

# REPORT CARD

## Q3 2023



*Thriving City*

*Community Health and Wellbeing*

*Engaged and connected City*

**2023-2026  
STRATEGIC  
PLAN**



INNOVATIVE THINKING. STRATEGIC RESULTS. VIBRANT COMMUNITY.

# Q3 2023 PROGRESS TOWARDS THE STRATEGIC PLAN



We are working towards achieving the vision of all three focus areas:  
Thriving City, Community Health & Wellbeing, and Engaged & Connected City.

The content of this report focuses mainly on the outcomes listed below,  
however work is happening to achieve all outcomes.

## Thriving City

- Financially Responsible
- Local Economy is Strong and Diverse

## Community Health and Wellbeing

- Collaborative response to social challenges that considers all
- Safe and Secure City

## Engaged and connected City

- Committed to Positive Customer Experience
- Strong Relationships and Public Trust

# 2023 JUL - SEP



**63.1%**  
UTILITY ACCOUNTS  
**ON E-BILL**



**50,534**  
**CALLS**  
TO THE  
**911 CENTRE**



**900**  
**REPORT A**  
**PROBLEMS**  
SUBMITTED



**NEW**  
DOWNTOWN  
**VACANT**  
**SPACE**  
**GRANT**



**83.53%**  
OF  
**BUSES ON TIME**



**175**  
**WARM**  
**HAND-OFFS**  
BY SOCIAL  
DIVERSION TEAM



**453,263**  
PASSENGER  
**TRIPS ON**  
**TRANSIT**



**24 LOTS SOLD /**  
**CONDITIONALLY**  
**SOLD IN**  
**TIMBERLANDS**  
**NORTH**

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# ACTIVITY HIGHLIGHTS

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## THRIVING CITY



In a landscape of constant change, The City of Red Deer remains persistent in its commitment to not just survive, but to thrive. Below are a few of the key initiatives that contribute to our vision of a truly thriving city.

We continue to support our customers in utilizing the more environmentally and cost friendly e-billing monthly utility bills. We have surpassed our expectations for the number of people signed up for Utility Account e-billing this quarter, with 63% of accounts signed up.

In Q3, we completed the following upgrades to municipal infrastructure:

- **Concrete pads to 12 transit stops to improve mobility.**  
**Highlight:** A stop along 40 Avenue near Michener Centre where we demolished the old wooden shelter and replaced it with a new modern shelter.
- **More than 700 metres of new sidewalk connections.**  
**Highlight:** Connecting Ecole La Prairie school to Kin Canyon and 32 Street.
- **Added 2.5 kilometres of new asphalt trail connections.**  
**Highlight:** Connecting Ross Street to 20th Avenue trail, closing the gap on the west side of Taylor Drive between Lowes and 28 Street and the new trail on the north side of 19th Street.

This quarter also saw significant progress on the 19 Street Improvement Project, with the eastbound (south) lanes complete and significant progress on the westbound (north) lanes from east of Gaetz Avenue to 40 Avenue.

As we look back on our progress towards cultivating a thriving city, we made significant achievements, and this work remains continuous.

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# ACTIVITY HIGHLIGHTS

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## ENGAGED & CONNECTED CITY



In an ongoing effort to foster an engaged and connected community, The City has initiated a range of innovative programs this quarter, each designed to meet a specific need while bringing people closer together.

In September 2023, The City introduced Engage Red Deer: a new online platform for enhancing engagement and public participation. It hosts the following features:

- The central hub for all public participation at The City.
- The platform hosts surveys, virtual workshops, citizen registries, and other interactive tools designed to facilitate meaningful dialogue.
- Option to join the Engaged Citizens Group, an inclusive online space where Red Deerians can sign up to provide regular input about a variety of discussions on topics that matter to them.

In September, our staff, organization and community were invited to partake in the Orange Ribbon Campaign in support of Truth and Reconciliation. Red Deerians were invited to pick up orange ribbons and tie them to a plant or tree in a place that holds significant meaning for them as a gesture of solidarity with the local Indigenous Community, and an expression of grief for Canada's and Red Deer's residential school history.

By converging our focus on engagement, public participation, and social awareness, we are relentlessly working to make Red Deer not just a place to live but a community to belong to.

# ACTIVITY HIGHLIGHTS

## COMMUNITY HEALTH & WELLBEING



The City of Red Deer has been focusing on both physical and mental well-being. We're not just sustaining a community; we're actively building a healthier, more resilient one. This section outlines key initiatives that have been undertaken to make meaningful progress in this critical area in Q3.

- The Rip 'n Rec Summer Pass provided children and youth aged 17 years and under admission to all City recreation facilities and transit services for \$50.
- This season, there were 1,468 passes sold for use between June 26-September 4 (the highest number of passes ever sold for this program). Of those passes, there were:
  - 13,663 scans at our recreation facilities
  - 17,066 trips taken on Transit
  - 55% of pass holders used transit at least once
  - 89% of pass holders visited a Recreation Centre at least once
  - Approximately 50% of pass holders used their pass at least once for both Recreation and Transit.

