

2024-2028 STRATEGIC PLAN

SEPTEMBER 2024

Prepared For

Riverdale Municipality

Prepared ByMatthewson & Co.

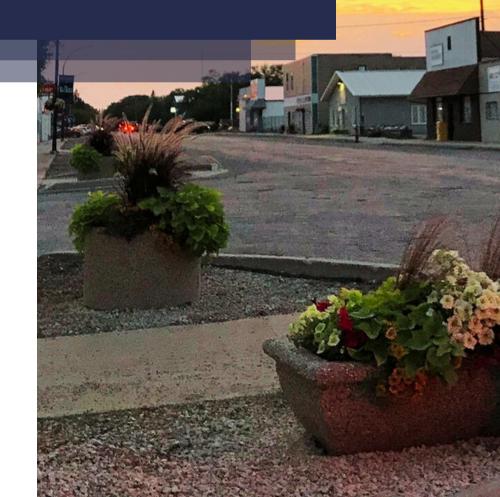
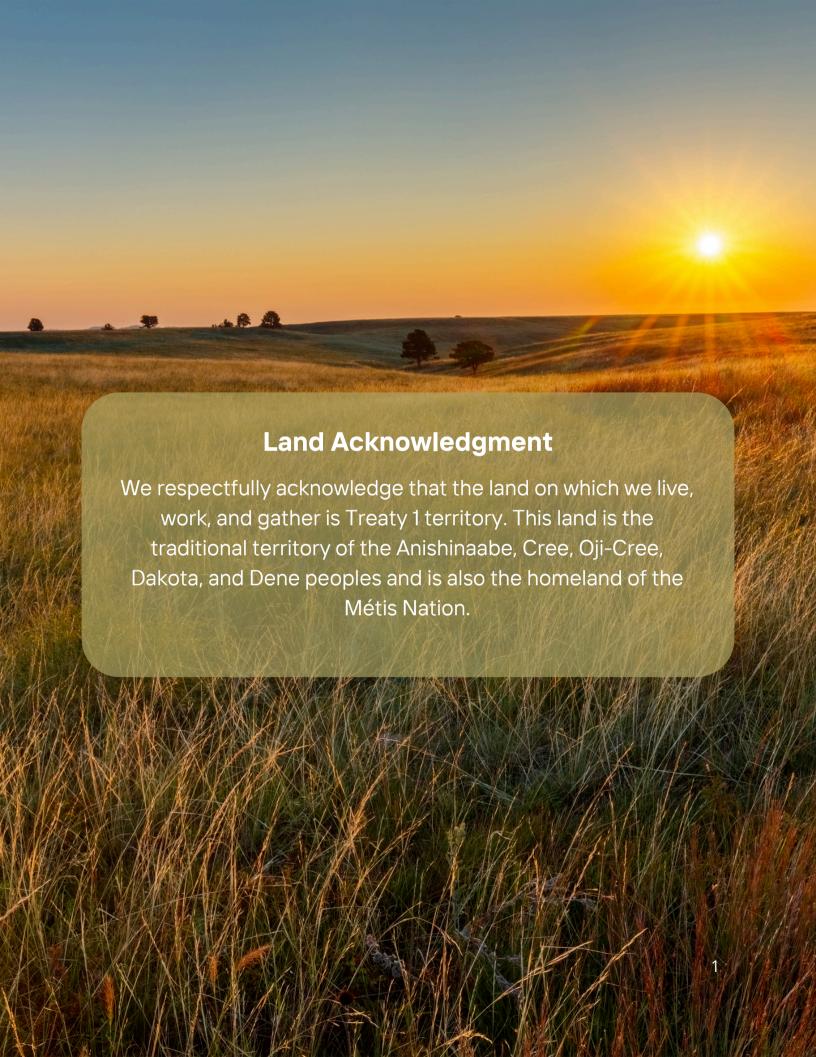


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Creation of this Plan

In 2024, the Municipality of Riverdale Council developed and adopted the 2024-2028 Strategic Plan with the assistance of consultants from Matthewson & Co.

