



## PROJECT OVERVIEW

Spring 2025



## 1.0 INTRODUCTION

The City of Beaumont has experienced significant growth over the past decade. As one of Alberta's fastest-growing municipalities, Beaumont has expanded existing services, introduced new ones, and worked to ensure that the systems supporting service delivery are keeping pace. Through A Place to Grow, the City launched a public conversation to better understand residents' priorities for growth. The initiative focuses on two core objectives: affirming citizens' priorities for City services and amenities and gaining a sense of residents' willingness to consider different methods for funding and implementing these priorities. This dialogue is helping shape how Beaumont plans, delivers, and invests in services to meet the needs of both current and future citizens.

### **Project Objectives:**



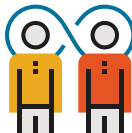
**An affirmation of Citizen's priorities for City services and amenities.**

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**A sense of citizen willingness to consider different methods for funding and implementing priorities.**

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**An engagement toolkit that is replicable, scalable and adaptable for future engagement initiatives.**

## 2.0 WHAT WE DID

To explore community priorities and approaches to growth, we connected with over 1,000 participants through a mix of public engagement and focused discussions. This blend of broad and focused engagement allowed us to hear a wide range of perspectives from across the community.

### Public Engagement

- + Online Survey – 172 responses
- + Community Events – 800+ interactions at community events

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### Focused Discussions

We hosted 10 small-group sessions with targeted organizations, including:

- |                                      |   |
|--------------------------------------|---|
| + Chamber of Commerce                | + Recreation and culture organizations        |
| + Newcomer community representatives | + Voluntary sector leaders                    |
| + Youth participants                 | + Beaumont 50+ Club                           |
| + Vulnerable sector agencies         | + City Administration and advisory committees |





## 3.0 OUTCOMES

### OBJECTIVE 1: Citizen's Priorities

Leading themes through in-person discussions that has helped categorize responses to the priorities list. Participants generally responded to the list with the following reactions:

- + Maintain and enhance what already exists.
- + Deliver on the priorities that are core services.
- + Prioritize major initiatives to achieve impactful and meaningful results.

Leading priorities included:



#### Expanded safety services

This was frequently mentioned by all participants throughout engagement. Unlike other priority items, expanded emergency services were viewed as essential with some participants asking it to be removed from discussion.



#### New and improved places to play outside

Places to play outside was the most consistent priority across all engagement activities with many ideas on projects for different interests. A key theme included maintaining existing facilities and ensuring projects are complete.



#### Enhanced support for all ages and stages

Participants were keen to discuss this growth priority, with strong support from both public and focused engagement. Participants highlighted the need for support for newcomers, as well as better support for seniors, including affordable housing and gathering spaces that address language barriers. Leading the discussion was housing affordability, with many mentioning they want young and older people to be able to stay in the community.



#### New space to perform and create

The in-person meetings recognized the lack of art spaces in the city. Often crossing out the word “perform”, participants felt that arts encompass many activities for all ages. A Community Arts Centre with larger gathering spaces was important for the newcomer community. Many expressed the need for different types of spaces, noting the historical focus on recreation.

## OBJECTIVE 2: About Delivering On Priorities

When it comes to how to deliver services, participants expressed curiosity but also caution. Many are open to learning about new funding approaches but want to understand the full picture before forming an opinion. Conversations highlighted a desire for long-term thinking, responsible use of resources, and confidence that services will be delivered in full not left incomplete. Key themes included:

- + **Cautious consideration of new funding approaches**

Citizens want more information before supporting changes to how service growth is funded.

- + **Prioritize core services and long-term sustainability**

Ensure stable, future-focused investments in essential services.

- + **Complete what's started**

Strong support for fully delivering and maintaining projects, with an emphasis on quality and follow-through.

### Most Supported Approaches:

- + **Reducing costs through operational efficiencies**

Participants encouraged the City to find efficiencies wherever possible. Examples included shared use of future school sites and collaboration with Leduc County on joint-use facilities.

- + **Selling or redeveloping underused City assets**

While there was concern about the long-term sustainability of this approach, participants supported it when assets are no longer needed or actively used.

- + **Increasing user fees**

Many residents viewed user-pay models and cost recovery approaches as more acceptable than broad tax increases, particularly when tied to specific services.

### Least Supported Approaches

- + **Increase property taxes**

Most participants felt that property taxes, at this time, should fund core services only. There was limited support for tax increases beyond that, and special levies were only considered acceptable if tied to specific, well-justified projects.

- + **Decrease service levels**

There was strong opposition to reducing service levels. Participants emphasized maintaining current standards rather than scaling back.

### OBJECTIVE 3: Laying the Foundation for Future Conversations

Throughout this project, we were pleased to develop and introduce the Engaging Beaumont identity, created for use across future engagement initiatives with the City. This visual identity supports a consistent and recognizable approach to public dialogue. To build on this foundation, the project also delivered:

- + **Custom engagement templates**  
Now shared with City teams to support future outreach
- + **A growing participant contact list**  
to enable continued connection with engaged community members
- + **A comprehensive list of community priorities and ideas**  
To inform upcoming plans and decision-making

These resources ensure that A Place to Grow not only captured today's conversations but also support future engagement.



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**ENGAGING  
BEAUMONT**

*A Place To Grow*