



RED DEER

YEAR OF 2017 ANNUAL REPORT

FOR THE YEAR ENDING DECEMBER 31, 2017




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MAYOR

CITY MANAGER



TARA VEER

Society to mark a new era of Truth and Reconciliation, or taking photos with “big foamy”. There were numerous grand openings, festivals, and commemorations which marked a year unlike any other in our city.

Over the past year, Red Deerians continued to experience the effects of the provincial economic recession, although 2017 did see the return of “cautious optimism” in some sectors of our local economy, shifting us from a highly recessed to a recovering local economy.

One of the strongest catalysts for the stabilization and diversification of our local economy was Red Deer’s ability to attract Federal and Provincial infrastructure dollars to our community, which provided much needed economic stimulus in the short term while transforming our local economy and building community life in the long term.

In 2017, we completed construction on numerous public spaces that will not only serve as venues for the 2019 Canada Winter Games, but will leave a legacy for the people of our community and country for years to come. They are the facilities and spaces that will build community life for our young athletes and artists, families and citizens alike as Red Deer continues to transform as Alberta’s third largest and central city.

Many of these spaces and facilities are now open and modernized to meet new sport and event standards, including the Servus Arena, Discovery Canyon, Setters Place at

Great Chief Park and enhancements to the River Bend Golf and Recreation Area, with the downtown Celebration Plaza and Cultural Centre scheduled to open in 2018. Progress also continued on the Gary W. Harris Canada Games Centre/Centre des Jeux du Canada Gary W. Harris at Red Deer College throughout 2017 with construction expected to conclude in 2018.

I would be remiss not to acknowledge all the extraordinary community support that helped us ensure that the vision for these projects was able to translate into reality: from community sponsors like Servus Credit Union, the Setters family and Alberta European Motorworks for their generous financial contributions to the many Red Deerians who endured facility closures and patiently awaited our elevated community sport and cultural standard, the progress of the past year was only possible because of the commitment of the people of our community.

Red Deer’s community identity is described in many ways: innovative, entrepreneurial and welcoming, and in 2017 we were often reminded how we truly are “all in”. We hope you enjoy this year’s annual report as an overview of how far we’ve come in the past year, with a snapshot of what’s in store for us in 2018.

As always, it is a privilege for Council to serve our community, and we look forward to engaging with you throughout 2018. ■

Red Deer is a strong example of the fact that community building is both province and country building, and in 2017 we are reminded that the inverse is also true as we celebrated 150 years of confederation in Canada, welcomed many newcomers and guests into our city, and prepared to welcome 20,000 of our fellow Canadians to the 2019 Canada Winter Games.

2017 was a year of transformative community building, and Red Deerians reflected on Canada’s confederation with a strong sense of responsibility and gratitude for all who have built and continue to influence all that we are and are becoming. People demonstrated our national pride throughout the year, whether they were helping us break ground on the soon-to-be Canada 150 Square / Place Canada 150 in Capstone at Riverlands, bearing witness to the protocol agreement between The City and Urban Aboriginal Voices



CRAIG CURTIS

I am pleased to present the 2017 Annual Report. This year’s Annual Report is bitter sweet for me after recently announcing my retirement, effective March 3, 2019. This year, I find myself reflecting on not only 2017, but on over a decade of progress, growth and change for the community.

Two thousand and seventeen was a year of economic recovery, but it was also a year of transformation and preparation. We endured a windstorm unlike any our city has ever seen, recognized 150 years of confederation in Canada and prepared to host the 2019 Canada Winter Games in February of next year.

Community partnerships, construction and facility development were the name of the game as we put the finishing touches on a number of facilities that will not only serve as host venues during the games, but also ensure a legacy of sport and culture in our city for years to come.

Construction of the new downtown Servus Arena, upgrades to Great Chief Park and enhancements at River Bend Golf and Recreation Area are just a few of the projects that wrapped up at the end of 2017 with grand openings early this year. The City also completed work on the much-loved Discovery Canyon, reopening the area with a record number of people enjoying the park last summer.

Let’s be honest, it’s no secret that the Waskasoo Park System is very near and dear to my heart, and I truly believe that

each of these capital projects contributes to the fabric of the overall park system that our citizens express such pride in when they talk about our city. But our parks, trails and amenities are just part of what makes Red Deer great. Last year, we also made enhancements to our city’s downtown, roadways and transportation networks.

Two thousand and seventeen saw the introduction of environmentally friendly CNG buses in our city and the continued transformation of Capstone at Riverlands in our downtown. These are just a few of the ongoing projects that will transform how people connect with our city in the future.

This Annual Report highlights just some of our challenges, successes and achievements over the last year. While this report might be all about what happened in 2017, it also represents the culmination of years of passion, progress and community commitment to making our city extraordinary.

Last but not least, it has been my honour to serve as your City Manager for the last 11 years, and I look forward to the next 10 months, in which we have the unique opportunity to showcase our city as the thriving, entrepreneurial, innovative and connected community that we are. Red Deer is your city, and this Annual Report is just a glimpse into the projects and progress that took place in 2017. ■

THE CITY OF RED DEER BY THE NUMBERS

100,418*
POPULATION

*according to Statistics Canada
2016 Federal Census

97%

THINK LIFE
IS GOOD
IN RED DEER!

YEARS RED DEER
HAS BEEN
INCORPORATED AS A CITY

105

AVERAGE AGE **38**

65,000
AIRCRAFT LANDINGS

17,000 PASSENGERS
THROUGH AIRPORT

TOTAL SNOWFALL **123.8cm**

23,266
DETACHED HOMES

NEIGHBOURHOODS
53

39 BUS
ROUTES

163
PLAYGROUNDS
+10 OUTDOOR FITNESS PARKS
+2 SKATE BOARD PARKS

48.3% FEMALE
47.7% MALE

1205
BUILDING
PERMITS
WITH A VALUE OF
\$152,862,725

GROWTH IN 10 YEARS
20%

21,750m²
GARDEN PLOTS

598,000m²
MOWED AND TRIMMED TURF GRASS

242
STREET LIGHTS REPAIRED
(WAY LESS THAN 2016 THANKS
TO THE TRANSITION TO LED LIGHTS)

246km
OF TRAILS INCLUDING ASPHALT,
AGGREGATE AND
BOARDWALK/CONCRETE

OUTDOOR SKATING/
HOCKEY SURFACES
72
+3 PONDS
+1 OVAL

PARTNERING OUR WAY TO SUCCESS



The doors to Red Deer College's newest facility, the Gary W. Harris Canada Games Centre/Centre des Jeux du Canada Gary W. Harris, will open this August. Not long after, the building will be home to the five competition sports of squash, short track speed skating, figure skating, badminton and wheelchair basketball when Red Deer hosts the Canada Winter Games in 2019.

The \$88-million dollar new facility, located just off QE2 at Red Deer College (RDC), came on the heels of a partnership agreement between RDC, The City of Red Deer and the 2019 Canada Winter Games Host Society.

In 2014, The City of Red Deer committed \$26-million towards the games, but it had not yet determined where these funds would go. With the partnership in place, \$6.5-million of previously unallocated City funding was earmarked specifically for the squash courts and the ice arena at the Gary W. Harris Canada Games Centre in the support of the 2019 Canada Winter Games. An additional \$5-million was also contributed by the local host society.

"Because of the partnership between the 2019 Canada Winter Games Host Society, The City of Red Deer and

RDC, along with the contributions of our citizenry, our community is unequivocally more than ready to host the 2019 Canada Winter Games and welcome 20,000 Canadians to our dynamic city," said Mayor Tara Veer. "This agreement reminds us that sport building is community building and that community building is country building, and the 2019 Canada Winter Games will redefine Red Deer's identity on a national level."

And while the facility provides state-of-the-art teaching and learning spaces for RDC's students, the College is also building it with the community in mind, offering athletic, recreational and community activities for citizens and visitors alike. It will feature an Olympic-sized ice surface that can be converted to a hybrid-sized arena, performance gymnasium, fitness facility, squash courts and an indoor track.

"This facility will help shape the future of Red Deer College by supporting our students and providing opportunities for the continued evolution of our programming, which is very important as we transition to become a recognized university," said Joel Ward, RDC President & CEO. "The Centre will also create a legacy for our community for decades to come."

In addition to the new Centre, construction is rapidly progressing on

RDC's new residence. The building, which is an important part of RDC's future vision, is also a key piece of the 2019 Canada Winter Games, as 3,600 athletes will be housed in the facility over the two-week period.

The Canada Winter Games has a projected economic impact that sits at \$132-million with both the Province of Alberta and the federal government also contributing funds towards the Canada Winter Games.

Facilities like the Gary W. Harris Canada Games Centre/Centre des Jeux du Canada Gary W. Harris are not only an investment and a legacy for our community, but they represent the very essence of the collaborative and innovative city we call home.

Now in its final stages, construction of the new facility is expected to wrap up in summer 2018.

"The Canada Games and their lasting legacies continue to be the catalyst for the growth of sport and recreation across our country," said Tom Quinn, Canada Games Council Chairman. "The Gary W. Harris Canada Games Centre/Centre des Jeux du Canada Gary W. Harris is yet another example of a signature legacy facility that will benefit a Host City for years to come. We are very excited to see the facility once it is completed in summer of 2018." ■

DEGREE GRANTING STATUS FOR RDC

While RDC's degree granting status wasn't announced until 2018, much of the work that drove this change happened in 2017.

RDC's leadership combined with advocacy on the part of Red Deer City Council is just one more example of how community partnerships yield positive change and opportunity for Red Deer and the entire Central Alberta region.

With this announcement, RDC will continue to build on its already invaluable position as an excellent post-secondary institution that prepares its students for a successful future and enhances our community development. This accomplishment benefits all Central Albertans as it will help retain our local population. Central Albertans can now choose to complete their advanced education in Red Deer and stay in our community long-term, building our skilled labour force, enhancing and diversifying our regional economy, and increasing our innovation and collective knowledge.

WHAT'S IN A NAME?



Servus Arena, Setters Place and Motorworks Fields - this past year saw the renaming of City facilities and amenities as part of sponsorship.

While the signs outside these amenities changed, the facilities are still owned and operated by The City of Red Deer providing recreational opportunities and access to all citizens.

In April 2017 - The City of Red Deer announced a 15 year sponsorship agreement with Servus Credit Union for the downtown arena (replacement of the former Red Deer Arena). Servus Credit Union, as part of the agreement, will host a free community night on the first Thursday of every month - with free public skating during the winter months.

December 2017 - JT Setters and Sons Construction Ltd signed on as the name sponsor for 10 years for the enhancements within Great Chief Park, including the new pavilion, outdoor synthetic turf field and speed skating oval, making the entire area Setters Place.

Late 2017 - Alberta European Motorworks signed on to be the name sponsor for seven years for the northeast high school sports fields (2700 67 Street). Motorworks Fields will open in 2018.

SO WHAT'S IN A NAME?

The name change of these facilities represents an agreement and partnership between The City of Red Deer and the sponsors. The City receives revenue that is separate from tax collected revenue, while the sponsor receives enhanced community profile, when sharing information about sport, recreational and cultural events that take place at the facility they've sponsored.

Each sponsorship agreement is for a specific amount of time, with opportunities for the sponsor to renew their agreement. ■



ELECTION 2017 BEHIND THE BALLOT BOX

Red Deerians speak up and show up for their community in a variety of ways, for a variety of reasons all year long. They participate in City surveys, volunteer on corporate committees, and attend public hearings and council meetings, to name a few. But on October 16 of last year, nearly 20,000 citizens, once again, showed up for Red Deer when they exercised their right to vote, and cast their ballot for one mayor, eight city councillors, seven public or five catholic school board trustees.

