

---

Proponents can request information related to the brand project by contacting the following Town contacts:

Miranda Cooper  
Marketing & Communications Manager  
[mcooper@blackfalds.ca](mailto:mcooper@blackfalds.ca)  
403.885.6235

Justin de Bresser  
Corporate Services Director  
403.885.4677  
[jdebresser@blackfalds.ca](mailto:jdebresser@blackfalds.ca)

Answers to questions and clarifications may be released in the form of an addendum should the

Town determine the information is relevant to all Proponents. Questions may be submitted until 3:00 p.m. (MST), on April 15, 2022. The Town will not be under any obligation to answer questions submitted after April 15, 2022.

*No verbal arrangement or agreement, relating to the work required under this project specified or requested under this RFP will be considered binding and every notice, advice or other communications pertaining to it, must be in writing.*

Each Proponent is solely responsible for ensuring that it has all information necessary to prepare its proposal and for independently verifying and informing itself with respect to any terms or conditions that may affect this proposal.

All inquiries related to the RFP may be directed to Justin de Bresser or Miranda Cooper through the contact information indicated above.

### **SCHEDULE**

- Request for Proposal packages disseminated **March 15, 2022**
- Closing date for receipt of proposal packages **April 29, 2022, 2:00 PM**
- Presentation of three shortlisted firms **May 16, 2022**
- Recommendation for award **May 25, 2022**
- Work completed **As per proposal**

## **8.0 EVALUATION CRITERIA**

---

The evaluation process will involve both qualitative and quantitative elements. All proposals presented will be evaluated in the context of the overall value that they provide to the Town of Blackfalds. While cost is a significant part of the evaluation criteria, it will not be the sole determinant. Proposals will be reviewed by a team of administrative personnel.

<b>Ranking Criteria</b>	<b>Percentage</b>
Demonstrated understanding of project goals	10%
Approach and methodology	20%
Clear definition of process with tangible, relevant outcomes	20%
Innovation and creativity in approach	10%
Qualifications of project team and firm's relevant experience with Municipalities	20%
Total Cost	20%

## **9.0 NEGOTIATION**

---

The Town of Blackfalds reserves the right to negotiate with any or all proponents including those proponents that have submitted a proposal that does not fully comply, either in material or non-material ways, with the RFP requirements.

## **10.0 ACCEPTANCE OF PROPOSALS**

---

The Town of Blackfalds will have specific interest in proposals from contractors that best demonstrate the qualifications, abilities, experience, and resources to provide the services as outlined.

The Town of Blackfalds reserves the right to reject any or all Proposals or to accept the proposal deemed most favorable to the Municipality. All proposals must be signed by a principal of the responding company.

Following the evaluation of the submitted proposals, the Town of Blackfalds will consider entering into an agreement with the proponent that has been determined to have the ability to best meet the needs and expectations and offers the best overall content and value. Although the intended outcome is to enter into an agreement with a selected proponent, the solicitation of proposals does not in any way commit the Town of Blackfalds to accept any proposal or enter into a formal agreement with any proponent.

The submission of a proposal does not constitute a legally binding agreement between the Town of Blackfalds and any proponent. It is part of an overall selection process intended to enable the Town to select a proponent to fulfill the items indicated in this RFP. The objective of this RFP process is to identify those proponents who offer the best delivery of service and value and demonstrate the highest degree of capability for providing the services outlined herein.

## APPENDIX A

---

### PROPOSAL SUBMITTAL FORM

#### **Municipal Brand Development & Strategy**

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Proposal Pricing:

**I hereby propose to complete the required deliverables for atotal price of**  
**\$\_\_\_\_\_ (not including GST)**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Firm

## **APPENDIX B**

---

### **BRAND DEVELOPMENT COMMITTEE REPORT**



## **SHAPING BLACKFALDS' FUTURE:**

**A Recommendation from the  
2019 Brand Development Committee  
to Undertake Community Branding in 2020**

*Presented to Town of Blackfalds Council  
Monday, September 16, 2019*









# CONTENTS

Executive Summary	4
Background	6
Branding Definitions	13
Branding Benefits	14
Branding Best Practices	15
Why Brand Now?	16
Case Studies	18
Branding Project Proposal	24
Project Framework	32
Budget Summary	35
References	36



# Executive Summary

---

**B**rands have the power to connect deeply with people and bring about change. They can influence the direction of the larger culture and make an impact on the way the Town of Blackfalds thinks and operates.

The Town of Blackfalds' corporate brand will communicate the look and message of our organization and the essence of the community. Our brand will be our story and it will achieve the goal of aligning perception with reality.



*Brands have the power to connect deeply with people and bring about change.*

The Town's brand may include a logo, tag line, primary and secondary colour palettes, images and supporting messaging. Currently, these municipal assets are not being governed by brand guidelines and standards and are therefore not being used consistently.

This report presented by the Brand Development Committee to the Town of Blackfalds Council recommends a progression of the current 2019 branding exploration with brand project highlights including:

- » Fall 2019 preparation for brand project launch in 2020
- » Engagement to identify current brand and define desired future direction



- » Design options for visual representation of future direction
- » Public selection of brand direction and Council adoption
- » Develop brand guidelines and standards
- » Internal brand roll out
- » Unveil new visual identity externally
- » Ongoing external brand roll out and assessment

The 2020 budget required for this undertaking will not exceed \$35,000, as most of the work will be done by the Brand Development Committee, along with in-house resources.

Costs in future budget years will include approximately \$5,000 in revisions to the Town website in 2021 and ongoing life-cycle replacement of a variety of items on an as needed basis. For example, when more business cards or print stationery / envelopes are required, ones with the new visual elements will be ordered.

Logo replacement for vehicles and equipment may also be done over time, with a quoted cost of about \$13,000 for the existing municipal fleet and machinery items. Similarly, replacement of or revisions to facility signage can be phased in. Stand alone facility signage is estimated to run about \$15,000 each and logo replacement and / or smaller mounted signage will likely be under \$5,000 each.

# Background



Pre-1991 logo



2008 refresh



2014 refresh

**R**ecent research has uncovered that the current Town of Blackfalds logo and slogan were created in 1991. A refresh of the logo, which modified the shades of blue, green and yellow used in the shield was done in 2008. A second refresh of the logo took place in 2014 and at the same time the approved logo options were outlined in the Logo and Corporate Branding Policy – 112.14.

Since the 2014 logo refresh and the adoption of the Logo and Corporate Branding Policy, the Town has participated in several assessments and projects that incorporated an evaluation of our municipal brand. These include:

## 2016 Visitor Friendly Assessment

This assessment stated that the Town’s logo and slogan “are generic and do not serve as a differentiating brand.” The consultants’ first-hand experiences were that our community is young, active, and modern and has excellent recreation amenities, which should be reflected in our logo / slogan / brand.

## 2017 University of Waterloo Economic Development Program - Integrated Community Marketing Course

Noted that the visual image / logo depicts a community that appears slow paced, pastoral, religious, with older, quieter residents – seems like a desirable municipality for businesses that provide services for seniors, i.e. denture clinic. The logo does not reflect the most recent federal census data that reports Blackfalds to be Canada’s fastest growing community and one of the country’s youngest.