The Process:

- 1. Matthewson & Co. facilitated a strategic planning session with Riverdale.
- 2. Matthewson & Co. assisted with publicizing a quality-of-life survey.
 - The survey was live for approximately four weeks and available to the public online (Facebook), and in paper format, available for pick up at the Municipal Office. Posters were hung around the community with a QR code linked to the survey online, in an added effort to reach as many residents as possible.
- 3. Matthewson & Co. analyzed the survey data from the survey and drafted a report that was put out to the public for feedback.
- 4. The Municipality met with Matthewson & Co. to discuss the QOL results and come up with a list of current priorities.
- 5. Matthewson & Co., developed an implementation plan to guide the Municipality towards completion of the priorities.
- 6. Matthewson & Co. developed a draft of this plan to be approved by Council.
- 7. Matthewson & Co. put the final touches on the plan and here we are!

This strategic plan serves as a roadmap for Riverdale Municipality to guide our growth and development over the next two to four years. It outlines our vision, mission, and strategic goals that will shape the direction of our efforts to foster a vibrant and sustainable community. This plan is designed to help Riverdale achieve its full potential, ensuring that our Municipality continues to be a place where residents and businesses can thrive.



Mission, Vision & Principles

The Riverdale Municipality has as its **mission**: To provide a safe, healthy and sustainable community for everyone.

Vision: A safe, family-oriented municipality facilitating opportunities that encourage a modern, progressive community for all.

Principles:

- Transparency and Accountability
- Fiscal Responsibility
- Due Process
- Honesty and Integrity
- Future Impact and SustainabilityNeeds Driven and Evidence-Based
- Committed and Reliable

Comment from the Mayor

*Insert comment from the Mayor.



Community Profile

Population (Census 2021): 1803

Median Household Income: \$82,000

Median Age: 40

Total Labour Force: 870

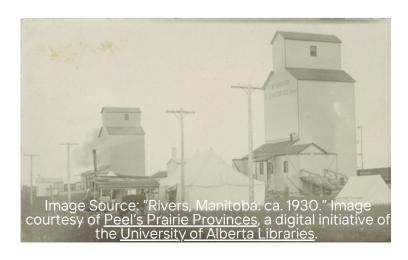
Employment Rate: 60.7%

Unemployment Rate: 6.2%

Major Industries: Agriculture, Real Estate, Health Care

History: Riverdale takes its name from a variation of the names for the two municipalities that amalgamated in 2015 - Rivers and Daly (Manitoba Historical Society Archives).

Riverdale Municipality has been home to many residents and businesses since the "door to the land of promise" was opened wide in 1907 by Grand Trunk Pacific Railway president Sir Charles Rivers-Wilson. This home town community continues to attract industry, business, residents, and visitors for the many advantages of living in a small community – friendly and helpful people, security, peacefulness with all the amenities of a larger center. Riverdale Municipality is no exception to the rule. In this community, people always greet you with a smile and are willing to help out when you need a hand. Rivers has its own police department, hospital, and two schools with a growing economic base, recreation facilities, and many supportive community groups (Rivers and District Chamber of Commerce).



Riverdale Leadership & Staff

Mayor	Heather Lamb
Councillor	Shawn Mason
Councillor	Everett Smith
Councillor	Tyson Peters
Councillor	Tyler Pod
Councillor	David Creighton
CAO	Marci Quane
AAO	Lindsay Smith
Office Clerk	Jena Ratz
Manager Community Services	Christine Walker
RCC Operator(s)	Mel Gross, Steven Hay

Equipment Operator(s)	Derek Kolesar, Ken Flett
Operations Manager	Darrel Link
Utility Operator	Jeff Worth
Public Works Operator(s)	Mark Freeman, lan Brennan, David Dickenson
Casual	Bryan McMurachy
RPS Acting Chief of Police	Darwin Drader
Constable(s)	Josh Pompana, Travis Lindsay
Reservist	Darwin Drader

Current Vacancies:
Accounting Clerk
RCC Operator Part Time
RPS Police Sergeant



SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. We used this analysis to understand our current situation, with insights drawn directly from the quality of life survey conducted among residents. This analysis helps us to determine our current situation, anticipate challenges, and identify priorities and then to formulate effective strategies and informed decisions.