For those of us who work in municipal government, elections are our jam. We believe they are the bread and butter of our democracy, so we get excited as election night draws near and the community is buzzing with excitement while they await the final numbers. However, while citizens head to the polls, City staff are working behind the ballot box to ensure an unbiased and fair municipal election - no easy feat with planning and election related work happening almost two years before the big day.

Nearly 400 people are hired to work on Election Day, and only 44 of those are current City staff. There were five advance vote days in Red Deer; 11 advance vote days outside of Red Deer; 31 voting stations located throughout the city; and, 24 stations in the surrounding rural areas for citizens to cast a ballot for school board trustees.

Election Day staff answered phones, ran supplies to and from loading docks, acted as voting station supervisors and assisted citizens at voting stations around the city - they were the feet on the ground doing everything possible to ensure Election Day was a success. The City could not do it without the help of the more than 350 citizens who signed on to work the municipal election.

However, when it is all said and done, it's the results that count - getting them fast and getting them right is priority number one, and thanks to state-of-the-art vote tabulating technology, we were able to do just that.

This year Red Deer introduced a Universal Voting Machine, The Express Vote, at Red Deer's Advance Vote. This machine enabled all voters to use the same equipment regardless of their physical or visual ability. It was equipped with braille touch pads and audio headphones for the visually impaired, as well as breath control puff and sip functions for voters with physical challenges.

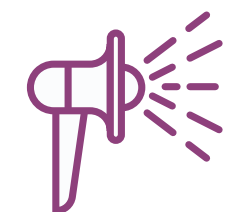
At the end of the day, regardless of when, where or how citizens voted, we ensured each voter-verified ballot was secure and tabulated, a job we did not take lightly. Moreover, while the machines do a lot of the work for us, there are a number of quality controls in place to double and triple check the results.

In 2017, there were 29 candidates for City Council and two for Mayor, and when the results came in, two new city councillors took their seat at the City Council table. ■



THIS YEAR WE HAD

50 BALLOT TABULATORS & SIX EXPRESS VOTE MACHINES



19,267 OR 28.8% ELIGIBLE VOTERS CAST THEIR VOTES

100,000 PEOPLE, 67,000 OF THOSE ARE ELIGIBLE TO VOTE IN THE ELECTION.



IN THE EVENT OF A TIE

BELIEVE IT OR NOT, IN THE CASE OF A TIE IN THE RESULTS, THE ELECTION IS DECIDED BY A RANDOM DRAW WITH THE WINNING CANDIDATES NAME PULLED FROM A HAT. SOMETHINGS ARE LESS SCIENTIFIC THAN OTHERS IN THE ELECTION LEGISLATION.

PROTOCOL AGREEMENT SIGNED ON NATIONAL ABORIGINAL DAY

A new protocol that recognizes the unique needs and cultural identity of Indigenous peoples was signed on June 21, 2017, when The City of Red Deer and the Red Deer Urban Aboriginal Voices Society (UAVS) came together to lay out an agreement that outlines how they govern in a relationship with each other.

The protocol agreement represents the shared commitment between the voices of the Aboriginal community, as represented by Red Deer UAVS and The City of Red Deer to interact respectfully in addressing issues of common concern. It outlines a process that enables relationship building from traditional Aboriginal perspectives, customs and processes, and provides a way for Aboriginal and non-Aboriginal people, organizations and businesses, to work together to build a strong and connected community.

Ultimately, the agreement outlines four guiding principles of equity, leadership, collaborative action, and participation and diversity. The guiding principles will be considered by UAVS and The City of Red Deer when making decisions, developing plans or implementing actions to ensure the unique needs and traditional teachings of Red Deer Aboriginal people are honoured.

A pipe ceremony was held in Coronation Park after the protocol was signed. ■





#SeeYourselfHere IN CAPSTONE AT RIVERLANDS

You've probably been there, and don't even know it - Capstone at Riverlands (Capstone) is a hidden gem in our city, but not for long.

Formerly known as Riverlands, Capstone is the same great neighbourhood with a new name to match its ever-changing style. It has food; it has fitness; it has art, culture and heritage. Most importantly, it will soon have everything you need to live, work and play, all in one place. And year by year, we keep making it better.

But don't take our word for it. This past August, more than 500 people helped us celebrate the new name and the current and future changes that are in store for Capstone. More than 20 neighbourhood businesses joined us, showing off what they do best, and connecting with people from all over the city who came to see what Capstone is all about. They talked about everything from art to health, fitness, food, coffee and kombucha.

Director Tara Lodewyk, Mayor Tara Veer and City Manager Craig Curtis officially revealed the new name and logo on August 23. The announcement marked a major milestone and signals a new era for the district. As you can tell, we are pretty excited. But change can't happen overnight, and it will take many years before the entire neighbourhood is redeveloped.

But why the new name you ask? We needed a new name that was as spectacular as the vision for this neighbourhood. Capstone can mean one of two things: the top stone of a structure or wall, or a crowning achievement, and

those words couldn't be truer. Capstone will truly be the crowning achievement to Red Deer's downtown and the missing link that connects downtown to Waskasoo Park and the rest of our city.

Capstone is unique with The City of Red Deer owning about 25 per cent of the developable land in the neighbourhood. But why does that matter? It gives us the flexibility to seek out unique and innovative development that meets the needs of the neighbourhood and the community as a whole, while respecting our commitment to community spaces and protecting the riverfront. It allows us to work with the developers to create a one-of-a-kind community in the heart of Red Deer that offers unique housing and commercial spaces, beautiful public spaces, and a walkable, liveable community for all.

"We often hear from people that Red Deer is like a city in a park; it is one of the things they love most about our community. The redevelopment of Capstone is just one way we are working to enhance access to the river and ensure people fall in love with the new abundant public spaces they will find in Capstone," said Tara Lodewyk, Director of Planning.

In 2017, roadway changes and pipes were the name of the game, ultimately getting Capstone ready for all that's soon to come. And there are some big changes in store for 2018. These changes include, but are not limited to, reconstruction of Capstone's main street, Alexander Way, construction of the Canada 150 Square adjacent to the riverfront and construction of the green spine, a pedestrian parkway that connects one side of the neighbourhood to the other.

These things may seem small when we look at the long-term transformation that is set to take place, but soon enough, there will be a mix of medium to high density condos and townhomes, commercial development, hotels, office space, shopping and riverfront gathering spaces all just a hop, skip and jump from Red Deer's historic downtown.

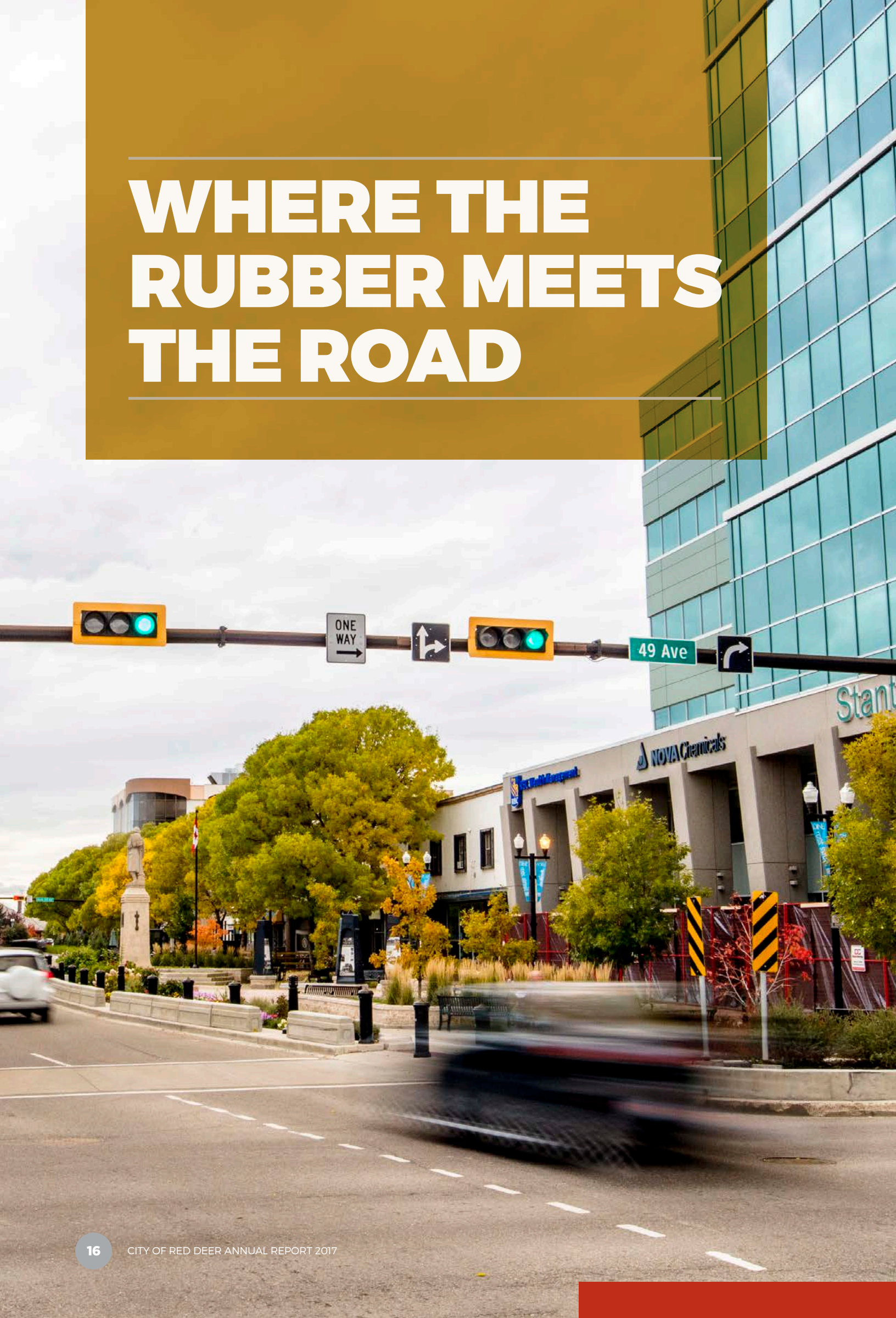
If you have not been to Capstone yet - go! Explore something new in our city. Explore a place where nature is literally out the doorstep; a place that feels like home, even if you are just stopping in for a coffee. See yourself here. See yourself in Capstone at Riverlands. ■

✓ For more information visit liveincapstone.ca

▶ Watch our video online!



WHERE THE RUBBER MEETS THE ROAD



IMPROVING ROAD SAFETY ONE PROJECT AT A TIME

Do you know you're most likely to get into a collision on a Friday in December at 5 p.m.? We do! That's just some of the data our traffic engineers collect and analyze to help make our city streets safer.

Unknown to the average citizen, a road safety working group has worked behind the scenes since 2015 to coordinate and prioritize road safety projects across the city. With a focus on the three Es – engineering, education and enforcement – we're now seeing these projects roll out and make an impact in the community.

WALK THIS WAY

Long name, big impact: Rapid Rectangular Flashing Beacons (RRFBs) were first introduced in 2016, and now, with 24 locations, they're commonplace in Red Deer. RRFBs, an alternative to overhead crosswalk signals, are a win-win: they improve pedestrian safety and they're more cost-effective than traditional overhead crosswalk signals.

