

COUNCIL MEETING AGENDA

May 6, 2025

10:30 am

COUNCIL CHAMBERS

400 Main Street SE

Pages

1. CLOSED SESSION - 10:30 AM

- 1.1 Investment Opportunity - Section 24 (Advice from officials) and Section 25 (Disclosure harmful to economic and other interests of a public body) Freedom of Information and Protection of Privacy Act
- 1.2 Policy Update - Section 24 (Advice from officials) Freedom of Information and Protection of Privacy Act
- 1.3 Land Purchase Update - Section 25 (Disclosure harmful to economic and other interests of a public body) Freedom of Information and Protection of Privacy Act
- 1.4 2025 Mayor for a Day Finalists Presentations - Section 29 (Information that is or will be available to the public) Freedom of Information and Protection of Privacy Act - 4:00 - 5:30 PM
- 1.5 Notes

2. CALL TO ORDER

3. PUBLIC HEARINGS

There are no items

4. PUBLIC INPUT SESSIONS

There are no items

5. PUBLIC AGENDA - 1:00 PM

6. CONFIRMATION OF MINUTES

- 6.1 Minutes of the regular meeting of April 15, 2025

7. CONSENT AGENDA

- 7.1 Proclamation - Economic Development Week (Charlotte Satink, Manager of Legislative Services and IGM/City Clerk) 7

Mayor Brown proclaimed the week of May 12 to 16, 2025 as Economic Development Week in Airdrie to spotlight the Power of Partnerships - collaborations that drive innovation, growth and lasting change in local economies.

8. BYLAWS (not requiring public hearing)

- 8.1 Bylaw B-11/2025 - 2025 Annual Tax Rate Bylaw (Monica Labait, Manager of Treasury) 9

Council is being asked to give three readings to Bylaw B-11/2025, being the 2025 annual tax rate bylaw.

- 8.2 Bylaw B-14/2025 - 2025 Tax Penalty Bylaw Amendment (Monica Labait, Manager of Treasury) 24

Council is being asked to give three readings to Bylaw B-14/2025, being a bylaw to amend Tax Penalty Bylaw B-09/2018 by adding an exemption to tax penalties in event of the death of an immediate family member and changing the penalty dates in the bylaw.

- 8.3 Bylaw B-15/2025 - 2025 Waste and Recycling Rate Amendment (Monica Labait, Manager of Treasury) 33

Council is being asked to give three readings to Bylaw B-15/2024, being a bylaw to amend the rates in Schedule "B" of Waste Management Bylaw B-07/2017.

9. AGENDA REPORTS

- 9.1 SW Recreation Centre Planning - Public Engagement Results (Brad Anderson, Manager of Recreation) 40

Council is being presented with a summary of the public engagement results that will inform and refine the SW Recreation Centre site master plan options.

- 9.2 Sponsorship and Naming Rights Policy Amendments (Brad Anderson, Manager of Recreation) 69

Council is being provided with requested revisions to the Sponsorship and Naming Rights Policy P-FIN-28-C.

- 9.3 Local and On-Demand Transit Services Update (Billie-Jo Arnott, Team Leader Transit and Active Transportation) 82

Council is being provided with an update on Local and On-Demand transit service as well as the transit fleet with the objective of implementing trip planning technology to improve fixed route ridership.

- 9.4 Letter of Support - Volunteer Airdrie Society (Charlotte Satink, Manager of Legislative Services and IGM/City Clerk)

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Council is being asked to ratify a letter of support for the nomination of Volunteer Airdrie Society for the 2025 Alberta Minister's Seniors Service Award (Nonprofit Organization category).

10. BUSINESS ARISING FROM COUNCIL COMMITTEES

10.1 Community Safety and Social Services

10.1.1 Chair Update (Verbal)

10.1.2 Items referred from Standing Committee

10.2 Community and Corporate Services

10.2.1 Chair Update (Verbal)

10.2.2 Items referred from Standing Committee

10.3 Community Infrastructure and Strategic Growth

10.3.1 Chair Update (Verbal)

10.3.2 Items referred from Standing Committee

11. NOTICES OF MOTION

12. COUNCIL MEMBERS REPORTS

13. UPDATE ON COUNCIL RESOLUTIONS

- 13.1 Council follow-up to May 6, 2025

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14. CLOSED SESSION CONTINUED - 4:00 PM to 5:30 PM

15. MOTIONS ARISING FROM CLOSED SESSION

16. ADJOURNMENT

COUNCIL MEETING MINUTES

**April 15, 2025
COUNCIL CHAMBERS
400 Main Street SE**

PRESENT

Mayor P. Brown
Deputy Mayor C. Kolson
Councillor D. Belyk
Councillor R. Chapman
Councillor A. Jones
Councillor T. Petrow
Councillor H. Spearman (via MS Teams)

GUESTS

Joe Ebeid, JLL Project Management - Senior Project Manager, Highland Park Project Management Team
Carl Ratisal - City of Airdrie Project Manager, Highland Park Project Management Team
Graeme Kerr, PCL Construction – Project Manager, Highland Park Construction Management Team
Casey Copeland, PCL Construction – Estimator, Highland Park Construction Management Team
Jason Unger, Sahuri and Partners Architecture – Lead Designer, Highland Park Design Team
Kasia Tandara, Sahuri and Partners Architecture - Architectural Technologist, Highland Park Design Team

STAFF

H. Galanti, City Manager
M. Pirie, Fire Chief
K. Weinberger, Director Community Safety & Social Services
B. Anderson, Manager Recreation Services
C. Aragon, Manager Culture, Heritage and Events
C. Satink, Manager Legislative Services and IGM/City Clerk
B. Arnott, Team Leader Transit and Active Transportation
T. Belsham, Team Leader Legislative Services/Assistant City Clerk
S. Martin, Team Leader Building Inspections
S. Michell, Team Leader Budget and Financial Planning
H. Montigny, Team Leader Accounting Services
B. Tomlinson, Team Leader Municipal Enforcement
K. Spence, Council Technician
K. Rushford, Recording Technician

1. CALL TO ORDER

Mayor Brown called the meeting to order at 1:02 p.m.

2. CLOSED SESSION – 1:00 PM

2025-C-108

Moved By Councillor Jones

That Council enters the Closed Meeting at 1:02 p.m. to discuss the following items:

1. 2024 Audit Findings Report Confidential Attachment for Item 9.1 - Section 16 (Disclosure harmful to economic and other interests of a public body) Freedom of Information and Protection of Privacy Act

With the following:

PRESENT

Mayor P. Brown
Deputy Mayor C. Kolson
Councillor D. Belyk
Councillor R. Chapman
Councillor A. Jones
Councillor T. Petrow
Councillor H. Spearman (via MS Teams)

GUESTS

Colin Mitchell, Lead Audit Engagement Partner, KPMG
Samuel Straka, Senior Manager, KPMG

The following staff members were present to provide advice to officials:

STAFF

H. Galanti, City Manager,
L. Stevens, Director Community Infrastructure,
C. Satink, Manager Legislative Services and IGM/City Clerk,
T. Belsham, Team Leader Legislative Services/Assistant City Clerk,
H. Montigny, Team Leader Accounting Services,
K. Spence, Council Technician, and
K. Rushford, who recorded the meeting.

Carried

2025-C-109

Moved by Councillor Belyk

That Council leaves the Closed Session at 1:25 p.m.

Carried

3. PUBLIC HEARINGS

There are no public hearings.

4. PUBLIC INPUT SESSIONS

There are no items.

5. PUBLIC AGENDA - Immediately Following Closed Session

6. CONFIRMATION OF MINUTES

1. Minutes of the regular meeting of April 1, 2025

2025-C-110

Moved By Councillor Belyk

That Council adopts the minutes of the regular meeting of April 1, 2025, as presented.

Carried

7. CONSENT AGENDA

There are no items.

8. BYLAWS (not requiring public hearing)

1. Bylaw B-12/2025 – User Fees and Charges Bylaw Amendment (Stephanie Mitchell, Team Leader Budget and Financial Planning)

2025-C-111

Moved By Councillor Spearman

That Council gives First Reading to Bylaw B-12/2025, being a bylaw to amend User Fees and Charges Bylaw B-41/2023 by repealing Schedule “A” and replacing it with the attached Schedule “A” with fees effective September 1, 2025 and January 1, 2026.

Carried

2025-C-112

Moved By Deputy Mayor Kolson

That Council gives Second Reading to Bylaw B-12/2025.

Carried

2025-C-113

Moved By Councillor Chapman

That Council grants permission for Third Reading of Bylaw B-12/2025.

Carried Unanimously

2025-C-114

Moved By Councillor Jones

That Council gives Third Reading to Bylaw B-12/2025.

Carried

9. AGENDA REPORTS

1. 2024 Annual Report and Audited Consolidated Financial Statements (Holly Montigny, Team Leader Accounting Services)

2025-C-115

Moved By Councillor Petrow

That Council:

1. approves the 2024 Financial Information Return, as presented;
2. approves the 2024 Audited Consolidated Financial Statements included in the Annual Report, as presented; and
3. accepts the KPMG LLP 2024 Audit Findings Report for information.

Carried

2. Highland Park Fire Station and Training Centre Update (Mike Pirie, Fire Chief)

2025-C-116

Moved By Councillor Jones

That Council accepts the Highland Park Fire Station and Training Center update presentation for information.

Carried

RECESS

Mayor Brown called a recess at 2:39 pm. The meeting reconvened at 2:51 pm.

3. Micromobility and Shared Micromobility Framework Pilot (Billie-Jo Arnott, Team Leader Transit and Active Transportation)

2025-C-117

Moved By Councillor Spearman

That Council directs Administration to implement the Shared e-Scooter program on an annual basis.