Strengths

- The Municipality is considered small, safe, quiet and friendly.
- The Municipality is located close to the larger center of Brandon.
- Most major services are available.
- The Community Centre is an excellent rink/recreation facility.
- There are lakes and a Provincial Park nearby.
- Residents enjoy the many outdoor trails in our area.
- We have a sufficient law enforcement presence.
- We are a "family-friendly" community.
- There are health care services available.
- We have two schools.
- We have many amenities, including a pharmacy, gas station, grocery store, restaurants, and hardware store.
- Many residents consider municipal services to be effective.
- Childcare opportunities exist.
- We have great recreation opportunities, including the golf course, playgrounds, camping, fishing, gun range, sports, the library, etc.
- More and more people are moving into our community!



Weaknesses

- Road conditions are poor, and maintenance could be improved.
- Some residents consider taxes and water rates to be high.
- There is a need for more community events and programs.
- Communication between the Council and ratepayers could be improved.
- Some business hours impede the "support local" movement.
- There are concerns with pets roaming freely.
- We have no senior transportation services.
- There is a need for a car wash.
- There is a perceived lack of welcoming newcomers to the community.
- There is a perceived lack of local jobs.
- Some personal properties would benefit from maintenance and beautification.
- There is a need for a dog park.
- Traffic speed is a concern to some.



Opportunities

- Use the proximity to Brandon and the Provincial Park in marketing efforts.
- There is an opportunity for a group to start a daycare cooperative.
- There is an opportunity to apply for infrastructure funding.
- There is an opportunity to improve the accessibility of the community.
- There is an opportunity to determine the current demand for accommodations. A survey can provide the results for potential funding or even investment in the future.
- There is an opportunity to inform the community on how taxes and water rates are set.
- There are opportunities for funding to support additional community programs and events.
- There is an opportunity to ask local businesses if they would consider extending business hours even one day a week so those who work late or out of town can still support local businesses.
- There is an opportunity to improve communications between the Council and residents.
- There is an opportunity for funding or fundraising for a dog park.
- Town beautification and yard care bylaws could help improve the community's aesthetics.



Threats

- We no longer have a local police force. (RCMP only.)
- We have some poor road conditions, potholes, and outdated infrastructure.
- There is a perceived lack of recreational facilities, events, and social activities for all age groups.
- We have minimal affordable housing options.
- The power supply in some areas of town is prone to outages.
- There is a lack of accommodations for out-of-towners, which does not encourage tourism.
- Though childcare opportunities exist, there aren't enough availabilities to service everyone who needs them.
- There is a perceived lack of communication/transparency from the Council to residents.
- Employment opportunities are considered insufficient.



The following section presents the goals for Riverdale Municipality, shaped by feedback from the 2024 Quality of Life survey.

Matthewson & Co. analyzed the survey data to define these goals, which were then prioritized through an anonymous vote by the current Mayor and Council members. The top three goals, as selected, are highlighted on the next page and will be addressed first, followed by the remaining goals in order of priority.



GOAL 1

Develop and implement a comprehensive marketing strategy to promote Rivers as an attractive, safe, and convenient place to live, highlighting its unique advantages.

GOAL 2

Foster community engagement by keeping residents informed about local events, boards, committees, recreation opportunities, volunteer opportunities, municipal minutes, activities and everything in between!

GOAL 3

Establish comprehensive bylaws defining yard upkeep standards, including grass height, debris removal, and landscaping maintenance guidelines. Enforce through regular inspections, issuing warnings, and fines for non-compliance, promoting a clean and aesthetically pleasing community environment. Additionally, potentially create a tool library offering free or low-cost gardening tools and organizing beautification contests with incentives to foster community pride and encourage residents to maintain their yards.

GOAL 4

Leverage the proximity to Brandon to attract new residents who are seeking the benefits of small-town living with easy access to urban amenities.