## 2017 Investment Readiness Assessment

The logo was found to be “dated.” It was recommended that the community consider re-branding along with development of its 2020-2025 Economic Development Strategy.

---

*It is a challenge to place the current municipal logo on various promotional items.*

The imprint areas on these items are often small – clips, pens, tire gauges, etc. and as such, it is often not feasible to apply the full logo. This is because there are too many details in the logo for them to be displayed clearly when sized to fit on a small item. For that reason, the wordmark is being used on its own far more frequently.

Local suppliers of promotional items, corporate apparel, and stationary (Tom Bast Sports, Minuteman Press, and Grand Central Stichin') and their design staff have recommended that the Town consider transitioning to a cleaner logo that could be applied more professionally to a variety of materials.

In November 2018 the Town of Blackfalds Economic Development & Tourism Advisory Committee (EDTAC) expressed interest in having the Town of Blackfalds undertake a rebrand / refresh.

The Economic Development Officer (EDO) was asked to compile a report and provide background on the current municipal logo and brand and to make a recommendation to Standing Committee of Council (SCC) to consider re-branding. The EDO brought the Municipal Re-branding report to the SCC on January 14, 2019, on behalf of EDTAC. The motion to accept EDTAC's recommendation to Council to undertake further research and learning on re-branding in the 2019 year and possibly commence municipal branding in 2020 *(with initiatives to be undertaken this budget year as determined through initial phased processes, including learning opportunities and workshops, information gathering and ad hoc committee formation)* was carried unanimously.

The Municipal Re-branding recommendation was then brought to the January 22, 2019 Regular Council Meeting. At this time a phased approach was recommended.



# Background cont'd

---

**Phase One:** activities proposed to take place in Spring / Summer of 2019 included:

1. Free learning opportunities
  - videos on branding from the Destination Development Association - to be viewed by Council, Administration, EDTAC, and community stakeholders
2. Research and resource gathering
3. Host facilitated workshop for Council and key stakeholders

The motion for Council to approve the undertaking of these Phase One preparations for a Town of Blackfalds re-brand commencing in Spring 2019 was carried unanimously.

Opportunities to learn about branding, why it may be beneficial, and the steps for successfully implementing a branding initiative were provided.

Over 110 community stakeholders were invited to attend a series of video and discussion sessions between March 4, 2019 - May 16, 2019. In total, nine of these branding sessions were held for 110 attendees. Along with hearing participants perceptions of the community and developing a shared understanding and appreciation of branding, attendees were asked to complete questionnaires to further

guide the branding exploration process.

Highlights of the questionnaire responses included:

- » After the first series of sessions, 75% of attendees indicated that starting a community branding initiative should be a priority for Blackfalds now and that they would like to learn more about implementing community branding

After the second series of sessions:

- 80% of attendees recommended the formation of a **Brand Development Committee (BDC)** for the purpose of further exploring community branding
- 67% of attendees indicated a desire to have community input on brand development take place in 2020.
- Over 56% of attendees recommended that the community consultation and subsequent data analysis to drive the brand direction could be done entirely with in-house resources. 60% of attendees then thought that a consultant be acquired to assist with the development of proposed versions for the visual look and feel for the brand.





Following the video and discussion sessions, it was announced that a BDC would be formed for the purpose of undertaking additional research on community branding, attending an in-depth workshop on public sector branding along with Council, and forming a recommendation to Council on how to proceed with a branding initiative in 2020. An email was sent to all the session attendees on June 7, 2019 advising of the composition of the BDC.

On July 8 and 9, 2019 members of the BDC and Council participated in a 1.5-day *Challenges of Public Sector Branding & Positioning* workshop facilitated by the Centre of Excellence in Communications. The 18 attendees were all led together through the learnings and exercises on the following outline.

# Background cont'd

Town of Blackfalds Branding & Positioning Workshop Agenda Day 1	
8:45 - 9:10	Introductions and Workshop Overview
9:10 - 10:30	<p>Branding Basics</p> <p>What is a brand and branding? What does it mean in a municipal context? What are the main issues and challenges in municipal branding? Branding and communications. Differences between the municipal and private sectors. Developing and sustaining a brand image. The benefits and challenges of branding municipalities.</p>
	Mini Exercise - Branding Quiz
10:30 - 10:45	Break
10:45 - 12:15	<p>The Municipal Branding Process</p> <p>Branding as a goal and a process. Essential steps, challenges and solutions. Key implementation issues. Getting started - The "Elevator Pitch".</p>
	Group Exercise
12:15 - 13:15	Lunch
13:15 - 2:45	<p>Building a Municipal Brand Strategy</p> <p>Key elements of a branding strategy: SWOT analysis, branding objectives, architecture, brand promise and positioning, segmentation and messaging, tactics, internal brand, sub-brands, co-branding, monitoring and evaluation, critical success factors, risk assessment. Canadian municipal sector branding experiences. Lessons learned. Developing the plan. Working with and without outside consultants.</p>
	Group Exercise



2:45 - 3:00	Break
3:00 - 4:15	<p>The Importance of Positioning for Municipalities</p> <p>What is positioning and why is it important to branding? The strategic planning context. The positioning process. Developing a positioning statement. Linkages between positioning, messaging and branding. The importance of audience segmentation.</p>
	Group Exercise
4:15 - 4:30	Day One Wrap-up: Questions and Answers

## Agenda Day 2

8:45 - 9:15	Day One Review
9:15 - 10:30	<p>Brand Audiences</p> <p>Approaches to segmenting audiences in the context of municipal branding. Importance of internal audience and "employee branding". Messaging around a brand. Developing and living the "Message Pyramid".</p> <p>Group Exercise</p>
10:30 - 10:45	Break
10:45 - 12:15	<p>Brand Implementation Process: Getting it Right</p> <p>Key challenges in implementing a municipal sector branding strategy and action plan. Developing the plan. Understanding brand management tools. Asking the right questions.</p> <p>Group Exercise</p>
12:15 - 12:30	<p>Questions and Answers</p> <p>Workshop Wrap-up and Evaluation</p>

# Background cont'd

---

*Summary notes from the July 8-9 workshop were compiled and shared with the BDC for review at the group's first meeting on July 29, 2019.*

Themes that emerged included:

- » Desire to build consensus on direction for the future of Blackfalds
- » Interest in identifying internal and external perceptions of the community
- » Elevator Pitch - Branding Blackfalds will give us the opportunity to share a consistent story that portrays the personality of our community. Having unified messaging will create strong community identity and civic pride for residents, foster a prosperous business climate, and attract visitors and new investment to town
- » Community Personality Traits: youthful, playful, vibrant, active, family-friendly
- » Importance of public education to answer the "whys" of community branding and to address the reasons that residents / community members should be invested.
- » It will be more fun and rewarding to brand now - we can build on the momentum and enhance what is already working
- » Branding will help to focus all municipal decisions. It is the connective tissue for all plans, including the - Municipal Sustainability Plan (MSP), Facilities Master Plan, Social Needs Assessment, Recreation and Culture Master Plan, etc.
- » Top reasons for brand failure:
  1. Key Stakeholders not given the information that they need / lack of champions and ongoing support from the top
  2. Rushing - we must take the time to ensure adequate processes and cultivate fertile ground

# Branding Definitions

---

Branding is a nebulous term. Even those in the marketing and communications (MarCom) industry cannot always agree on its meaning and scope. As such, the tendency to lock onto something concrete and tangible – like a logo – is no surprise. The disconnect occurs when the cost of a branding initiative is wholly attributed to the development of a logo. This is rarely the case. Done properly, logo and tagline development are simply a step in the process, and most dollars are allocated to getting the new identity and messaging out into the market.