Carried

4. Letter of Support - Windwood Music Festival (Charlotte Satink, Manager of Legislative Services and IGM/City Clerk)

2025-C-118

Moved By Councillor Chapman

That Council ratifies a letter in support of the Windwood Music Festival's application to Forces AVENIR Projet - Art, Literature and Culture award to recognize their Windwood Music Festival project in August 2024 and February 2025.

Carried

5. Letter of Support - Rocky View Foundation (Charlotte Satink, Manager of Legislative Services and IGM/City Clerk)

2025-C-119

Moved By Councillor Petrow

That Council ratifies a letter in support of Rock View Foundation's request to the Minister of Seniors, Community and Social Services to amend the Charter and Ministerial Order to increase the number of members of the management body for the City of Airdrie from one member to two appointed members.

Carried

10. BUSINESS ARISING FROM COUNCIL COMMITTEES

1. Community Safety and Social Services

1. Chair Update (Verbal)

Councillor Chapman advised that information was presented on the Airdrie Family and Community Support Services (FCSS) 2026-2028 Funding Strategy. L. Laface presented the 2025 Municipal Emergency Management Plan and program update, with a recommendation to Council to give three readings to Bylaw B-10/2025, being a bylaw to amend the Emergency Management Bylaw B-02/2023.

2. Community and Corporate Services

There was no update.

3. Community Infrastructure and Strategic Growth

1. Chair Update (Verbal)

Councillor Jones advised that the Committee received a presentation from YYC regarding the 2025 runway rehabilitation and passed a development permit regarding illuminating signage on a church.

11. NOTICES OF MOTION

There are no items.

12. COUNCIL MEMBERS REPORTS

There are no resolutions arising from board member reports.

13. UPDATE ON COUNCIL RESOLUTIONS

1. Council follow up to April 15, 2025

H. Galanti advised that the Sponsorship and Naming Rights Policy has been added to the Council follow-up list, so there are now four items on the list. The proposed Sponsorship and Naming Rights Policy will be presented to Council in May. The other three items will be presented in June.

14. CLOSED SESSION – 3:30 PM

2025-C-120

Moved By Councillor Belyk

That Council enters the Closed Meeting at 3:39 p.m. to discuss the following items:

1. Partnership Opportunity - Sections 24 and 25 (Advice from officials and Disclosure harmful to economic and other interests of a public body) Freedom of Information and Protection of Privacy Act

With the following:

PRESENT

Mayor P. Brown
Deputy Mayor C. Kolson
Councillor D. Belyk
Councillor R. Chapman
Councillor A. Jones
Councillor T. Petrow
Councillor H. Spearman (via MS Teams)

STAFF

H. Galanti, City Manager,
L. Stevens, Director Community Infrastructure,
S. Utz, Director Strategic Growth and Investment,
C. Satink, Manager Legislative Services and IGM/City Clerk,
T. Belsham, Team Leader Legislative Services/Assistant City Clerk,
K. Spence, Council Technician, and
K. Rushford, who recorded the meeting.

Carried

2025-C-121

Moved by Councillor Belyk

That Council leaves the Closed Session at 4:02 p.m.

Carried

15. ADJOURNMENT

Mayor Brown adjourned the meeting at 4:03 p.m.

Mayor

City Clerk

April 14, 2025

Re: Economic Development Week 2025

Economic Development requests that his Worship and Council proclaim May 12-16, 2025, as Economic Development Week in Airdrie.

Each May, the International Economic Development Council (IEDC) and Economic Developers Alberta (EDA), organizations representing economic development professionals in Alberta and around the world, recognize and celebrate Economic Development Week. This year, the spotlight is on the Power of Partnerships—the collaborations that drive innovation, growth, and lasting change in local economies.

Economic Development Week acknowledges the important role economic development and economic developers have in fostering sustainable economies and improving quality of life through supporting local businesses, attracting new investment and visitors, creating jobs, and improving quality of place.

In Airdrie, the Economic Development department works in collaboration with other City departments and community organizations including the Airdrie Chamber of Commerce, Bow Valley College, Community Futures Centre West, Prospect Employment Services, Career Leap and other business support organizations. Together our efforts attract, retain and expand businesses and talent to contribute to the sustainability and vibrancy of our community.

Recognizing Economic Development Week aligns with the continued importance Council has placed on economic development through the adoption of their Focus Areas. Further emphasizing its overall importance to the long-term sustainability of our community.

For several years, EDA in conjunction with Alberta Municipalities and Rural Municipalities of Alberta, have issued a challenge for communities across the province to proclaim the second week of May as Economic Development week. This has resulted in more than 50 communities across Alberta, including Airdrie, making the official proclamation.

The City of Airdrie Economic Development team would be proud to once again add the City of Airdrie to the list of communities acknowledging this week.

Sincerely,



@AirdrieEcDev



Airdrie Economic Development



@AirdrieEcDev



City of Airdrie

Proclamation for Economic Development Week, May 12-16, 2025

Proclamation

Whereas, more than 100,000 economic development or related professionals worldwide are committed to promote economic well-being and quality of life; for communities like Airdrie that means coordinating activities that create, retain, and expand jobs to facilitate growth, enhance wealth, attract visitors and provide a stable tax base; and

Whereas, economic developers cultivate thriving neighborhoods, champions sustainability and resiliency, boost economic prosperity, enhance the quality of life, and build robust tax bases; and

Whereas, economic developers are engaged in a wide variety of settings including rural and urban, local, provincial, and federal governments, public-private partnerships, chambers of commerce, universities, and a variety of other institutions; and

Whereas, economic developers serve as stewards, bridging connections between residents, business leaders, elected officials, industry executives, and educational administrations, to collaborate on creating and attracting jobs, visitors, investment, and an optimistic future; and

Whereas, economic developers contribute to the betterment and progress of the City of Airdrie within the Province of Alberta.

NOW THEREFORE BE IT RESOLVED, that the Mayor does hereby recognize May 12 through May 16, 2025 as Economic Development Week in Airdrie, and reminds individuals of the importance of this community celebration which supports expanding business opportunities, bettering lives, and moving society forward.

BE IT FURTHER RESOLVED that the Mayor is requested to transmit a copy of this proclamation to Economic Developers Alberta in support of these provincial celebrations.

Mayor Peter Brown

COUNCIL – AGENDA REPORT

Meeting Date: 6 May 2025

Subject: Bylaw No. B-11/2025 - 2025 Annual Tax Rate Bylaw

Directorate: Corporate Services

Issue:

Council is being asked to give three readings to Bylaw No. B-11/2025, being the 2025 annual tax rate bylaw.

Background:

In accordance with Section 353 of the *Municipal Government Act* (MGA), the City is required to pass a tax rate bylaw annually. This bylaw enables a municipal council to levy a property tax to raise funds for operating the municipality in accordance with the 2025 Council approved budget and to meet Provincial obligations to collect and remit education tax.

Municipal Tax:

City Council approved a \$3,931,500 tax revenue increase with the 2025 budget. Now that the assessment data has been finalized, the actual results have been calculated. Since property classes across the city have all increased or decreased slightly, property owners will experience changes based on any increased or decreased assessment value. The overall assessment value has increased year over year, which means the municipal tax rate decreased in order to bring in the same amount of revenue. The median single-family homeowner with a 10% change in assessed value from \$556,000 to \$614,000 will see an increase in municipal taxes of \$9.37/month. If a property value has increased or decreased more or less than this, there will be a corresponding effect on taxes.

Tax rates are split between residential and non-residential properties. Due to higher inflationary increases to the residential assessment base, the tax burden has shifted even more from the non-residential to the residential base. The City of Airdrie is maintaining the 2.1:1 ratio that has been in place for a number of years, which further enhances Airdrie's competitive advantage to attract non-residential growth. Calgary is currently at 3.5:1.

Education Tax:

Every year, the Province calculates the amount each municipality must contribute towards the public education system based on a city's total assessment value. Municipalities then collect the education property tax and send it to the Province for the Alberta School Foundation Fund (ASFF). It is then distributed to the public and separate school boards on an equal per student basis. The Province has increased the residential requisition amount by 25% and the non-residential amount by 19% for properties in the City of Airdrie. Growth has helped mitigate this somewhat and reduced this to a residential increase of 19%. The effect of the education tax on the average household is an increase of \$18.53/month. This is the largest year over year increase the City of Airdrie has ever experienced.

Rocky View Foundation:

The Rocky View Foundation provides affordable housing options to seniors within Airdrie. They currently operate two seniors' lodges. The Rocky View Foundation requisition will be decreasing from \$1,301,976 to \$1,262,562 - The effect of this decrease on the average household will be a reduction of \$2.94/month.

Designated Industrial Property Tax:

As of January 1, 2018, the Province (under the position of the Provincial Assessor) assumed the responsibility for Designated Industrial Property assessment. The cost of assessing designated industrial property is recovered through a requisition and paid by designated industrial property taxpayers at a rate set by the Minister. The City does not have many linear parcels (e.g., wells, pipelines, railways and telecommunications); the total revenue collected and remitted to the government in 2025 is \$8,137.

Community Revitalization Levy:

On December 28, 2022, Council approved the Community Revitalization Levy (CRL) which went into effect January 1, 2023. The increases to assessed property values in the defined CRL area will have the municipal revenue and the provincial education portion of the property tax collected on the increased value, set aside for public improvement projects in the CRL area. These rates, while the same as the regular tax rates, are split out in the Bylaw to demonstrate the actual funds raised for this purpose each year. In 2023 the total funds raised by the CRL were \$270,205, in 2024 they were \$483,827 and in 2025 they will be \$509,140.