GOAL 5

Enhance transparency and communication between the Council and residents by using public meetings and live-streaming Council meetings to increase accessibility and provide clear explanations of critical issues, including tax calculations and policing decisions.

GOAL 6

Proactively prepare for infrastructure grants, such as the Investing in Canada Infrastructure Program, by securing necessary quotes, conducting relevant studies, and ensuring financial readiness to improve road conditions and other critical infrastructure.

GOAL 7

Research funding for accommodations. This could include tourism funding for tiny houses, huts, glamping tents, etc.

GOAL 8

Create a list of available rentals in the community. A needs assessment might be the first step to securing funding for housing projects.

GOAL 9

Prepare for funding opportunities for projects that improve community accessibility, including sidewalks and municipal facilities.

GOAL 10

Enhance communication between the Council and residents using multiple channels to reach online and offline audiences, ensuring that all residents are informed and engaged. Ideas include social media, regular website updates, email notifications, monthly newsletters and community bulletin boards.

GOAL 11

Proactively prepare for funding opportunities to support community programs and events by utilizing survey results to identify resident preferences and strengthen funding applications.

GOAL 12

Research and prepare to secure funding opportunities for developing unique accommodation options, such as tiny houses, huts, and glamping tents, to boost tourism and enhance the community's appeal to visitors.

GOAL 13

Implement a comprehensive community strategy to reduce the prevalence of free-roaming pets and promote responsible pet ownership through regulatory measures, education, and accessible facilities.

GOAL 14

Establish a senior transportation program, potentially through strategic partnerships with local non-profit organizations, healthcare providers, and senior centers, to enhance the quality of life for seniors.

GOAL 15

Create a comprehensive welcome package to facilitate a smooth transition for newcomers to our community. This package will include essential information, contact details, upcoming events, and orientation sessions. Additionally, we aim to engage local volunteers who can act as buddies, offering personalized support to newcomers and introducing them to the community resources and amenities.

GOAL 16

Develop a centralized job board catering to local and surrounding community job opportunities.

GOAL 17

Leverage the proximity to the Provincial Park to attract tourists.

GOAL 18

Explore funding opportunities to establish a dedicated dog park within our community. This initiative aims to provide a safe and enjoyable space for residents and their pets, promoting socialization and exercise. By securing financial support through grants, sponsorships, and community fundraising efforts, we aim to create a well-equipped dog park that enhances the overall quality of life for our residents and their canine companions.

GOAL 19

Compile a comprehensive list of available rental properties within our community that cater to diverse housing needs. Concurrently, a needs assessment is beneficial for gathering data on local housing demands and preferences. This information will be crucial in securing funding for future housing projects.

GOAL 20

Create a strategic asset management plan to prioritize road and sidewalk improvements in our community, especially where funding is limited.

Implementation

The implementation piece is an important part of this plan for many reasons:

- It provides a clear roadmap for achieving strategic goals and outlines specific actions, timelines, and responsibilities, ensuring that everyone involved knows their role.
- It helps to identify and allocate necessary resources, including finances, personnel and equipment.
- It provides a way to track progress against set goals.
- It improves accountability by providing specific roles to responsible parties.
- It reduces the risk of the plan failing due to a lack of follow-through and increases the likelihood of achieving strategic goals.

Please note that some of these goals will require actions beyond what is included in the charts below. These are the first three steps to achieving each goal.

The Mayor and Council are responsible for assigning a lead and an assistant, if needed, to each task outlined below to ensure the goals are completed.

Develop and implement a comprehensive marketing strategy to promote Rivers as an attractive, safe, and convenient place to live, highlighting its unique advantages.

Action	Lead/Assistant
Start by pinpointing what makes Rivers unique—such as its safety, sense of community, proximity to nature and the city of Brandon, and convenience. Use these as the foundation for your marketing messages.	CAO/Admin Assistant/Hire Consultant, etc.
Create advertising campaigns across various platforms (social media, local newspapers, and community events) that showcase these advantages, focusing on families, retirees, and individuals looking for a quieter, safer lifestyle.	
Update the town's website and social media channels with engaging content, testimonials, and high-quality visuals that reflect Rivers as a desirable place to live, making it easy for potential residents to find information and connect with the community.	