**Brand** The perception and / or reputation of a company, place or organization in the minds of a target audience, that impacts how they feel about you and your products / services.

It is all attributes associated, both tangible and intangible. It includes your logo, your promise and your ability to deliver on it, your programs and services, your name and more. It is what you stand for, what you do, what you say, and what you look like. It is the beacon that will incite people to join forces with you and make your cause their own.

**Brand Position** What differentiates your company, place or organization from others and provides key psychological reference points in the minds of target audiences. i.e. Chick-Fil-A has positioned themselves as the “Christian fast food place” and this permeates everything that they do from being closed on Sundays to who they argue with on Twitter.

**Brand Audit** The process to review and assess a brand’s strengths and weaknesses

**Logo** A symbol that identifies the company, place or organization

**Visual Identity** The entire graphic system – including the logo, slogan, fonts, standards, colours, etc. – that is used to identify a company, place or organization.

# Project Framework

Date	Initiative	Actions	Resources
<b>Fall 2019</b>	Step 1: Getting Organized	<ul style="list-style-type: none"> <li>• Approval of brand project budget for 2020</li> <li>• Form BLC (Ad Hoc Committee)</li> <li>• In-house design of project tools, web page and communication pieces</li> <li>• BLC training</li> <li>• Review municipal plans</li> <li>• Market research, as needed</li> </ul>	<ul style="list-style-type: none"> <li>• Council</li> <li>• BLC</li> <li>• MarCom</li> <li>• EDO</li> </ul>
<b>Budget</b>	Max \$2,000 for training expenses: printing, provision of meals as needed, etc. <b>Staff time:</b> EDO - 25 hrs, MarCom - 35 hrs		
<b>January 2020</b>	Step 2: Uncover Current Brand	<ul style="list-style-type: none"> <li>• Brand audit</li> <li>• Test logo/ tagline</li> <li>• Market research, as needed</li> <li>• Communication: update web page and Council report</li> </ul>	BLC MarCom EDO
<b>Budget</b>	Max \$2,000 for training expenses: printing, provision of meals as needed, etc. <b>Staff time:</b> EDO - 25 hrs, MarCom - 35 hrs		
<b>March 2020</b>	Step 3: Define Desired Brand	<ul style="list-style-type: none"> <li>• Public Engagement</li> <li>• Communication: update web page and Council report</li> </ul>	<ul style="list-style-type: none"> <li>• BLC</li> <li>• MarComm</li> <li>• EDO</li> </ul>
<b>Budget</b>	Max \$2,000 for engagement expenses: advertising, printing, booth rentals, snacks / beverages for open house, etc. <b>Staff time:</b> EDO - 25 hrs, MarCom - 35 hrs		

Date	Initiative	Actions	Resources
<b>April 2020</b>	Step 4: Design Visual Components	<ul style="list-style-type: none"> <li>• Create &amp; issue RFP</li> <li>• Shortlist, interview, award contract</li> <li>• Kick off meeting</li> <li>• Communication: update web page and Council report</li> <li>• Receive 3 brand direction options</li> </ul>	<ul style="list-style-type: none"> <li>• BLC</li> <li>• External Designer</li> </ul>
<b>Budget</b>	Max \$25,000 <b>Staff time:</b> EDO - 25 hrs, MarCom - 35 hrs		
<b>July 2020</b>	Step 5: Proposed Brand Directions	<ul style="list-style-type: none"> <li>• online survey</li> <li>• Results compiled by BLC</li> <li>• BLC makes recommendation to Council</li> </ul>	<ul style="list-style-type: none"> <li>• BLC</li> <li>• MarCom</li> <li>• EDO</li> </ul>
<b>Budget</b>	Max \$2,000 for engagement expenses: advertising, printing, booth rentals, snacks / beverages for open house, etc. <b>Staff time:</b> EDO - 25 hrs, MarCom - 35 hrs		
<b>Fall 2020-Winter 2021</b>	Step 6: Brand Guidelines & Internal Launch	<ul style="list-style-type: none"> <li>• Produce guidelines and standards</li> <li>• Staff training: municipal and key local stakeholder businesses</li> <li>• Revise web and documents</li> <li>• Begin using visual identity for apparel and promo items</li> </ul>	<ul style="list-style-type: none"> <li>• BLC</li> <li>• MarComm</li> <li>• EDO</li> </ul>
<b>Budget</b>	Max \$2,000 for training expenses: printing, provision of lunch, etc. Max \$5,000 for Web revisions <b>Staff time:</b> EDO - 25 hrs, MarCom - 35 hrs, Staff training - 150 hrs		

# Project Framework cont'd

Date	Initiative	Actions	Resources
<b>Spring 2021</b>	Step 7: Unveil Visual Identity Externally	<ul style="list-style-type: none"> <li>Grand Opening of expanded Multi-Plex and Library</li> </ul>	<ul style="list-style-type: none"> <li>BLC</li> <li>MarComm</li> <li>EDO</li> <li>CSD</li> </ul>
<b>Budget</b>	<b>Staff time only:</b> EDO – 25 hrs, MarCom - 35 hrs		
<b>Summer 2021 and Ongoing</b>	Step 8: External Roll Out of Brand	<ul style="list-style-type: none"> <li>Ongoing life-cycle replacement* of signage for vehicles and facilities, etc.</li> <li>Determine KPI and milestones for future evaluation of brand success</li> </ul>	<ul style="list-style-type: none"> <li>BLC</li> <li>MarComm</li> <li>EDO</li> <li>Public Works</li> <li>CSD</li> </ul>
<b>Budget</b>	<b>Estimated Investment:</b> Stand Alone Signs – i.e. Community Centre, Civic Centre, Protective Services, etc. are \$15,000 each Logo only replacement on facility – i.e. Abbey Centre = \$5,000 each Logo replacement on fleet vehicles - \$175 for 2 logos - \$11,500 for 62 vehicles (Public Works, Community Services, CPO, Corporate) Logo replacement on CSD equipment – \$25 per logo with 16 items having 2 to 5 smaller logos per item \$1,500 There will be numerous other items that will be replaced on an as needed basis – branded floor mats, fitness centre equipment, gift cards, waste and recycling carts, etc.		
<b>2023 and Ongoing</b>	Step 9: Evaluation of Brand	<ul style="list-style-type: none"> <li>Measure benchmarks, milestones, KPIs and report on successes</li> </ul>	<ul style="list-style-type: none"> <li>BLC</li> <li>MarComm</li> <li>EDO</li> </ul>
<b>Budget</b>	<b>Staff time only:</b> EDO – 25 hrs, MarComm - 35 hrs		

**\*Note:** Life-cycle replacement expenses will not only be initiated as a result of branding, as many items need to be changed out on an on-going basis regardless of moving branding forward. i.e. the Community Centre sign currently needs to be replaced.

