

## **AGENDA**

COMMITTEE OF THE WHOLE OF THE VILLAGE OF LONGVIEW  
In the Province of Alberta, held on Thursday December 9, 2021  
At Longview Community Hall at 7:00 p.m.

1.0 **CALL TO ORDER**

2.0 **AGENDA**

3.0 **CAO REPORT TO COUNCIL**

4.0 **BYLAW**

5.0 **BUSINESS**

5.1 Land Acknowledgements

5.2 Loose Garbage policy

5.3 Canada Post lease

5.4 Communications Policy

5.5 FCSS Program

5.6 FCSS Needs Study

5.7 Inter-municipal meetings

6.0 **CLOSE MEETING**

*Section 197(2) of the Municipal Government Act specifies that a council may close all or part of a meeting to the public if a matter to be discussed is within one of the exceptions to disclosure in Division 2 of Part 1 of FOIPP. No bylaw or resolution can be passed at an in-camera meeting except a resolution to revert to the council meeting in public or to recess.*

7.0 **ADJOURNMENT**

NO	ACTION DESCRIPTION	OWNER	DATE ASSIGNED	DATE DUE	STATUS
1	Twin Cities lease	Dale	16-Feb		Awaiting lease from Twin Cities - emailed twice
2	Parking in Lane		21-Sep		Send letters to Businesses to move bins onto own property.
3	Fire Chief - burning gully brush pile		01-Sep		Contact Fire Chief again about gully plan - left message
4	Contact CCRF grant		21-Sep		They may have 1st review of all application by end of November.
5	Sell Peace Officer vehicle		26-Oct		
6	Review Garbage / Community Standards Bylaw		16-Nov		Waste Bylaw revisions including construction and litter
7	Post Special Meeting on Website		16-Nov		Done Nov 17
8	Foothills County availability of County F550		16-Nov		Available in Spring for \$10,000 including plow & sander
9	Start drafting new communications policy		16-Nov		incorporated electronic sign and facebook page in Com policy
10	Letter to Premier, MLA, MA and AUMA MSI Funding cut	Council	16-Nov		
11	Post Office lease options		16-Nov		They were offered space at a business in town but didn't want to pay the level of rent.
12	Contact property owners for sale of ROW land		16-Nov		Letters sent to prospective buyers - conversation with 3 buyers
13			16-Nov		
14					
15					



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VILLAGE OF LONGVIEW  
CAO REPORT TO COUNCIL

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TO: Council  
FROM: Dale Harrison  
SUBJECT: CAO Report from Nov 10<sup>th</sup> – Dec 2, 2021  
DATE: December 2, 2021

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**Development**

- Sent UROW and subdivision Plan to surveyor for registration with land titles
- Sent letters to prospective ROW purchasers – talked with three
- Several conversations with prospective business zoning
- Conversations with build about setback changes in Malmberg Place

**Office**

- Interview and do site tours of two possible IT providers
- Hire new IT provider after diagnosing computer problem
- Reset night setting on sign
- Replace hot water tank in office
- Sign wifi extender trouble shooting
- Negotiated price reduction on Celebration porta-potties
- Letters to Gallups – plan to reduce trash & litter blowing
- Western Wheel – Cool Winter Guide article
- Working with new IT to provide remote access to computers

**Finance**

- Research loans or leases on Road closure land
- Assessment audit from the province
- Signing authorities and CC from bank
- AMWWP update on grant owing to Village
- Utility Bill collection drama in trailer park

**Council**

- Agenda prep and follow up
- Communication Policy revision
- Letter to Premier MSI cut backs

**Public Works**

- Talked with Foothills County to secure plow truck in spring
- Installation of new power panel at hall
- Respond to resident inquiry about snow removal policy.
- Larger firepits for campground
- Retrieve PW vehicle from Okotoks and drop off for repairs
- Windstorm damage – arrange for some damaged tree removal

**FCSS**

- Conversation with new Exec Dir for province - surplus

**Peace Officer & Bylaw**

- Talked with several business owners and builder about trash blowing in the wind

**Solar - net Zero**

- Arrange for oversize gates for site.
- Attempt to coordinate final stages of Net Zero connection

**Light-Up**

- Reinstall large tree blown down in wind
- Test lights prior to last wind storm

**Meetings**

- Remembrance Day Service
- Rec Board – financials and attended meeting
- Special Meeting of Council – Rec Board shed

**VILLAGE OF LONGVIEW  
BYLAW NUMBER 413-18422-21**

**BEING A BYLAW OF THE VILLAGE OF LONGVIEW TO REGULATE AND MANAGE  
WASTE & LITTER**

WHEREAS the Municipal Government Act S.A. 2000, c. M-26 provides that Council may pass bylaws for municipal purposes respecting the safety, health and welfare of people, the protection of people and premises, nuisances, services provided by or on behalf of the municipality, and the enforcement of bylaws; and

WHEREAS it is desirable to regulate and control the storage, collection and disposal of waste within the Village of Longview;

NOW THEREFORE, the Council of the Village of Longview, in the Province of Alberta, duly assembled enacts as follows:

1. This Bylaw may be cited as the "Waste Bylaw":

**DEFINITIONS:**

2. In this Bylaw the term:

- (a) "alley" means a street or lane intended primarily for access to the rear yard of adjacent premises;
- (b) "animal waste" means all forms of waste from animals or the treatment of animals except animal carcasses or parts;
- (c) "apartment" means a residence that is in a building of more than four self-contained suites, but excludes a condominium;
- (d) "biomedical waste" means medical waste that requires proper handling and disposal because of environmental, aesthetic, and health and safety concerns as well as risks to human health and includes:
  - (i) human anatomical waste;
  - (ii) infectious human waste;
  - (iii) infectious animal waste;
  - (iv) microbiological waste;
  - (v) blood and body fluid waste; and
  - (vi) medical sharps, such as needles, syringes, blades, or other clinical or laboratory materials capable of causing punctures or cuts;
- (e) "Chief Administrative Officer" means the person appointed by Council of the Village as its chief administrative officer, or his/her designate;
- (f) "collection" means picking up and gathering waste and includes its transportation to a disposal site and "collect" has a corresponding meaning;
- (g) "collector" means a person—\_employed—\_to collect—\_waste;

- (h) "commercial premises" means any premises that are not a residential dwelling, and includes any premises that are exempt from municipal assessment or taxation;
- (i) "designated officer" means a Village employee, who has the powers, duties, or functions of a designated officer pursuant to the Municipal Government Act, S.A. 2000, c. M-26.1;
- (j) "disposal site" means any premises designated by the Chief Administrative Officer for the disposal of waste or any other premises which is approved by Alberta Environment for the disposal of waste;
- (k) "garbage stand" means a structure designed to hold waste containers and may be either attached to a building or fence or stand-alone;
- (l) "general medical waste" means non-hazardous medical waste and includes soiled dressings, sponges, surgery drapes, lavage tubes, casts, catheters, disposable pads, disposable gloves, specimen containers, lab coats and aprons, tubings, filters, towels and disposable sheets, but excludes ~~biomedical wastes~~;
- (m) "hazardous waste" means waste generated from any premises and has one or more hazardous properties as described in the Alberta Environmental Protection and Enhancement Act, Waste Control Regulation ~~(Alta. Reg. 192/96)~~, ~~Schedule 1~~;
- (n) "industrial waste" means waste generated by commercial or industrial activities that presents health, safety or environmental concerns, and includes but is not limited to lime, sulphur, asbestos, contaminated ~~soils~~, empty chemical containers and drums, carbon, acids, caustics, sludge, and industrial sump water, but excludes hazardous waste and biomedical waste;
- (o) "litter receptacle" means a receptacle intended for public use for the collection of litter
- (p) "owner" includes the person shown as the owner on the Land Title for ~~a property~~, the occupant of a premises, the lessee or tenant of a premises, ~~the Condominium Board of condominium property~~, and a property management company which holds itself out as the person responsible for the maintenance of a premises;
- (q) "plastic garbage bag" means a sturdy plastic bag specifically marketed ~~to store~~ waste for collection, and excludes plastic bags that are ~~intended~~ for other purposes;
- (r) "residential dwelling" means:
  - (i) single family homes;
  - (ii) premises intended for residential use, and consisting of fewer than five self-contained suites; and
  - (iii) a condominium, but excludes an apartment.
- (s) "Village" means the municipal corporation of the Village of Longview or the area located within the boundaries ~~of the Village~~, as the context requires;

- (t) "unit of waste" means a waste container and may include a "plastic garbage bag" up to 660mm x 914 mm (26 inches by 36 inches).
- (u) "waste" means anything that is discarded and includes animal, dry, industrial, general medical, or yard waste, but excludes hazardous waste and biomedical—  
waste;
- (v) "waste container" means a container designed to store waste for collection and includes a tight fitting lid; and
- (w) "yard waste" means waste from gardening or horticultural activities and includes grass, leaves, plants, tree and hedge clipping, and sod.