Foster community engagement by keeping residents informed about local events, boards, committees, recreation opportunities, volunteer opportunities, municipal minutes and activities and everything in between!

Action	Lead/Assistant
Set up an easy-to-navigate website, social media page or app that serves as the go-to place for all information on local events, boards, committees, recreation, and volunteer opportunities, updated regularly.	
Start a monthly or bi-weekly newsletter, both in print and digital format, summarizing upcoming events, municipal activities, and ways residents can get involved.	
Actively use social media platforms to post real-time updates, reminders, and highlights of community activities, making it easy for residents to stay informed and engaged with the latest happenings. Use off-line marketing strategies as regularly as possible, to target those who do not use social media.	

Establish comprehensive bylaws defining standards for yard upkeep, including guidelines on grass height, debris removal, and landscaping maintenance. Enforce through regular inspections, issuing warnings, and fines for non-compliance, promoting a clean and aesthetically pleasing community environment. Additionally, potentially create a tool library offering free or low-cost gardening tools and organizing beautification contests with incentives aim to foster community pride and encourage residents to maintain their yards.

Action	Lead/Assistant
Create a clear set of bylaws outlining standards for yard maintenance, including guidelines on grass height, debris removal, and landscaping. Ensure they are detailed and easy to understand.	
Set up a system for regular yard inspections and establish a process for issuing warnings and fines for non-compliance. Make sure residents are aware of the new rules and the consequences for not following them.	
Develop a tool library for free or low-cost gardening tools and organize beautification contests with incentives to encourage residents to take pride in their yard maintenance and enhance community involvement.	

Leverage the proximity to Brandon to attract new residents seeking the benefits of small-town living with easy access to urban amenities.

Action	Lead/Assistant
Create brochures, websites, and social media content that highlight the town's benefits, such as a peaceful lifestyle, lower cost of living, and quick access to Brandon's urban amenities.	
Post the marketing/ads in relevant locations in Brandon and Riverdale/surrounding tourist locations to gain traction.	

Enhance transparency and communication between the Council and residents by using public meetings and live-streaming Council meetings to increase accessibility and provide clear explanations of key issues, including tax calculations and policing decisions.

Action	Lead/Assistant
Create a plan that includes various communication methods such as social media, newsletters, local newspapers, community boards, and a dedicated section on the town's website to reach both online and offline audiences.	
Plan and announce regular town hall meetings and engagement events like open houses and focus groups, ensuring they are well-publicized and accessible to all residents.	
Set up easy-to-use feedback channels, such as online surveys, suggestion boxes, and direct contact options, to encourage residents to share their thoughts and concerns regularly.	

Proactively prepare for infrastructure grants, such as the Investing in Canada Infrastructure Program, by securing necessary quotes, conducting relevant studies, and ensuring financial readiness to improve road conditions and other critical infrastructure.

Action	Lead/Assistant
Make a master list of necessary/priority projects pertaining to infrastructure, accessibility, accommodations and programs/events. In the list include relevant grants to apply for, for each. Include opening/closing dates, required information/documentation, etc.	
Gather essential documents like quotes, project plans, and financial statements for infrastructure projects, accessibility improvements, and accommodation developments. This will ensure you're ready to apply when relevant grants become available.	
Undertake studies or surveys needed to support your applications, such as infrastructure assessments, accessibility evaluations, and resident preference surveys. These will provide the data needed to make a strong case in grant proposals.	

Research and prepare to secure funding opportunities for developing unique accommodation options, such as tiny houses, huts, and glamping tents, to boost tourism and enhance the community's appeal to visitors.

Action	Lead/Assistant
Start by looking for government grants, tourism development programs, and private funding sources specifically aimed at promoting sustainable tourism and unique accommodations.	
Research grants and funding opportunities that cater to small businesses or tourism innovations, like glamping, tiny homes, and eco-friendly accommodations. Check platforms like Grants.gov, tourism associations, and small business resources for such programs.	
Partner with local tourism boards or hospitality industry organizations that can provide funding or collaborate on projects. These partnerships can strengthen your application for funding and provide additional resources and support.	