Combined Tax Rates:

The total combined tax rate increase is 9.2% or \$27.90 per month to the median single family home owner.

The chart below details the municipal, education, seniors foundation and designated industrial property tax rates for residential and non-residential properties (not including annexed lands). As assessments increased the mill rate (the charge applied to the assessed value on a property) has decreased.

	2024	2025	% Change
Residential			
Municipal Tax	0.00426832	0.00404869	-5.15%
Education Tax	0.00218208	0.00234308	7.38%
Seniors Foundation Tax	0.00007579	0.00006384	-15.77%
Total Residential	0.00652619	0.00645561	-1.08%

Non-Residential			
Municipal Tax	0.00896364	0.00850739	-5.09%
Education Tax	0.00341684	0.00385043	12.67%
Seniors Foundation Tax	0.00007579	0.00006384	-15.77%
Total Non-Residential	0.01245627	0.01242166	-0.28%
Designated industrial Property - Requisition	0.00007579	0.00006975	-7.97%

The Tax Rate Bylaw must be passed before tax notices can be mailed. Information has been published informing residents that tax notices will be mailed on May 29, 2025. This timeline is consistent with prior years.

Council Committee Routed Through:

N/A

Administration Recommendation:

That Council gives three readings to Bylaw No. B-11/2025, being the 2025 Tax Rate Bylaw, with the budget approved \$3,931,500 tax increase, and amends the 2025 budget for the actual requisition amounts.

Alternatives/Implications:

N/A

Communications and Engagement:

Tax notices will be mailed out to all property owners on or before May 29, 2025. A brochure is included with each notice detailing where tax dollars are spent, as well as the calculation for municipal and education taxes. The information will also be posted on the City website. Both the brochure and City website help to further engage, inform and educate citizens with regards to how tax revenue is generated, levied, and used. Municipal tax rates are broken out into three categories. Below is an example of the average home in Airdrie.

Of note, new this year is the Capital Investment line replacing the tax stabilization category.

Description	Current Rates	Levy
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Policing and Fire Services	0.00134730	\$827.24
Municipal Residential	0.00193833	\$1,190.13
Capital Investment	0.00076306	\$468.52
Public School Residential	0.00234308	\$1,438.65
Rocky View Foundation	0.00006384	\$39.20

The average home contributes \$827 towards protective services. This breakdown provides much more transparency for the taxpayer.

Recommendation:

That Council:

1. gives three readings to Bylaw No. B-11/2025, being the 2025 Tax Rate Bylaw, with the 2025 budget approved \$3,931,500 tax increase; and
2. amends the 2025 Budget and revises the provincial requisitions including adjustments for 2024 under/over levies in the following amounts, as directed by the Province of Alberta:

- Alberta School Foundation Fund \$45,423,431
- Opted Out School Boards \$ 4,445,555
- Designated Industrial Properties \$ 8,137
- Rocky View Foundation \$ 1,262,562

Monica Labait
Manager of Treasury

Presenter:	Monica Labait
Department:	Corporate Services
Reviewed by:	Shannon Schindeler
Attachments:	#1: Bylaw No. B-11/2025 #2: Additional 2025 Tax Information and Background #3: QA Assessment and Taxation
Appointment:	N/A

**BYLAW NO. B-11/2025
OF THE CITY OF AIRDRIE
IN THE PROVINCE OF ALBERTA**

A bylaw to authorize the rates of taxation to be levied against assessable property within the City of Airdrie for the 2025 taxation year.

WHEREAS the City of Airdrie (the “City”) has prepared and adopted detailed estimates of the municipal revenues and expenditures as required, at the Council meeting held on **November 19, 2024**; and

WHEREAS the estimated municipal revenues from all sources other than property taxation total **\$134,972,301**; and

WHEREAS the estimated municipal expenditures (excluding non-cash items) set out in the annual budget for the City for 2025 total **\$188,384,247** and the balance of **\$53,411,946** is to be raised by general municipal property taxation; and

WHEREAS the estimated amount required to repay principal debt to be raised by general municipal taxation is **\$7,297,736**; and

WHEREAS the estimated amount required for current year capital expenditures to be raised by general municipal taxation is **\$176,020**; and

WHEREAS the estimated amount required for future financial plans to be raised by municipal taxation is **\$29,266,723**; and

THEREFORE the total amount to be raised by general municipal taxation is **\$90,152,425**; and

WHEREAS section 3 of the *City of Airdrie Downtown Community Revitalization Levy Regulation*, AR 253/2022 established a community revitalization area known as, “Airdrie Downtown Community Revitalization Levy Area”; and

WHEREAS section 381.2 of the *Municipal Government Act*, RSA 2000, c M-26 (the “Act”) authorizes a council to pass a bylaw to impose a levy in respect of the incremental assessed value of property in a community revitalization levy area to raise revenue to be used toward the payment of infrastructure and other costs associated with redevelopment of property in the community revitalization levy area; and

WHEREAS Council passed Bylaw B-64/2022 to authorize the imposition of a community revitalization levy in the Airdrie Downtown Community Revitalization Levy Area, which the Lieutenant Governor in Council approved on December 14, 2022; and

WHEREAS pursuant to section 10 of AR 253/2022 Council is required to pass a community revitalization levy rate bylaw annually; and

WHEREAS Council is required each year to impose on the incremental assessed value of property within the Airdrie Downtown Community Revitalization Levy Area community revitalization levy rates that are equal to or greater than the tax rates established annually for

the corresponding property tax bylaw for each assessment class or sub-class of property referred to in section 297 of the Act; and

WHEREAS the estimated revenues to be raised through the Airdrie Downtown Community Revitalization Levy to be applied towards the payment of infrastructure and other costs associated with the revitalization plan within the Airdrie Downtown Community Revitalization levy area for the year 2025 are **\$509,140**; and

WHEREAS the requisitions including adjustments for over/under levies are:

Alberta School Foundation Fund	
Residential/Farmland	\$36,994,561
Non-residential	\$8,428,870
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	\$45,423,431
Opted Out School Boards	
Residential/Farmland	\$3,851,934
Non-residential	\$593,621
	<hr/>
	\$4,445,555
Total school requisitions	\$49,868,987
Rockyview View Foundation	\$1,262,562
Designated industrial properties	\$8,137

WHEREAS Council is required each year to levy on the assessed value of all property tax rates sufficient to meet the estimated expenditures and the requisitions; and

WHEREAS Council is authorized to classify assessed property, and to establish different rates of taxation in respect of each class of property, subject to the Act; and

WHEREAS the assessed value of all property in the City as shown on the assessment roll is:

	Assessment
Residential/Farmland	\$17,190,383,740
Non-residential	2,324,926,160
Annexation - Residential	240,145,470
Annexation - Non-residential	31,092,230
Annexation - Farmland	2,292,420
	<hr/>
Total Assessment Roll	\$19,788,840,020

NOW THEREFORE the Council of the City of Airdrie enacts as follows:

Title

- 1 This bylaw may be cited as, "2025 Taxation Rate Bylaw".

Definitions

- 2 All words in this bylaw have the same meaning as the Act and its regulations unless defined otherwise in this bylaw.
- 3 In this bylaw,
 - (1) “City” means the municipal corporation of the City of Airdrie and the geographical area contained within the boundaries of the City; and
 - (2) “City Manager” means the City’s Chief Administrative Officer appointed pursuant to the Municipal Government Act; and
 - (3) “Council” means the Council of the City of Airdrie.

Taxation rates

- 4 The City Manager is authorized and required to levy the following rates of taxation on the assessed value of all property as shown on the assessment roll and supplementary assessment roll of the City:

	Tax Levy	Assessment	Tax Rate
General Municipal			
Residential/Farmland	33,320,574	17,190,383,740	0.00193833
Non-residential	9,482,601	2,328,189,910	0.00407295
	42,803,175	19,518,573,650	
General Municipal Annexation			
Residential	505,794	240,145,470	0.00210620
Non-residential	229,206	31,092,230	0.00737180
Farmland	12,071	2,292,420	0.00526560
	747,071	273,530,120	
Protective Services Municipal			
Residential/Farmland	23,160,597	17,190,383,740	0.00134730
Non-residential	6,591,199	2,328,189,910	0.00283104
	29,751,796	19,518,573,650	
Capital Investment Municipal			
Residential/Farmland	13,117,364	17,190,383,740	0.00076306
Non-residential	3,733,020	2,328,189,910	0.00160340
	16,850,384	19,518,573,650	
Alberta School Foundation Fund			
Residential/Farmland	36,994,561	15,788,859,650	0.00234308
Non-residential	8,428,870	2,189,072,472	0.00385043
	45,423,431	17,977,932,122	

	Tax Levy	Assessment	Tax Rate
Opted-Out School Boards			
Residential/Farmland	3,851,934	1,643,961,980	0.00234308
Non-residential	593,621	154,170,158	0.00385043
	4,445,555	1,798,132,138	
Rocky View Seniors Foundation	1,262,562	19,776,970,770	0.00006384
Designated Industrial Property	8,137	116,648,820	0.00006975
Community Revitalization Levy (CRL)			
Incremental			
Municipal Equivalent Residential	84,488	20,868,000	0.00193833
Municipal Equivalent Non-residential	256,424	30,141,300	0.00407295
Education Equivalent Residential	50,228		0.00234308
Education Equivalent Non-Residential	118,000		0.00385043
	509,140	51,009,300	

Effective date

5 This bylaw takes effect on the date of Third and final reading.

Read a first time this 6th day of May, 2025

Read a second time this 6th day of May, 2025

Read a third time this 6th day of May, 2025

THIS bylaw was executed as of the latest
date evidenced by the signature below.