#### AUTHORITY OF CHIEF ADMINISTRATIVE OFFICER

3. The Chief Administrative Officer is authorized to:
- (a) approve set specifications for waste containers and plastic garbage bags;
  - (b) specify the quantities—and—types of waste eligible for collection;
  - (c) designate Village premises to be used as a Village disposal site and/or Village Recycling—Depot;
  - (d) determine the time and frequency of waste collection;
  - (e) make and execute agreements on behalf of the Village for collection and disposal services;
  - (f) grant approvals and permissions as set out in this Bylaw.

#### GENERAL RULES

4. The owner of any premises shall store waste on the premises from which it is generated, unless it is stored on other premises with the consent of the owner and occupant of those other premises.
5. No person shall deposit waste in a waste container without the consent of:
- (a) the owner of the container or bin;
  - (b) the owner of the property where the container or bin is located; and
  - (c) the occupant of the property where the container or bin is located.
6. Unless the owner has written approval from the Chief Administrative Officer to set waste containers out for collection in a Specific location, an owner must ensure that waste containers are:

- (a) located immediately adjacent ~~to~~ a street or ~~alley~~;
- (b) at a central location where the collector will have easy, direct and safe access to the waste ~~container~~;
- (c) if intended for front street collection:
  - (i) if there is no sidewalk, ~~on~~ the occupant ~~side~~ of the ~~curb~~;
  - (ii) if there is a sidewalk joined to the curb, on the occupants premises, adjacent to the sidewalk, or
  - (iii) if there is a separate sidewalk with a boulevard, on the boulevard-adjacent ~~to~~ the curb; and
- (d) if there is a walkway or stairway adjacent to the street or alley, at the bottom of the walkway or stairway.

7. If there is a fence between waste that has been set out for collection and a street or alley, the owner must ensure there is an opening in the fence:

- (a) at least 0.2 metres wider than all the waste containers; and
- (b) at least 0.4 metres higher than the highest waste container,

such that the collector can easily and safely access the waste containers and plastic garbage bags.

8. An owner shall ensure that waste stored or set out for collection on or adjacent to that owner's ~~premises~~ do not:

- (a) create offensive odours; ~~or~~
- (b) become untidy.

9. An owner shall ensure that all waste is set out for collection and not permitted to accumulate on the premises.

10. An owner shall ensure that waste stored or set out for collection on or adjacent to that owner's premises is contained in a plastic garbage bag contained in an approved ~~garbage~~ container.

#### RESTRICTIONS ON WASTE

11. Except for waste which is placed in receptacles required and in a manner complying with the provisions of this Bylaw and in a location designated or allowed by the Bylaw, no person in charge or responsible for any land or building in the Village shall allow waste of any kind to accumulate:

- (a) outside of a building or inside of a portion of the building to which the public or part of the public has access, ~~or~~



- (b) on any land or other premises whether or not there is a building or other structure erected thereon.

12. Except as otherwise provided in sections 12, 13, 14, 15 and 16, an owner shall ensure that the following types of waste are not set out for collection from his premises:

- (a) industrial ~~or~~ hazardous waste;
- (b) biomedical waste;
- (c) general medical waste;
- (d) sharp objects such as glass, nails, knives, metal, or wood ~~splinters~~;
- (e) animal waste, dead animals or animal ~~parts~~;
- (f) sawdust ~~and~~ powdered materials;
- (g) automobile waste including automobile parts, tires, and ~~batteries~~;
- (h) building materials and ~~furniture~~;
- (i) individual items that are larger than 1.25 metres (4 feet) in any dimension or items that weigh more than 12 kilograms (25 pounds);
- (j) liquids; ~~and~~
- (k) waste that is unsafe for the collector to access or handle.

13. A person may set sharp objects out for collection if the sharp objects are contained in a puncture resistant, non-breakable container with a tight fitting lid before they are set out for collection.

14. A person may set general medical waste, animal waste, sawdust and powdered materials out for collection if it is packaged in securely tied, double plastic garbage bags.

#### YARD WASTE

15. An owner shall ensure that all yard waste is to be taken to the compost and tree trimming area by the public works yard.

#### RESIDENTIAL WASTE

16. Owners of residential dwellings, with more than one self-contained suite must ensure there is a single waste storage location for the residential dwelling which is directly accessible from a street or alley.

17. No owner of a residential dwelling shall set out for collection any waste that is not generated from their residential dwelling.

18. There shall be no more than two (2) units of waste per week collected by the Village from each residential dwelling, unless the additional unit has an "excess collection" sticker affixed to the unit of waste and the unit complies with the definition of a unit of waste.
19. Except as provided in section 20, the owner of a residential dwelling must ensure that waste generated at his residential dwelling is set out for collection in a waste container.
20. Where waste is placed in a receptacle other than a waste container, the receptacle is deemed to be waste and may be collected as such.
21. An owner of a residential dwelling shall ensure that waste containers used at their residential dwelling:
  - (a) are constructed of sturdy, water-tight material;
  - (b) are maintained in good condition;
  - (c) have fixed rigid handles and a smooth rim;
  - (d) have properly fitting lids that are kept closed except when the containers are loaded or unloaded;
  - (e) do not have lids attached to the container by chain, rope or wire; and
22. An owner may use a waste container with a volume larger than 100 litres if waste is packaged in plastic garbage bags and the bags can be easily removed without lifting the waste container.
23. An owner must ensure that residential waste containers used at his premises are filled so that:
  - (a) the cover of the container fits properly;
  - (b) the contents of the container must be placed in a plastic garbage bag that can be easily removed from the container; and
24. An owner must ensure that plastic garbage bags used at his premises:
  - (a) are water-tight ~~and~~ and securely tied;
  - (b) are capable of holding their contents without breaking; and
  - (c) the total weight of a bag and contents does not exceed 12 kilograms (25 lbs).
25. An owner must ensure that waste from his residential dwelling is set out for collection:
  - (a) no later than 7:00 a.m. on the day of collection;
  - (b) no earlier than 9:00 p.m. on the day before collection; and
  - (c) the empty waste container(s) be returned to the owners property not later than

9:00 P.M. the day of collection.

COMMERCIAL WASTE

26. Owners of commercial buildings and residential dwellings with more than two units must provide for their own garbage pickup and disposal.

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CONSTRUCTION WASTE

27. A builder shall not place, cause or permit to any litter, garbage, waste, refuse or any other waste material to be placed or blown upon the privately owned property of another person this includes materials generated in the course of construction, demolition, or renovation; or

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LITTER

28. A person who is guilty of an offence is liable to a fine in an amount not less than that established in this section, where the litter, garbage, waste, refuse or other waste material is any of the following;

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a) individual items that are larger than 1 metre in any dimension or items that weigh more than 20 kilograms; or

b) materials generated by or discarded as refuse from a non-residential property; or

c) yard waste, including grass clippings, leaves, branches, trees, garden matter, soil, sod or dirt; and

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26. double these fine amounts for any subsequent offence.

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RECYCLING

27-29. Recycling services are currently not offered by the Village, but there if a person is interested, there is a company that will pickup recycling for a fee. Contact the Village office for more information.

ENFORCEMENT

28-30. Where the Village Peace Officer, believes a person has contravened any provision of this Bylaw, he may:

(a) issue to the person an order in accordance with the Municipal Government Act, R.S.A. 2000, c. M-26 to remedy the infraction;

(b) issue to the person, a violation ticket in accordance with the Provincial Offences Procedures Act, R.S.A. 2000, c. P-34; or

(c) do both (a) and (b) above.

29-31. If the person of whom an order has been issued pursuant to Section 38(a) fails to comply

with the order within the time specified in the order:

- (a) that person commits an offence under this section and a Bylaw Enforcement Officer may issue a violation ticket pursuant to the Provincial Offences Procedures Act, R.S.A. 2000, c. P-34; and
- (b) The Village may take whatever steps are necessary to remedy the breach of the bylaw and the cost of doing so becomes a debt owing to the Village by the person to whom the order was issued in accordance with the Municipal Government Act, R.S.A. 2000, c. M-26.

~~30-32.~~ Any person who contravenes a provision of this bylaw is guilty of an offence and is liable:

- (a) for a first offence to a fine of not less than \$100.00; and
- (b) for a second offence of the same provision within a twenty -four month period to a fine of not less than \$300.00.

~~31-33.~~ The specified penalty for a first offence, is the amount shown in Schedule A in respect of that offence.

~~32-34.~~ Where, on a prosecution of an offence pursuant to this Bylaw, a person believes a written approval or permission of the Chief Administrative Officer provides that person with a defence, the owner of proving that approval or permission was given rests with the person relying on the permission or approval.

~~33-35.~~ The levying and payment of any fine or the imprisonment ~~for any~~ period provided ~~in~~ the Bylaw shall not relieve a person from the necessity of paying any fees, charges or costs for which he is liable under the provisions of this Bylaw.

