

TOWN OF BANFF 2023-2026

Strategic Plan



MESSAGE FROM COUNCIL

Municipal services play an important role in the lives of Banffites every day. From water to roads, from recreation to parks, from policing to garbage collection – and everything in between – more than 100 programs delivered by the Town affect the quality of life for everyone in Banff.

Services are specialized to support the unique opportunities and challenges of our mountain community in Canada's first national park.

But we know we can do better.

Our **2023-26 Strategic Plan** goes beyond the service excellence expected for day-to-day programs and shines a spotlight on four priority areas that are critical to making Banff better in this Council's term.

The priorities are:

- Better Banff for Residents
- Lead Climate Action
- Moving into the Future
- Foster Connections

This overall plan will guide decisions each year on how best to deliver services in ways that move forward the focus areas listed for each of the four strategic priorities.

This plan is just the starting point. We encourage residents to be involved in helping shape the tactics each year through plan development, project engagement and the annual budget deliberations.

In 2023, the community's involvement in updating our long-term plan – the Banff Community Plan – will be vital for shaping our vision and mapping the route to get there. We also need Banffites' help in achieving this strategic plan.

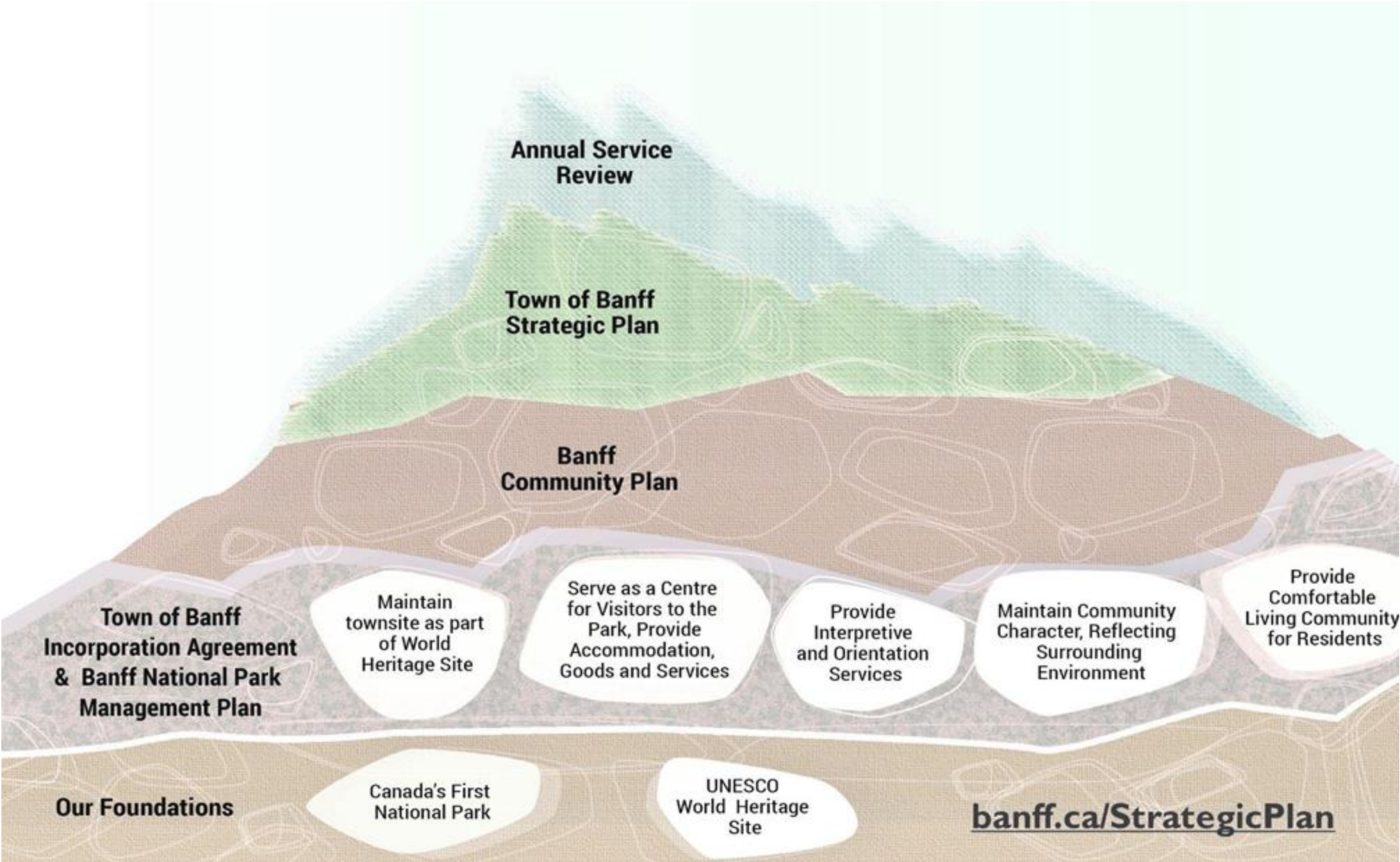


Banff Town Council Left to right: Kaylee Ram, Grant Canning, Corrie DiManno, Hugh Pettigrew, Chip Olver, Ted Christensen, Barb Pelham

There are elements in each of the strategic priorities that are outside of the Town's direct control. We all have a role in affecting traffic in town. We all influence greenhouse gas creation and waste. Relationship-building is a two-way street. Together, we define the character of living in this special place in the Rockies.