MAYOR

CITY CLERK

Relationship Between Assessment & Property Taxes

Assessment 101:

- The 2025 Property Assessments reflect an estimate of market value based on market conditions of July 1, 2024 and a condition date of December 31, 2024.
- The 2025 Property Assessment notices were mailed to property owners in January.
- Property owners have 60 days to review their assessment notice, property details and contact the assessment department to dispute their assessment.
- The average assessment increase for a single-family dwelling in Airdrie was 10%
- The increase is based on market changes from July 2023 to July 2024.

Property Tax 101:

- Council approved a municipal tax increase for 2025 of \$9.37/month to the median home.
- A portion of your property tax bill is made up of provincial taxes collected by The City of Airdrie and remitted back to the provincial government (school taxes)
- This amount is directed by the province and covers services provided and managed by the provincial government, such as schools.
- The tax rates are finalized and set by council in May 2025.
- Once the tax rates are finalized, the tax department issues property tax notices.
- Property taxes are calculated by multiplying the 2025 property assessment by the tax rate.
- If you are on the monthly tax payment program (MTPP), your payments from January to May are estimated using the current year's assessment and estimated tax rate. Once the tax rate is set, your monthly payments for the rest of the year are adjusted to reflect the actual tax amount for the current year, less the amount you have already paid.

Q & A:

My property assessment increased, how does that impact my property taxes?

If your property is in the median range and increased by 10%, the municipal portion of your property taxes will increase by approximately \$9.37/month.

What if my property assessment increase wasn't 10%?

If your property value increased by less than 10%, the municipal portion of your property taxes will likely increase by less than \$9.37. If your property assessment increased by more than 10%, the municipal portion of your property taxes will likely increase by more than \$9.37/month.

Why do my monthly property tax payments change in June?

The tax rate is not set until May, as a result, your monthly payments from January to May are estimated only. Once the tax rate is set, your monthly payments are recalculated to reflect the current property taxes less what you have paid from January to May.

Additional 2025 Tax rate information and background

Background:

City of Airdrie property taxes are the responsibility of the registered owner. Property taxes are determined by multiplying the current assessed value of the property by the tax rate. The tax rate is calculated on an annual basis and approved through bylaw. A property's assessment value is an estimate of market value based on economic conditions as of July 1, 2024 and the physical condition of the property as of December 31.

In preparing the budget, Administration takes the municipal tax revenue from the previous year and adds the additional tax revenue that will be generated due to physical assessment growth within the city. Growth includes the increase in number of parcels, their assessed values and other physical changes to existing properties throughout the year.

If a tax increase is approved as part of the budget process, the increase is added to both existing and new parcels. This additional revenue provides the necessary resources to generate the revenue required for payment of expenditures and transfers set out in the municipality's budget.

Once the budget process is complete, the annual tax revenue is determined by adding any tax increases to the previous year's municipal tax revenue. The tax rate is calculated by dividing the budgeted tax revenue by the total assessed value of properties within the municipality. The municipal tax rate will change year to year and is dependent upon revenues required to operate the municipality and the assessment base. If the total assessed value remains constant, the municipal tax rate will remain constant as well. If the total assessed value changes, due to an increase or decrease in market value, the municipal tax rate will adjust accordingly.

Assessment:

The assessment roll has been completed and the notices were mailed out on January 10, with a final complaint deadline of March 24, 2025. The Assessment department conducted a successful non-residential pre-roll consultation period, whereby the property owner or agent was provided with the opportunity to discuss the preliminary assessed values prior to the assessment roll being finalized.

There have been 45 assessment appeals filed in 2025 which is lower than last year but similar when compared to other mid-sized cities in Alberta. Of the 45 appeals received within the appeal period, 11 have been withdrawn or experienced an assessment value adjustment. It is expected more appeals will be resolved without going before the Assessment Review Board. Hearings will be booked for the remainder of the appeals. If all assessed values are reduced to the amount requested by the property owner/agents, the potential tax revenue loss is \$211,195.05 (municipal tax). In the previous two years, the assessment department has successfully defended all assessed values before the Assessment Review Board.

Residential Properties

For the median single family residential property, when the municipal and education tax rates are combined (due to the increase in assessment values), the total taxes paid will increase as shown in the chart below.

Property Type	Year	Assessed Value	Municipal Tax	Education Tax	Total Tax	Difference Per month
Residential	2025	614,000	2,485	1,478	3,964	\$27.90
	2024	556,000	2,373	1,255	3,628	
Increase (Decrease)		57,325	113	222	335	

Non-Residential Properties

It is much more difficult to state the effect for the average non-residential property due to a large discrepancy between property types and values in this class. Also, there are substantially less properties compared to residential. This can greatly affect the median value in each category when a large value property is added to the pool. The chart below shows the effect to each class based on no change in assessed value year over year.

Property Type	Year	Assessed Value	Municipal Tax	Education Tax	Total Tax
Industrial	2025	829,000	7,050	3,245	10,295
	2024	829,000	7,430	2,895	10,325
Increase (Decrease)		0	(380)	350	(30)

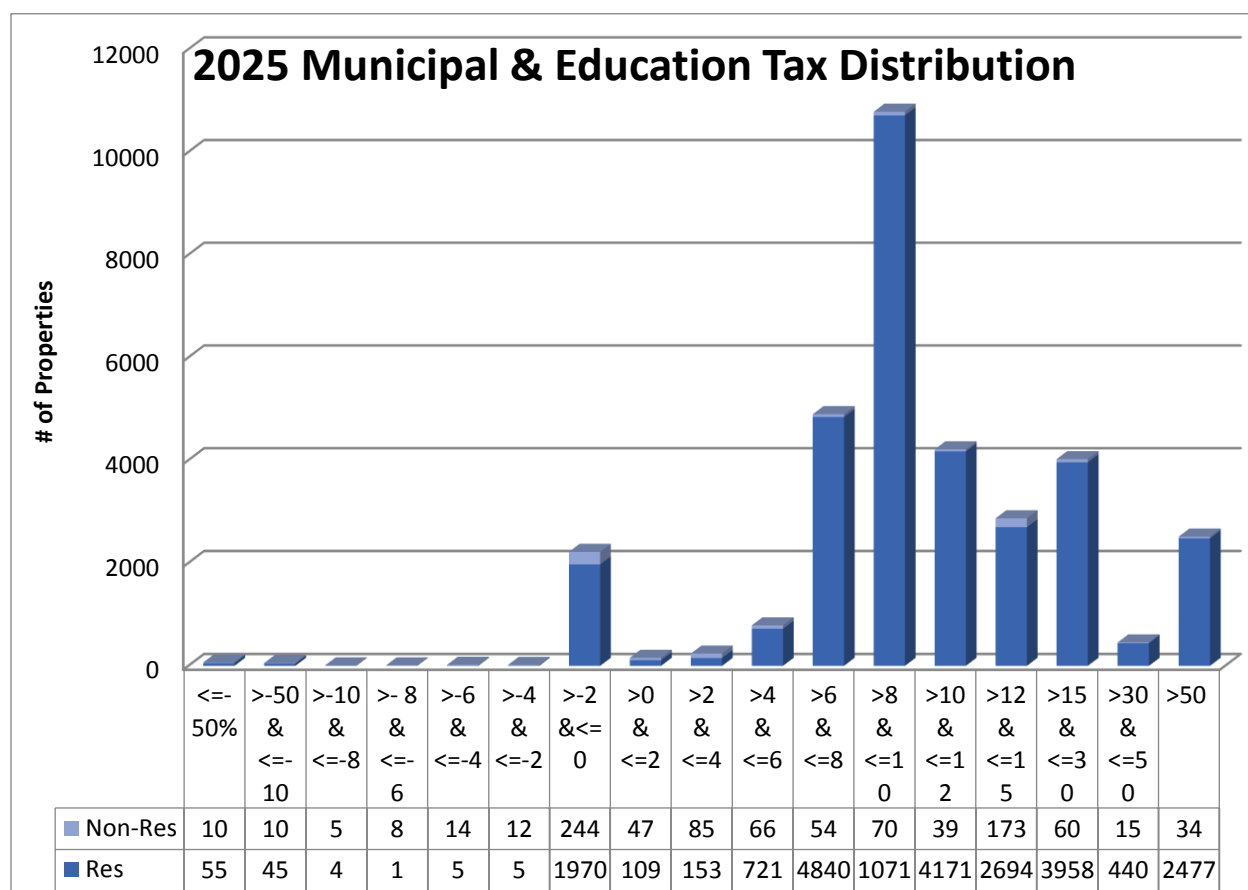
Property Type	Year	Assessed Value	Municipal Tax	Education Tax	Total Tax
Commercial	2025	875,000	7,445	3,425	10,870
	2024	875,000	7,845	3,055	10,900
Increase (Decrease)		0	(400)	370	(30)

Non-Residential to Residential

Tax Revenue Split Section 358.1(2) of the *Municipal Government Act* states “[n]o municipality other than a nonconforming municipality shall in any year have a tax ratio greater than 5:1”. The national tax ratio average for large cities across Canada is 2.65. As per the City’s Fiscal Sustainability Strategy, Airdrie’s goal was to reach a ratio of 2.5 by 2022 from the current ratio of 2.1. Due to the current economic conditions, the ratio will remain unchanged in 2025 from the previous year.