For Bill Franz, local citizen and President of the Red Deer Association for Bicycle Commuting, RRFBs make him feel safer as a pedestrian and cyclist. He took to Facebook to share his experience after trying out the RRFBs for the first time:

"Kudos to the The City of Red Deer for investing in nine crosswalk locations to improve safety for pedestrians and cyclists! I had opportunity today to try out the new RRFB at 40th Avenue and Selkirk Drive. The flashing lights and signage are very visible. Normally I try to cross this intersection as quickly as I can (i.e. riding my bicycle) because crossing four lanes of traffic on foot without a light can be a challenge. I felt comfortable and safe walking across this intersection now as all vehicles came to a stop and nobody honked their horn for slowing them down. Well done, The City of Red Deer traffic engineers!" said Franz.

Looking ahead, we plan to install 17 more RRFBs in 2018. ■

WHAT TIME IS IT MR. WOLF?

What time is it? Am I in a school zone or a playground zone? Has the sun set yet? These are just some questions drivers used to ask themselves when trying to figure out when to slow down in school and playground zones. But question no more Red Deer – as of last summer, school and playground zones are easier to remember and safer for everyone.

A recent change in the Alberta Traffic Safety Act allows municipalities to set times for school and playground zones, so in consultation with the local school boards, we made the following changes:

- Playground Zones are in effect from 8 a.m. to 9 p.m. every day.
- Combination Zones (school + playground on same site) converted to Playground Zones.
- School Zones are in effect from 8 a.m. to 4:30 p.m. on school days; currently there is only one School Zone at 40 Avenue and 39 Street near Eastview Middle School and Maryview School

And if you forget, there are time tabs on signs at the start of the zone to remind you what time the speed restrictions are in effect.

"Not only have we eliminated confusion about school and playground zones, but it is also safer for pedestrians," said Wayne Gustafson, Engineering Services Manager. "The new times cover peak play hours for schools and playgrounds, and the times when students, children and pedestrians are most likely to walk and cycle on our streets."

✓ For more information visit reddeer.ca/go30

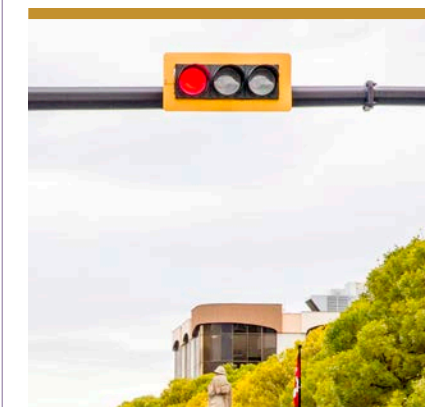
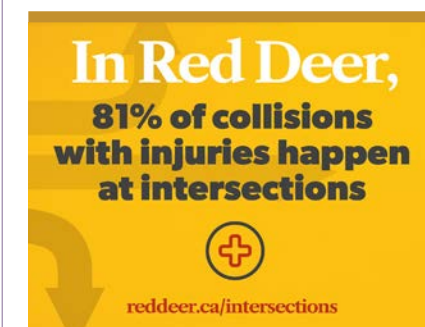


SMILE, YOU'RE ON CAMERA!

As you can see, we work hard to make our roads safer but in 2016, there were just over 2,200 collisions on public roadways in Red Deer. Of those, two thirds happened at intersections, which isn't really surprising given everything that goes on at intersections. And since 2014, we've seen an increase in the number of collisions at intersections.

One way to improve intersection safety – and road safety overall – is to slow drivers down. Slowing down gives you more time to react if something goes wrong, and if you do get in a collision, your chance of being seriously injured decreases.

And to address everyone's burning question: yes, intersection speed cameras and other automated traffic enforcement, like photo radar and red light cameras, generate revenue, but it is first and foremost about safety. Here's what happens when you pay a fine: just over 40 per cent goes to the province, which includes a 15 per cent victim surcharge that's used to assist the victims of crime in Alberta. The balance remains with The City and goes directly toward policing services. ■





mother
nature

huffed and she puffed, but she didn't blow us away

Roofs were ripped from buildings, trees were uprooted across the city, and at the peak of the storm, more than 35 per cent of homes in Red Deer lost power. It was a windstorm unlike any our city has ever seen, but through it all, our community stood strong and we were blown away by the Red Deer spirit, resiliency and support our exceptional citizens showed to the many hard working City crews and first responders.



The storm happened late in the day on June 20, 2017. Winds gusted over 110 km per hour, taking down 38 power poles, nearly four km of power lines, and approximately 3,100 trees all over the city.

But that's just the numbers. The real story is in how our city banded together to not only weather the storm, but to support each other in unpredictable ways. Neighbours welcomed those without power into their homes; local businesses pitched in; citizens handed out high fives and sandwiches to the hard working linemen and clean-up crews all around the city.

"We truly saw our community's spirit come to life. People pitched in. They went above and beyond to offer help to their colleagues, friends and neighbours. But even more, they helped complete strangers, their fellow Red Deerians, simply because they could – and that says a lot about the people who live here. We are more than a city, we are a community,"
said Mayor Tara Veer.

Unfortunately, some places were harder hit than others. The storm left a path of destruction in neighbourhoods like Riverside Meadows, Timberlands, Grandview, Vanier East and the Village Mall, which suffered broken glass in several windows and damage to homes and buildings.

Despite the best efforts of City crews to restore power before nightfall, it was not possible in all areas. Approximately 15 per cent of Red Deer remained in the dark overnight on June 20, as crews continued to move quickly throughout the city to get power back on and remove trees and power poles from roadways and parks.

The safety of citizens was our first priority, and while there were two injuries reported after the windstorm, we are thankful there weren't more.

"Overall, citizens responded quickly and appropriately – seeking shelter and getting to safety," said Karen Mann, Emergency Management Coordinator. *"For some that was in a transit bus and for others it was in a nearby business or public facilities. In all cases, people opened their doors to support their fellow Red Deerians."*

Today, our City is back to its normal self. But some of the damage remains as a reminder of the windstorm – a reminder that things happen fast, a reminder that together we can weather any storm. Most importantly it is a reminder to be prepared. But how? Well some of it's on you. Everyone should have a 72 hour emergency kit on hand with supplies such as water and a flashlight. The kit should contain everything you might need to sustain you, and your family, for a 72 hour period. All households should know the risks and have an emergency plan as well as a 72 hour emergency kit.

BUT WE CAN HELP TOO.

One of the successes during the windstorm was the use of a new notification tool called Notify Red Deer.

Notify Red Deer lets you get emergency information when and how you want. Approximately 3,000 Red Deerians are already signed up but the more people we can reach, the better. The program enables us to send messages quickly to citizens during an emergency, and in some cases, non-emergency situations.

It's as easy as visiting our website and signing up to get an email, text or phone call from us when an emergency, like the windstorm, happens next time.

The windstorm wasn't the first time central Alberta was hard hit by a significant weather event, and it won't be the last. But thanks to the many citizens, businesses and hard working crews, we will be more prepared, than ever before, the next time Mother Nature throws us a curve-ball. ■

For more information visit reddeer.ca/notifyreddeer



**WIND GUSTS
OVER 110KM PER HOUR**
TAKING DOWN 38 POWER POLES,
NEARLY 4KM OF POWER LINES, AND
APPROXIMATELY 3,100 TREES



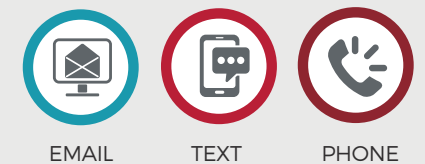
72 HOUR EMERGENCY KIT
SUPPLIES INCLUDE ITEMS LIKE
WATER AND FLASHLIGHT



NOTIFY RED DEER

Sign up today to choose how you want your alerts – by text, email or phone.

Notify Red Deer will send you notifications quickly during emergencies and for other updates you choose to receive.



reddeer.ca/notifyreddeer



REDISCOVERING
Discovery Canyon

LET THE
GOOD TIMES ROLL



31,187 LIKES

17,382 COMMENTS
9,000 SHARES
REACHED OVER 1.7 MILLION PEOPLE



RE-OPENED IN 2017

CLOSED FOR THE 2016 SEASON FOR UPGRADES

Did you see this photo? You probably did. It reached approximately 1.7 million people, had 31,187 likes, 17,382 comments, and was shared 9,000 times after it was posted to The City's Facebook page in June. It was our biggest social media reach ever and we are pretty proud of our local gem, Discovery Canyon. This past summer, Discovery Canyon was highlighted provincially, with bloggers writing about our favorite water feature – and we certainly had the crowds to prove it.

In July 2017, one of our community's most beloved spaces, Discovery Canyon, reopened after closing for the 2016 season while we made some upgrades. But it was worth the wait, and despite poor weather conditions, people came out in droves to support the long awaited reopening where we not only acknowledged the confederation of Canada but also cut a big red ribbon, sliced some cake and released 500 ducks down the natural waterslide feature.

Discovery Canyon is packed with people on a warm day in central Alberta. They come to enjoy the water feature, the beach and the natural beauty of an

exceptional park that is nestled along the Red Deer River. This summer hot spot was missed by many in 2016, but it is open, and better than ever, ready for Red Deerians, regional residents and visitors to rediscover in 2018. ■

DID YOU KNOW...

Discovery Canyon re-opened in 2017 after it was closed for the 2016 season for upgrades, including:

- New tubes
- New concession area
- New water pumps, new water feature, interpretive pieces to connect to nature
- New boardwalk and accessible paths
- Expanded beach area
- New four-season natural playground
- Connections to River Bend Trails

Summer holidays. A time when students can hang out with friends, play outdoors and enjoy some freedom. It is, quite simply, the best time of the year. So what could The City of Red Deer possibly do to make it better? We created the Rip 'n Rec Summer Pass.

The Rip 'n Rec Summer Pass was geared for success. At only \$50, it offered youth age six to 17 unlimited rides on Red Deer Transit, to anywhere in the city, and unlimited access to any City recreation facility including the arenas and outdoor pool for the entire summer. This deal was huge, really huge, and the community took note.

"The Rip 'n Rec Summer Pass exceeded all our expectations," said Barb McKee, Recreation Superintendent. **"City recreation facilities were busier than ever during the summer, and our pass sales doubled from last year."**

Sales of the pass really took off with 917 children and youth taking part, resulting

in over 6,800 visits from pass holders between June 24 and September 4, 2017. Transit also saw an increase in ridership of 30 per cent over the same period in the previous year. These results indicate we are headed in the right direction in steering youth toward sport and active adventures that they may not have tried without using the Rip 'n Rec Summer Pass.

When asked what the best part of the pass was, one user said it was "Freedom from waiting for a parent to get home from work to drive me." The Rip 'N Rec pass provided parents with an affordable way for teens to travel around town during the summer. They could hop on transit to get to their favourite places, like the splash park, swimming pool or even the mall, giving parents a break from driving over the summer.

"We know that introducing youth to taking public transit at an early age encourages lifelong ridership," said George Penny, Transit Manager.

"The Rip 'N Rec Summer Pass allowed youth unlimited rides around the city, anywhere at any time, which can help kids feel comfortable, confident and safe riding the bus."

The Rip 'n Rec Summer Pass has led the way in meeting The City's commitment to remove barriers and improve access to City facilities to keep our city's youth engaged in positive, active and fun ways. This pass is a stellar example of collaboration between The City's recreation and transit sections. ■

For more information visit reddeer.ca/summerpass



ICONIC ARENA SIGN

Duane Gehring first built the Arena sign that hung outside the former Red Deer Arena. When the arena was decommissioned in 2016, City staff reconnected with Duane to salvage the sign. Once final designs of the new build were complete, Duane helped refurbish the old sign and commission it for use in the new Servus Arena. It now hangs prominently above the staircase in the foyer. Located on the wall beside the old sign is a painting of the former Red Deer Arena, showing the sign lit up where it used to hang.

