

**Practice Name:****Date Created:** 26-May-09**Author:****Last Updated:****Abstract:****GENERAL INFORMATION**

Name of Practice	Town of Edson Annual Community Report
Date	27-June-08
Name of Municipality	<a href="#">Town of Edson</a>
Your Name and Title	Ann Dechambeau, Director of Legislative Services
Phone Number	780-723-4401
Fax Number	780-723-8617
E-mail for Practice Contact(s)	<a href="mailto:annd@townofedson.ca">annd@townofedson.ca</a>
Mailing Address	605 - 50th Street Edson, AB T7E 1T7

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**THE ISSUE****Abstract:**

What is the practice you developed or are developing (brief abstract)?

Please briefly describe the final practice developed. (e.g. if you developed a new Council agenda, list the agenda items, or if a new communications plan was created, provide a summary of the plan's goals, objectives and

highlights.)

The Town of Edson compiles an annual Community Report to keep our citizens informed and to celebrate our successes. We send this report out by mail to our citizens. This report encompasses financial information, information from Council and details regarding town staff and services. Upcoming capital projects and events are noted, along with highlights from the prior year. We also include our local RCMP Detachment, library, and recycling society.

**Need:**

Please describe (just a couple of sentences or bullet points) why you needed to create this practice (policy or process).

Initially, this was strictly a financial report to the public in accordance with Section 276 (3) of the MGA. However, after including a few extra pages highlighting Town projects and events, it became apparent that Town staff and Council were eager to submit information about their work and their successes.

What issue made it necessary? (e.g. “We needed a comprehensive plan to deal with...”, or “We needed an annual forecasting tool because...”)

## CREATING YOUR PRACTICE

**Research:**

How did you obtain information to help design your practice (including consultation with stakeholders, formal and informal research)?

The practice grew informally, with staff from each department submitting more and more information each year. After a couple of years, staff began submitting photographs of public works projects, Canada Day celebrations, renovated public buildings, newly purchased fire trucks, etc. We noted frequently asked questions from the public and tried to include information that would be helpful to them. We also began including a photo of our Council and a message from the Mayor and Town Manager. Several years into the practice, the RCMP, Recycling Depot and Library began making submissions to our report.

Please include any research documentation you can share, or give us a source reference (e.g. Web site, literature, “We reviewed the bylaws from other municipalities in the area...”).

**Process:**

How did you go about designing your practice? For instance, did you create a team, hire a consultant, borrow something ready-made from another jurisdiction?

We did not borrow this practice from any other jurisdiction or set out specifically to create the Community Report in its current form. As stated above, it evolved on its own. The person in charge of advertising in the paper took on the task of compiling the information from each department, and we included printing and mailing costs in our budget.

Describe briefly who did the design work and what process they followed.

## GETTING APPROVAL FOR YOUR PRACTICE

**Authority:**

Whose/what approval did you need to create and implement the practice?

The Director of Legislative Services was given approval each year from the Town Manager and Council (through the budget process) to keep increasing the number of pages in the report. (The pages of the report grew on their own as submissions increased).

**Reporting:**

How did you inform the decision-maker(s) about the practice and your need for their approval?

Council and the Town Manager were consulted for input regarding content and appearance of the report on an informal basis. They were also asked to submit information and photographs.

Please note the name of any documents provided to the decision-makers that you would be willing to share.

**Consultation:**

Did you consult with stakeholders as part of your approval process?

No, the cost is not very high for the report, so the ratepayers were not consulted before producing it. As previously stated, the cost of the report was approved through the budget.

If so, how? If possible, attach a copy of templates, surveys or other documents you used as part of your consultation.

**IMPLEMENTING YOUR PRACTICE**

**Plan:**

Please see above.

Describe the process you went through to implement the practice. If you used an implementation plan, please note it here.

**Policy:**

What changes to bylaws, regulations or procedures were needed to implement this practice and how did you deal with them?

No changes in bylaws or regulations were needed. One person was required to be responsible for sending an e-mail to the departments reminding them for submissions in February/March of each year, then compiling the submissions, proofing and making printing arrangements.

Please attach a copy of the change in bylaw, policy or procedure.

**When:**

When did your municipality begin to use the practice? Was it implemented all at once or in stages?

The practice evolved from two newspaper pages in the 1990's to the attached 22 page booklet, with a couple of pages being added each year.

**Who:**

Who was responsible for implementing the practice?

The Director of Legislative Services (in charge of advertising) implemented the practice and is responsible for compilation and budgeting for the report. All members of the departments/areas of submission are encouraged to submit photographs and information regarding their work or events.