# Budget Summary

Year	Items	Estimated Investment
Fall 2019	Ad Hoc Brand Leadership Committee training expenses	\$2,000
2020	Public engagement expenses - \$8,000 Design expenses - \$25,000	\$33,000
2021 or after	Website updates - \$5,000 Commence life cycle replacement of standalone facility signs (Community Centre, Civic Centre, Protective Services, Cemetery) - \$30,000 Commence life cycle replacement of large logos on facilities (Abbey Centre) - \$5,000 Commence life cycle replacement of logos on vehicles - \$11,500	\$51,500
2022 or after	Commence life cycle replacement of logos on equipment - \$1,500 Further life cycle replacement of standalone facility signs (Protective Services, Cemetery) - \$30,000 Commence life cycle replacement of small logos and external signs on municipal facilities (Wadey Centre, transfer station, water reservoirs etc.) - \$8,000 Commence life cycle replacement of internal signage / logos in municipal buildings (FCSS, Civic Centre, Abbey Centre) - \$5,000	\$44,500
2023 and ongoing	Allocate annual sum for replacement of branded items as needed (floor mats, fitness centre equipment, gift cards, waste and recycling carts, etc.)	\$20,000
<b>5 Year Estimated Total Investment</b>		<b>\$151,000</b>



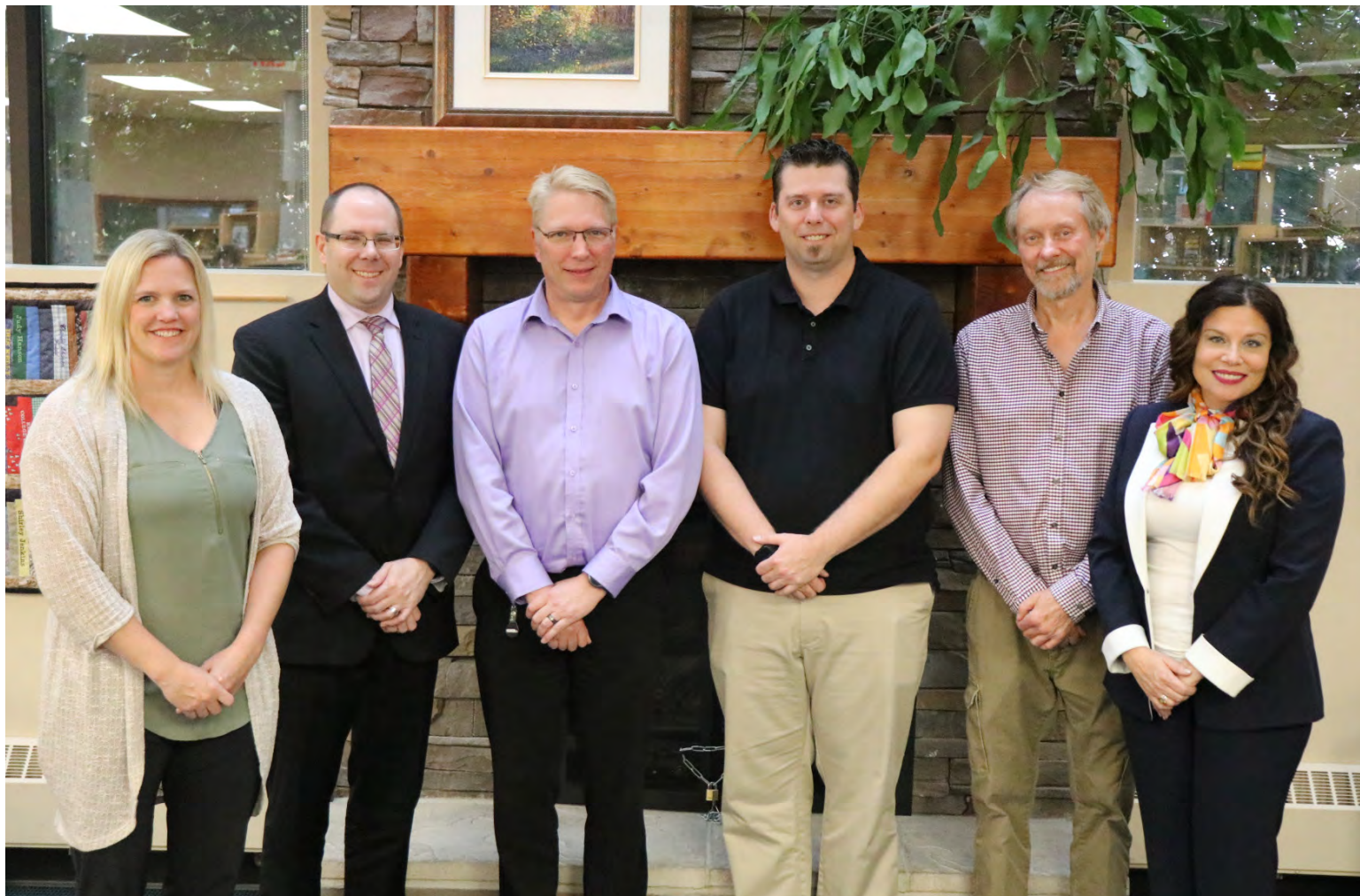
# References

---

1. *Has Branding Become a Dirty Word?* (2009). Retrieved from [www.edac.ca](http://www.edac.ca)
2. *Introduction to Branding for Non-Profits and Public Sector Organizations* (2013). Retrieved from <https://cepsm.ca/>
3. *Community Branding and Marketing: A Tool for Local Economic Development* (2015). Retrieved from <https://fcm.ca/en>
4. *Mississauga's New Brand - FAQ's* (2014). Retrieved from [www.mississaugabrand.ca](http://www.mississaugabrand.ca)
5. *The Challenges of Public Sector Branding and Positioning*; Participant Notebook for Town of Blackfalds (2019). Retrieved from [www.comcec.com](http://www.comcec.com)
6. Baker, B. (2012). *Destination Branding for Small Cities - Second Edition*, 39-41. Retrieved from [https://books.google.ca/books?id=hl3Mx-k31\\_sC&pg=PA13&source=gbs\\_toc\\_r&cad=4#v=onepage&q&f=false](https://books.google.ca/books?id=hl3Mx-k31_sC&pg=PA13&source=gbs_toc_r&cad=4#v=onepage&q&f=false)
7. *Whitby Corporate Rebrand Project* (2019). Retrieved from [www.whitby.ca/en/townhall/corporate-rebrand-project.asp](http://www.whitby.ca/en/townhall/corporate-rebrand-project.asp)
8. Ducharme, C. (2019). *Delivering a New Brand Experience from the Inside Out*. Handout received from July 8 & 9, 2019 Challenges of Public Sector Branding and Positioning Workshop.
9. Grossman, D. (2008). *How to Create and Sustain a Successful Internal Brand*. Retrieved from [newssplashme.files.wordpress.com/2012/02/internalbranding1.pdf](http://newssplashme.files.wordpress.com/2012/02/internalbranding1.pdf)
10. Jurkovic, J. (2019). *Ten Cornerstones of Branding*.
11. *City of St. Albert Community Brand City Council Policy C440-2013* (2013). Retrieved from [www.stalbert.ca/uploads/legislative/C-CAO-17\\_Community-Brand.pdf](http://www.stalbert.ca/uploads/legislative/C-CAO-17_Community-Brand.pdf)