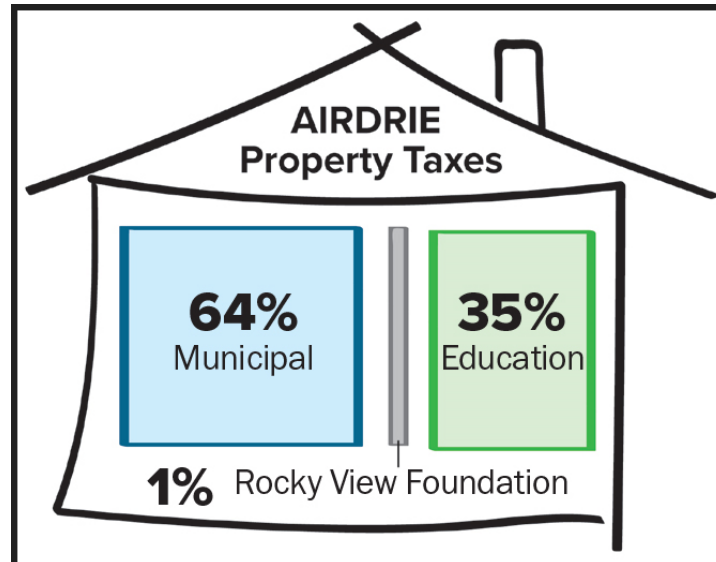
Overall effect on ALL Airdrie property owners

The graph below shows the changes in municipal and education tax combined for all residential and non-residential properties. The graph shows that the majority of property owners will experience a 8-10% increase in overall property taxes. Even though the overall combined revenue increase including the education requisitions is 13.18% (municipal and education), year over year growth has helped spread this burden over more properties so the effect is less. A majority of the non-residential properties will see minimal change in their property taxes if there is no change in assessed value.



Property Tax Distribution

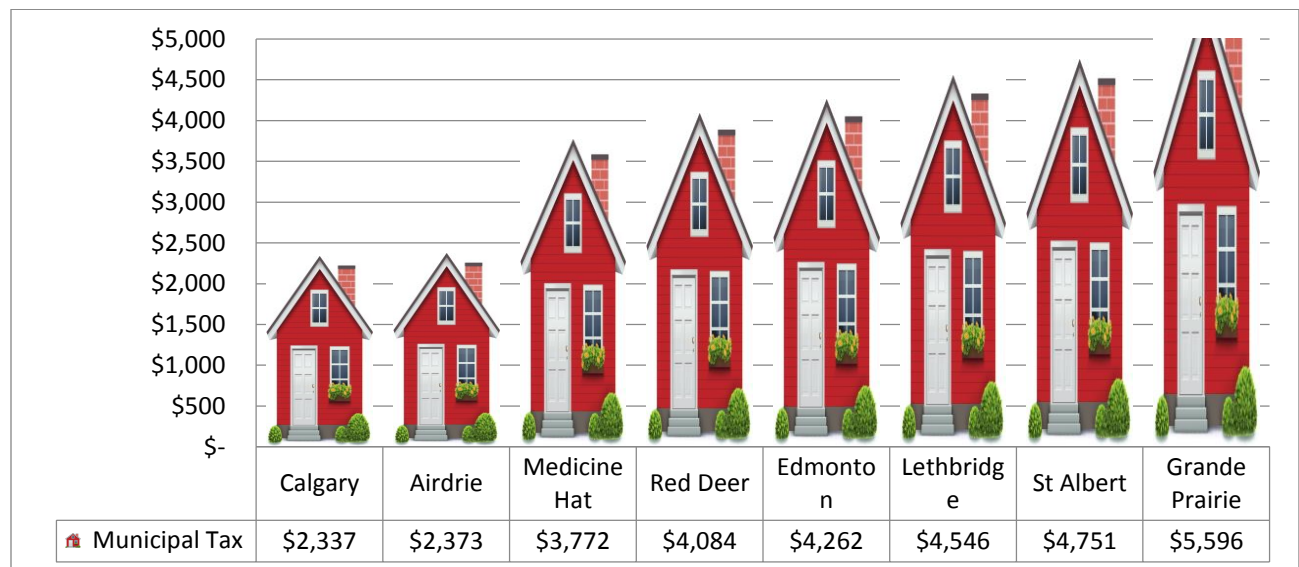
The image below shows the distribution of residential taxes: 64% of property taxes are for municipal purposes, 35% goes to the Province for education taxes and 1% goes to Rocky View Foundation.



How does Airdrie compare to other Cities in Alberta?

Residential

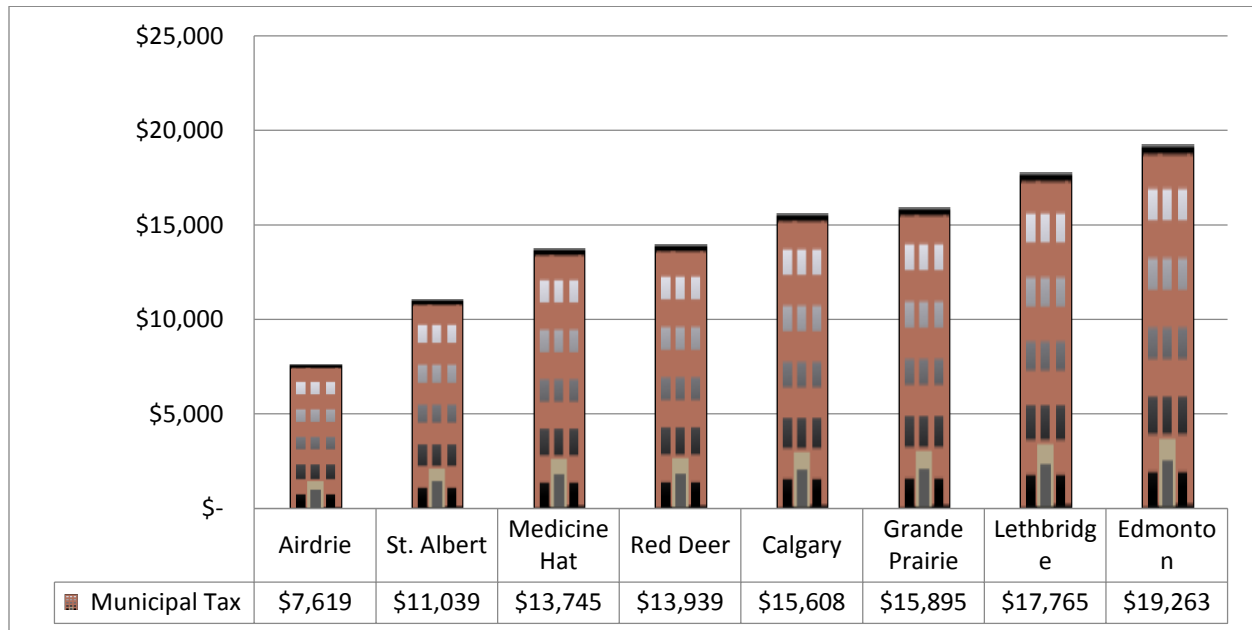
The chart below compares the municipal taxes a resident would pay in each mid to large sized city for a property with an assessed value of \$556,000. The chart will be included with the annual tax brochure to help demonstrate value for money compared to other cities of similar size in Alberta.



These rates are based on 2024 mill rates for each city.

Non-Residential

The chart below compares the municipal taxes a business would pay in each mid to large sized city for a property with an assessed value of \$850,000. The chart will also be included with the annual tax brochure to help demonstrate the tax advantage of having a business located in Airdrie.



This demonstrates how municipalities fund services and what portion of tax revenue is contributed by homeowners and businesses. The non-residential rate in Calgary is significantly higher than that of Airdrie, which is why Calgary's residential tax rate is lower.

5 Year Historical Trends:

The following is a summary of the tax rates, assessed values and resulting taxation for the past five years (exclusive of CRL Incremental portions).

Combined Tax Rates	2021	2022	2023	2024	2025
Residential	7.49801	7.1927	6.69777	6.52619	6.45561
Non-residential	13.76905	13.75788	13.03124	12.45627	12.42166

Municipal Tax Rates	2021	2022	2023	2024	2025
Residential	4.84559	4.72588	4.48106	4.26832	4.04869
Non-Residential	10.17584	9.92508	9.41019	8.96364	8.50739

Live Assessed Values	2021	2022	2023	2024	2025
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Residential	\$9,637,949,900	\$10,718,153,550	\$12,630,446,770	\$14,975,539,740	\$17,432,821,630
% of total	84.23%	85.03%	86.25%	87.10%	88.08%
Non-Residential	\$1,803,815,990	\$1,887,530,930	\$2,014,347,830	\$2,218,688,660	\$2,359,282,140
% of total	15.77%	14.97%	13.75%	12.90%	11.92%
Total Assessed Values	\$11,441,765,890	\$12,605,684,480	\$14,644,794,600	\$17,194,228,400	\$19,792,103,770

Municipal Tax Levies	2021	2022	2023	2024	2025
Residential	\$46,292,339	\$50,240,389	\$56,172,602	\$63,450,656	\$70,116,400
% of Mun.	71.67%	72.91%	74.83%	76.17%	77.78%
Non-Residential	\$18,296,469	\$18,670,805	\$18,897,191	\$19,848,738	\$20,036,025
% of Mun.	28.33%	27.09%	25.17%	23.83%	22.22%
Total Municipal Taxes	\$64,588,808	\$68,911,194	\$75,069,793	\$83,299,394	\$90,152,425

Requisition Tax Levies	2021	2022	2023	2024	2025
Residential	\$25,563,891	\$26,439,756	\$27,998,038	\$33,812,822	\$41,959,407
Non-Residential	\$6,435,391	\$7,185,159	\$7,247,220	\$7,701,472	\$9,180,279
Total Requisitions	\$31,999,282	\$33,624,915	\$35,245,258	\$41,514,294	\$51,139,686

Total ALL Taxes	\$96,588,090	\$102,536,109	\$110,315,051	\$124,813,688	\$141,264,345
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Airdrie is trending to a higher residential over the last five years, with non-residential properties comprising about 12% of the City's total assessment value and generating 22.2% of the municipal tax levy.