Paying homage to the past was a goal throughout the entire Servus Arena construction project.



HISTORIC WALL

City staff searched through 60 years' worth of photos to find those that best represent the Red Deer Arena's history, and the memories created in it over the decades. The result is a 56m long by 1.5m high wall that spans the back wall of the arena.

NEW ARENA TO "SERVUS" THE COMMUNITY

Blades, not scissors, cut the ribbon at the official opening of the Servus Arena on January 13 of this year. And while this didn't happen until 2018, most of the work happened in 2017 after the former arena was torn down to make way for a new and improved facility.

With the arena being under construction since fall 2016, hockey players, figure skaters, ringette players, and community group ice users in Red Deer felt the pinch, but patiently awaited the unveiling of the new facility, and they were not disappointed when we opened the doors, ahead of schedule, in January 2018.

Highlights of the new digs include room-temperature spectator seating for 1,360 fans, an indoor walking track, concession and direct interior connections to the Pidherney Curling Centre next door.

The grand opening event included free skating, tours, food and entertainment. The Red Deer Vipers were the first official team to hit the ice at 8 p.m. on opening day when they played their first game at the Servus Arena.

But for many, the building of a new arena was bitter-sweet. The original Red Deer Arena was built in 1952 and served as a community hub in Central Alberta for over 60 years. For structural reasons the building was torn down; however, The City did its best to preserve some of the history by incorporating elements such as the former stadium benches and the iconic Arena sign that formerly hung outside the building.

Art now hangs on the walls of the new arena as an homage to what came before it, marrying old with new as we prepare to welcome the nation in 2019 when Red Deer hosts the Canada Winter Games as well as other events such as the Hlinka Gretzky Memorial Cup.

"Opening the new Servus Arena marks a day of growth and community building in Red Deer. This state-of-the-art facility commemorates our past while looking to a future where we celebrate sport and community connections differently than ever before," said Mayor Tara Veer.

And while the community waited with bated breath, so did our top secret community sponsor, Servus Credit Union, who jumped on board to sign a 15 year commitment to partner with us as a naming sponsor for the new facility. The new arena, now officially named, the Servus Arena, sits in the heart of downtown Red Deer, serving central Alberta once again.

"We have a strong history in Red Deer, and we're excited to honour that history and look forward to a strong and healthy future here," said Garth Warner, President and CEO of Servus Credit Union.

If you haven't stopped by to check out the new facility, come and visit us on the first Thursday of every month from 6:30 to 8 p.m., when the entire community is invited to take part in free skating during the winter months. ■



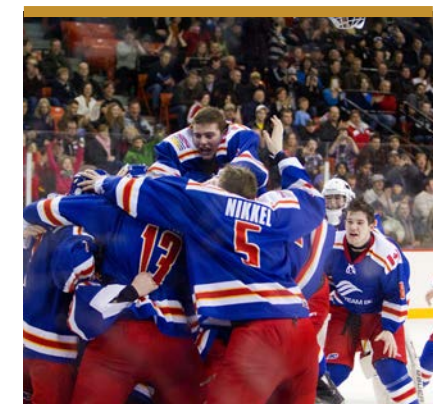
FREE SKATE

FIRST THURSDAY OF EVERY MONTH
6:30 - 8:00 PM

PRESERVING HISTORY - ONE BOARD AT A TIME

When decommissioning was underway for the former Red Deer Arena, we made sure to save the iconic pieces of the arena, as well as any materials that could be reused in other civic buildings. Many items were auctioned off to neighbouring communities in the Central Alberta area, but we kept a few things to install in the new facility.

As construction progressed, some of those pieces were installed including the score clock, and the red illuminated arena sign, which is now displayed prominently in the Servus Arena. Perhaps the most memorable element of the former arena, as many hockey parents and hockey fans would remember from hours spent in the stands, is the wood benches. The wood boards can be found everywhere you look in the new arena, not in the form of benches but instead as drink rails and counter space - they have new life.



EXCITING FUTURE

The Hlinka Gretzky Memorial Cup will be hosted at Servus Arena in August 2018. The Servus Arena will also host men and women's hockey during the 2019 Canada Winter Games.



A NEWCOMERS WELCOME

Interpreters were busy at The City's first ever Newcomers Welcome event in May 2017, with approximately 250 guests, speaking a multitude of languages, attending the event.

Red Deer may be predominantly English-speaking, but on that evening our modern-city-with-the-small town-feel was a virtual United Nations of language and culture.

Speaking to a standing-room-only City Council Chambers, a team of interpreters simultaneously, translated into six languages, the words of the Mayor and City Manager's speeches as well as City staff presentations. What we didn't anticipate was the need for interpretation of the more casual conversations happening all around the second floor of City Hall.

"Our immigrant-serving agencies were with us every step of the way for this event, so no surprise that they were able to jump in with support for this challenge too," said Julia Harvie-Shemko, Director of Communications & Strategic Planning. "Volunteers deployed to help guests understand one another whether talking about transit, starting a business, or what recreational

opportunities exist in Red Deer. We've heard very positive feedback, and I believe we successfully met our objectives to welcome our newest residents and provide them with meaningful connections to The City."

With the help of our immigrant-serving agencies Central Alberta Refugee Effort (CARE), Catholic Social Services – Immigration and Settlement Services, and Central Alberta Immigrant Women's Association (CAIWA), the event was planned around the needs of their clients – including information around business startups, 211, reddeer.ca, parking and bylaws, bus routes, affordable recreation opportunities and policing.

The Newcomers Welcome event was all about celebrating diversity and building community connections. And it gave newcomers an opportunity to share experiences, learn about municipal government services, and meet City Council and staff.

"It was groundbreaking," said City Manager Craig Curtis. "To have that much diversity among our citizens at City Hall at one time, speaking to them in their languages was a

watershed moment for us in our commitment to a welcoming and inclusive Red Deer."

Reducing barriers was a top priority, so in addition to interpreters, the event was sure to honour customs, offer childminding and respect dietary restrictions.

A strong contingent of Red Deer's Syrian refugee families dropped in and mingled on the second floor along with other families from Somalia, Ukraine, Eritrea, Ethiopia, Iran, Iraq, and others. They asked about the regulations on how to start their own businesses, learned how to book a picnic shelter, enjoyed Halal snacks, and took photos with City Council.

"We didn't always speak the same language, but we understood one another," said Mayor Tara Veer. "Our guests spoke from the heart about things that matter to all of us: opportunity, family and navigating through public services. It underscored the notion that our commonalities outweigh the differences among us as people in general and as Red Deerians in particular."

Green is in

Red Deer is rolling in style this spring, thanks to these contemporary containers. Poised to reduce household waste by nearly half, now there's one sleek solution for all your organics.

Collection began the week of April 9, 2018.
Read all the nitty gritty at reddeer.ca/carts



 THE CITY OF
Red Deer state of the cart



REACHING OUT TO CITIZENS IN 2017

Connecting and having conversations with citizens is an important part of what we do. Whether we are looking for input on the budget, getting feedback on how we can make your neighbourhood better or reaching out to talk about the environment, what you say influences the decisions we make, and we cannot thank Red Deerians enough for participating in the many consultation opportunities that took place over the last year. Here is a snapshot of some of the ways we connected with Red Deerians in 2017.

LET'S TALK IN THE MALL

Each year, we pack up 25 City departments and community agencies and we move into the mall in hopes of connecting with and hearing from the many mall-goers and citizens who are out and about on a Saturday in our city.

Some people happen upon us while others come out with a plan to talk with City Council or administration about very specific topics that interest them – we love hearing from both.

"It's a unique event that gives us an opportunity to share information with citizens, answer their burning questions and get their input on a number of topics," said Julia Harvie-Shemko, Communications & Strategic Planning Director. "Let's Talk is about ensuring we are available and accessible to all residents."

Whether it is Let's Talk in the Mall or a public open house about any number of city projects, The City wants people to get involved and take part in shaping the future of our city. Let's Talk 2017 featured everything from consultation on what rules and bylaws matter most to citizens, to information about community safety and policing as well as The City's Environmental Master Plan – just a few hot topics of the day. But if you missed out, don't worry, you haven't seen the last of us at Let's Talk. Come and visit us in 2019 when we pop up again. ■



For more information visit
reddeer.ca/letstalk

HOW 13 PEOPLE CAN MAKE A DIFFERENCE

The City's Environmental Master Plan (EMP) is getting an update, but we can't do it without help from citizens, and thanks to 13 committed Red Deerians, we are one step closer to deciding what comes next.

In September 2017, 13 people signed on to be part of a community engagement group that would influence an update to the Environmental Master Plan, focusing on the areas identified in the current plan. The group met monthly from September to April, providing in depth feedback and input into a facilitated process.

"Community engagement groups are just one way we can involve citizens, specifically when the topic is complex and requires in depth knowledge and feedback," said Jodi Kelloway, Public Participation Specialist for The City of Red Deer. "It's not the right tool for everything we do, but when combined with other public participation activities, it can certainly serve as an invaluable mechanism for involving citizens and getting meaningful input."

The EMP community engagement group wrapped up in April 2018 with broader public and stakeholder consultation following. The full public participation program will be complete this spring with an updated EMP planned for the fall of 2018. ■

GETTING YOUR TWO CENTS ON THE BUDGET

Approximately 90 Red Deerians weighed in on The City's 2018 budget at an annual budget open house in April 2017. City Council and City administration were all on hand to talk about upcoming projects and initiatives with a focus on finding out what citizens wanted to see in 2018.

In addition to the open house, The City also popped up in several locations around the city to consult with residents as well as reaching out through an online survey to get their input. In total, approximately 430 people connected with us in one way or another to give us their feedback on the budget and tell us how they wanted to see their property tax dollars invested in 2018.

With all that said, we would love to hear from more of you. Every year, we look to citizens for their input into the budget. Keep your eyes out for upcoming input opportunities in the future. ■

HOW SATISFIED ARE RED DEERIAN'S

In 2017, 97 per cent of citizens said Red Deer's quality of life is good or very good, with 69 per cent saying their quality of life has improved or stayed the same in the past three years, according to the 2017 Citizen Satisfaction Survey.

Citizen satisfaction surveys are just one way we gauge the pulse of the community. The survey is used to set benchmarks for areas including service delivery, communication with residents, and important issues facing Red Deer citizens. These benchmarks help determine if citizen satisfaction has increased or decreased and if programs/initiatives are effective.

The City's citizen satisfaction survey is conducted annually by Ipsos. Last year's survey ran from May 5 to 18 with a randomly selected sample of 300 Red Deer residents aged 18 years or older.

These are just a few of the many public participation activities we host throughout any given year. Visit www.reddeer.ca to find out about upcoming opportunities. ■

I was born of humble beginnings, once just a large piece of foam, molded and cut into a Canada 150 logo in recognition of Canada's 150th anniversary of Confederation. Made out of love for our great country, and a general love of selfies, I first graced Red Deer on Canada's official birthday, Canada Day, down at Bower Ponds.

Boy, I was not expecting to receive as much love as I did that day. Men, women, children of all ages (and a few dogs) visited me by the main stage, and I posed with them for pictures that soon became posted, shared and liked all over the world of social media. Let me tell you, that sure makes a person feel popular.

This was just the first stop on my busy social calendar. I made it to almost every big event of the summer, with my big ol' self the centre of many a photo and the centre of attention at some celebratory events, like the Westerner Days parade, the opening of Discovery Canyon, the opening of Firehall #3, Red Deer Lights the Night and City Hall park in between.