- 
12. *Building the Business Case for Your Rebrand Project* (2016). Retrieved from [www.emotivebrand.com/business-case/](http://www.emotivebrand.com/business-case/)
  13. *Town of Whitby Report: Corporate Rebrand Project* (2017). Retrieved from [www.whitby.ca/en/townhall/resources/CAO-08-17-Staff-Report.pdf](http://www.whitby.ca/en/townhall/resources/CAO-08-17-Staff-Report.pdf)  
  
*Town of Whitby Corporate Rebrand Project - Phase Two Final Report (Update)*. Retrieved from [whitby.civicweb.net/FileStorage/70B2F062960541D48B0497C03F76F1FD-CAO%2022-19\\_Corporate%20Rebrand%20Project\\_Phase%20Two\\_Upda.pdf#page=10](http://whitby.civicweb.net/FileStorage/70B2F062960541D48B0497C03F76F1FD-CAO%2022-19_Corporate%20Rebrand%20Project_Phase%20Two_Upda.pdf#page=10)
  14. *Our Future Mississauga: Growing our Brand* (2014). Retrieved from [www.mississaugabrand.ca/assets/mississauga\\_brandreport.pdf](http://www.mississaugabrand.ca/assets/mississauga_brandreport.pdf)
  15. *The Rewards & Pitfalls of Branding* (2019). Retrieved from [www.destinationdevelopment.org/cpages/home](http://www.destinationdevelopment.org/cpages/home)
  16. *Bruce Brand FAQ* (2019). Retrieved from [www.brucecounty.on.ca/whats-news/media](http://www.brucecounty.on.ca/whats-news/media)
  17. *Place Branding in Practice* (2008). Retrieved from [www.edac.ca](http://www.edac.ca)
  18. Tayebi, S. (2006). *How to Design the Brand of the Contemporary City*.
  19. Bates, C. (2004). *How to Build Your Total Brand*
  20. Bates, C. (2005). *How to Conduct Market Research: Interviews, Focus Groups, and Surveys*.
  21. Bates, C. (2005). *How to Run Brand Strategy Workshops*
  22. Bates, C. (2005). *How to Develop a Marketing and Communications Strategy*.



## **Brand Development Committee (BDC) Members**

### **Community Members**

Chair, Heather Buelow  
Vice-chair, Ken Hubbard  
Glyn Evans  
Kevin Hallet  
Lana Hoover  
Brian Preston

### **Town of Blackfalds Staff Members**

Sean Barnes  
Miranda Cooper  
Jennifer Hartigh  
Jillian Spiess  
Myron Thompson

**BLACKFALDS**  
ALBERTA

## **APPENDIX C**

---

### **TOWN OF BLACKFALDS WEBSITE STYLE GUIDE**

# Let's Play!

## PLAY AT ALL STAR PARK A slo-pitch haven

Welcome to All Star Park, the premiere sports parts where we host slo-pitch games and tournaments, soccer, and minor ball. Adjacent to the park will be the addition of Blackfalds new high school, complete with running track, theatre, and more.

[READ MORE](#)



TOWN OF BLACKFALDS

## WEBSITE STYLE GUIDE

Prepared January 2021

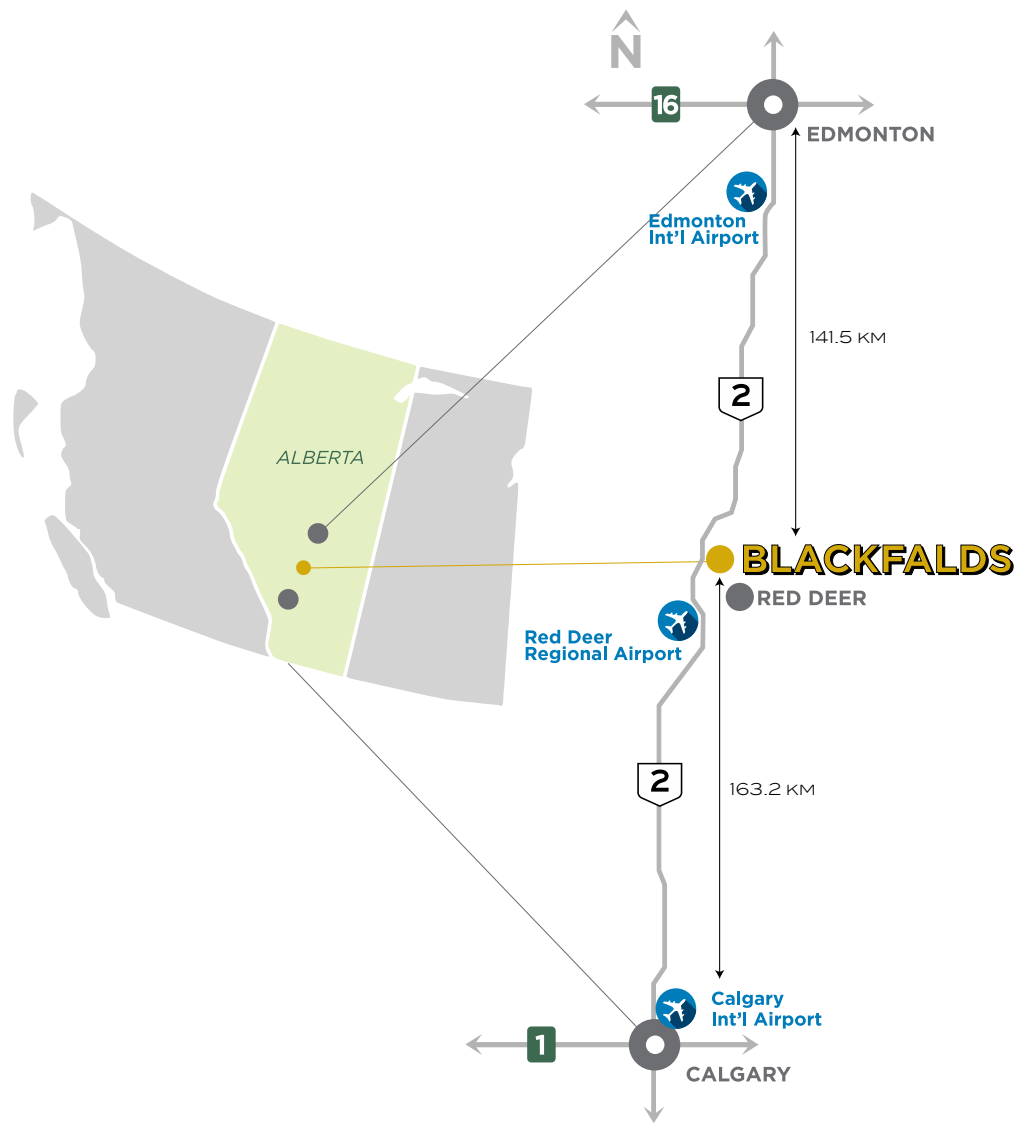




---

## TABLE OF CONTENTS

Introduction .....	5
Brand Positioning Statement .....	7
Brand Story .....	8
Website Concepts.....	10
Must Have's .....	10
Would Like.....	10
Do Not Use .....	10
Home Page .....	12
Home Page Navigation .....	13
Search Window.....	14
Blackfalds Swatches.....	16
Typography.....	18
Paragraph Formatting .....	18
Paragraph Standards.....	19
Visual Elements .....	20
Tables .....	21
Forms.....	22
Web Icons .....	25
Social Media.....	25
Photo Imagery.....	26
Appendices - Home Page Layout Concept	



## INTRODUCTION

Blackfalds is a home and destination for kids of all ages - young, energetic, vibrant, full of vitality, play, and fun.