Town Council is committed to addressing this plan's critical topics and we look forward to working with residents, businesses and organizations in Banff to keep us on track.

GUIDING OUR DECISIONS



*Banff Community Plan is anticipated to be completed in 2023 and the Strategic Plan will be reviewed to ensure alignment once adopted by Council.





STRATEGIC PRIORITY

Better Banff For Residents

Addressing Affordability and Livability in Banff

Banff is vibrant and connected community with a mandate as a service centre for Banff National Park visitors. As we continue to welcome the world, we will focus on enhancing quality of life for those who call Banff home.

AREAS OF FOCUS

- Create the conditions that will provide a mix of affordable housing options to ensure those working in Banff can live in Banff.
- Stimulate accessibility and affordability initiatives for residents.
- Enhance individual, family and community safety and wellbeing through the provision and support of high-quality programs, services and amenities.





STRATEGIC PRIORITY

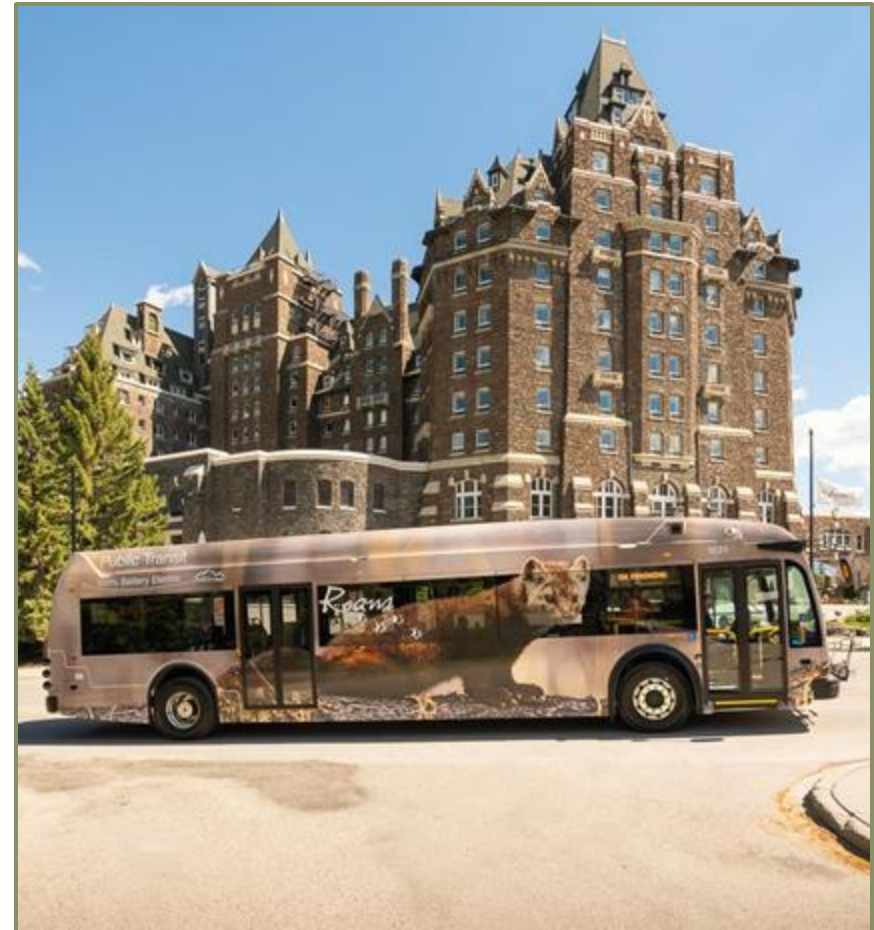
Lead Climate Action

Nurturing a Model Environmental Community

We strive to be leaders by advancing our Environmental Master Plan in these six focus areas: Ecosystems, Waste, Energy, Sustainable Transportation, Air, and Water.

AREAS OF FOCUS

- Demonstrate leadership by making decisions on Town policies, bylaws and operations based on the greatest feasible benefit to environmental protection and resilience.
- Invest in public education and awareness to affect more responsible and efficient environmental stewardship.
- Reduce greenhouse gas emissions by increasing the community's use of energy derived from renewable sources and its energy efficiency.





STRATEGIC PRIORITY

Moving Into The Future

Improving Sustainable Transportation

We will improve sustainable transportation and reduce the negative impacts of too many personal vehicles driving to and within Banff.

AREAS OF FOCUS

- Provide a sustainable transportation system that enhances the resident and visitor experience.
- Implement strategies to reduce reliance on personal vehicles to get to Banff and to move around town.
- Develop new and enhanced active mode infrastructure and initiatives.
- Pursue convenient, affordable, and frequent mass transit connecting Banff with Calgary, other communities in the Bow Valley and attractions in the park.





STRATEGIC PRIORITY

Foster Connections

Building Relationships and Partnerships

We will enhance our relationships with community groups and others to better serve and support the community.

AREAS OF FOCUS

- Engage in informed and meaningful two-way communication with our residents on matters that affect them.
- Implement key recommendations of our Indigenous framework.
- Advocate with partners to other levels of government on key strategic initiatives.
- Work with Parks Canada on key issues impacting the Town and the Park.
- Work with other resort communities on issues unique to tourist communities.
- Support the work of community led groups enhancing the quality of life for residents and the economic resiliency.