Now you can imagine my personal assistants were busy with me. I even had a makeover at one point with a nice scrub down and a makeup refresher. My entourage made sure I was moved from place to place, with love, and my personal assistant made sure I didn't miss any of the Red Deer's biggest events. How embarrassing would that be?

I am good, but Big Foamy can't do it alone, and I want to thank all of my family, friends and co-workers who made this year possible.

From sun and water, snow and rain, fireworks and cotton candy – I was there, I was proud and I was the perfect backdrop to the many celebrations that took place this year in acknowledgement of Canada's confederation.

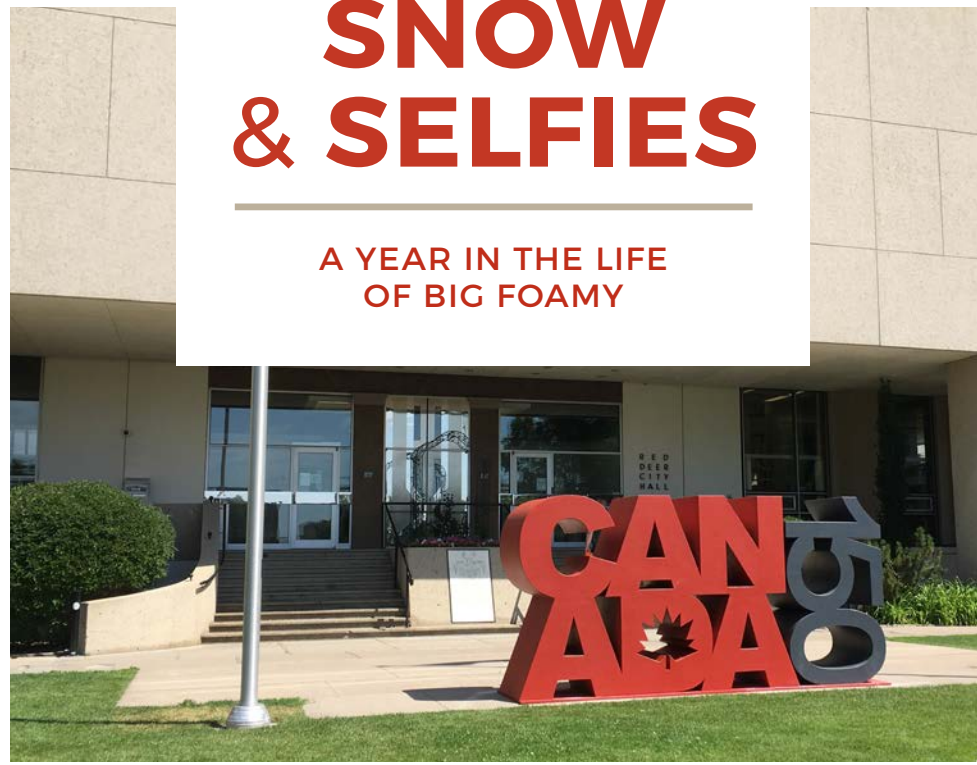
I hope you got a chance to meet me, sorry if I don't remember you, I met a lot of great Red Deerians over the year and I hope my legacy lives on, if only in your Facebook memories.

Happy birthday Canada, it was a pleasure to celebrate with you. ■



SUN, SNOW & SELFIES

A YEAR IN THE LIFE
OF BIG FOAMY



RED DEER TRANSIT ROLLS OUT NEW CNG BUSES

The wheels on the bus are officially green (though not in colour) after 17 new compressed natural gas (CNG) transit buses hit the streets of Red Deer last year. This was just one of many initiatives The City undertook in an effort to lessen its impact on the environment and reduce greenhouse gas emissions across the city.

But the benefits are two-fold, we are not only minimizing our environmental footprint, but we are saving money while we do it. When compared to diesel-fueled buses, the new CNG buses use 30 per cent less fuel per kilometre travelled, with fuel costs that are 40 per cent lower than diesel and that's not just pocket change.

"The City took a significant step forward in reducing its carbon footprint with the introduction of CNG buses last year," said Mayor Tara Veer, **"These buses enable us to continue providing affordable transit within our community while reducing the impact on our environment and The City's operational budget."**

With the introduction of the new buses also came the need for construction of a new CNG fueling station and upgrades to the bus storage facility and maintenance garage at Civic Yards. These upgrades included improvements to gas detection monitoring, electrical, heating and air handling systems to ensure the facilities were safe for staff to operate and maintain the new buses indoors.

But we aren't stopping there. These green wheels will keep on turning with Red Deer Transit expanding its CNG fleet by replacing aging diesel buses with new CNG buses as they reach the end of their lifespan.

"This is a step in the right direction as we plan for older buses to be pulled out of service and upgraded," said George Penny, Transit Manager. **"A phased-in approach enables us to make this transition to CNG buses over the next number of years with plans to grow The City's green fleet."**

The City used \$5 million of its Federal Gas Tax Fund allocation, as well as \$10.1 million in provincial GreenTRIP funding toward this project. The City funded approximately \$600,000 from fuel reserves and capital reserves to cover the remaining costs.

The project came forward as part of The City's Environmental Master Plan, a document which outlines The City's commitment to the environment, outlining goals and next steps for the city. The City of Red Deer will be updating its Environmental Master Plan in 2018. ■



30 PER CENT LESS FUEL

WHEN COMPARED WITH
DIESEL-FUELED BUSES

NEW COURTHOUSE FOR RED DEER

After over a decade of advocacy efforts, the dreams of a new courthouse for Red Deer will finally be realized. The Alberta government estimates \$181 million allocated over the next five years to plan and build the new Red Deer Justice Centre.

The current seven-room courthouse was built over 30 years ago and the population has more than doubled since. In 2014, Alberta Justice moved traffic proceedings to a local hotel to alleviate congestion at the Red Deer Courthouse. A new courthouse is needed to reduce strain on existing resources, and to ensure quick and efficient legal proceedings that result in safety and security of our citizens.

"The courthouse is good news for our community," said Mayor Tara Veer. "Community safety is a priority for citizens in Red Deer, and a new courthouse helps ensure more local charges are upheld, which is an important part of The City's enforcement and community safety efforts."

The new Red Deer Justice Centre will increase the number of courtrooms in Central Alberta from seven to 12, with the potential to expand to 16 in the future. This includes an increase to the number of courtrooms serving Provincial and Queen's Bench courts. The building will also include a resolution services wing to provide dispute resolution, civil and family mediation, arbitration and other alternatives to court.

"The new Red Deer Justice Centre will resolve a long-standing space shortage in the community and ensure vital justice services are delivered effectively to residents of Central Alberta," said Premier Rachel Notley, March 2017

The old RCMP headquarters on 49 Street will be the new site for the courthouse. The space has been kept vacant for over five years in anticipation of this announcement. Construction is expected to begin in spring 2018.



sound the alarm

RED DEER HAS TWO NEW FIRE STATIONS

Not one, but two new fire stations officially opened their doors in 2017 with more than 1,000 Red Deerians stopping in to check out the new digs at the official grand opening in Lancaster last July.

The day was marked with an official procession, ribbon cutting and facility tours. There was no shortage of kids, maybe even some future firefighters in the making, who hopped in and out of the big red and white trucks. And the weather was fitting for such an occasion with plus 30 degree temperatures.

But it was certainly not all pomp and circumstance. The new stations were a must-have after Red Deer outgrew its former locations and responders were no longer able to meet mandated standards for response times in future growth areas. The new locations were selected based on projected growth and access to major roadways, minimizing response times. While current demands require an average of six staff at a time, the station can accommodate up to 10 staff in preparation for long-term growth.

“The safety of Red Deerians is always a priority and the two new fire stations in our community help improve emergency response times for current residents as well as new developments,” said City Manager Craig Curtis.

Fire Station #4, which is now located in Timberlands, will serve the growing communities in Timberlands

and Evergreen as well as future developments in the East Hill area. Fire Station #3, now located in Lancaster near the Collicutt Centre, will serve southeast Red Deer. The station is also home to the Red Deer Emergency Services Platoon Chief's office, where the Platoon Chief manages crews at all five stations, coordinating emergency response efforts across the city.

But what's inside the station doors? Multi-use areas that incorporate training areas in the stairwell, as well as in the apparatus bay and on the roof. These training areas enable firefighters to practice high angle rescues, repel drills, standpipe operations and firefighter survival evolutions.

“The two stations are nearly identical,” said Paul Goranson, Director of Protective Services, **“We were able to achieve significant cost savings by using the same base design, so both stations were completed on time and under budget.”**

The old Station #3 on 32 Street was transformed into Red Deer Emergency Services headquarters and houses administration and the fire prevention and training branch, as well as the regional 9-1-1 call centre.

With this change, also came closure of the former fire station located in Deer Park, which remains empty and is currently up for sale. ■



211 is a free, confidential, multilingual, 24 hour information and referral system for thousands of community and social services available across the province. 211 benefits the public by making it simple to navigate the complex maze of health, government and community services information.

Dial 2-1-1 to speak to an Information & Referral Specialist or go to www.ab.211.ca to search for information on:

- Community Services
- Financial & social assistance
- Housing & utility help
- Food assistance & meal programs
- Seniors' services & home care
- Parenting & family programs
- Government program assistance
- Disability support services
- Volunteer organizations
- Newcomer services
- Mental health support
- and much more...

GRAZING GOATS IN THE CITY

The Piper Creek Community Gardens is a former farmstead turned community gathering space located on the south side of town. A number of non-native, invasive weeds have taken root in the area and need to be stamped, or chewed, out. The City in partnership with Rethink Red Deer, the Red Deer River Naturalists and several other conservation-minded groups are working to reclaim the area back to its natural state of native aspen parkland. The City's parks section is responsible for the weed control services, including enforcing and complying with the Provincial Weed Control Act and associated pesticide use regulations.

The Piper Creek site is very tricky for weed control. Being so close to the waterway means pesticide use is not to be permitted. The creek banks are very steep and it is difficult for City staff to pull the weeds by hand. Because of the scope of work and the challenging terrain, parks staff decided to use an innovative solution...goats.