Blackfaldsians are the cornerstones of our community...youthful, growing, changing...full of potential, dreams, ideas, and aspirations to propel change and be a leader in innovation, and grow in diversity.









## BRAND POSITIONING STATEMENT

Blackfalds - **Modern, Active, and Fun** - a vibrant community of young families, thriving businesses and outstanding recreation opportunities.



---

## BRAND STORY

***Blackfalds is a community of young-hearted people with a shared enthusiasm for play.***

Experience our youthful vibe while you explore our trails and parks, take in family-friendly events, or enjoy your favourite sports and leisure activities.

For parents with young children and the grandparents who chase them, for visitors who seek to discover fun, and for local businesses who promote the growth of a thriving community,

***Blackfalds is your place to play!***



## BRAND VOICE

VOICE CHARACTERISTIC	DESCRIPTION	DO	DON'T
<b>PLAYFUL</b>	We are playful and lighthearted, and while we are serious about our work for the community, we don't take ourselves too seriously	Use playful, uplifting, positive, upbeat verbs Be cheerleaders of the community Practice play and having fun	Be negative Be critical Be boring Be automated (robotic, mechanical)
<b>FUN</b>	We encourage laughter, looking at the bright side of things, and to spread the cheer	Use fun & colourful imagery Be playful & young at heart Make a positive community impact Be enthusiastic	Use clip art...EVER! Be a Debbie downer - make others feel bad or dampen the mood with negative comments
<b>ACTIVE</b>	We are energetic, vibrant, and committed to get things done effectively and in a timely manner	Use active verbs Stay informed & Listen to your audience/guests/customers Be <b>pro</b> active - anticipate issues before they happen Solve problems	Be lazy Be ignorant Create problems rather than provide solutions
<b>CREATIVE</b>	We are innovative in providing tools and insight to make your lives easier	Use smart, quick witted messaging Use video, and active imagery, Promote vibrant persons, and colourful objects Be open to change and adapt quickly	Be ordinary or lackluster Use the adage "that's how we've always done it"



---

## WEBSITE CONCEPTS

### MUST HAVE'S

- Robust, clean and user-friendly, and fills entire screen
- Easy to navigate with breadcrumb trails
- Right-side main menu navigation (see Website Concept 2020)
- Responsive design adapts to any screen or mobile device
- Prominent Search Bar
- Features: I'd like to... Quick Links, Footer Quick Links, Survey Poll, Change font size, weather snippet
- Pop Up Features: Alert Notifications, News, Events
- Emergency banner stays on top of page as page scrolls
- Form Builder with ability to insert conditional statements
- High Res Photo or Video for home page sliders
- Ability to add custom code in HTML i.e. JavaScript, iframes, etc.
- YouTube and other media integration
- Ability to add high res photos/posters to events calendar
- Arrow to alert visitors to scroll down page and arrow to return to top of page
- Accordion feature to expand and collapse text
- Embed social media channels (Twitter/Facebook feeds) OR add social icons on page

### WOULD LIKE

- Link LED sign software to website
- Use pictures for buttons (see [reddeer.ca/online-tools](http://reddeer.ca/online-tools))
- Ability to use imagery and / or posters for events
- Use imagery on drop down menu (see [Sundre.com](http://Sundre.com))

### DO NOT USE

- Clipart - ever!



Fig. 1 Website Home page Concept - Full Scroll

## HOME PAGE

The Town Home page includes exclusive high resolution graphics and are full screen. Similar to other All-Net Municipal websites and when relevant media is available, the Town home page will display dynamic content whenever possible i.e. use video / animation instead of static photos.

1. **Top banner** includes:

- Town Logo
- Today's weather
- Waste & Recycling Schedule
- Search Window
- Main Menu Icon

2. Below the top banner contains **dynamic content** (video/photo) featuring Town facilities, services, and/or programs.

3. **Latest News and Community Events** are tabbed and show top 3 items. Icons below allow user to visit News or Community Events page.

4. To the right of News/ Events section are **Facebook / Twitter** feed (tabbed).

5. Next section are **feature sections**.



Fig. 2 Website Home page Concept components

6. **Connect section:** Registration, Poll Question and Emergency Alert
7. **Page footer** includes contact info/links and is the only section where the numbers use Montserrat.
8. **Quick links** should scroll with the window and remains at bottom of device screen.
9. **Up/Down Scroll arrows** are ever present for quick scroll to top of page.

## HOME PAGE NAVIGATION



The **Main navigation Menu** will be activated when the web visitor clicks on the menu at the top right hand corner of the top page banner.

The menu drops down from the top right aligned and will expand to the left of the page.

2<sup>nd</sup> and 3<sup>rd</sup> level menu options will expand to the left.

See City of Winkler website:  
[www.cityofwinkler.ca/](http://www.cityofwinkler.ca/)