~~34-36.~~ Nothing in this Bylaw relieves a person from complying with any federal or Provincial law or regulation, other bylaw or any requirements of any lawful permit, order, consent or other direction.

~~35-37.~~ Where this Bylaw refers to another Act, Regulation or agency, it includes reference to any Act, Regulation or agency that may be substituted therefore.

#### SEVERABILITY PROVISION

~~36-38.~~ Should any provision of this Bylaw be invalid, then that provision shall be severed and the remaining Bylaw shall be maintained.

#### EFFECTIVE DATE AND REPEAL OF BYLAWS

~~37-39.~~ Bylaw ~~302-07413-18~~ and all amendments thereto are hereby repealed.

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~~38-40.~~ This Bylaw shall come into force on the day it is passed.

READ A FIRST TIME this     th Day of December, A.D., 2021~~16th Day of October, A.D., 2018~~

\_\_\_\_\_  
MAYOR

\_\_\_\_\_  
CAO

READ A SECOND AND THIRD TIME this ~~16th~~     th Day of ~~October~~December, A.D., ~~2018~~2021

\_\_\_\_\_  
MAYOR

\_\_\_\_\_  
CAO

### Schedule "A"

<u>Section</u>		<u>Amount of Specified Penalty in Dollars</u>
4.	Storing waste on other's premises	250.00
5.	Waste deposited without <del>_</del> consent	250.00
6.	Improperly locating waste containers	125.00
7.	Waste inaccessible because of fence	125.00
8.	Allowing offensive odours or untidy waste	125.00
9.	Allow waste to accumulate	250.00
12.	Setting out restricted <del>_</del> waste for collection	250.00
11,15.	Improper packaging of yard waste	125.00
16.	Fail to provide single waste storage location	125.00
17.	Set out waste not generated on premises	250.00
19.	Fail to set out waste in plastic garbage bag	125.00
21.	Use improper waste containers	125.00
23.	Improperly fill waste containers	125.00
24.	Improperly filled plastic garbage bags	125.00
<del>25</del>	<del>Set out waste at wrong time</del>	<del>125.00</del>
<del>27</del>	<del>Construction Waste</del>	<del>250.00</del>
<del>2825</del>	<del>Litter</del>	<del>125.00</del>
<del>38.</del>	<del>Improper disposal of recyclable goods</del>	<del>125.00</del>
<del>38.</del>	<del>Improper disposal of recyclable goods</del>	<del>125.00</del>

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**VILLAGE OF LONGVIEW  
REQUEST FOR COUNCIL DECISION**

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**Agenda Item #: 5.3**

**Date:** Dec 9, 2021  
**Title:** Canada Post Lease  
**Submitted by:** Dale Harrison, CAO

**Recommendation:** MOVED by \_\_\_\_\_ that

**Alternatives:** 2. Defeat above motion.  
3. That discussion be tabled \_\_\_\_\_ *(for further information or future date).*

**Background:** To discussion issues brought before Council at previous meeting.

**Implications:**  
*Policy, Statutory  
Plans, Legislative:*

*Financial:* N/A

**Communications:** Notices posted at Council meetings

**Attachments:** Is the documentation severed by FOIP: **NO**  
1. none



<b>POLICY #: 5 - 1 - 21</b>	
<b>TITLE: Public Communications Policy</b>	
<b>Approval Date:</b> April 20, 2021	<b>Resolution #:</b> 083-21
<b>Revisions:</b> <del>Dec 9, 2021</del> <u>Dec 9, 2021</u>	
<b>Approval Date:</b>	<b>Resolution #:</b>
<b>Department: Administration</b>	

**Policy Statement:**

To inform and educate residents and to facilitate an improved level of communication between departments, between staff and Council and between Council and the Public using a variety of methods, means and media.

**1. Reason for Policy**

To establish guidelines to ensure that communication with stakeholders and residents of the Village of Longview are efficient, effective, consistent, timely and open. This Policy will apply to all internal and external communications of the Village of Longview.

**2. Related Information**

- 2.1. *Communications Handbook* (Appendix A of the associated Procedure)
- 2.2. *Municipal Government Act (MGA) RSA 2000, c M-26*
- 2.3. *Alberta Freedom of Information and Protection of Privacy Act (FOIP)*
- 2.4. *5-01-18 Council Policy - Public Participation*
- 2.5. *Bylaw 410-18 Public Notification Bylaw*
- 2.6. ~~*12-2011-001 Sign Board Policy*~~





### 3. Definitions

- 3.1.** *Alberta Emergency Alert (AEA)* means a system that provides updates on provincial emergencies and recovery information in Alberta. Employees with this training would be able to make emergency posts on this site should it be necessary.
- 3.2.** *Chief Administrative Officer (CAO)* means the person appointed to the position by the Council of the Village of Longview to carry out the power, duties and functions of the CAO. It may also mean a person appointed to this position on an interim basis, or a person to whom the CAO has delegated their authorities to, in accordance with the Village of Longview Chief Administrative Officer Bylaw.
- 3.3.** *Electronic Message Board* means the double-sided electronic sign located in front of the Longview Community Hall.
- 3.3.3.4.** *Emergency Public Information Officer (PIO)* means the communication coordinator or spokesperson who is responsible for providing information to the Public and the Media as required during an emergency.
- 3.4.3.5.** *External Communications* means the dissemination of information to external stakeholders.
- 3.5.3.6.** *Internal Communications* means the dissemination of information to internal stakeholders.
- 3.6.3.7.** *Media* means the means of communication such as radio, television, newspapers and magazines that reach or influence people widely.
- 3.7.3.8.** *Media Release* means a factual written summary of information issued to the Media for the purpose of making a statement or announcement.
- 3.8.3.9.** *Municipal Stakeholder* means the residents of the Municipality, as well as other individuals, organizations or persons that may have an interest in, or are affected by, a decision made by the Municipality.
- 3.9.3.10.** *Social Media* means e-technologies platforms and on-line sites used by the Village to share opinions and information, promote, discuss and build relationships. These include but are not limited to Facebook, Twitter, LinkedIn, Snapchat and Instagram.
- 3.10.3.11.** *Strategic Plan* means the strategic priorities, goals and strategies to move Longview forward as a Community.
- 3.11.3.12.** *Village* means the municipal corporation of the Village of Longview.
- 3.12.3.13.** *Village Council (Council)* means the duly elected Council for the Village of Longview.
- 3.13.3.14.** *Website* means the municipal website [www.village.longview.ab.ca](http://www.village.longview.ab.ca) is the primary source of municipal information. Allows the community access to information 24 hours.

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ADMIN Policy  
Communications Policy

**4. Responsibilities**

**4.1. Village Council is to:**

- 4.1.1. Approve, by resolution, this Policy and any amendments.
- 4.1.2. Consider the allocation of resources for the successful implementation of this Policy in the annual budget process.
- 4.1.3. Ensure all Policies conform to the overall mission, goals and values as set out in the Village's Strategic Plan.
- 4.1.4. Understand and adhere to this Policy and Procedure.

**4.2. Chief Administrative Officer (CAO) is to:**

- 4.2.1. Ensure that this Policy and Procedure is reviewed every three (3) years.
- 4.2.2. Ensure implementation of this Policy and approve Procedures and any amendments thereto.
- 4.2.3. Understand and adhere to this Policy and Procedure.

**4.3. All Employees are to:**

- 4.3.1. Understand and adhere to this Policy and Procedure.
- 4.3.2. Ensure the implementation of this Policy and Procedure within their departments.
- 4.3.3. Make recommendations to the CAO for necessary Policy or Procedure amendments.
- 4.3.4. Ensure employees are aware of and adhere to this Policy and Procedure.

**5. End of Policy**



# Communications Handbook

for the  
Village of Longview

Revised December 21, 2021



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## Plan Statement

The primary goals of the Village are to establish priorities to inform and educate residents and to facilitate an improved level of communication between departments, between staff and Council, and between Council and the Public.

Residents are entitled to be provided with information in a timely manner, including decisions of Council, current events, emergent issues, as well as ongoing Village initiatives. As the Village of Longview grows and changes, communication becomes increasingly important at all levels, providing education and reinforcement to all residents, staff and Council. As resources are limited, prioritizing and standardizing the process for the dissemination of information is essential.

The Communications Handbook is intended to provide criteria to assist Administration and Council in making day-to-day decisions where communications are concerned and to provide a tool for the criteria and processes to be measured and evaluated.

### ***Confidentiality Statement***

In all communications, spokesperson and departments must comply with all legislated requirements regarding access and disclosure of information. The Alberta Freedom of Information and Protection of Privacy Act (FOIP) extends access and privacy to Alberta Municipalities.

### ***Copyright***

Departments must comply with the Copyright Act to ensure the ownership rights associated with works subject to copyright are fully respected in all communications.