If someone else is responsible for ongoing management, who is it?

**RESOURCES REQUIRED**

**Budget:**

How much did it cost you to design and implement your practice (i.e. We saved/spent \$XX per year)?

It is about \$6,500.00 per year out of our operational costs.

What are your ongoing operational and capital costs, if any?

**Staff:**

What human resources did you need to design, implement and manage your practice? (e.g. "It took X staff member (s) X months on this" or "This is part of normal staff duties.")

All departments are involved, along with the RCMP, library and recycling depot staff. Each department spends as much time as they decide to on their submission. The report is then compiled and sent to the printer for proofing. It is difficult to say the total amount of time, but the time for each department is minimal. The financial reports have to be compiled anyway for Alberta Municipal Affairs, so they are not extra work.

**Infrastructure:**

What "capital costs" (such as information technology, other equipment or building assets) did you need to design, implement, manage, and/or evaluate your practice?

None.

## EVALUATING YOUR PRACTICE

**Formal:**

N/A

If you did a formal evaluation (e.g. user satisfaction survey, analysis of annual expenditures or number of rate payers served) for your practice, please describe the evaluation tool and the process used.

Tell us who was involved.

**Informal:**

If you did an informal evaluation, describe what you did (such as discussing the practice with people in the office or on the street, or letters/comments received).

Excellent feedback from public, Council and staff. The high buy in from staff and Council is a good indicator of success. This booklet is also used as an economic development tool to inform potential investors and businesses about our community.

**Performance measures:**

N/A

Please list the performance measures for this practice (i.e. reduced number of complaints, money saved, or change in equipment life expectancy.)

Please list the process you used for measuring performance, (i.e. We do annual surveys on...) examples include:

- collecting data
- establishing a baseline
- applying the measures
- results

- follow up

**Changes:**

See above.

(a) Based on the evaluation (formal or informal), describe any changes you have made, or would like to make, to your practice as a result. (e.g. "After implementing this practice, we decided that it would be better if...")

-or-

(b) Has your practice met your expectations and if so, how?

**LESSONS LEARNED / BENEFITS RECEIVED****Benefits:**

See above.

What are the benefits of this practice to your municipality? (eg. Preparation of Council agenda packages now requires less time, etc.)

**Key Lessons:**

What key lessons have you/your municipality learned through the process of:

- designing;
- obtaining approval;
- implementing; and
- evaluating your practice?

It became apparent that it is important for municipal staff, the RCMP, and Council to have an outlet to inform the public of their work and their successes. The municipal staff, RCMP and Council have expressed a large amount of enthusiasm and pride in their work.

Include any problems, surprises, and unanticipated benefits. (e.g. "We realized that we needed to spend more time...")

**Advice to Municipal Peers:**

I encourage all municipalities to adopt this practice to whatever level they are comfortable with.

What advice would you give to another municipality that is considering adopting your practice? Is there anything you might have done differently?

**PRACTICE UPDATES****New Information:**

There may be some new information to add since this practice was first posted. This is especially true if:

- a new process has been implemented in your municipality;
- there are new practice evaluation results; or
- there has been a change affecting organizational direction. For example, explain how new economic conditions or a new vision/strategy affect the practice.

Please indicate those changes here. Don't forget to list any new documents that may be useful to your peers. Then go to "Other Information" to attach the new documents.

**OTHER INFORMATION****Suggestions:**

Please list relevant information sources that others might use or you would be willing to share (courses, Web sites, literature, experts).

At least one person who is compiling and editing the document should be trained in desktop publishing, such as Publisher, Adobe Illustrator or Quark programs.

**Documents & Attachments:**

Please attach (using the "Browse" button below) any documents you would be willing to share with others interested in your practice (e.g. a bylaw, a policy, approval documents, templates).

2008 Town of Edson Community Report

\* Note: If you do not have an electronic copy of a document, please send Municipal Excellence a paper copy for scanning to:

Alberta Municipal Affairs  
Municipal Excellence Network  
17th Floor, Commerce Place  
10155-102 Street  
Edmonton, AB  
T5J 4L4

**Nominations:**

Do you have any suggestions of other individuals or municipalities with municipal practices that we should add to the Municipal Excellence network? Please list their practice, municipality, and contact information.

Or, e-mail [menet@gov.ab.ca](mailto:menet@gov.ab.ca) and let us know about a municipal colleague that has a really good way of doing things.

**COMMENTS**

Have we missed something; anything you'd like to add to the areas we have touched on, or an area we have not mentioned?