

# SOCIAL MASTER PLAN

## 2020 - 2024 PROGRESS REPORT





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# Executive Summary

## The 2016 Plan

In 2016, our first Social Master Plan outlined how to create a community where residents have a healthy quality of life. It takes a coordinated effort from residents, service providers, and government to develop a community where all people can thrive. Individuals on sub-committees contributed their experience and ideas about:

1. Housing
2. Income and employment
3. Health and wellness
4. Transportation
5. Community safety and engagement

The actions identified by the sub-committees were included in the Social Master Plan. The actions range from specific tasks that can be completed quickly, to broader strategies that will require more time to carry out. These actions all contribute to an enhanced quality of life for residents of our community.

Eight components of quality of life emerged as the greatest importance to Sylvan Lake:

1. Households are able to meet their basic needs. These include shelter, food, clothing and transportation
2. Residents have supports and services to meet their mental health needs
3. Residents have supports and services to maintain a healthy lifestyle and meet their physical health needs
4. Residents are engaged positively in the community
5. Residents have strong, healthy relationships
6. Residents feel safe in their homes and in the community
7. Residents have a sense of purpose, through their contributions to family, the community, work and/or learning
8. Residents are able to enjoy the lake and the natural surroundings

As the 2016 plan was developed, key principles formed the basis of many of the actions in the plan:

1. Collaboration
2. Inclusion
3. Resilience
4. Prevention
5. Responsiveness
6. Shaping our own future.







# 2024 Progress Report Summary

This report identifies action items that are complete, ongoing, and those that require more work.

Since 2020, stakeholders worked diligently to tackle the action items included in the plan. Many different organizations, committees, individuals, and agencies played a role in the plan. Key accomplishments to date include:

- Implemented Transportation Support Program
- Created the Sylvan Lake Community HUB and Action Team
- Built community garden boxes for community members at the Health and Wellness Healing Hub with funding from the Rural Mental Health Project
- Used the 40 Developmental Assets in all Wellness and Community Connections (WCC), and Family resource Network (FRN) programming
- Continued promotion of block parties
- Annually updated the Community Resource Directory in a variety of formats
- Discussed community social needs at Interagency meetings
- Zoomers Community Bus program helped older adults grocery shop and complete errands as part of Older Adult Services at WCC
- Collaborated with the Parks Department to plant edible shrubs and trees at the Health and Wellness Healing Hub
- Our Community Asset Facilitator continued to work with RCMP and Protective Services providing public education sessions and discussions surrounding risk factors and strategy development for the prevention of petty crime

We've completed a lot of our goals but we still have work to do. Ongoing and to do actions include:

- Keep a public transportation system in mind for consideration when community's population approaches 25,000
- Collecting statistics to support the Social Master Plan initiatives
- Developing a housing strategic plan that addresses low income, affordability, shelters, and transitional housing. The plan is a collaboration between the Sylvan Lake Housing Committee and the Town of Sylvan Lake and includes working with local partners/provincial/federal governments
- Continuing to work with the Housing Accelerator Fund
- Expanding support and public awareness of family violence, bullying, and healthy relationships through collaborative partnerships with WCC and helping agencies
- Strengthening services and resources to welcome newcomers to Sylvan Lake through the coordination of agencies creating newcomers resource packages



# GOAL

## Housing, Income, And Employment





## Goal 1: Integrated planning among organizations with mandates for housing and social development.

PLANNED ACTIONS	Completed	Ongoing	Still work to do
Create a Community Housing Committee to continue the work of the Housing, Income and Employment Community Social Master Plan Sub-Committee.	✓		
Investigate models for integrated planning across the housing continuum.		✓	
Update the Sylvan Lake Housing Needs Assessment.	✓		
Implement a model and process for integrated planning across the housing continuum.			✓

## Goal 2: Housing and support for individuals and families experiencing short-term homelessness.

PLANNED ACTIONS	Completed	Ongoing	Still work to do
Explore options in the community for shelter space and transitional housing and supports.		✓	
Develop and implement a plan to address needs in the community for shelter and transitional housing and supports.			✓