Compile a comprehensive list of available rental properties within the community, catering to diverse housing needs. Concurrently, conduct a needs assessment to gather data on local housing demands and preferences. This information will improve grant applications for future housing projects.

Action	Lead/Assistant
Gather information on all rental properties in the community, including availability, rental rates, property types (apartments, houses, etc.), and occupancy levels. You can do this through online rental listings, local property managers, and direct outreach to landlords.	
Use the rental data to assess gaps in housing supply. Identify unmet needs like affordability, availability of family-sized units, or accessible housing. Include community feedback from renters or those seeking housing to highlight key issues.	
Compile the data into a report outlining the current rental landscape and housing needs. This document will support funding applications by demonstrating demand for housing projects and justifying the need for investment in the community.	

Prepare for funding opportunities for projects that improve community accessibility, including sidewalks and municipal facilities.

Action	Lead/Assistant
Identify specific areas where accessibility improvements are needed, such as missing sidewalks, ramps, or accessible entrances to public buildings. Engage with residents, especially those with mobility challenges, to gather feedback. Engaging with residents is beneficial for grant applications.	
Look for funding that specifically focuses on accessibility improvements. This could include federal or provincial accessibility funds, infrastructure programs, etc.	
Prepare quotes, studies, etc. that will support your grant applications.	

Enhance communication between the Council and residents by utilizing multiple communication channels to reach both online and offline audiences, ensuring that all residents are informed and engaged.

Action	Lead/Assistant
Use a mix of platforms to share updates, including social media (Facebook, Instagram), email newsletters, a regularly updated website, and printed materials (flyers, posters, community bulletins) for residents without internet access.	
Create a schedule for consistent communication, such as weekly or monthly newsletters, social media posts, and updates in local newspapers or community boards. Regularity will help keep residents engaged and informed.	
Set up feedback mechanisms like online surveys, community meetings, suggestion boxes, or dedicated email addresses. This ensures residents can easily share their opinions and concerns, fostering better engagement and dialogue with the Council.	

Proactively prepare for funding opportunities to support community programs and events.

Action	Lead/Assistant
Identify relevant grants, sponsorships, and other funding opportunities that support community programs and events.	
Develop a list of community programs or events that the community is interested in. It is important that the community is engaged, as they indicated on the QOL survey that they are interested in more community events and programs.	
Determine who is going to put on these programs/events. Gather necessary documents, such as financial statements, letters of support and other standard materials required for funding applications. Having these prepared in advance will allow for faster submissions when opportunities arise.	

Implement a comprehensive community strategy to reduce the prevalence of freeroaming pets and promote responsible pet ownership through regulatory measures, education, and accessible facilities.

Action	Lead/Assistant
Develop or update community bylaws that address pet licensing, leash requirements, and penalties for allowing pets to roam freely. Ensure there are clear guidelines and that they are communicated to residents, along with the consequences for non-compliance.	
Educate residents on responsible pet ownership, emphasizing the importance of keeping pets secure, spaying/neutering, and licensing. Use social media, local newsletters, and community workshops to raise awareness about the benefits of these practices for pets and the community.	
Create or improve local amenities such as pet-friendly parks, fenced-in areas, and low-cost spay/neuter clinics. Ensuring residents have access to facilities makes it easier for them to comply with the regulations and take proper care of their pets.	

Establish a senior transportation program, potentially through strategic partnerships with local non-profit organizations, healthcare providers, and senior centers, to enhance the quality of life for seniors.

Action	Lead/Assistant
Develop a plan outlining the transportation services needed, such as scheduled rides, on-demand pickups, or special event transportation. Include details on service areas, scheduling, and eligibility criteria. Ensure the program is accessible and meets the specific needs of seniors.	
Apply for grants, seek donations, and explore other funding opportunities to support the program. Consider setting up a fund-raising campaign or applying for government subsidies. Gather necessary resources, such as vehicles, technology for scheduling, and volunteer staff.	
Explore opportunities for partnerships with neighbouring communities or committees/groups.	