Fig. 3 Main Navigation Menu



## SEARCH WINDOW

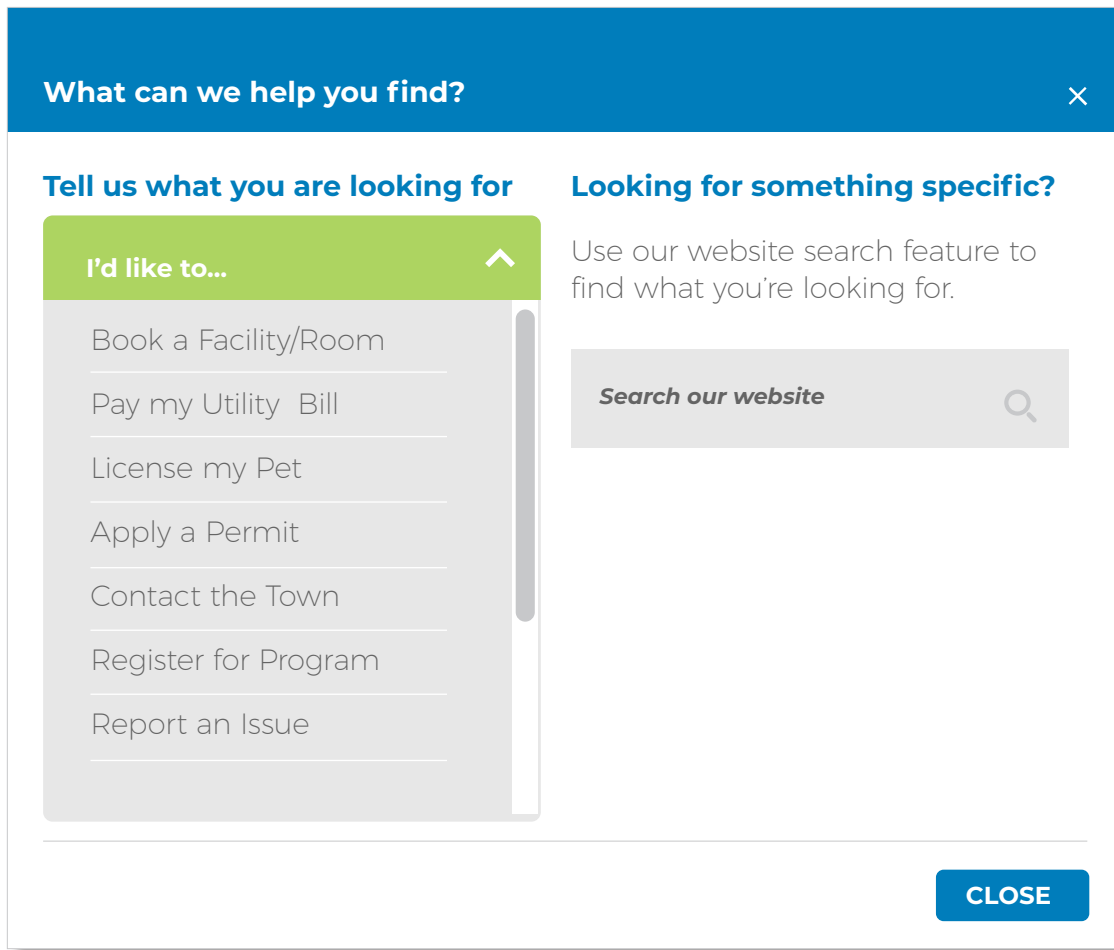


Fig. 4 The Search Window on Home page

The Search window is activated when web visitors select the “What can we help you find?” feature on the top page banner.

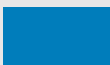


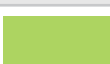
Drop Down Menu options are as shown below.

See City of Winkler website [www.cityofwinkler.ca/](http://www.cityofwinkler.ca/)








**Fig. 5** The Search/What can we help you find? window

## BLACKFALDS SWATCHES

PRIMARY COLOURS					
SWATCH	COLOUR	RGB	HEX	CMYK	PANTONE
	Blue	0 131 202	0080BC	100 35 0 0	7461C
	Dark Blue	00 66 99	004263	100 73 38 26	7694C
	Gold	211 169 7	D3A807	19 31 100 1	7752C
	Green	166 206 57	A6CE39	40 0 99 0	367C






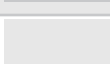


The four primary colours are to be used predominantly throughout the website.

SECONDARY COLOURS					
SWATCH	COLOUR	RGB	HEX	CMYK	PANTONE
	Dark Green	60 105 80	3c6950	77 38 73 25	5545c
	Yellow	211 169 7	FFEE00	19 31 100 1	3945C
	Orange	247 148 29	F7941D	0 49 99 0	144c
	Dark Red	130 0 0	820000	0 100 100 55	484C
	Indigo	103 50 119	663277	74 95 20 7	7664C

*The secondary colours are to be used as compliments to the primary.*

*Neutral accents are to be used to accentuate both primary and secondary swatches.*



NEUTRAL ACCENTS										
SWATCH	COLOUR	RGB			HEX	CMYK				PANTONE
	Pure Black (K)	0	0	0	000000	100	100	100	100	BLACK 6C
	90% K	64	64	64	404041	0	0	0	90	BLACK 7C
	75% K	100	100	100	646464	0	0	0	70	COOL GREY 10 C
	50% K	150	150	150	959595	0	0	0	50	COOL GREY 6C
	25% K	200	200	200	C8C8C8	0	0	0	25	COOL GREY 3C
	10% K	231	231	231	E7E7E7	0	0	0	10	COOL GREY 1C
	5% K	242	242	242	F2F1F2	0	0	0	5	LT. GREY
	0% K	255	255	255	FFFFFF	0	0	0	0	PAPER

Below are sample of how various swatches work together in unison between the primary, secondary and neutral swatches.



**Town Administration**



**Town Website Primary**



**Environment & Conservation**



**Website Secondary**



**Volunteer/Social Services**



**Recreation & Culture**

---

## TYPOGRAPHY

Headline	Sun Valley Regular	105 pt
----------	-----------------------	--------

---

HEADING H1	Montserrat Bold	21 pt
------------	-----------------	-------

---

HEADING H2	Montserrat Bold	18 pt
------------	--------------------	-------

---

HEADING H3	Montserrat Bold	14 pt
------------	-----------------	-------

---

HEADING H4	Montserrat Bold	12 pt
------------	-----------------	-------

---

HEADING H5	Montserrat Medium	11 pt
------------	----------------------	-------

---

Normal	Montserrat ExtraLight	11 pt
--------	--------------------------	-------

---

## PARAGRAPH FORMATTING

*The following are examples of various paragraph formatting:*

This is a paragraph (10 pt space before paragraph) using Montserrat Light 11 pt. with 18 pt. leading using 75% K and is to be used as normal text.

**This is a text link using Montserrat Semi Bold 11 pt.** (no underline)

**This is bolded copy for emphasis using Montserrat Black.**

(25 tracking)

---

*This is italic copy using Montserrat Light Italic 11pt.*

***This is bolded copy for emphasis using Montserrat***

***Black Italic*** (25 pt. tracking)

**This is a blockquote for standout copy**

using Montserrat 18 pt. Bold

## PARAGRAPH STANDARDS

- Min. 6 pt space between paragraphs.
- No paragraph hyphenation
- Left alignment

## BULLET/ORDERED LISTS

***Here are examples of bullet and ordered lists:***

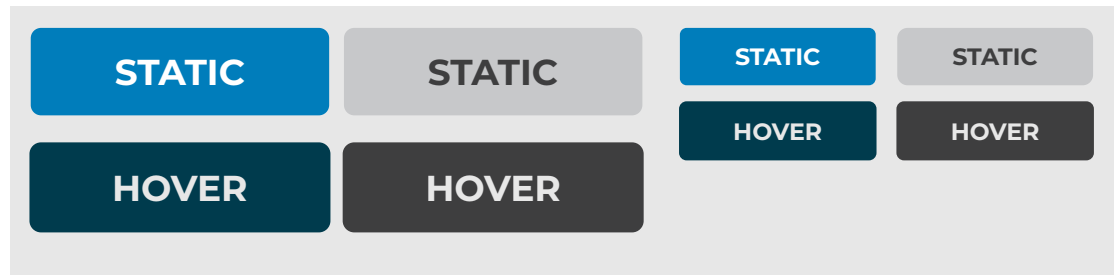
- This is a bulleted list with Normal style (Montserrat 11 pt.) with 15 pt leading.
  - Left indent 18 pt, bullet at -18 pt.
  - Paragraph space between bullets is 6 pts.
  - Bullet characters are 4 pt. dots, 75% black
1. Numbered list Montserrat 11 pt. with 18 pt. leading.
  2. Left indent 18 pt, list number at -18 pt.
  3. Paragraph space between list number is 6 pts.
  4. Numbers are ITC Blair 10 pt.
  5. Just another numbered item

*“Whitespace is to be regarded as an active element,  
not a passive background”*