COUNCIL – AGENDA REPORT

Meeting Date: 6 May 2025

Subject: Bylaw B-14/2025 - 2025 Tax Penalty Bylaw Amendment

Directorate: Corporate Services and CFO

Issue:

The current City of Airdrie Tax Penalty Bylaw includes a clause that allows for waiving of penalties in the event of the death of the property owner. This compassion clause is very restrictive and was asked to be revisited by a grieving resident.

It has also been noted that penalties dates were set at July 1, September 1 and November 1. These penalty dates do not necessarily align with the actual due dates, and administration is proposing a change to these dates in the bylaw.

Policy / Council Direction:

Changes to a bylaw require Council approval.

Background:

An amendment to the Penalty Bylaw was brought forward in May 2021 to add a compassion clause to waive penalties in the event of the death of a property owner in the month of June. This was done to allow the estate a reasonable period of time to settle obligations.

Recently, Administration reviewed Tax Penalty Bylaws from other municipalities and found a variety of compassion clauses summarized in the chart below.

Rocky View County	Allows for the relief in the event of the death of an immediate family member within 21 days prior to the due date
City of Calgary	Allows for relief if there has been an extraordinary event 90 days prior to due date.
City of Edmonton	If the property is not in tax arrears, allows for a 2 month grace period if there is a death of the tax payor, immediate family member, as well as some defined illness provisions.
City of Red Deer	Requires written request to Council to remove a penalty.
City of Lethbridge	Requires a form to Council or sign up on TIPPS program with restrictions.

City of Medicine Hat	Does not have a specific exemption in place.
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Administration is proposing that Airdrie's Tax Penalty Bylaw be updated to include both the death of the property owner as well as an immediate family member forty-five days prior to the due date for waiving of current year tax penalties. This is a difficult time for individuals and this extends the applicable time period by 15 days, which allows them a bit longer grace period.

Property taxes are the primary source of revenue to fund municipal services. Provincial Education requisition amounts are also collected through property taxes, and payable quarterly to the Province. The timely payment of property taxes is required to fund operations and meet provincial payment deadlines. Taxes are payable 30 days from the date of mailing the tax notice or on the date specified in the tax notice, whichever is later. In general property taxes are due on the last business day of June. However a postal strike could prolong the due date. For the purposes of consistency, administration is proposing the change the schedule attached to the bylaw related to the Current tax and remove the fixed penalty dates of July 1, September 1 and November and replace them with the following:

- 1 day after due date
- 60 days after due date
- 120 days after due date

This change will assist both the tax payor and the City in ensuring a reasonable period of time is given for payment prior to the penalty being applied. A redline version of the previous bylaw and the new Bylaw B-14/2025 are attached to this report for convenience.

Council Committee Routed Through:

N/A

Administration Recommendation:

Administration recommends that Council give three readings to Bylaw B-14/2025 being a bylaw to amend Bylaw B-09/2018 adding an exemption to tax penalties in event of the death of an immediate family member, within 45 days prior to the due date and deleting Schedule "A" and replacing it with the following Schedule "A":

Tax	Date	Penalty
Current Tax	1 day after due date	5%
	60 days after due date	5%
	120 days after due date	5%
Tax Arrears	January 1	9%
	April 1	9%

Alternatives/Implications:

1. Council could choose to defeat Bylaw B-14/2025 leaving Tax Penalty Bylaw B-09/2018 unchanged, thus not allowing for the waiving of penalties in the event of the death of an immediate family member 45 days prior to the due date. As well, penalty due dates would remain as set dates, and may not be collectable in the event of printing or mailing delays.

Budget Implications:

The 2025 budget for penalty revenue is \$1,050,000, the addition of the immediate family member is not anticipated to greatly affect this projection. If the dates are not changed on the penalty schedule, and mailing is delayed, missing one penalty date could result in up to a \$350,000 loss in revenue.

Communications and Engagement:

The updated bylaw will be posted on the Website

Recommendation:

That Council gives three readings to Bylaw B-14/2025, being a bylaw to amend Bylaw B-09/2018 by adding an exemption to tax penalties in event of the death of an immediate family member within 45 days prior to the due date and deleting Schedule “A” and replacing it with the attached Schedule “A”.

Monica Labait BComm, CPA, CGA
Manager of Treasury

Staff Presenter:	Monica Labait
External Presenter:	N/A
Department:	Corporate Services
Reviewed by:	Shannon Schindeler
Attachments:	#1: Redline Bylaw B-09/2019 #2: Bylaw B-14/2025

**BYLAW B-14/2025
CITY OF AIRDRIE
PROVINCE OF ALBERTA**

Being a bylaw to amend the Tax Penalty Bylaw B-09/2018

WHEREAS the *Municipal Government Act*, RSA 2000, c M-26, allows Council to amend bylaws; and

WHEREAS the Council deems it desirable to amend said the Tax Penalty Bylaw B-09/2018;

The Council of the City of Airdrie enacts as follows:

Amendment(s)

- 1 The Tax Penalty Bylaw No. B-09/2018 is amended by the following sections.
 - 1.1 Section 3 is amended by adding subsection a.1 “Immediate Family” means a parent, child, spouse, or sibling’;
 - 1.2 Section 6 a. is amended by adding “or Immediate Family member forty-five (45) days prior to the due date” after “Any penalties on current year taxes due to death of a property owner” and removing “during the month of June” prior to “will be waived if the executor provides a valid death certificate to the City within sixty (60) days of death.”
 - 1.3 That Schedule A is deleted in its entirety and replaced with the Schedule A attached to this bylaw:

Interpretation

- 2 Unless otherwise specified, the words used in this bylaw have the same meaning as defined in the *Municipal Government Act* and its regulations.
- 3 If any provision of this bylaw is declared invalid for any reason by a court of competent jurisdiction, all other provisions of this bylaw remain valid and enforceable.
- 4 Nothing in this bylaw relieves a person from complying with any provision of any federal or provincial law or regulation, other bylaw, or any requirement of any lawful permit, order, or licence.
- 5 Where this bylaw refers to another act, bylaw, regulation, or agency, it includes reference to any act, bylaw, regulation, or agency that may be substituted for it.

Effective date/Transitional

- 6 Bylaw No. B-14/2025 is passed and comes into full force and effect when it receives third reading and is signed in accordance with the *Municipal Government Act*.

Read a first time this 6th day of May, 2025.

Read a second time this 6th day of May, 2025.

Read a third time this 6th day of May, 2025.

This bylaw was executed as of the latest date evidenced by digital signature below.

Mayor

City Clerk

SCHEDULE A
Bylaw No. B-09/2018

Tax	Date	Penalty
Current Tax	1 day after due date	5%
	60 days after due date	5%
	120 days after due date	5%
Tax Arrears	January 1	9%
	April 1	9%

**BYLAW NO. B-09/2018
OF THE CITY OF AIRDRIE
IN THE PROVINCE OF ALBERTA**

Being a bylaw for the imposition of penalties on unpaid property taxes.

WHEREAS under the authority of and subject to the provisions of the Municipal Government Act, Revised Statutes of Alberta, 2000, Chapter M-26 and amendments thereto, Council may pass a bylaw to impose penalties on any unpaid taxes as per Sections 344 and 345.

NOW THEREFORE the Municipal Council of the City of Airdrie in Council duly assembled enacts as follows that:

1 SHORT TITLE

This Bylaw may be called the “Tax Penalty Bylaw.”

2 PURPOSE

The purpose of this bylaw is to establish:

- a. the due dates for the payment of Taxes;
- b. the rates of penalty to be imposed for failure to pay Taxes by the due date;
and
- c. compassion for penalties in the event of the death of a property owner.

3 DEFINITIONS

In this bylaw:

- a. “City” means the corporation of the City of Airdrie;
- a.1 “Immediate Family” means a parent, child, spouse or sibling;
- b. “MGA” means the Municipal Government Act, Revised Statutes of Alberta, 2000, Chapter M-26 and amendments thereto;
- c. “Tax Year” means the annual period in which Taxes are imposed, commencing with January 1 and ending with December 31;
- d. “Tax Arrears” means all Taxes which remain unpaid after December 31 of the year in which they were imposed;

- e. Repealed¹
- f. "Tax" or "Taxes" includes any tax lawfully imposed pursuant to the MGA or any other statute of the Province of Alberta.

4. DUE DATE

Taxes shall be payable 30 days from the date of mailing the tax notice or on the date specified in the tax notice, whichever is later.

5. PENALTIES ON UNPAID TAXES

- a. Any current Taxes remaining unpaid after the due date are subject to penalties at the rates set out in Schedule A;
- b. Repealed²
- c. Any Tax Arrears are subject to penalties at the rates set out in Schedule A.

6. COMPASSION

- a. Any penalties on current year taxes due to the death of a property owner or Immediate Family member forty-five (45) days prior to the due date during the month of June will be waived if the executor provides a valid death certificate to the City within sixty (60) days of death.

7. REPEAL

That Bylaw No. B-07/2004, including any and all amendments, is hereby repealed in its entirety.

READ a first time this 16th day of April, 2018.
READ a second time this 16th day of April, 2018.
READ a third time this 16th day of April, 2018.