## Goal 3: Increase supply of housing for households with low income.

PLANNED ACTIONS	Completed	Ongoing	Still work to do
Investigate potential funding options to expand the supply of low-income and subsidized housing in the community.		✓	
Partially funded through the CMHC Housing Accelerator Fund (2024-2026) awarded to the Planning and Development Department.			
Encourage developers to incorporate rental or ownership components for low-income households in project proposals.		✓	
Partially funded through the CMHC Housing Accelerator Fund (2024-2026) awarded to the Planning and Development Department.			
Inform residents about accessing available rent subsidies from the Red Deer Housing Authority.		✓	

## Goal 4: In-person employment and income support services are available in the community.

PLANNED ACTIONS	Completed	Ongoing	Still work to do
Work with local agencies and organizations to collect statistics and narrative evidence to inform and influence decisions about employment and income support services.		✓	
Build an awareness of available job banks through Interagency partners to link residents with employers who have job opportunities.		✓	



# GOAL

## Health and Wellness





## Goal 1: An Ambulatory Care Clinic is opened in the community.

PLANNED ACTIONS	Completed	Ongoing	Still work to do
Continue to research social needs in the Sylvan Lake area.	✓		
Actively engage in discussions with Alberta Health and Alberta Health Services for an Ambulatory Care Clinic. The Sylvan Lake Ambulatory Care Centre opened in 2018 thanks to the Sylvan Lake and Area Urgent Care Committee.	✓		

## Goal 2: Increased availability of free low cost recreational activities.

PLANNED ACTIONS	Completed	Ongoing	Still work to do
Build new specialty playgrounds.		✓	
Install bike lock-ups in major business and recreation areas, including near the lake.		✓	

## Goal 3: Residents have increased awareness of healthy food choices.

PLANNED ACTIONS	Completed	Ongoing	Still work to do
Create edible parks and trails.		✓	
Strengthen programs that encourage healthy eating		✓	

## Goal 4: Residents have improved access to local mental health supports and services.

PLANNED ACTIONS	Completed	Ongoing	Still work to do
Regularly share information about available mental health supports and services in the community at Interagency and Community HUB meetings.		✓	
Hire a Mental Health Professional, through FCSS, to provide short-term subsidized support for residents (Term-certain project completed in 2017). The need will be re-evaluated in the year 2026.	✓		
Make the "Move your Mood" program available in Sylvan Lake (Term-certain project completed in 2018).	✓		

## Goal 5: Residents have improved access to local addiction supports and services.

PLANNED ACTIONS	Completed	Ongoing	Still work to do
Work with agencies to collect statistics to use in discussions with Alberta Health Services (AHS), for a full-time addictions counsellor in Sylvan Lake (Accomplished through AHS), in 2017. AHS has implemented a full-time Addictions Counsellor position in Sylvan Lake.	✓		



# GOAL

## Transportation





**Goal 1:** Low-income seniors and residents with limited mobility have access to subsidized transportation services.

PLANNED ACTIONS	Completed	Ongoing	Still work to do
Conduct a Specialized Transportation Feasibility Study and implement approved recommendations.	✓		

**Goal 2:** There is a public transportation system in place that includes stops in Sylvan Lake and Red Deer, and is affordable for individuals and families with low-income (considered when the population reaches 25,000).

PLANNED ACTIONS	Completed	Ongoing	Still work to do
Research options for collaboration with other municipalities to provide public transportation services.		✓	
Determine appropriate routes and schedules for a public transportation service.			✓
Apply for available grants for a public transportation service.			✓

**Goal 3:** Community organizations are able to offer affordable group trips, as part of their programming.

PLANNED ACTIONS	Completed	Ongoing	Still work to do
Consult with community organizations, that currently use the community bus, about requirements and preferences for a new bus (size, storage, safety features, etc.)	✓		
Replace the community bus (CARE-a-van purchased and in service).	✓		



# GOAL

## Community Safety and Engagement





**Goal 1:** Residents and community organizations have a common understanding of bullying, harassment, and family violence, and know how to respond.