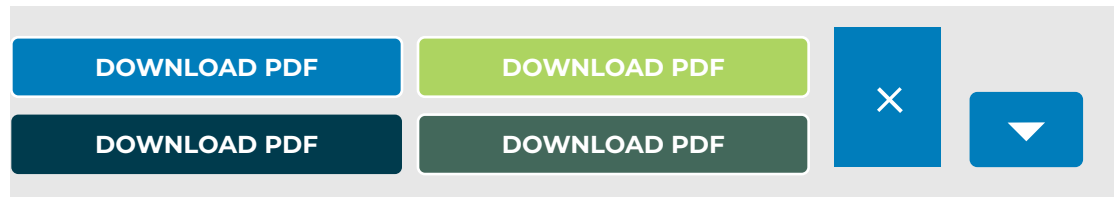
---

## VISUAL ELEMENTS

### LARGE / SMALL BUTTON STATES



### MISCELLANEOUS BUTTONS



### NUMBERS

Numbers will use Montserrat Light: 1 2 3 4 5 6 7 8 9 0

For emphasis use Montserrat Bold: **1 2 3 4 5 6 7 8 9 0**

Phone numbers use dots rather than dashes. For example: **403.885.4677**

### DATE FORMATS

Dates included with copy  
MMM DD, YYYY

Montserrat Extra  
Light 12 pt.

OCT 25, 2021

Stand alone dates  
MM.DD. YYYY

Montserrat Extra  
Light 12 pt.

03.01. 2021

---

## TABLES

BRAND VOICE			
VOICE CHARACTERISTIC	DESCRIPTION	DO	DON'T

**Fig. 6** Table with Title and header rows, alternating fills

VOICE CHARACTERISTIC	DESCRIPTION	DO	DON'T

**Fig. 7** Table with one header row, alternating fills



---

## FORMS

Web forms provide timely and convenient data collection right on the website and allows for more automation.

### FORM SPECIFICATIONS

- In-line form-field validation
- Easiest to hardest to fill form fields
- Autofill feature
- Indicate optional or required fields
- Use radio buttons instead of drop down menu
- Forms may contain JavaScript, conditional statements (if and then), skip logic, collapsible/expandable sections, and other dynamic content.

### FORM FORMAT

- Table outline is 25% black with 1 pt. stroke
- Inside strokes are 25% black with 0.25 pt. stroke
- Header Row on Form is filled with Blue colour swatch and uses ITC Blair Bold 14 pt. heading
- Alternating fills of white (0% K) and 10% K

---

ANIMAL LICENSE APPLICATION FORM		
Pet Parent Information		
Full Name		
PO Box No, Street Address		
Phone		
Email		
Pet Information		
Pet #1	<input type="radio"/> Cat <input type="radio"/> Dog	<input type="radio"/> Male <input type="radio"/> Female
Pet Name		
Pet Breed		
Pet Colour		
Pet Date of Birth		
Spayed/ Neutered	<input type="radio"/> Yes <input type="radio"/> No	

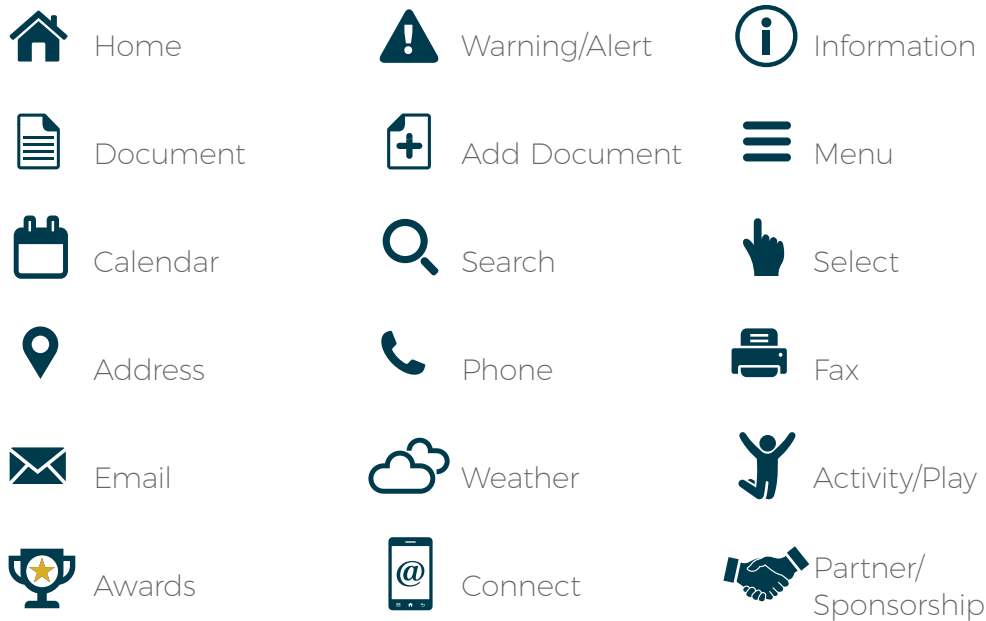
**Fig. 8a** *Fillable Form*

<b>Add Another Pet?</b>	<input type="radio"/> Yes <input type="radio"/> No
<p>By selecting this checkbox, you are agreeing that all information is correct *</p> <p><input type="checkbox"/> <b>Yes, I agree all information is accurate</b></p>	
<p><b>Paying by Credit Card?</b> Let us know if you would like us to call you for payment. We accept Visa and MasterCard.</p> <p>We will be in touch between office hours 8:30 a.m. - 4:30 p.m., Mon - Fri.</p> <p>Alternatively, you can drop off your payment at the drop box outside the Civic Cultural Centre, 5018 Waghorn St.</p> <p><input type="checkbox"/> <b>Yes, contact me for my credit card information</b></p>	
<p>Personal information collected through this online form will be used for the sole purpose of applying for an Animal License provided by the Town of Blackfalds. This personal information is collected under the authority of Section 33 (c) of the Alberta Freedom of Information and Protection of Privacy Act (FOIP) and is protected under the FOIP Act.</p> <p>If you have questions regarding or concerns about the collection and use of this information, please contact the <b>Town of Blackfalds FOIP Coordinator</b> at <b>403.885.6370</b> or by email at <a href="mailto:foip@blackfalds.com">foip@blackfalds.com</a>.</p>	
<div data-bbox="1117 1522 1424 1610" style="text-align: right;"> <b>SUBMIT</b> </div>	

**Fig. 8b** *Fillable Form*

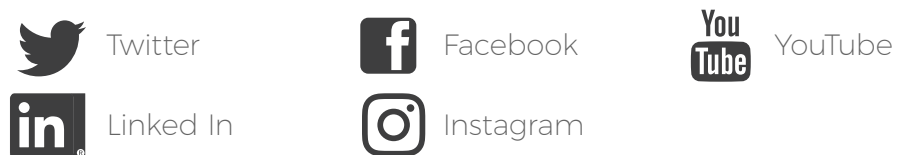
---

## WEB ICONS



---

## SOCIAL MEDIA



Icons may use neutral palettes depending on the background.  
Shown in 90% K.

---

## PHOTO IMAGERY

All imagery used on the website should be vibrant and contain active, fun, and playful subject matter.

Who personifies this better than our community children and families?







TOWN OF **BLACKFALDS**

Box 220 | 5018 Waghorn St

Blackfalds AB | T0M 0J0