“Goats are part of an integrated pest management strategy that The City uses to decide on the best way to control weeds,” said Ken Lehman, Ecological Services Operations Coordinator. **“We look for the most economical, environmentally safe, and sustainable method for weed control in the area, and the goats fit.”**

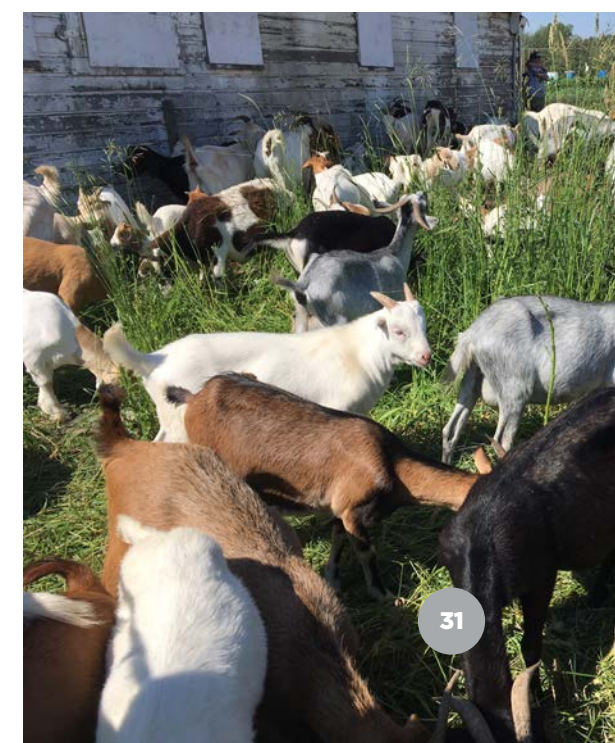
Goats are weed eating machines. They are mainly browsers and prefer to eat broad leaf and woody plants over grasses. Herders, and their working dogs, were contracted by The City to

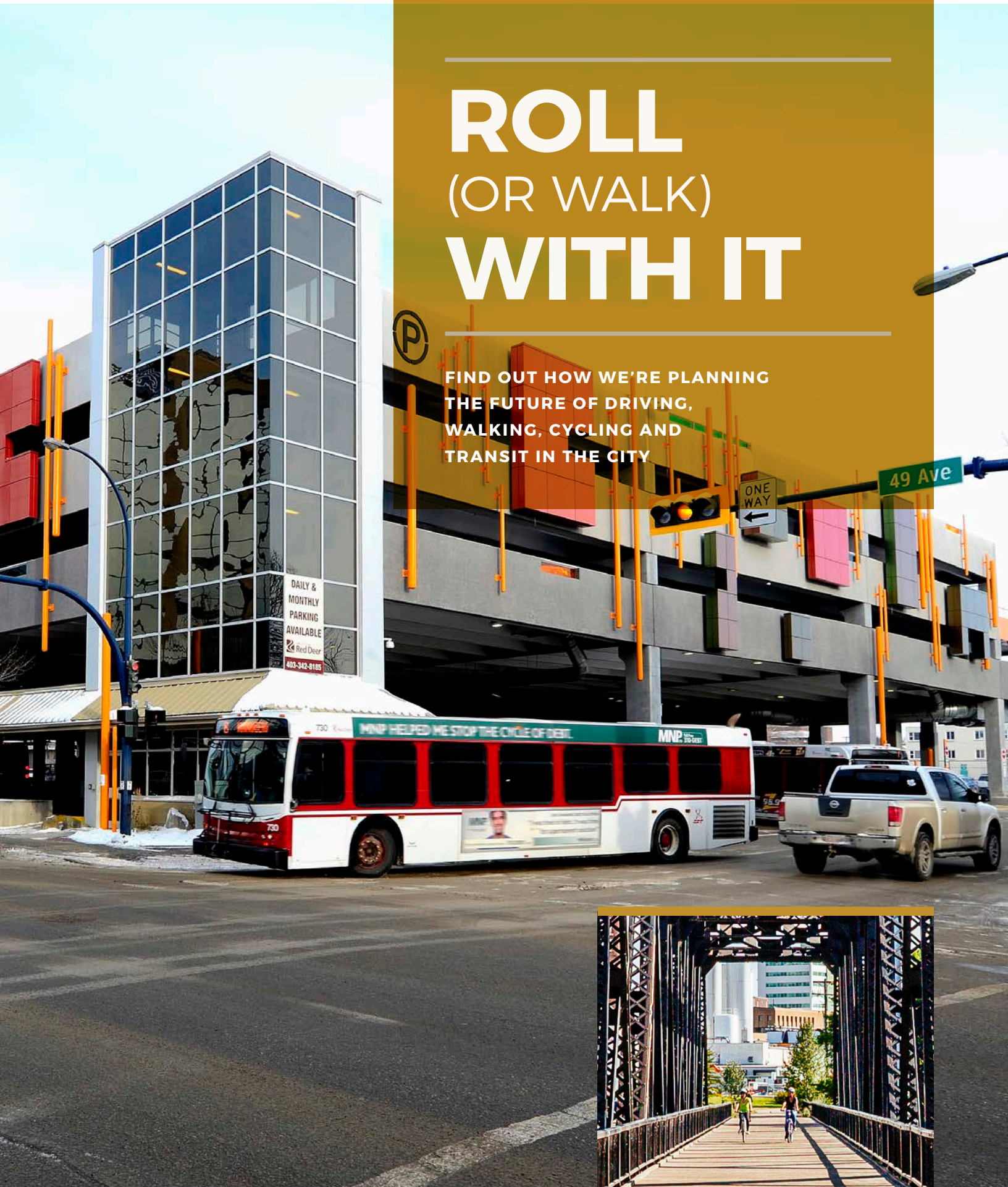
push the goats towards the target weed species, which in the case of the Piper Creek site, Canada thistle and toadflax are their main dish.

“The goats are actually introduced to a special diet of select invasive weeds, like Canada thistle, to train them to target those species and leave other grasses and plants alone.” said Lehman.

To welcome the goats to Red Deer the media and public were invited to a meet and greet on Friday, July 7, 2017. It was a beautiful sunny day, and the turnout was spectacular. The shepherd from BAAH'D Plant Management and Reclamation provided a great educational experience with tours of the area, and discussions about targeted weed control methods and the positive environmental benefits of appropriate grazing practices. For the younger children it was an exciting experience, petting and feeding the goats when they were not busy doing their job of eating up the weeds.

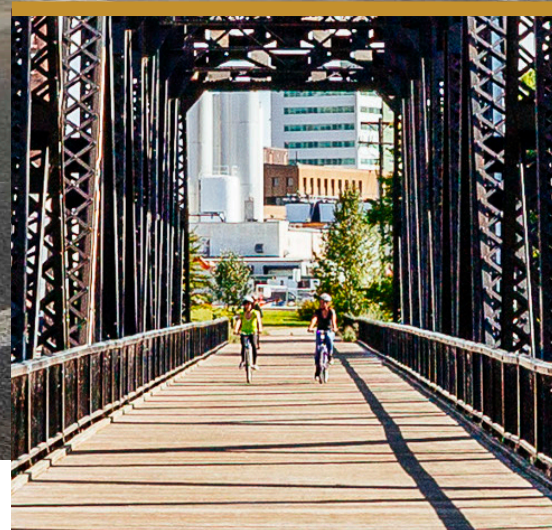
The goats proved to be excellent at their work. After only 24 hours of dining on Canada thistle and toadflax, the one acre target area showed great signs of improvement with very few thistle or toadflax plants visible. This innovative way of dealing with weeds brought the public and parks section together for an exciting and educational environmental experience. We are excited for the return of the goats next year as it is expected to take two to three years to effectively gain control over the target weed species. ■





ROLL (OR WALK) WITH IT

FIND OUT HOW WE'RE PLANNING
THE FUTURE OF DRIVING,
WALKING, CYCLING AND
TRANSIT IN THE CITY



Picture it, you're out enjoying one of the many beautiful trails Red Deer has to offer when suddenly the trail ends. You know there are other trails in the area, but for some reason the trail you're on isn't connected to any of them. Red Deer has over 190 km of trails – bet you didn't know that's equal to 1 km for every 524 Red Deerians – and most are well connected, but we know we can do better. That's where Moving Red Deer Forward: Our Multimodal Transportation Plan, or MTP for short, comes in.

Approved by Council in July, the MTP aims to improve how we move in the city by focussing on four key areas: safety, quality, comfort and connection. With the help of a new made in Red Deer tool called the Multimodal Transportation Index (MTI), we'll use this criteria when making decisions about new transportation projects for all modes, including driving, walking, cycling, and transit. So just what does safety, quality, comfort and connection mean when it comes to transportation?

SAFETY

This one is pretty self-explanatory: it's all about keeping drivers, cyclists and pedestrians safe. Where it gets interesting is the different needs of each mode, and figuring out how they can work together. For example, some areas we focus on for drivers are intersection design, sight lines and wayfinding. Pedestrians and cyclists use the same intersections but have different needs, like well-signed crosswalks. Another area that affects everyone is how best to separate drivers from pedestrians and cyclists to keep everyone safe.

QUALITY

You probably don't give much thought to the material used to build roads, sidewalks and trails in our city, but we do. From asphalt to concrete and gravel to shale, different material is used for different reasons. It might sound a bit

boring and technical, but quality is important because it affects things like cost and maintenance, as well as experience – ever tried to in-line skate on a gravel path?

COMFORT

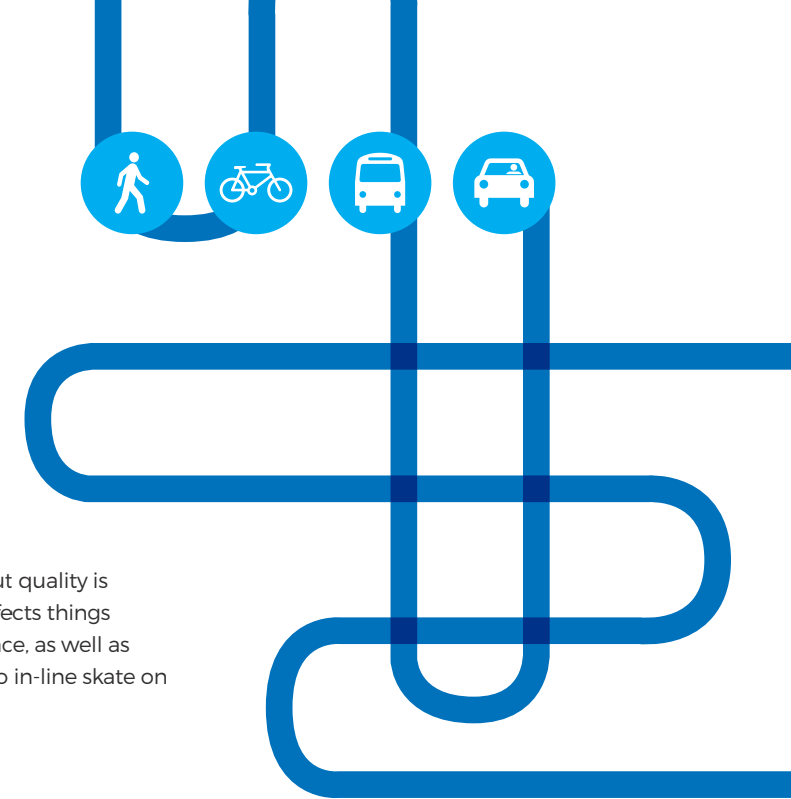
Quality is how we build it; comfort is the experience you have: it's about making moving around the city easy and enjoyable. For transit, it means frequent service, short wait times and comfortable bus shelters. For drivers, it means landscaping, trees and visual aesthetics (side note, have you seen the landscaping in the new roundabouts?). And for pedestrians and cyclists, it means wide sidewalks and trails comfortably located away from fast-moving traffic. Benches, lighting, public art, wayfinding and garbage bins help as well.

CONNECTION

As the saying goes, all dressed up and nowhere to go? We know you have places to go – work, school, shopping, recreation – but you need logical connections to get there and back. Connection considers the routes people take in the city – by car, foot, bike and transit – and tries to better connect these routes: for example, by filling in gaps in sidewalks and trails, by linking bus routes to destinations, and by measuring traffic volume and trip times for better planning.

PUTTING IT ALL TOGETHER

With the plan approved, implementation is moving forward. Residents won't necessarily see a change overnight – a lot of the change will be small in nature at first – like identifying and filling in gaps in sidewalks and trails – but one of the first major projects to run through the MTI is the 48 Street upgrades in preparation for the Canada Games Celebration



Plaza. The project, which includes burying the power lines and enhancing the sidewalk highlights the plan in action.

- Safety: A wider sidewalk/path, thanks to the removal of the power poles, creates greater separation for pedestrians and cyclists from vehicles.
- Quality: Materials selected complement other downtown features, but also allow for ease of use.
- Comfort: Landscaping, street furniture, signage and upgraded street lighting improves the experience for pedestrians and cyclists, but will not impact traffic flow for vehicles or transit.
- Connection: Connects the downtown and City Hall to major Games venues and future destinations.

