

EMP

ENVIRONMENTAL MASTER PLAN

AT-A-GLANCE 2024



WHAT IS THE EMP?

The Environmental Master Plan (EMP) was created to help The City of Red Deer understand and improve environmental performance in its operations and in the community, ensuring Red Deer continues to be a healthy and desirable city in which to live, work and play.

HIGHLIGHTS OF ACHIEVEMENTS

The following are examples of what has recently been accomplished:



90% of the metrics are achieving or partly achieving the targets



Saw a **record number of Rain Barrel Rebates** with 245 approved rebates in 2024. Since 2016, there has been an estimated savings of 4.6 million litres of water.



Provided **funding to eight projects** in 2024 through the Environmental Initiatives grant.



Closed the toilet rebate program in 2024. Since 2008, **approximately 7,000 toilets were replaced**, and total water savings are estimated at 2.1 billion litres.



Transit ridership increased from 12.5 trips per capita in 2022 to 23 in 2023 with the assistance of the City's Transit Fare Subsidy.



Completed the Red Deer Climate Adaptation Strategy to enhance the climate resilience of The City's assets, services, and operations to best serve the community.



Supported the development of the Red Deer Food Map by a group of community stakeholders that identifies fresh, local products and food security resources.



Completed a 5-year review of the Water Conservation, Efficiency and Productivity Plan. Several targets have been achieved with a downward trend in water use.

SIX FOCUS AREAS



WATER



WASTE



ENERGY



ECOLOGY



COMMUNITY
DESIGN



AIR

There are **20 ACTIONS** recommended to help achieve the goals and targets.

The EMP has earned two awards from Alberta Municipalities.



EXAMPLES OF EMP-RELATED WORK CURRENTLY UNDERWAY

- Develop a **Sustainable Building Strategy** for City-owned facilities
- Participate in **Alberta's new Extended Producer Responsibility framework**
- Develop of an **Energy Diversification and Emissions Strategy**
- Pursue **grant funding for climate initiatives** (e.g. Wildfire and asset management, natural assets valuation)

METRICS STATUS



WHAT IS THE STATUS OF THE METRICS?

METRIC	DESCRIPTION	STATUS	NOTES
WATER			
POTABLE WATER CONSUMPTION	Residential and industrial/commercial/institutional water consumption	✓ ACHIEVING	On track to achieve 2035 target
WATER LOSSES	Includes unmetred water, thefts, leaks and water main breaks	✓ ACHIEVING	Currently achieving the 2035 target
WATER QUALITY	Monitoring water quality in our flowing water bodies	→ PARTIALLY ACHIEVING	Currently achieving three of the five parameters being monitored
WASTE			
OVERALL WASTE DISPOSAL	Total amount of solid waste disposed by Red Deerians	✗ NOT ACHIEVING	While trending in the right direction, we did not achieve the 2023 target
RESIDENTIAL SOLID WASTE	Residential garbage collected curbside in the city	✓ ACHIEVING	Currently achieving the 2023 target
WASTE DIVERTED	Waste diverted from the landfill	→ PARTIALLY ACHIEVING	We will be challenged to achieve the 2035 target
ENERGY			
RENEWABLE AND ALTERNATIVE ENERGY	Renewable or alternative electricity we can generate to meet the average electricity demand	✗ NOT ACHIEVING	Significant gains have been made but there is work to be done to achieve the 2035 target
COMMUNITY ENERGY USE	Total annual energy use for all of Red Deer: residential, commercial and industrial/commercial/institutional sectors	✓ ACHIEVING	Currently achieving the 2035 target
ECOLOGY			
PROTECTED AREAS	The share of area protected from development as a percent of the overall urban area	→ PARTIALLY ACHIEVING	On track to achieve 2035 target
TREE SPECIES SUITABILITY	Portion of tree population on City owned and managed land suitable for Red Deer's urban environment and adapted to regional conditions	→ PARTIALLY ACHIEVING	While trending in the right direction we will be challenged to achieve the 2035 target
TREE SPECIES DIVERSITY	Monitoring the genetically diverse tree population on City owned and managed property	→ PARTIALLY ACHIEVING	We will be challenged to achieve the 2035 target
INTENSITY OF SYNTHETIC PESTICIDE USE ON CITY LAND	Amount of pesticide used on publicly accessible City-owned and maintained land	✓ ACHIEVING	Currently achieving the 2035 target
COMMUNITY DESIGN			
LENGTH OF BICYCLE AND PEDESTRIAN ROUTES	Length of all bicycle and pedestrian routes per hectare of urban development	→ PARTIALLY ACHIEVING	While trending in the right direction we will be challenged to achieve the 2035 target
FUEL CONSUMPTION	Total gasoline and diesel consumed annually in Red Deer	✓ ACHIEVING	Currently achieving the 2035 target
EMISSIONS FROM TRANSPORTATION	Greenhouse gas (GHG) emissions attributed to transportation in Red Deer	✓ ACHIEVING	Currently achieving the 2035 target
TRANSIT RIDERSHIP	Annual transit trips taken on Red Deer Transit	→ PARTIALLY ACHIEVING	We will be challenged to achieve the 2035 target
LAND DEVELOPMENT FOOTPRINT	Measuring the amount of land within the city that is zoned for urban uses and roads	→ PARTIALLY ACHIEVING	While trending in the right direction we will be challenged to achieve the 2035 target
COMMUNITY GARDEN PLOTS	Number of garden plots and the number of people who benefit from produce grown	→ PARTIALLY ACHIEVING	While trending in the right direction we will be challenged to achieve the 2035 target
AIR			
AIR QUALITY	Measuring concentrations of airborne pollutants	→ PARTIALLY ACHIEVING	We are currently achieving three of the four parameters, but will be challenged to achieve the 2035 targets
GREENHOUSE GAS EMISSIONS	Measuring GHG emissions for The City of Red Deer as an organization and for Red Deer as a whole	→ PARTIALLY ACHIEVING	While trending in the right direction, we will be challenged to achieve the 2035 targets

Status of metrics is based on 2023 data

✓ **ACHIEVING**

→ **PARTLY ACHIEVING**

✗ **NOT ACHIEVING**



Progress on the metrics is reported annually at
reddeer.ca/EMP