## Situational Analysis

### ***Background***

As the Village continues to grow, and the evolution of the realm of communication brings ever-changing trends and increasing possibilities to reach out to both staff and the Public, communication has become more complex. To develop and maintain a strategy for informing and educating the Public of the Village of Longview's services, initiatives and decisions of Council, Administration needs to communicate frequently using the various media opportunities available, including newsletters, [newspapers](#), website, signs, social media and personal interaction.

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It is essential that residents can stay well informed and to participate in their community, giving a sense of pride and the spirit that keeps people active and involved. Communicating ideas and decisions to residents in a timely manner encourages and maintains residents' confidence in Council and Administration and reinforces the goal of open and accountable government.

### ***Media Monitoring and Analysis***

It is important to ensure that Village information is consistently available in the same manner and the same places and that the citizens are aware of where to find the information.

Currently, the Village of Longview uses its website, utility bills, bulletin boards, signs, Facebook page and newsletter to reach residents in order to satisfy legal requirements of notification of public hearings, election advertisements, and other such required printed advertising. These legal requirements are subject to change and may affect methods of advertising.

Staff continues to update information on the [electronic sign](#), website and ~~forward information to Facebook Administrator~~ as consistently and accurately as possible and look for ways to simplify the access to information for residents.

It is important that the residents have an opportunity to inform Council on how they would prefer to receive the information, as well as how or why they are choosing from the options available currently. Responses from citizens will allow Council to make decisions about how they communicate and how communications will evolve in the Village of Longview.

## **Communications Process and Goals**

### ***Communications Process***

A communication plan can include the use of multiple and varied tactics and vehicles. The communication process should also include the Public Participation Policy and Procedure when necessary to do so.

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## **Communications Philosophy**

Administration strives to produce timely information to residents and employees that will meet their needs. Administration will:

- Reflect the values and culture of the Village and communicate in plain language.
- Adjust communication style to the needs of the intended audience when appropriate and as able.
- Use key messaging to highlight the main points of interest.

## **Operational Goals**

These goals will provide the desired outcomes or results of this plan.

- 1) Raise the profile of the Village, its services and its priorities.
- 2) Inspire informed, engaged and participative residents.
- 3) Provide opportunities for residents and businesses to participate in the governance of the community in accordance with the Public Participation Policy.
- 4) Manage issues proactively.
- 5) Invite and support internal departments' initiatives and opportunities.
- 6) Use a wide variety of media to reach as many people as possible.
- 7) Set appropriate communication timelines and meet them.
- 8) Promote and increase the use of Village website, ensuring that all departments and committees are routinely advocating the use of the website for information, online registrations, surveys, etc. and that any posters promoting Village initiatives include the website address.

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## **Communication Goals**

These communications goals support the strategic, operational objectives of the Village and will form the basis of the key messages:

- 1) Inform - provide information to all stakeholders in a timely manner.
- 2) Awareness - increase awareness of current Village initiatives on an ongoing basis.
- 3) Review & Evaluate - all communications tools available to the Village.
- 4) Standardize - set standards and policies for Communications, including the Village logo, website use, publications, advertisement standards and usage.

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## **Internal Communications**

Internal communications remain the most important aspect of any communications plan. It is the front-line of communications as a whole. An external message will carry little influence if those who work for the Village are not informed, understanding, or conveying the same message as other employees or Council members.

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## Village of Longview Website

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- 1) Council Minutes, Council Agenda Packages, common bylaws and/or policies, events, notices and any other pertinent information will be maintained on the Village of Longview website on a regular basis. Requests for information or changes to current information may result in changes to the website as needs arise.
- 2) The Village of Longview will make every attempt to provide as much general information as possible to its residents via the website, with the understanding that what is important to one resident may not be important to others. When requests to have specific information posted on the website are received, requests will be reviewed, evaluated, and, if appropriate, it will be posted.
- 3) Links to third-party sites, which generally open a new browser window, is provided for the convenience of the visitor. The inclusion of the link does not imply endorsement by the Village of Longview, and the Village accepts no responsibility for the content found on third party websites.

## ~~Village of Longview~~ Electronic Signboard

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The Village of Longview has an electronic sign board that is made available to organizations to advertise upcoming events.

### 1) The priority order of use of the signage board shall be as follows:

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- a. Village of Longview,
- b. Village of Longview Council committees,
- c. Other Longview boards and organizations,
- d. Other local boards and organizations,
- e. Other fundraising events,
- f. For Profit organization on a fee basis,

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### 2) Other organizations may be approved by the Village of Longview administration to use the board at any priority level the Village deems appropriate.

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### 3) Any event notice may be removed without notice if a signage request from a higher priority group is received.

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### 4) Section 2 does not apply if there is a time period of at least one week between the event of the lower priority group and the event of the higher priority group.

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### 5) If two or more groups of the same priority submit signage requests for the same time period the group whose request was submitted first will be awarded the signage.

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### 6) Council or administration of the Village of Longview may overrule section 4 if it is reasonable to do so, based on the importance of the particular notices requested.

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7) Administration of the Village of Longview may post notices from more than one group on the signage board at one time if there is enough space.

a. In order to create enough space administration has the right to paraphrase and shorten where necessary as long as the vital information remains easily understandable by the public.

8) All requests must be submitted in writing.

9) All requests must be submitted at least one week prior to the date the notice is to be put up.

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## Social Media

Social media platforms will be used to provide immediate Municipal information as well as promote ~~businesses,~~ services, and events.

The Village of Longview maintains a Facebook ~~facebook.com~~ page

Public comments and messages will be monitored, responded to and deleted as necessary. All responses must be accurate, positive, and professional.

Wherever possible, content posted to the Village of Longview social media site should contain links directing users back to the Village's official website for in-depth information, forms, documents or online services necessary to conduct business and services offered within the Village of Longview.

The Village of Longview reserves the right to, without notice, edit, remove or refuse content as deemed appropriate or necessary from time to time.

## Information Requests

The Freedom of Information and Protection of Privacy Act (FOIP Act), in Alberta, aims to strike a balance between the publics' right to know and the individual's right to privacy, as those rights relate to information held by public bodies.

The Village of Longview takes the privacy of our citizens' personal information seriously. We strive to protect your privacy when we collect, use and disclose information and abide by the provisions of the FOIP Act. The Village of Longview does its best to operate in an open and transparent environment. Every effort is made to provide people with the information they require in a timely and efficient manner.

Information requests can be sent by email to: [info@Village.longview.ab.ca](mailto:info@Village.longview.ab.ca) or drop at the office in writing.

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## Strategies and Tactics



## ***Message Statements***

Key messages are concise statements that express overall messages in tangible ways by using plain language.

Key messages are vital in media relations, so the spokesperson stays with short statements that answer, Who, What, When, Where and Why. If the Village has more than one spokesperson on any matter, it is essential that the same message is delivered by each person. Messages from all departments and Council must reflect the Vision, Mission and Values of the Village of Longview.

## ***Media Relations Tools***

News releases  
Backgrounders/media kits/Q & A's  
Press conferences, open houses, displays, Websites, emails  
Photos or videos  
Social media

## ***Media Coverage***

Coverage of Village of Longview issues, events and stories are generally handled by the local media. News releases, advertising and community events information generated by the Village are distributed to media outlets.

Media coverage from outside of the local area, particularly from the Calgary media, generally only occurs when larger issues or events in our community are brought to their attention.

## ***Approved Spokespeople***

The following positions may be required to speak as a spokesperson on behalf of the Village of Longview or a Committee.

- Mayor/Deputy Mayor or designated Council representative
- Chief Administrative Officer (CAO)
- Fire Chief
- Director of Emergency Management (DEM)



## Who We Communicate With

Audience Profile	Tactics/Communication Tools
<b>Internal</b>	
Civic Leadership <ul style="list-style-type: none"> <li>• Mayor</li> <li>• Council Members</li> </ul>	<ul style="list-style-type: none"> <li>• Email</li> <li>• Councillor Reports</li> <li>• Individual interviews/briefings</li> <li>• Council Agenda Packages and Minutes</li> </ul>
Administration Leadership <ul style="list-style-type: none"> <li>• CAO</li> </ul>	<ul style="list-style-type: none"> <li>• Face to face conversations</li> <li>• Emails</li> <li>• Produce reports, news releases or fact sheets</li> </ul>
Village Employees	<ul style="list-style-type: none"> <li>• Internal communications tools</li> <li>• Email</li> <li>• Daily meetings</li> <li>• Post-Council meeting Staff Meeting</li> </ul>
Council Committees <ul style="list-style-type: none"> <li>• Recreation Board</li> <li>• Family Community Support Services (FCSS)</li> <li>• Economic Development Committee</li> </ul>	<ul style="list-style-type: none"> <li>• Council Representation</li> <li>• Annual invitation to an informal delegation with Council</li> <li>• May make a recommendation to Council for action</li> <li>• Meeting Minutes</li> <li>• Council Reports</li> </ul>
Intermunicipal Committees <ul style="list-style-type: none"> <li>• Intermunicipal Development Plan (IDP)</li> <li>• Intermunicipal Collaborative Framework (ICF)</li> <li>• Intermunicipal Subdivision Development Appeal Board (ISDAB)</li> <li>• Joint Steering Committee</li> <li>• Assessment Review Board (ARB)</li> </ul>	<ul style="list-style-type: none"> <li>• Council Representation</li> <li>• Council Reports</li> <li>• Meeting Minutes</li> <li>• Delegations with Council</li> <li>• May make a recommendation to Council for action</li> </ul>