Consolidated _____

City Clerk

Executed this 16th day of April, 2018

" P. Brown"
Mayor

"S. Pollyck"

¹ Bylaw B-35/2021

² Bylaw B-35/2021

City Clerk

SCHEDULE A³
Bylaw No. B-09/2018

Tax	Date	Penalty
Current Tax	July 1	5%
	September 1	5%
	November 1	5%
Tax Arrears	January 1	9%
	April 1	9%

Tax	Date	Penalty
Current Tax	1 day after due date	5%
	60 days after due date	5%
	120 days after due date	5%
Tax Arrears	January 1	9%
	April 1	9%

³ Bylaw B-35/2021



COUNCIL – AGENDA REPORT

Meeting Date: 6 May 2025
Subject: Bylaw B-15/2025 2025 Waste and Recycling Rate Amendment
Directorate: Corporate Services and CFO

Issue:

The Extended Producer Recycling (EPR) program came into effect on April 1, 2025. While there are still a number of unknowns related to overall scope and deliverables of the new program, there is additional revenue that will be received this year. Utility rates were originally calculated without this additional revenue, as it was not in place at budget time. A reduction in Utility rates to allow a portion of the savings to be passed on to residents in the current year is being proposed.

Policy / Council Direction:

Changes to a bylaw require council approval.

Background:

During budget deliberations in November of 2024, the EPR program was noted, however it was not factored into the overall Waste and Recycling rates at that time due to the on going negotiations and number of unknowns at the time. Discussion also anticipated the implementation of black cart moving into 2026, and the additional savings related to EPR be used to offset the initial purchase cost of the black carts.

While there are still a number of unknowns as to the service levels and contract conditions after October 2026 with the EPR, and the impact of tariffs on services and cart purchases, administration would like to pass some of the savings onto residents at this time.

Airdrie is in a unique situation with the new Black Cart program getting ready to launch in 2026. Administration is recommending that a portion of the EPR revenue be used to offset the initial funding requirements of the new program. Overall rate decreases followed by larger rate increases tend to be harder for residents to adjust to in the regular billing cycle. The City's preference is to attempt to maintain more consistent rates. With this in mind, administration is proposing the full amount related to the depot revenue, along with a portion of the revenue related to the curbside program be used to reduce the average single family bill by \$3.08 a bill (28 days) as of June 1.

Current overall Waste and Recycling fees make up a total of \$29.40 per bill to the average single family dwelling. Total EPR net revenue estimated to be received in 2025 is \$226,134 for the depot and \$1,362,085 for curbside.

The chart below outlines the current rate structure.

Description	Daily Rate	Budgeted Yearly Total
Residential Waste Fee	\$0.85	\$7,250,630
Environmental Fee	\$0.20	\$2,163,275
Total	\$1.05	\$9,413,905

*2025 estimated number of curbside residential customer accounts 23,464

*2025 estimated number of residential customer accounts for transfer and depot sites 30,516

The chart below outlines the proposed changes.

Description	Daily Rate reduction	Total anticipated revenue reduction (June 1 start date)
Residential Waste Fee	(\$0.07)	(\$351,490)
Environmental Fee	(\$0.04)	(\$261,220)
Total	(\$0.11)	(\$612,710)

The additional revenue being received through the curbside program for the balance of this year of \$980,330 will be used towards the purchase of black carts and to mitigate any additional unknowns. Further analysis will be completed as part of the 2026 budget process and updated rates will be brought forward at that time.

This approach is a cautious one in 2025 given the items yet to be determined at the end of the short term EPR contract in October 2026, and the required funding related to the black cart program.

Council Committee Routed Through:

N/A

Administration Recommendation:

That Council gives three readings to Bylaw B-15/2025 being a bylaw to amend Schedule "B" of Waste Management Bylaw B-07/2017 as follows:

Description	Fee/Charge
Residential Waste Fee	\$0.78 per day*
Environmental Fee	\$0.16 per day*

Alternatives/Implications:

Council could choose to provide alternative direction to Administration.

Budget Implications:

Changes to these rates and the corresponding revenue changes related to EPR will be reflected in the quarterly projections as information and household counts are confirmed through the year.

Communications and Engagement:

The website will be updated through communications.

Recommendation:

That Council gives three readings to Bylaw B-15/2025 being a bylaw to amend Waste Management Bylaw B-07/2017 by deleting Schedule “B” and replacing it with the attached Schedule “B”, with rates effective June 1, 2025.

Monica Labait
Manager of Treasury

Staff Presenter:	Monica Labait
External Presenter:	N/A
Department:	Corporate Services
Reviewed by:	Shannon Schindeler
Attachments:	#1: Bylaw B-15/2025
	#2: Bylaw B-07/2017 redlined Schedule B

**BYLAW B-15/2025
CITY OF AIRDRIE
PROVINCE OF ALBERTA**

Being a bylaw to amend the City of Airdrie's Waste Management
Bylaw B-07/2017.

WHEREAS the *Municipal Government Act*, RSA 2000, c M-26, allows Council to amend bylaws; and

WHEREAS Council deems it desirable to amend the Waste Management Bylaw B-07/2017

NOW THEREFORE, the Council of the City of Airdrie in Council enacts as follows:

Amendment

- 1 That Schedule "B" of Bylaw B-07/2017 is deleted in its entirety and replaced with the Schedule "B" attached to this bylaw.

Interpretation

- 2 Unless otherwise specified, the words used in this bylaw have the same meaning as defined in the *Municipal Government Act* and its regulations.
- 3 If any provision of this bylaw is declared invalid for any reason by a court of competent jurisdiction, all other provisions of this bylaw remain valid and enforceable.
- 4 Nothing in this bylaw relieves a person from complying with any provision of any federal or provincial law or regulation, other bylaw, or any requirement of any lawful permit, order, or licence.
- 5 Where this bylaw refers to another act, bylaw, regulation, or agency, it includes reference to any act, bylaw, regulation, or agency that may be substituted for it.

Effective date/Transitional

6 This bylaw comes into force and effect on June 1, 2025.

Read a first time this 6th day of May, 2025.

Read a second time this 6th day of May, 2025.

Read a third time this 6th day of May, 2025.

This bylaw was executed as of the latest date
evidenced by digital signature below.

Mayor

City Clerk

SCHEDULE "B"
OF BYLAW NO. B-07/2017
EFFECTIVE JUNE 1, 2025

Pursuant to Section 12 of Bylaw No. B-07/2017 of the City of Airdrie, the following rates are established for waste management service:

Description	Fee/Charge
Residential Waste Fee	\$0.78 per day*
Environmental Fee	\$0.16 per day*

*As per section 13.6, a penalty of three (3%) per cent will be charged for any overdue balance.

SCHEDULE "B"
OF BYLAW NO. B-07/2017
EFFECTIVE JANUARY 1, 2025

Pursuant to Section 12 of Bylaw No. B-07/2017 of the City of Airdrie, the following rates are established for waste management service:

Description	Fee/Charge
Residential Waste Fee	\$0.85 per day*
Environmental Fee	\$0.20 per day*

*As per section 13.6, a penalty of three (3%) per cent will be charged for any overdue balance.

SCHEDULE "B"
OF BYLAW NO. B-07/2017
EFFECTIVE JUNE 1, 2025

Pursuant to Section 12 of Bylaw No. B-07/2017 of the City of Airdrie, the following rates are established for waste management service:

Description	Fee/Charge
Residential Waste Fee	\$0.78 per day*
Environmental Fee	\$0.16 per day*

*As per section 13.6, a penalty of three (3%) per cent will be charged for any overdue balance.



COUNCIL – AGENDA REPORT

Meeting Date: 6 May 2025

Subject: SW Recreation Centre Site Master Planning –
Public Engagement Results

Directorate: Community Services

Issue:

GGA Architecture is presenting a summary of the public engagement results that will inform and refine the SW Recreation Centre site master plan options.

Policy / Council Direction:

The planned SW Recreation Centre is a key deliverable within Airdrie City Council's strategic focus area of leisure, recreation and culture.

Background:

As presented to Council in February 2025, GGA Architecture is in midst of developing a site master plan and functional report to be endorsed by the end of Q2. These reports, and recommended option presented to Council, will consider the prioritized community needs, public engagement, financial parameters, and site conditions. The option ultimately endorsed by Council will dictate both the short and long-term future of the site and facility amenities, serving as the basis for design of the SW Recreation Centre. Today, Administration deemed it important to present Airdrie Council with the findings of the comprehensive public engagement exercises as the findings will serve as foundational inputs into the site master plan options brought forward next. Careful consideration and conversation on these findings are demanded prior to the final options being drafted.