In August, we put our Emergency Social Services training to the test when we welcomed and supported more than 1100 evacuees from the Northwest Territories for more than a month. This was the longest activated reception centre in The City's history. We were more than happy to help out our neighbours north of us while they responded to an unprecedented wildfire season.

### By the numbers:

- Welcomed 1129 evacuees from the Northwest Territories.
- Reception centre was mobilized for 33 days, operating for a total of 325 hours!
- Partnered with 69 restaurants to provide meals to evacuees.
- Worked with 23 hotels to lodge 700+ evacuees choosing to stay in hotels.
- Distributed thousands of pounds of pet food through the Central Alberta Humane Society.
- Received \$25,000 grant from the United Way to support evacuees with essential supplies.
- 100+ City employees supported the ESS.

With programs geared towards community health and well-being, it's clear that our initiatives are more than just a series of programs; they're a long-term investment in the vitality of our community.

# THRIVING CITY BY THE NUMBERS

Work is happening simultaneously on all outcomes, however this report highlights the following outcomes with specific activities that occurred to support Thriving City focus area in Q3 2023.

OUTCOME	DESCRIPTION OF METRIC	VALUE	BEHIND THE NUMBER
<b>Financially Responsible</b>	Long-term financial plan	In progress	Progress on the Long-Term Financial Plan is underway through a project plan, draft RFP and Scope of Work outlined and is on track to be completed in 2024.
<b>Local Economy is Strong and Diverse</b>	Growth in Residential Land Uptake	24 lots sold or conditionally sold in Timberlands North (YTD)	Wellings of Red Deer continues their construction of 55+ rental units in Timberlands North, with an expected completion date of spring 2024 (minus the clubhouse). Out of the 24: 7 are sold/closed, 5 are conditionally sold and 12 have deposits. Q1 - 5 lots sold Q2 - 11 lots conditionally sold

# COMMUNITY HEALTH & WELLBEING BY THE NUMBERS

Work is happening simultaneously on all outcomes, however this report highlights the following outcomes with specific activities that occurred to support Community Health & Wellbeing focus area in Q3 2023.

OUTCOME	DESCRIPTION OF METRIC	VALUE	WHAT'S HAPPENING
<b>Collaborative response to social challenges that considers all</b>	Number of housing referrals given through Coordinated Access Process (CAP)	87	Housing program referrals are made based on the length of time homeless, acuity (level of housing need), best program fit, client choice, and available spaces.  Q1 = 112 Q2 = 70
<b>Collaborative response to social challenges that considers all</b>	Number of warm hand-offs by Social Diversion Team	175	Overall, 175 (32%) events lead to a warm handoff to additional services. Among the events, there were 68 warm hand-offs for the month of July, 64 warm handoffs for August, and 43 warm-handoffs for September. In Q3 (July through September, the Social Diversion Team responded to 541 events, which is about a 14% decrease from Q2. The leading cause of a social diversion event in Q3 was homelessness (31%), followed by intoxication (20%), physical health needs (9%) and Basic Needs - Inclement Weather (8%).  Q1 = 258, Q2 = 251
<b>Safe and Secure City</b>	Number of incidents (RDES)	666	This metric indicates the number of incidents that RDES has attended to in Q3. The value reflects the total number of calls responded to, apart from medical and miscellaneous calls. The total number (666) can be broken down as follows: 554 Fire; 29 Hazmat; 73 Motor Vehicle Collisions; and 10 Rescue calls.  Q1 = 496, Q2 = 739
<b>Safe and Secure City</b>	Call answer statistics	50,534	This metric indicates the total number of 9-1-1 calls answered by the Emergency Communications Centre (ECC) in Q3. The value is a total of the number of calls from Red Deer and the number of calls from the rest of the region that the ECC answers for.  Q1 = 40,768, Q2 = 55,990



# ENGAGED & CONNECTED CITY BY THE NUMBERS

Work is happening simultaneously on all outcomes, however this report highlights the following outcomes with specific activities that occurred to support the Engaged & Connected City focus area in Q3 2023.