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External		
Media <ul style="list-style-type: none"> <li>Local Paper</li> <li>Local Radio Station</li> </ul>		<ul style="list-style-type: none"> <li>Communications are appropriate to each situation and relevant to each media outlet concerned</li> </ul>
Citizens <ul style="list-style-type: none"> <li>General Public</li> <li>Customers of Village services</li> <li>Business Community</li> <li>Municipal Partners</li> </ul>	Mass Audience Targeted Audience	<ul style="list-style-type: none"> <li>External communication tools are used as available and appropriate to the intended audience. <ul style="list-style-type: none"> <li>Newsletter.</li> <li>Electronic Sign.</li> <li>website.</li> <li>Facebook</li> </ul> </li> </ul>
Intergovernmental <ul style="list-style-type: none"> <li>Town of Turner Valley</li> <li>County of Foothills</li> <li>Town of Black Diamond</li> <li>Town of High River</li> <li>Province of Alberta</li> <li>Westend Regional Sewage Services Commission</li> <li>Sheep River Regional Utility Corporation</li> <li>Foothills School Division</li> <li>Foothills Regional Emergency Services Commission (FRESC)</li> </ul>		<ul style="list-style-type: none"> <li>As required and when appropriate, in consultation with Mayor and/or CAO.</li> <li>Staff/Council representation on various boards acting as information liaisons.</li> </ul>

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### Communications Tactics/Vehicles

The specific activities that will be used to accomplish strategies and goals are as follows:

#### Actions/Outputs

Communication Tools	Objective	Frequency	Comments
Fact Sheets/ Backgrounders/ Synopsis Sheets	To provide quick "point-form" style information on a more complex topic	As deemed to be necessary to assist residents	May be distributed in various ways including utility bills and/or

Open Houses	To offer educational opportunities to the Public, to inform residents of changes, to allow residents to contribute their feedback in person, or to speak to the elected officials about the issue(s) at hand.	As needed	<ul style="list-style-type: none"> <li>• An inexpensive way for Council to gather feedback in person and to hear varied viewpoints at once.</li> <li>• Ability to educate a number of residents at one time, allowing for proactive citizen involvement</li> </ul>
Utility Bill Newsletters and Inserts	To reach residents with printed information.  Primarily for municipal information <u>and key local organizations.</u>	Currently used <del>intermittently</del> <del>possible to use</del> 6 times a year	It could be used more often to promote conservation and sustainability principles relating to water, garbage, recycling, etc. as well as the topical issues.
Surveys	To provide opportunities for the Public to contribute their feedback to help inform decisions	As needed	Online or paper surveys can be used, possibly in conjunction with an Open House event.
Village Website <a href="http://www.village.longview.ab.ca">www.village.longview.ab.ca</a>	Provide comprehensive Village information to residents and the general Public (businesses, other gov't organizations, partners, visitors, etc.)	Updated as required	Website is promoted on all Village publications.
Newspaper Advertising	<u>employment opportunities</u> <u>Elections</u>	<u>Ads, articles as required</u>	

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<del>Newspaper Advertising</del>	<del>employment opportunities</del> <del>Elections</del>	<del>Ads, articles as required</del>	
Community Hall Sign	Provide key information about Village/Council events or reminders to citizens of approaching events	As required	
Brochures and Publications	To provide easily distributed information on specific topics to the Public	Brochures are produced in-house as required.	Brochures are available at the Village Office and on the Village website.
Presentations/Speeches	Public presentations or speeches are delivered as requested by Council or staff on topics relevant to the gathering, to educate the Public and/or staff	As requested, and as available	Council members speak at celebratory functions, in schools, in front of their peers. Staff may make presentations regarding new technologies or innovations to their peers, etc.
Village of Longview Events Advertising	Staff who organize Village Events have the responsibility of advertising to promote each specific event.	<ul style="list-style-type: none"> <li>• Little New York Daze Parade</li> <li>• Light Up Longview</li> <li>• Other events as required</li> </ul>	Website, social media, print media, etc. or combinations will be used as available.
Teleconference or Videoconference	Platforms are available as needed to communicate with those unable to attend in person	Telus Microsoft Teams Zoom GoToMeeting, etc.	The Village has a multi-directional to assist with group video communication in one room.

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Alberta Emergency Alert	Staff are trained and authorized to use this provincial emergency alert network	Emergencies Disasters Amber Alerts Critical Incidents	Provides a broad outreach to the general public direct to mobile devices and media outlets in times of distress.
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## Future Communications Initiatives

Annual review of the Village's website, by all committees and departments, for content, suitability and ease of use. Suggestions for change should be provided to the appropriate personnel.

Work with Protective Services and others to increase the promotion of community safety (DARE, Bike Rodeo, Drinking/Driving campaigns, etc.) through various advertising, school visits, community participation or public relations opportunities, promotional items, brochures and website enhancement.

Expand and share the image library, including new pictures of Longview (landscape, events, residents, volunteers, etc.) to keep content fresh.

Creation of "Use of Village Logo" and/or "Branding" policy to ensure standards [\(New image\)](#) for use are maintained by all departments and committees.

Train staff to continue to develop communication skills.

Encourage departments to create and deliver communications plans for larger initiatives as they arise.

Work with all departments to create future communications policies and procedures as required to ensure a consistent process of communication is used by everyone.

Investigate the provision of media advice and coordinate media training for key spokespeople.

Adapting to change and continually striving to improve is a requirement of any corporate communications. A comprehensive review of communications should be conducted every three (3) years.





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**VILLAGE OF LONGVIEW  
REQUEST FOR COUNCIL DECISION**

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**Agenda Item #: 5.5**

**Date:** Dec 9, 2021  
**Title:** FCSS Program  
**Submitted by:** Dale Harrison, CAO

**Recommendation:** MOVED by \_\_\_\_\_ that the Village provide funding to the same grant recipients from 2020 in 2021 for a total of \$3,400 and that administration contact the Black Diamond FCSS director to discuss possible collaboration on the delivery of some programming in 2022.

**Alternatives:**

2. Defeat above motion.
3. That discussion be tabled \_\_\_\_\_ *(for further information or future date).*

**Background:** FCSS Program is a 4 to 1 funding match. The 4x is provincial funds. The current annual budget is capped at a per capita rate from the province. The Village contributes \$2,457.50 and the province \$9,830 for total budget of \$12,287.50. In 2020 because of a reimbursement from the Youth Group of previous unspent FCSS money the Village has a budget of \$15,030. The Village has been granting money to various organization from this budget. Last year because of Covid several group did not access FCSS funds. The Village only issued \$3,400 in grants leaving the Village with \$11,630 surplus for 2020. The FCSS provincial program does not like surpluses.

In 2021 the province and the Villages funding should add another \$12,287.50 to the surplus for a total budget of \$23,917.50. We have only spent \$3,300 on the FCSS Needs Study and no grants have been given out yet which would mean that we are looking at carrying a \$20,617.50 surplus into 2022. The province is going to without their portion of the balance of 2021 payment and 2022 until the Village can come up with a plan you use up the surplus and 2022 funding budget of \$32,905.

The recommendation is that the Village disburse the same \$3,400 of grants to the same organization as in 2020. That would be \$2000 for the Longview Library, \$1,000 to Sheep River Trust, and \$400 to the Seniors for Meals on Wheels travel expenses.

The second recommendation is to work with the Black Diamond FCSS director in 2022 to see if some of the programs that they currently deliver in Black Diamond can be delivered in Longview and paid from our FCSS budget.



# Village of Longview Family and Community Support Services (FCSS) Needs Analysis



The Municipal Services Group



**Village of Longview**  
**Family and Community Support Services (FCSS)**  
**Needs Analysis**  
**September 2021**

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## Introduction

Family and Community Support Services (FCSS) programs are intended to help individuals within their communities to adopt healthy lifestyles, thereby improving the quality of life and building the capacity to prevent and/or deal with crisis situations should they arise. Programs and services offered are preventative in nature, apply broadly to the community, and help with a variety of challenges including:

- Developing independence;
- Strengthening coping skills and becoming more resistant to crisis;
- Building community awareness of social needs;
- Supporting people in developing skills to have healthy relationships with others;
- Helping individuals and communities assume responsibility for decisions and actions that affect them; and/ or,
- Providing supports that help people participate in the community.