"This is a great example of how the MTI helps us plan transportation projects," said Tara Lodewyk, Director of Planning Services. "Using the tool makes sure we're looking at all of our projects – whether it's a road, a sidewalk, trails, or transit routes – with the same focus and applying consistent criteria when planning."

CHIEF FINANCIAL OFFICER



DEAN KREJCI

The 2017 Capital Budget was heavily weighted towards replacing and rehabilitating existing infrastructure with \$58.2 M approved for these projects. This equated to 55 per cent of the total capital budget of \$105.9 M.

Growth projects made up \$36.1 M or 34 per cent of the budget. Community amenity projects made up \$11.6 M or 11 per cent of the budget. Significant projects approved were Water Utility Infrastructure \$6.7 M, and roads (crown paving and reconstruction).

The largest increases in the 2017 Operating Budget related to prior year budget decisions that impacted current year operations. This included additional funds for extending recreation operating agreements, additional policing resources and the continuation of the capital amenities and growth contribution. Additional budget provisions were made for the increased number of police officers available, revenue adjustments in several areas, contractual obligations for labour contracts and the provincial carbon levy.

Creating a sustainable financial foundation continued to be a priority for The City in 2017. Significant progress was made in the area of financial leadership with a framework presented and approved by City Council in June 2017. This approval came on the heels of a risk management framework that was approved by Audit Committee in March and presented to City Council in April.

Overall, the City is in sound financial shape. Debt is at 53 per cent of the provincially prescribed debt limit maximum and service on debt is at 36 per cent of the provincially prescribed debt servicing maximum.

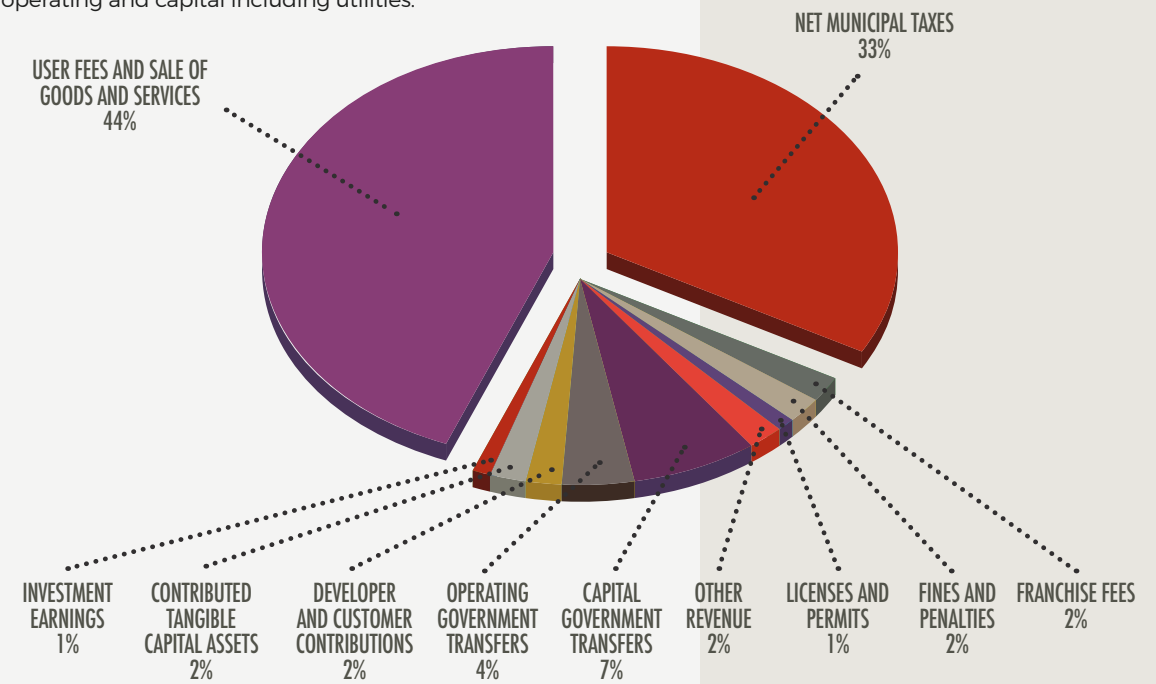
Net debt increased \$31.9 M as planned due to financing of capital infrastructure. The City contributes annually to a reserve dedicated to funding capital projects. The net book value of assets grew by \$67 M as The City continues to invest in infrastructure. Reserves decreased by \$1.3 M and the reserves to debt ratio dropped from 91 to 80 per cent. The City continued to adjust budgets in 2017 to reflect reduced revenue expectations from utilities, land sales and facility user fees, due to the economy.

The City will continue to balance service to the community with maintaining the financial health and sustainability of the organization.

To view the full 2017 Financial Report visit www.reddeer.ca/city-government/budget-and-annual-financial-reports/

REVENUE BY SOURCES

This chart illustrates all of The City's revenue sources, both operating and capital including utilities.



REVENUES 2017

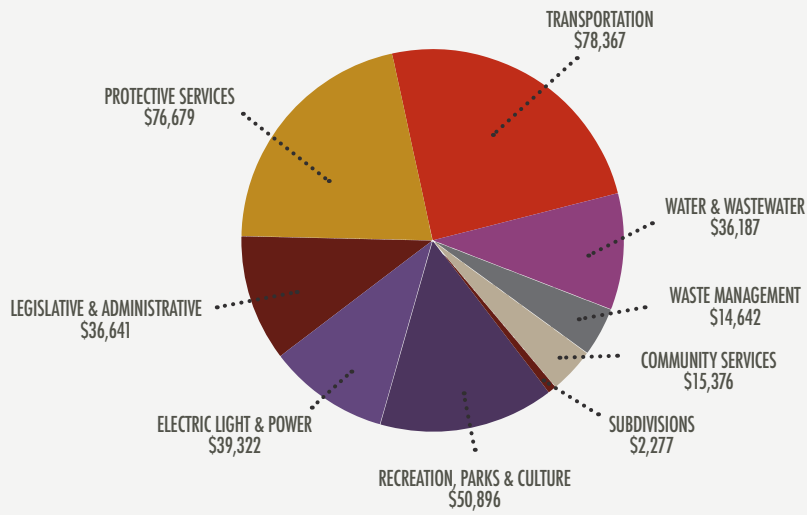
NET MUNICIPAL TAXES	126,701
USER FEES AND SALE OF GOODS AND SERVICES	168,674
OPERATING GOVERNMENT TRANSFERS	15,110
CAPITAL GOVERNMENT TRANSFERS	28,481
INVESTMENT INCOME	3,177
CONTRIBUTED TANGIBLE CAPITAL ASSETS	7,325
LICENSES AND PERMITS	3,249
FINES AND PENALTIES	5,937
FRANCHISE FEES	9,225
OTHER REVENUE	6,211
DEVELOPER AND CUSTOMER CONTRIBUTIONS	6,995
TOTAL	381,085

CONSOLIDATED FINANCIAL POSITION

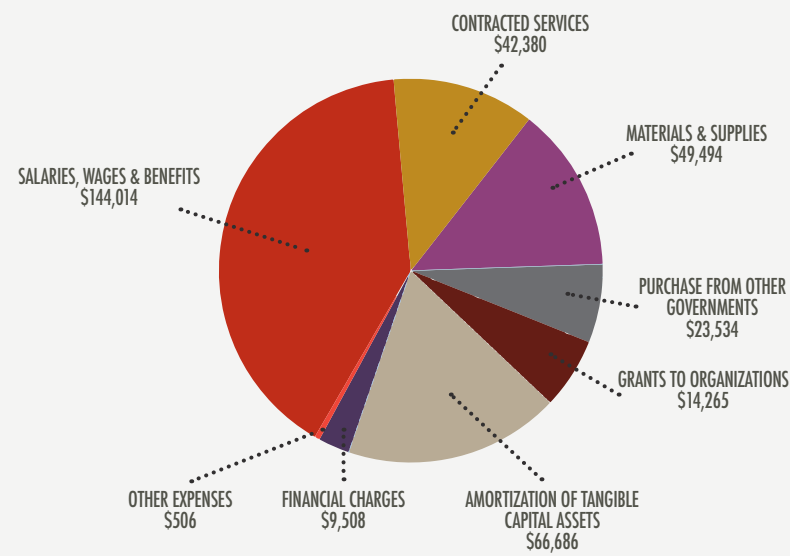


EXPENSES BY FUNCTION

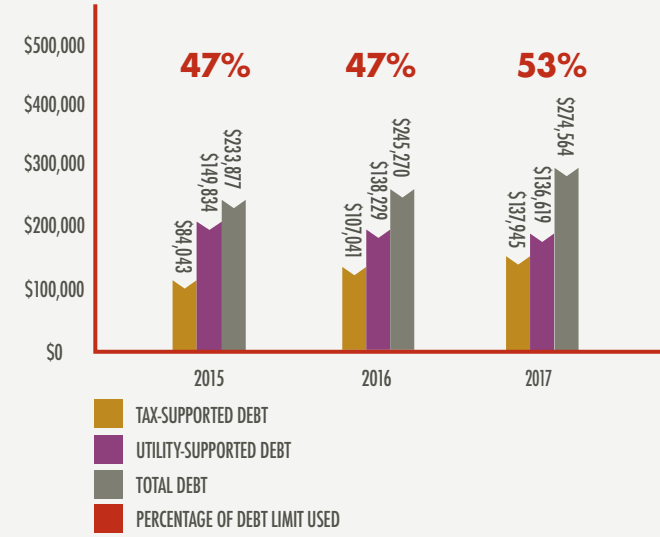
Expenses by segments details the amount of expense for functional segments for the organization for 2017 in the operating budget. These segments are summarized from the financial statements.