OUTCOME	DESCRIPTION OF METRIC	VALUE	WHAT'S HAPPENING
<b>Committed to Positive Customer Experience</b>	Number of community reports to Report a Problem	900	The majority of reports submitted were related to parks and trails, unsightly property, residential cart collection, parking complaints in residential areas, and reports of potholes. Q1:= 1505, Q2 = 1095
<b>Committed to Positive Customer Experience</b>	Percentage of busses on time	83.53	This number represents Red Deer Transit's ability to meet its service delivery schedule 83.53% of the time. Our current target is 85%; this is a system parameter that was adopted after the rollout of Transit Network Improvement Project (TNIP). On time performance can be impacted by a variety of conditions, particularly road network construction. In Q3, significant construction was being done (e.g. 19th Street) that would impact time performance. The Q3 value is a 4% increase from Q2. Q1 = 82.2, Q2 = 80.53
<b>Committed to Positive Customer Experience</b>	Increased ridership	453,263	The COVID-19 pandemic required Red Deer Transit to drastically reduce service for a variety of reasons: business and school closures, working from home, and space limitations. Several City facilities and local businesses (shopping malls, gyms, etc.) were closed or had reduced service hours during the height of the pandemic, which resulted in a lowered demand for Transit services overall. We often compare our ridership to pre-Covid numbers, starting in 2019. Below are the Q3 comparators for 2019, 2020, 2021, 2022: 2019 - 488,341 2020 - 156,199 2021 - 198,471 2022 - 238,166 With Q3 reporting 453,263 passenger trips, we are seeing that return to pre-Covid numbers, with ridership growing to 14% below pre-Covid ridership, and an 90.3% increase from this reporting period in 2022. Q1 = 511,285, Q2 = 572,988
<b>Committed to Positive Customer Experience</b>	Number of missed cart collection per 10,000 pickups	2.1 per 10,000	During Q3 2023, single-family properties recieved weekly Green Cart collection, and every-other week for Green and Blue Carts. Below are the quarterly totals for missed cart collections per 10,000 pickups. Q1 = 3.4 per 10,000 Q2 = 2.98 per 10,000 The Q3 value is a 30% improvement from Q2.
<b>Strong Relationships and Public Trust</b>	Increased public participation	2	Public Participation continued on the Land Use Bylaw. We also launched Engage Red Deer, an innovative online and interactive platform that houses all engagement activities happening at The City. Through Engage Red Deer, we are redefining how residents interact with us, their local government, and contribute to municipal decision making in meaningful ways. The platform hosts surveys, virtual workshops, citizen registries, and other interactive tools, including the Engaged Citizen Group, an inclusive online space where Red Deerians can sign up to participate in a variety of discussions on topics that matter to them. Q1 = 2, Q2 = 1

## APPENDIX

# STRATEGIC FOCUS AREAS

Council's Strategic Plan is divided into three key focus areas: Thriving City, Community Health & Wellbeing and Connected & Engaged City. These focus areas contain aspirational goals and outcomes to achieve by 2026.

### Thriving City

A thriving local economy, driven by a healthy business community and vibrant downtown is paramount, while continuing to protect and enhance the environment.

#### WHY DOES IT MATTER?

Red Deer is a thriving city for all. The city is affordable, with a resilient economy that supports local business, while attracting new investment, aided by a business-friendly City Hall.

Downtown is vibrant and many modes of transportation are used throughout the community to connect citizens to and from the city's core.

Red Deer is growing while also protecting natural spaces, places and the environmental future. The City ensures a sustainable future by implementing and supporting innovative business practices and taking concrete action to ensure climate resiliency.

#### OUTCOMES

- Vibrant and enjoyable downtown
- Strong and diverse local economy
- Environmentally committed community
- Proactively-managed public infrastructure
- Financially responsible
- Digitally advancing City
- Workforce is healthy, equipped and competitive

### Community Health and Wellbeing

Red Deerians cherish the spaces, places and year-round experiences Red Deer offers to promote physical, mental, and social wellbeing. The community is proud of the welcoming and inclusive city Red Deerians call home.

#### WHY DOES IT MATTER?

Red Deer is safe and clean, with collaborative efforts to improve community wellness. Citizens have a sense of belonging, community pride and neighbourliness. Red Deer is a welcoming, inclusive city that celebrates diversity. The City is committed to reconciliation and honours and respects Indigenous Peoples' culture and history.

In all four seasons, the people of Red Deer love to get outside and explore the city's incredible trail system, parks, and green spaces. Citizens have access to extraordinary outdoor and indoor places and spaces to recreate, benefiting the physical, social and mental health of individuals and families in our community.

Red Deerians participate in year-round festivals and events that encourage tourism and destination development. Red Deer is the central hub of Alberta, and downtown is a community for entertainment, arts, culture, shopping, dining, residents, and connecting with people and places in our city.

#### OUTCOMES

- Collaborative responses to social challenges that considers all
- Inclusive community
- Safe and secure city
- Great spaces and places
- Involved people and communities

### Engaged and Connected City

Council engages with citizens in ways that build strong, respectful, and collaborative relationships. Citizens feel valued and included in decisions about their city.

#### WHY DOES IT MATTER?

Citizens have a positive impact on decisions, leading to responsive choices by City Council. Connecting and engaging with the community is important to City Council.

Transparent and accountable decision-making is at the core of what The City does. At times, making the right decision will mean things may need to be done differently. Lasting and meaningful relationships are made between Council, administration, other orders of government, community agencies, organizations and citizens.

Respect is shown among Council and the citizens served. This connection with local municipal government also gives Red Deerians a sense of belonging.

#### OUTCOMES

- Strong relationships and public trust
- Committed to positive customer experience
- Decisions are data informed