One of the key principles of the FCSS Program is *local responsibility* for priority-setting and resource allocation. Through various sources of input, Village administration and Council may determine how this funding should be allocated to best meet the needs of the community. Soliciting input from residents of the Village, supporting agencies, and those “in the know” is of key importance to this process.

The Council for the Village of Longview wants to understand more about the quality of life experienced by its residents and has commissioned The Municipal Services (TMS) Group to assist with a community needs analysis to determine the most important social services needs in the community. This report outlines the findings. And, to conclude, some recommendations on program areas that should be supported in the community are provided.

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1. Family and Community Support Service Act, 2002

## About the Village of Longview

Longview is a village located in the Canadian Rockies foothills, on Cowboy Trail, 32 km west of High River and 64 km south of Calgary. Longview is known for its view west toward the first range of the Rocky Mountains, its cattle ranching heritage and its natural resources (principally oil), but more importantly the open spaces, rivers (the Highwood) and some of the finest beef by most standards.



In 2020, Longview had a population of 310. The population of Longview increased two per cent from the previous year and has increased almost six per cent in the last five years. The most recent 2021 Census statistics have not been released yet; however, the 2016 results and subsequent data released from the province of Alberta and Government of Canada provide additional relevant insight into the community's demographics <sup>12</sup>:

- Longview had a median family income for couples of \$79,451 in 2018. The median income for couple families in Longview greatly increased 15.4% from 2017 and increased 21.7% in the last five years.
- The median family income for lone-parent families in 2018 was \$24,389.
- The average age is 47 years (Alberta's average age is 37.6 years old); the median age is 52 years old (Alberta's median age is 36.9 years old).
- Twenty-one per cent (21%) of residents are over 65 years of age (Alberta is at 11.3%)
- Forty-nine per cent (49%) of the population of Longview reported being overweight, the highest in the province (2017 statistic).
- Twenty-one per cent (21%) of the population reported feeling extremely or quite stressed in 2017.
- In 2014, 71% of Longview residents felt a sense of belonging.
- Seventy-six per cent (76%) of Longview residents were moderately active or active in 2017- the highest self- reported rate in the province.
- In those aged 12 years or older, Longview had 17% daily smokers in 2017, the highest in the province.

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1. Adapted from Statistics Canada, Annual Income Estimates for Census Families and Individuals  
2. Government of Alberta, Regional Dashboard

### About FCSS in Longview

The FCSS program in Longview is established by bylaw and serves two purposes- to ensure the program operates within established budgets; and allocates grant funding in accordance with the provincial *Act and Regulations*

The FCSS program is administered by a volunteer coordinator who assists and advises the Advisory Board and support in an administrative capacity. The FCSS Advisory board consists of one Council member and four members at large which advises and makes recommendations to Council on the fair and equitable allocation of available grant funding in accordance with the Act.

The following tables show the FCSS programs funded in the last two years:

### **2019 and 2020 Longview FCSS Funded Projects**

2020

Name of Applicant	Description of Project	Funding Approved
Sheep River Health Trust	Palliative Care volunteer training	\$1000
Longview Library	Family literacy	\$2000
Longview and Area Seniors' Group	Meals on Wheels Volunteer Driver Cost Reimbursement	\$400

2019

Name of Applicant	Description of Project	Funding Approved
Arts and Recreation Council (ARC)	Go Me – Weekly Art and Exercise Program	\$3400
Longview Library	General Program	\$1500
Longview and Area Seniors' Group	Strawberry Tea – double fridge, light tour	\$1842
Longview and Area Youth Group	Hunter Training. Ski Trip	\$2442
Village of Longview FCSS	Community Christmas Dinner – gifts, food, Santa Claus	\$3000

## The Survey

A survey consisting of 14 questions was developed to gain insight and solicit the input of community members. In addition to some demographic information, the survey was intended to gauge the community's understanding of FCSS, its awareness of social issues, barriers to accessing services and programs, volunteerism, and finally a modest SWOT assessment (strengths weaknesses, opportunities, and threats) as it relates to social issues in the



community. The survey was made available electronically at home, the town office, and the library. However, if a resident lacked the technical capability or wished to complete the survey on paper, this was also available.

To create awareness of the survey and maximize participation, the survey was promoted in a variety of ways. A section of the community newsletter was devoted to it which included the link to the survey and was inserted in the utility bills delivered to each household; social media posts with a direct link to the

survey; and, at the library where staff reminded patrons to complete the survey and an insert was placed in every book signed out of the library. A copy of the notice is attached in the appendices to this document.

The survey was available for completion from July 9- August 23 and 16 responses were received. The results are presented later in this report and a copy of the full survey can be found in the appendices. Of note, a similar survey was initiated in the January of 2021 but not fully completed. It was felt that incorporating some of results from the January 2021 survey would still be relevant and useful and would allow for a greater sample size and therefore more insight into the needs of the community. Where applicable, the results of the January 2021 survey are reflected in this report and those questions and results are marked with an asterisk.

A separate survey was emailed directly to targeted supporting agencies asking for their insight as well. The results are presented later in this report and a copy of the full survey can be found in the appendices.

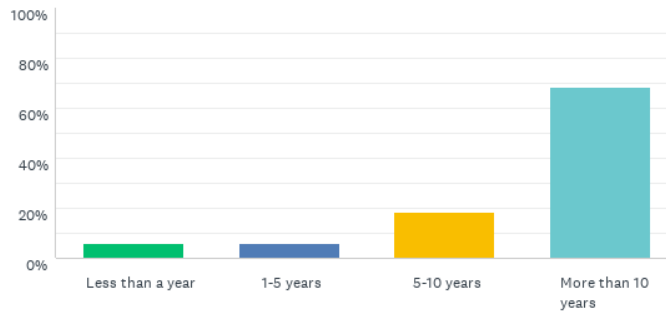
## **Household Survey Results**

### ***Background Information***

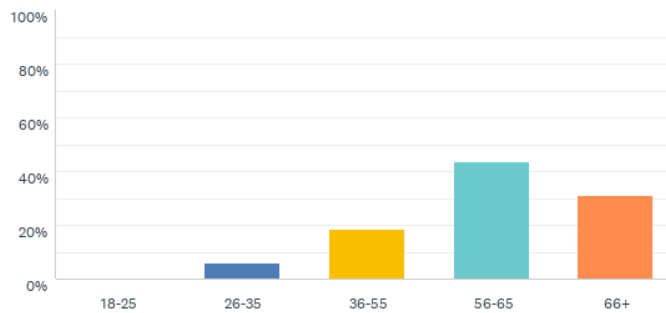
To begin the survey, respondents were asked some basic questions about their background and understanding of Family and Community Support Services.



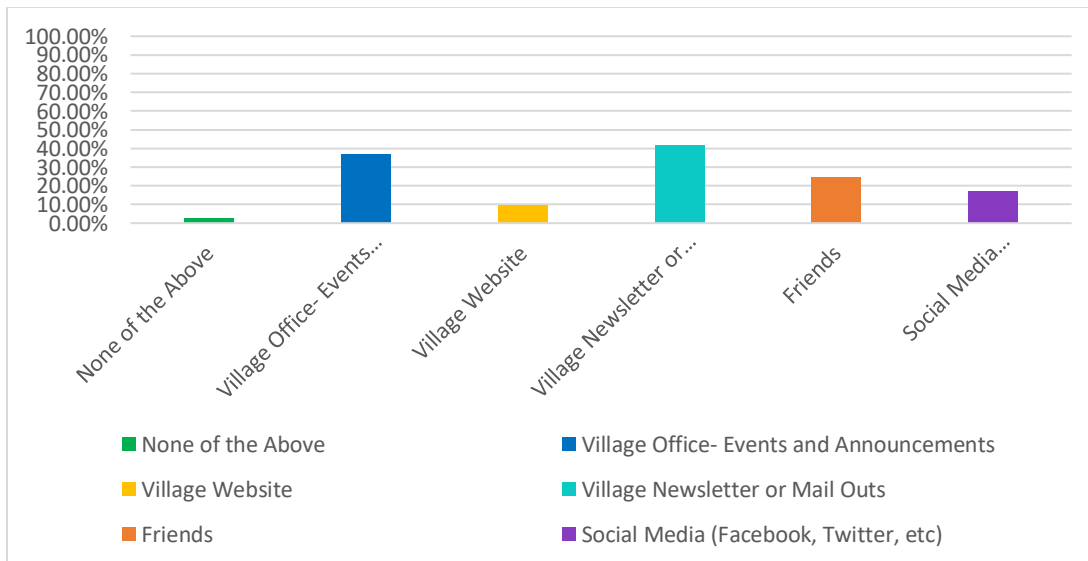
Q1 How long have you resided in the community or nearby surrounding area?