PLANNED ACTIONS	Completed	Ongoing	Still work to do
Promote education and a common understanding of bullying, harassment, and family violence.		✓	
Incorporate the 40 Developmental Assets into community programs.		✓	

**Goal 2:** Incidence of petty crime is reduced.

PLANNED ACTIONS	Completed	Ongoing	Still work to do
Raise awareness of crime prevention strategies for residents and business owners.			✓
Raise awareness of risk factors for involvement in petty crime.			✓
Give explicit attention to petty crime prevention and risk reduction approaches in all community development initiatives.			✓

**Goal 3:** Community response to family violence is strengthened, and a women's emergency shelter is established in Sylvan Lake.

PLANNED ACTIONS	Completed	Ongoing	Still work to do
Offer affordable counselling support for couples experiencing challenges in their relationships.		✓	
Expand services and supports for individuals and families, in Sylvan Lake, experiencing family violence (community education, anger management support).		✓	
Develop, and begin to implement a plan to have a women's emergency shelter in Sylvan Lake to support women at risk of, or experiencing family violence.			✓

**Goal 4:** Residents have strong, positive, social connections in the community.

PLANNED ACTIONS	Completed	Ongoing	Still work to do
Promote block parties.		✓	
Expand opportunities to participate in arts and cultural activities in the community.		✓	
Strengthen services and resources to welcome newcomers in Sylvan Lake.			✓

**Goal 5:** Residents are actively engaged in the community, through volunteer opportunities.

PLANNED ACTIONS	Completed	Ongoing	Still work to do
Create a full-time Volunteer Coordinator position for the community (includes promoting volunteer opportunities, training, and volunteer recruitment/retention).	✓		
Increase awareness of, and promote opportunities for parents to volunteer with their children.		✓	



# GOAL

## Increasing Our Potential for Success



Check out our Directory online at [sylvanlake.ca/CRD](https://sylvanlake.ca/CRD), or pick up a copy at either the Wellness and Community Connections Centre, or Community Partners Association.

## Goal 1: Residents are aware of available programs and services, and how to access them.

PLANNED ACTIONS	Completed	Ongoing	Still work to do
Regularly update the Community Services Directory (CSD) of all social programs and services available in the community.		✓	
Make the CSD available in various formats, and available throughout town.	✓		
Promote the availability of the CSD in the community.		✓	

## Goal 2: Service providers are aware of roles, available programs and services, priorities, and planned initiatives of other organizations addressing social needs in the community

PLANNED ACTIONS	Completed	Ongoing	Still work to do
Encourage participation at Interagency Meetings		✓	
At Interagency Meetings, regularly discuss what organizations are doing, and plan to do, to address social needs in the community.		✓	

## Goal 3: Regular monitoring and reporting of progress in implementation of this plan, and movement towards our goals.

PLANNED ACTIONS	Completed	Ongoing	Still work to do
Regularly discuss with stakeholders whether this plan's actions are achieving goals and report progress to Council.		✓	
Regularly review the status of the implementation of this plan, and report to Council.		✓	
Regularly discuss factors and circumstances (with stakeholders), affecting the implementation of this plan, and its effectiveness in addressing social needs.		✓	
Assess alternative strategies and partners that may support our ability to achieve the goals of our Social Master Plan.		✓	

## Goal 4: Formal evaluation of this plan in 2019.

PLANNED ACTIONS	Completed	Ongoing	Still work to do
Evaluate the implementation of the plan, and the level of success we've had achieving our goals. Identify what worked, what did not and why; use this evaluation as part of our next Social Needs Assessment and plan.		✓	

## Goal 5: Ensure collaboration and integrated planning among organizations delivering social programs and services in the community.

PLANNED ACTIONS	Completed	Ongoing	Still work to do
Raise awareness of the potential benefits of integrated planning for social programs, and services in the community.		✓	
Identify programs to strengthen increased collaboration.		✓	
Identify organizations and individuals who may offer similar programs and services that may benefit from joint planning and collaboration.		✓	



# SOCIAL MASTER PLAN

2020 - 2024 PROGRESS REPORT

**For more information, contact:**

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[www.sylvanlake.ca/wcc](http://www.sylvanlake.ca/wcc)



Sylvan Lake  
BRILLIANT ALL YEAR

December 2024