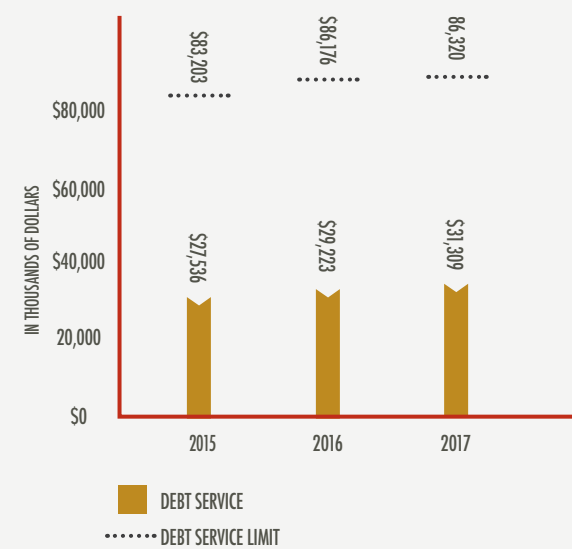
EXPENSES BY TYPE



LONG-TERM DEBT

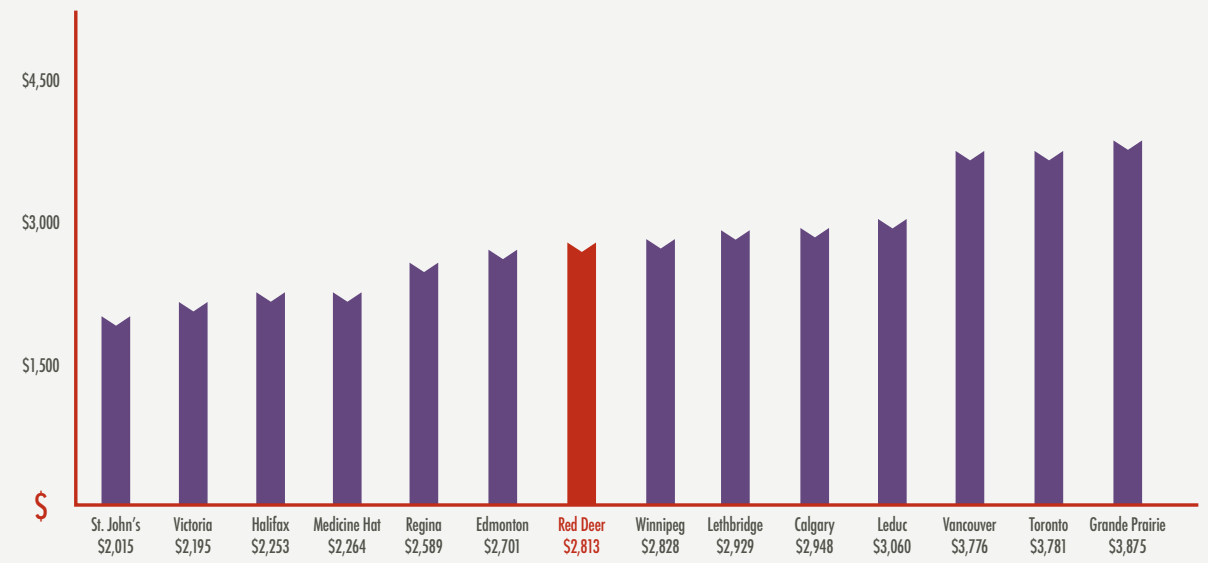


DEBT SERVICE AND DEBT SERVICE LIMIT



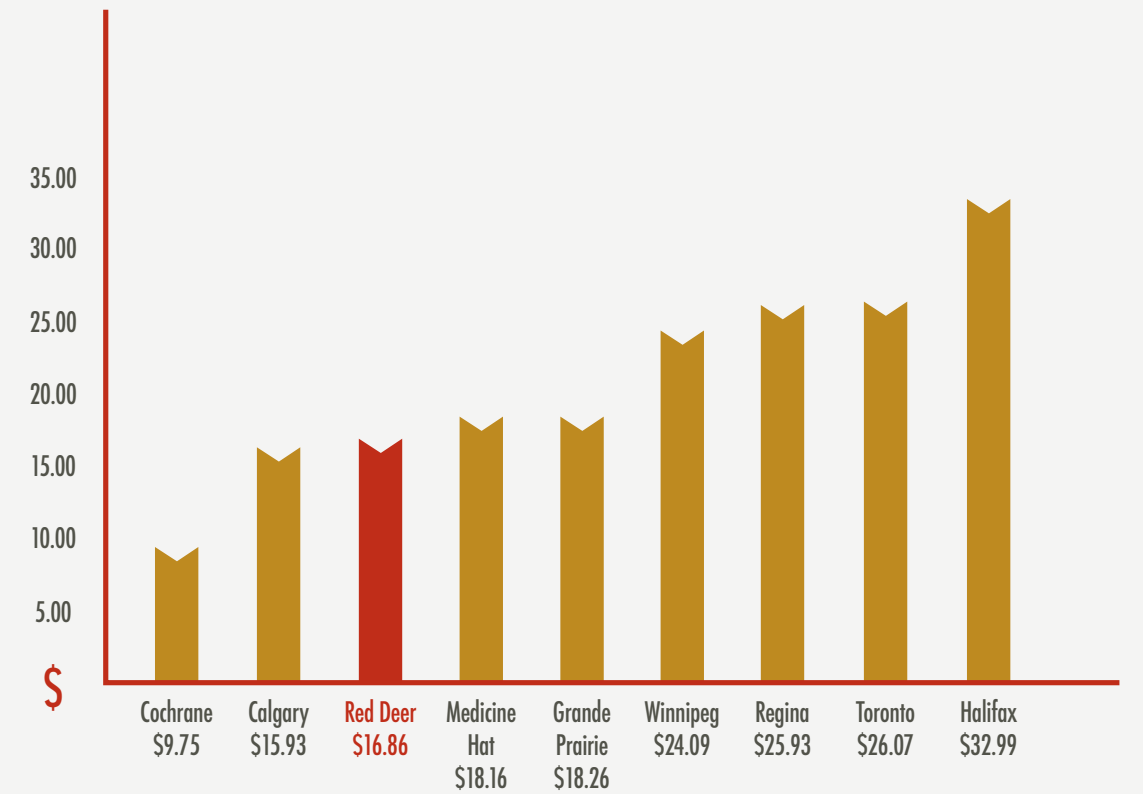
NET RESIDENTIAL PROPERTY TAX (AFTER GRANTS) INCLUDING MUNICIPAL & PROVINCIAL REQUISITIONS

Source: THE CITY OF CALGARY 2016 RESIDENTIAL PROPERTY TAXES AND UTILITY CHARGES SURVEY

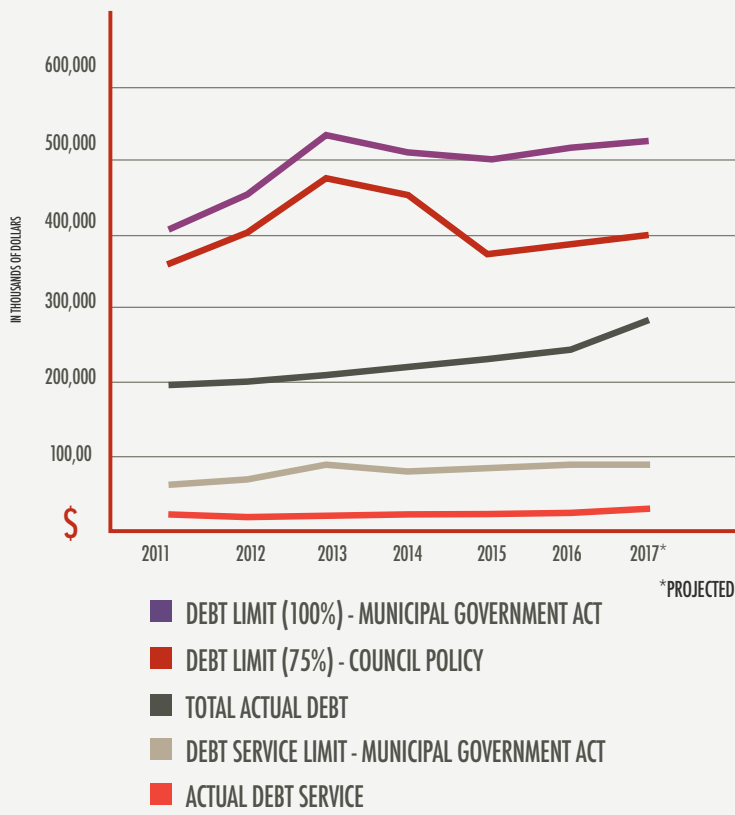


NON-RESIDENTIAL TAXES PER \$1,000 OF ASSESSED VALUE

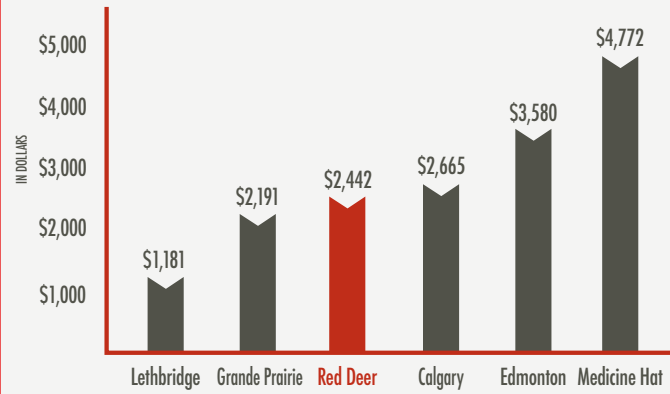
Source: THE CITY OF CALGARY 2016 RESIDENTIAL PROPERTY TAXES AND UTILITY CHARGES SURVEY



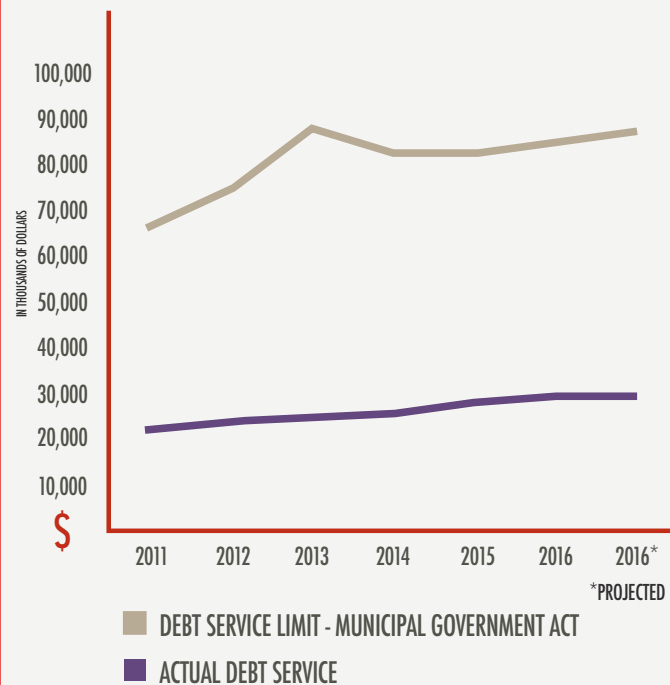
SUMMARY OF ACTUAL DEBT, DEBT LIMIT (MUNICIPAL GOVERNMENT ACT), DEBT LIMIT (COUNCIL POLICY), ACTUAL DEBT SERVICE AMOUNT, AND DEBT SERVICE LIMIT (MGA)



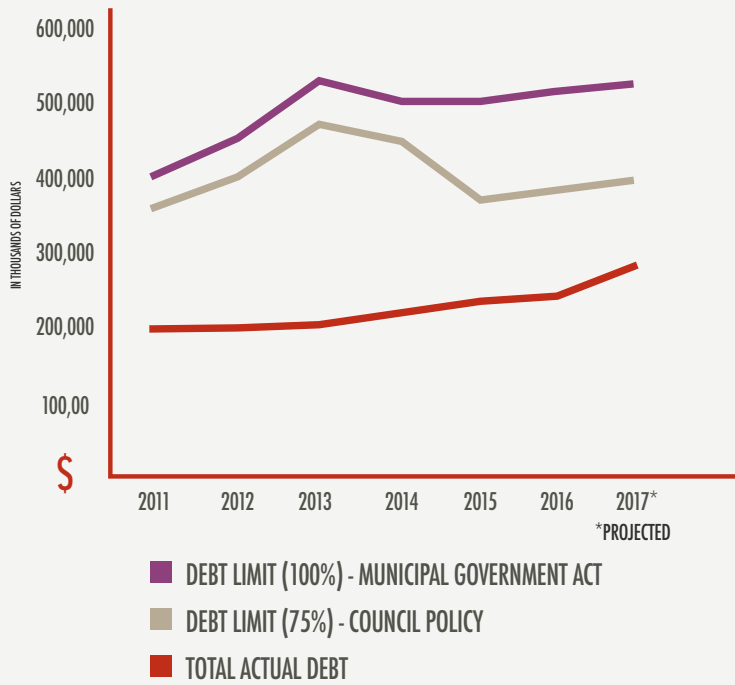
HOW DOES RED DEER COMPARE (Debt per capita 2016)



LONG-TERM DEBT SERVICING LIMIT (MUNICIPAL GOVERNMENT ACT), SERVICE LIMIT ON DEBT LIMIT



LONG-TERM DEBT LIMIT, TOTAL DEBT





ANNUAL REPORT

2017



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