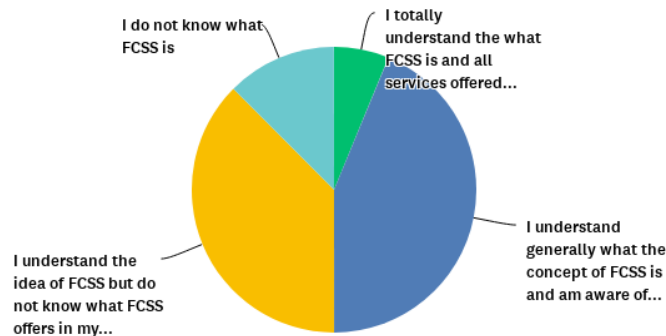
Q2 What is your age group?



\*Q3 Where do you get your information about the available social support programs in the community?



Q4 What level of understanding do you feel you have on what FCSS offers the community?



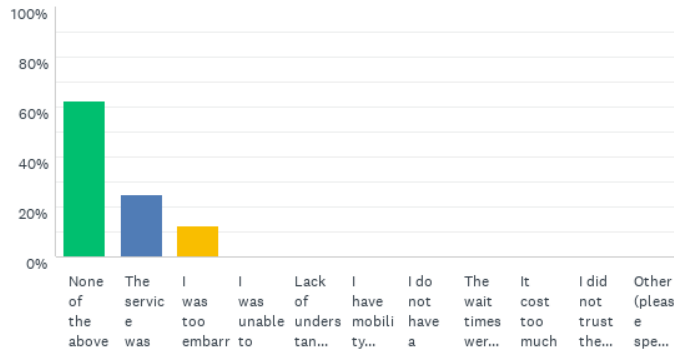
**Social Services Priorities and Barriers to Access**

The following questions was asked to gain insight into residents’ opinions on the most pressing social issues in the Village of Longview and surrounding area and whether respondents had experienced barriers to accessing programs and services.

\*Q5: What do you feel are the biggest social issues in the Village of Longview and surrounding area? Respondents were able to list more than one issue. The table shows a broad list of responses with the most common themes encompassing Senior’s support, isolation and loneliness, and mental health.

Responses	# of Responses
Seniors Home Support	10
Isolation and Loneliness	7
Can’t Afford Recreation	7
Depression/Mental Health	6
Unemployment	6
Parent/Child Programs	5
Addiction Support	5
Violence/Bullying	4
Relationship Breakdown	4
Feeling Unsafe	2
Home Support	2
Early Literacy	1
(Lack of) Community Connectedness	1
Daycare	1
Community Awareness of Social Needs	1

Q6 Have you ever needed a social service but were unable to access it? If No, please move to question 8. If yes, what was the reason for this (please choose all that apply)



\*Q7 What Social Programs do you feel preventative funding should be allocated to? The responses received are consistent with the areas residents felt were of biggest concern. Senior's support, building a sense of community and belonging, mental health and child development were at the top of the list.

Responses	# of Responses
Senior Support	5
Community Building	3
Child Development	3
Mental Health	3
Exercise Classes	2
Parenting Support	1
Inclusive Exercise Classes	1
Activity Programs	1
Communication	1
Addiction Prevention	1
Internet	1
Church	1
Transportation	1
Library	1

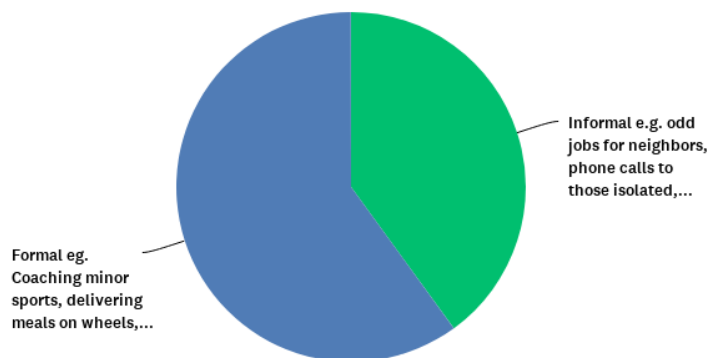
## Volunteerism

Thinking of involvement in the community and how residents spend their free time, it was important to get a sense for if/where they volunteer in the community. People choose to volunteer for a variety of reasons. For some it offers the chance to give something back to the community or make a difference to the people around them.

Volunteering engages people in social issues, and it connects volunteers to people they would not have otherwise encountered.



Q8 Do you or any member(s) of your family volunteer in the community? If no, click the "next" button at the bottom of the page. If Yes, please choose one:

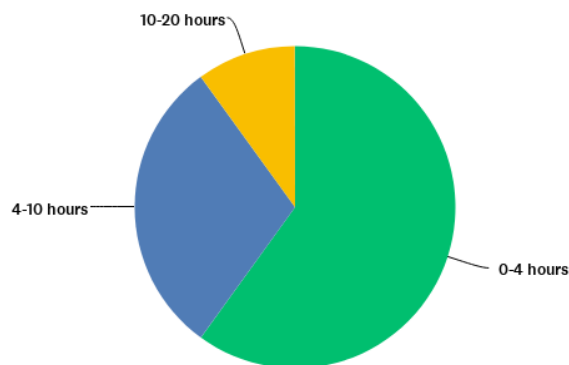


Q9 Where do you volunteer your time?

There are several ways residents may dedicate their free time to community. The table shows some examples of where respondents give of their time.

Responses	# of Responses
Light Up	2
Library	1
Meals on Wheels	1
School	1
Highway Clean up	1
Legacy Gardens, ARC	1
Helping neighbors in Need	1

Q10 How many hours a month would you say you devote to volunteering?



**SWOT (Strength, Weakness, Opportunity, Threat) Assessment**

The Village of Longview desires to continue to improve the strength of its community and wished to understand residents’ perspectives and opinions on how it sees the community of Longview in four important areas:

- Social strengths
- Areas for improvement
- Opportunities, and,
- Threats to the well being of the community.

Q11: What do you see as the two biggest strengths that the Community of Longview has in terms of offering support?

The library and seniors club stand out to respondents as strengths of the community.

Responses	# of Responses
Library	2
Small Community	2
Seniors Club	2
Volunteers	1
Wealth of Time, Skill & Money	1
Not taking care of one another	1



Q12: What do you see as the two biggest areas for improvement for social programming in the Community of Longview?

The responses to this question were vast with no real themes emerging. Interestingly, communication with residents and helping understand the FCSS programs and services available was an area for improvement. This is consistent with the responses received in the previous question (#4) about residents inadequate understanding of FCSS.

Responses	# of Responses
Communication	2
Making it Inclusive and Known	2
Programs for Children under 5	1
Helping Seniors stay in their Home	1
New Ideas/Programs	1
Senior Support	1
Including New Residents into Village	1
Picking a Complex Problem& Tackling it Together	1
List of Available Groups/Services on Website	1
Youth Activities	1



Q13: From a perspective of where preventative help is most needed, what do you see as the two biggest opportunities that the Community of Longview have that should be promoted and maximized that is not currently being done?



Responses	# of Responses
Mental Health Agency Visits	1
Community Connection via social media	1
All Seasons Skating Rink	1
Early Literacy	1
Care for Isolated Residents	1
Complete Walking Trails	1
Seniors Bus	1
Senior Assistance	1

Q14: What do you see as the two biggest threats to the welfare of the Community of Longview? The answers largely centred around the themes of distrust and negativity.

Responses	# of Responses
In-fighting	2
Apathy	1
Self-Serving Groups	1
Mismanaging Funds	1
Lack of Support between groups and village to promote programming	1
Isolation	1
“Politics”	1
Negative Social media	1
Disconnect and Rumors	1



## Agency Survey Results

A separate survey was sent to a select list of supporting agencies in the community or surrounding area. The list of agencies was as follows:

- Westwinds Communities
- Longview Economic Development Committee
- Longview School
- Longview and Area Seniors Club
- FCSS Coordinator High River
- Inclusion Foothills
- Wild Rose Community Connection

Two responses were received. The key salient feedback reported from the two responding agencies are as follows:

- *Encourage all village agencies to meet twice a year; and to collaborate under an umbrella organization for all agencies to work together for the benefit of the community.*
- *The biggest social issues facing the community of Longview are isolation and lack of public transportation, support for aging population, grocery store, and medical services.*
- *The building that houses the Post Office and Library needs upgrading to allow access for those with mobility issues.*
- Transportation to nearby communities; attracting a local physician; access to medical services; and affordable housing need to be addressed.

## Program Recommendations

The purpose of conducting the needs assessment was to connect with the residents of Longview and surrounding area- as well as supporting agencies- to solicit opinions on the most pressing social issues in the community. This report should serve as one of many tools to inform administration, the FCSS Advisory Board, and ultimately Council in its decision making and action planning. Council may or may not chose to fund these areas and of course the level nature of funding must comply with the FCSS provincial guidelines.

Based on the information in this report (the demographic information for the Village and the feedback of the residents and supporting agencies) the following program areas should be considered.