Create a comprehensive welcome package designed to facilitate a smooth transition for newcomers to our community. This package will include essential information, contact details, upcoming events, and orientation sessions. Additionally, we aim to engage local volunteers who can act as buddies, offering personalized support to newcomers and introducing them to the community resources and amenities.

Action	Lead/Assistant
Gather and organize key details for the welcome package, including community resources, contact information for local services, upcoming events, and orientation session schedules. Ensure the package is informative, easy to navigate, and tailored to help newcomers settle in quickly.	
Create a well-designed, user-friendly welcome package that can be provided both digitally and in print. Include a welcome letter, maps, brochures, and relevant guides. Set up a distribution system to ensure all newcomers receive the package upon arrival.	
Engage local volunteers to serve as community buddies for newcomers. Provide them with training on how to assist new residents, including information on community resources, cultural norms, and support services. Ensure volunteers are enthusiastic and well-informed to offer valuable, personalized support.	

Develop a centralized job board (online and physical) catering to local and surrounding community job opportunities.

Action	Lead/Assistant
Set up an online job board on the municipal website. Include low, mid, and high paying jobs. Include jobs within the community, within commuting distance, and remote jobs. Include where/how to apply, relevant contact information, etc. The more information, the better.	
Choose a location for a physical job board in a high-traffic area like libraries, community centers, or local businesses. Use bulletin boards or display stands to post job listings. Ensure the physical board is updated regularly and includes instructions on how to access the online version. An outdoor bulletin board in a tourist information booth/rest area is another idea.	
Publicize both the online and physical job boards through local media, social media, community newsletters, and events. Encourage local employers to submit job postings and inform job seekers about both platforms. Regularly engage with the community to keep the boards active and relevant.	

Leverage the proximity to the Provincial Park to attract tourists.

Action	Lead/Assistant
Highlight the Provincial Park's features and activities in your marketing materials, such as hiking trails, wildlife viewing, and scenic spots. Create promotional content that showcases how your community offers convenient access to these attractions, including special packages or deals.	
Partner with the Provincial Park's management to cross-promote each other's offerings. This could include joint advertising, event hosting, or providing park information at local businesses and visitor centers. Ensure that tourists are aware of both the park and your community's amenities.	
Launch marketing campaigns that emphasize the unique benefits of visiting the park and staying in your community. Utilize social media, local tourism websites, and travel platforms to reach potential visitors. Offer incentives like discounts or special tours to attract tourists to your area.	

Explore funding opportunities aimed at establishing a dedicated dog park within our community. This initiative aims to provide a safe and enjoyable space for residents and their pets, promoting socialization and exercise. By securing financial support through grants, sponsorships, and community fundraising efforts, we aim to create a well-equipped dog park that enhances the overall quality of life for our residents and their canine companions.

Action	Lead/Assistant
Look into grants and sponsorships specifically for parks and recreational spaces.	
Draft a budget for the project. Include plans for park features, quotes for the materials, sq footage of the park, etc. to aid in grant applications.	
Organize community fundraising activities to gather additional support. Engage with local businesses and residents to contribute and promote the initiative.	

Create a strategic asset management plan aimed at prioritizing road and sidewalk improvements in our community, especially where funding is limited.

Action	Lead/Assistant
Conduct a thorough evaluation of the existing road and sidewalk infrastructure. Identify areas in need of repair or improvement based on factors such as safety, wear and tear, and usage. Gather data through inspections, resident feedback, and historical maintenance records.	
Establish criteria to prioritize projects based on factors like safety risks, traffic volume, accessibility, and impact on the community. Create a scoring system to rank projects and determine which improvements should be addressed first, especially when funding is limited.	
Outline a phased approach to address the highest-priority projects within budget constraints. Identify potential funding sources, such as grants, partnerships, or community contributions, and develop a timeline for completing the improvements.	