1. **Improved Promotion and Coordination of Programs and Services-** Residents expressed that their understanding of FCSS programs and services is basic. They feel they know the premise and intent but lack an in-depth knowledge of what is offered and where to find it. This is not unusual and until an individual is in the *looking zone* due to crisis, one may not pay attention to the resources available to him or her, or where to access them. Improved coordination amongst service providers and awareness building within the community of the programs and services available is required.
2. **Community Building-** Community building is a process that creates connectedness amongst people and allows them to learn from and support one another. This camaraderie creates a sense of belonging, thereby reducing the feelings of isolation that


some residents may experience. Community members in Longview identified a lack of support, increased negativity, and apathy as a significant threat to the welfare of the community. Resources should be directed towards initiatives that support community building.

3. **Seniors Supports-** The demographics clearly show an aging population in the Longview area. Aging-in-place- the ability to continue to live independently in one's home and neighborhood while adapting to the changes that take place- has become increasingly important as seniors wish to stay connected with friends and family, access the services they require, and minimize feelings of isolation and dependence on others. A very important aspect to this is access to services like medical services, groceries, and transportation. This is an area that additional resources should be directed towards.
4. **Areas of Emphasis-** In addition the above important areas, the following areas were identified by the community as requiring attention. This is not to say resources are not available; but rather that we should bring them to the forefront and raise the awareness and support offered. These are as follows:
  - a. Mental health
  - b. Isolation
  - c. Child Development
  - d. Affordability- housing, groceries, transportation

## Appendices

Appendix 1

Survey Notice




**Longview FCSS  
Needs Analysis Survey**

Do you have a few minutes? Can you help us?  
FCSS is working towards understanding where to best invest  
and you can help us decide!  
There is a short survey that can be filled out electronically by  
following this link:  
<https://www.surveymonkey.com/h/LongviewFCSSNeedsAnalysis>

**Don't have a computer?**

No problem-stop in at the library, grab a comfy seat and lend us  
your opinion by taking a few minutes to answer the questions on  
our dedicated tablet.



Appendix 2  
Household Survey



Copy of Village of Longview- Family and Community Social Services (FCSS) Community Needs Analysis Survey

Introduction

The Municipal Services (TMS) Group has been asked by the Village of Longview to assist with a community needs analysis to determine the most important social services needs in the community.

Family and Community Support Services programs and services help with a variety of challenges in the community including:

- Developing independence
- Strengthening coping skills and becoming more resistant to crisis
- Building community awareness of social needs
- Supporting people in developing skills to have healthy relationships with others
- Helping individuals and communities assume responsibility for decisions and actions that affect them and/ or,
- Providing supports that help people participate in the community

Programs and services must be ***preventative in nature and apply broadly to the community*** and could include examples like home supports, community events, or the seniors club to name a few.

FCSS funding ***cannot*** be used for programs and services that:

- Only focus on an individual's leisure or recreational needs
- Provide an individual or family with basic living supports such as

money, food, clothing or shelter

- Focus on rehabilitation or,
- Duplicate services provided by government or a government agency

We hope the above overview helps you in understanding FCSS a bit more and assists with your survey responses. Thank you for taking the time to complete this survey. Your input will be very helpful for the Village of Longview administrators and Council to determine how to best allocate its limited FCSS funding.

1. How long have you resided in the community or nearby surrounding area?

- Less than a year
- 1-5 years
- 5-10 years
- More than 10 years

2. What is your age group?

- 18-25
- 26-35
- 36-55
- 56-65
- 66+

3. Where do you get information about the available social support programs in the community?

- Village Office – Events & Announcements Board
- Village Website
- Village Newsletter or Mail outs
- Friends
- Social Media (Facebook, Twitter, Instagram, etc)
- None of the above

Other (please specify)

4. What level of understanding do you feel you have on what FCSS offers the community?

- I totally understand the what FCSS is and all services offered in the community
- I understand generally what the concept of FCSS is and am aware of some of the programs and services provided
- I understand the idea of FCSS but do not know what FCSS offers in my community
- I do not know what FCSS is



Copy of Village of Longview- Family and Community Social Services (FCSS) Community Needs Analysis Survey  
Identifying Community Needs

The following questions are intended to get your opinion on issues that the community of Longview and surrounding area are faced with.

5. What do you feel are the biggest social issues in the Village of Longview and surrounding area (eg., home support services, addiction support, parent/child programs, unemployment, etc)?

Social issue 1	<input type="text"/>
Social Issue 2	<input type="text"/>
Social issue 3	<input type="text"/>



6. Have you ever needed a social service but were unable to access it?  
If No, please move to question 8.

If yes, what was the reason for this (please choose all that apply)

- I was unable to find what I needed
- I was too embarrassed to ask for or seek out the service
- Lack of understanding for my culture
- I have mobility challenges
- I do not have a ride to get to my service
- The wait times were too long
- It cost too much
- The service was not available
- I did not trust the agency delivering the service
- Other (please specify)

- None of the above

7. What social issues do you feel preventative funding should be allocated to?

Issue 1	<input type="text"/>
Issue 2	<input type="text"/>
Issue 3	<input type="text"/>
Issue 4	<input type="text"/>
Issue 5	<input type="text"/>



Copy of Village of Longview- Family and Community Social Services (FCSS) Community Needs Analysis Survey  
Volunteerism

Thinking of your involvement the community and how you spend your free time, we would like to get a sense for if/where you volunteer in the community.

8. Do you or any member(s) of your family volunteer in the community? If no, click the "next" button at the bottom of the page. If Yes, please choose one:

- Informal e.g. odd jobs for neighbors, phone calls to those isolated, snow shoveling, etc.
- Formal eg. Coaching minor sports, delivering meals on wheels, organizing or giving of my time to special events, etc

9. Where do you volunteer your time?

10. How many hours a month would you say you devote to volunteering?

- 0-4 hours
- 4-10 hours
- 10-20 hours
- More than 20 hours



Copy of Village of Longview- Family and Community Social Services (FCSS) Community Needs Analysis Survey  
SWOT (Strength, Weakness, Opportunity, Threat) Assessment  
We all want to be a strong community and we would like to know how you see the community of Longview in four important areas:

- Social strengths
- Areas for improvement
- Opportunities and,
- Threats to the well being of the community.

Our goal is to continue to develop a network of supports in our community. Please give us your opinion in the following questions.....

11. What do you see as the two biggest strengths that the Community of Longview has in terms of offering support?

Strength 1

Strength 2

12. What do you see as the two biggest areas for improvement for social programming in the Community of Longview?

Improvement 1

Improvement 2

13. From a perspective of where preventative help is most needed, what do you see as the two biggest opportunities that the Community of Longview has that should be promoted and maximized that is not currently being done?

Opportunity 1

Opportunity 2

14. What do you see as the two biggest threats to the welfare of the Community of Longview?

Threat 1

Threat 2

Appendix 3  
Agency Survey



## Village of Longview- Family and Community Support Services (FCSS) Community Agency Survey

### Introduction

The Municipal Services (TMS) Group has been asked by the Village of Longview to assist with a community needs analysis to determine the most important social services needs in the community. Your organization has been identified as an important partner in the community and we would like you to assist us by taking the following short survey. Your input will be very helpful for the Village of Longview administrators and Council to determine how to best allocate its limited FCSS funding.

Family and Community Support Services programs and services help with a variety of challenges in the community including:

- Developing independence
- Strengthening coping skills and becoming more resistant to crisis
- Building community awareness of social needs
- Supporting people in developing skills to have healthy relationships with others
- Helping individuals and communities assume responsibility for decisions and actions that affect them and/ or,
- Providing supports that help people participate in the community

Programs and services must be **preventative** in nature and apply **broadly** to the community and could include examples like home supports, community events, or the seniors club to name a few.

FCSS funding **cannot** be used for programs and services that:

- Only focus on an individual's leisure or recreational needs
- Provide an individual or family with basic living supports such as money, food, clothing or shelter
- Focus on rehabilitation or,
- Duplicate services provided by government or a government agency

We hope the above overview helps you in understanding FCSS a bit more and assists with your survey responses.

Thank you for taking the time to complete this survey.

1. Individual Name

\* 2. What organization(s) do you represent?

\* 3. Do you currently receive funding through the Village of Longview FCSS program?

YES

NO

4. **Other than the service/support that your organization provides,** what do you feel are the biggest social issues facing the community of Longview and area?

5. What are the top 3 services you believe the Village of Longview and area's FCSS should offer?

Service Priority

Service Priority

Service Priority

6. Considering all the services provided in our community, what do you believe is the biggest void in services that should be addressed?

7. What is your main source of information on social programs and services available in the Village of Longview and area?

Village Office – Events & Announcements Board  Social Media (Facebook, Twitter, Instagram, etc)

Village Website  Friends

Village Newsletter or Mail outs

Other (please specify)

8. How do you communicate what services your association offers to the community?

9. Do you feel the Social Support agencies/associations in the Longview area collaborate effectively to provide all encompassing social supports to residents?

YES

NO

If No, do you have any suggestions on how to improve the collaboration and communication between agencies?

10. Other comments?