Public Engagement:

The public engagement process built upon the previous engagement results from the *Indoor and Outdoor Recreation Needs Assessment Study* and the *Arena Feasibility Analysis Report*. While components like phasing, site location, and overall thematic direction had previously been decided, the engagement within the site master plan work aimed to receive direction from the community on aquatic amenities, capacity of the arena to accommodate semi-professional sports and entertainment events at the expense of a

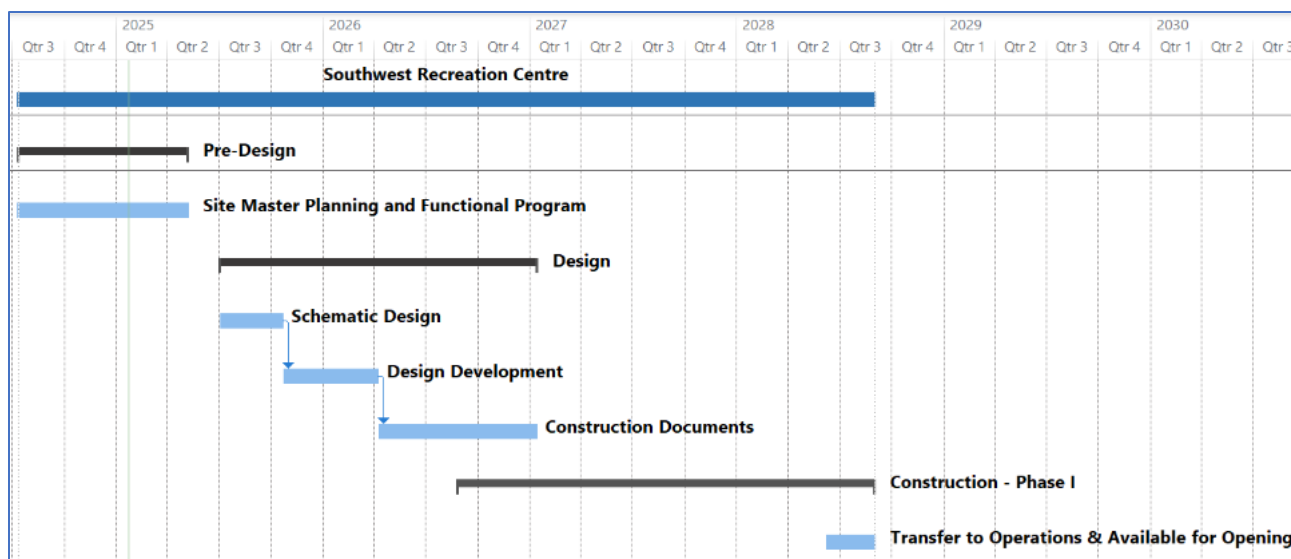
third sheet, and how other supporting amenities (e.g. changerooms, food services, fitness spaces, play structures) could best address the broadest needs.

From November-December 2024, GGA conducted interviews with over 17 of the largest sport user groups within Airdrie, covering most users of a planned recreation facility. Engaging with sport user groups defined their anticipated membership growth, amenity preferences, and supporting infrastructure needs. In practice, this understanding will inform design features, spectator seating, change spaces, refine the total building area, and link to sport performance building standards. During February-March 2025, all City of Airdrie residents were asked to “share your voice” by providing feedback and thoughts on the SW Recreation Centre site master plan. An open house (March 5) was attended by over 200 individuals and an online survey open (Feb 24 – Mar 12) saw approximately 1400 responses. The information collected from the broader public helped to qualify the usage statistic and preferences gathered from the community needs assessment and be weighed against the input from the sport user groups for key differences or similarities.

Several key themes emerged from the overall public engagement exercises and are contained in detail within the [What We Heard](#) report. Detailed below are high-level considerations that both Administration and GGA Architecture will reflect on and utilize in the current and future work phases of the project.

- Public support of the project and an enthusiasm to accelerate the current phased construction timeline.
- Aquatic option that caters to diversity of interests and activities, maximizing the possible number of swimming lanes and swim lesson availability.
- Prioritization of the availability of ice sheets over the number of spectator seats.
- Importance of accessible, inclusive, and family-oriented change room spaces.
- Adequate parking and circulation space for users before/after activities.

Building on the key takeaways from the public engagement inputs, GGA Architecture will be refining the site master plan options and building a recommended option to be presented to Council for adoption prior to the end of Q2 2025. Alongside the consideration of public input, the options will also be crafted to address the previous studies, environmental and traffic impact assessment, and Rocky View School’s adjacent high school plan.



Council Committee Routed Through:

This presentation was made to the Community and Corporate Services (CCS) Standing Committee on April 22, 2025. The CCS Committee received the report and presentation for information.

Administration Recommendation:

Receive for information.

Alternatives/Implications:

Council could choose to request that further and/or specific information return to Council prior to the site master plan options and recommendations come forward.

This would delay the SW Recreation Centre project timeline as the requested information most likely would not return until after the summer break, pushing back the overall timeline by 3 to 6 months.

Budget Implications:

N/A

Communications and Engagement:

The [What We Heard](#) report will be communicated out to the public and made available on the City's public engagement platform (<https://involve.airdrie.ca/>).

Recommendation:

That Council accepts the presentation of the “SW Recreation Centre – What We Heard” report, for information.

Brad Anderson | Manager, Recreation

Staff Presenter:	Brad Anderson
External Presenter:	David Wittman GGA Architects
Department:	Community Services
Reviewed by:	Michelle Lock
Attachments:	#1: SWRC What We Heard Report - FINAL

WHAT WE HEARD.



SW Recreation Centre site master plan engagement

Project Overview:

The City of Airdrie is planning a new recreation facility in the city's southwest quadrant near the community of Southwinds. The new SW Recreation Centre (SWRC) will address our community's current recreation pressures and the future needs of our rapidly growing, active and diverse population.

As part of the work to complete a site masterplan, the City conducted engagement to gather insight on user group and resident perspectives for consideration in site master planning. This report provides a synopsis of what was heard from participants.

Date: April 10, 2025

Prepared for City of Airdrie by: GGA-Architecture

Executive Summary

The City of Airdrie is planning a new multi-purpose recreation centre to meet Airdrie’s growing needs and support its active community. The site, located at Southwinds Boulevard and Southwinds Drive, was purchased in 2018 in partnership with Mattamy Homes and Rocky View School Division. The proposed centre aims to alleviate pressures on current facilities, which are often at capacity during prime hours and to increase recreation opportunities for the community.

In preparation for site master planning, GGA-Architecture conducted engagement to gather feedback on anticipated uses of the future facility. The information collected through sport user group interviews, an online survey and an open house identifies the community’s priorities for use and will be considered alongside prior engagements and studies in formation of the facility layout, amenity components and supportive amenities.



Figure 1. SWRC Project Timeline.

Key Themes

The engagement identified several key themes between both sport user group interviews and resident (public) survey and open house responses.

- (1) Space for swimming lessons and competitive swimming: both prioritized lane pool space over family play features.
- (2) More ice for community use: both indicated a preference for a triple arena in comparison to a twin arena with a spectator bowl for semi-professional sports and entertainment opportunities.
- (3) Parking: both commonly referenced a need for parking to be carefully considered.

Sport user groups expressed dissatisfaction with a phased construction strategy, voicing a need for Phase Two and Phase Three to be built faster to meet their existing, rather than future space needs.

Resident (public) engagement results showed multi-use courts as family play spaces, free weight and cardio equipment areas in the fitness area, availability of lockers and access to private showers and change stalls, as high importance features for consideration in Phase One.

While resident (public) engagement results indicated a slight preference for triple arenas, it also showed residents frequently cited semi-professional sports and entertainment opportunities as somewhat or very important even when considering a decrease in ice availability for community use. Both sport user groups and resident (public) feedback identified multi-use or dryland spaces in the arena as important to their use of the arena spaces in the facility.

Phase Three sport user group engagement indicated importance to the space accommodating multiple sports with considerations in ceiling height and lighting requested. Resident (public) engagement focused on supporting spaces within the field house and gymnasium and showed importance placed on dressing room size.

Resident (public) engagement results on facility wide supportive spaces showed a greater number of respondents placed importance on spectator seating spaces, food vendors and casual seating spaces.

What's next

The priorities of residents (public) and sport user groups, as identified by this engagement, will be incorporated into three site master plan options for the SW Recreation Centre. These three site master plan options will be presented to Council later this spring, for Council to select a site master plan they feel best balances project considerations like capital funding, sustainability and sports tourism with the broadest needs of the community.

Public Participation Approach

Engagement on anticipated uses and priorities of the future SW Recreation Centre was segmented into two streams: (1) sport user group and, (2) resident (public) feedback.

Sport user group interviews

Feedback was gathered from sport user groups on current facility use and projected growth in November of 2024 by Asbell Sports Management. Sport organizations were identified by participation numbers within existing facilities and organization representatives were invited via email to individual conversations with Asbell Sports Management. Of 20 organizations contacted for engagement, 17 participated or provided feedback, these include:

- Airdrie Skating Club
- Airdrie Flag Football and Academy
- Airdrie Football
- Airdrie HAWKS Volleyball
- Airdrie Minor Hockey Association
- Airdrie Phoenix Swim Club
- Airdrie Raiders
- Airdrie Recreational Hockey League
- Airdrie Ringette Association
- Airdrie & District Soccer Association
- Airdrie Stars Hockey
- Airdrie Triathlon Club
- Airdrie Aqua Stars
- Nose Creek Swim Association
- RockyView Lacrosse Association
- Sky High Twirlers
- Special Olympics

Resident (public) engagement

An online survey on the City's engagement site, involve.airdrie.ca, ran from Feb. 24 to March 12, 2025. And an in-person open house was held at Genesis Place on March 5, 2025. Both opportunities were promoted through the City's website, social media channels (organic & paid), Spotify advertisements, full-page print ads in the Airdrie City View (2), road signs, in-facility signage at Genesis Place and sandwich boards placed in high-traffic parks and playground areas. The opportunity was also advertised through the City's monthly e-newsletter, a Genesis Place passholders' email and newsletter section and a myAIRDRIE public participation email and text message. In addition, residents in the community surrounding the site received a direct mail postcard to ensure they were aware of the feedback opportunity. The media also heavily covered the engagement on social media and moderately in print.

Public Participation Activity	Audience	Timeline	Number of Engagements
Online Survey	General Public Interested and Affected Parties	February 24, 2025 – March 12, 2025	1416
Open House	General Public Interested and Affected Parties	March 5, 2025 Genesis Place (4:00 -7:30 p.m)	197

Engagement presented thematic direction options for core amenities by phase for feedback on each's strength and weaknesses. As well as questions pertaining to the specific elements found within supporting amenities. Questions in the online survey were mirrored in feedback boards at the open house.

Public Participation Findings

PHASE ONE: AQUATICS – SPORT USER GROUPS

Aquatic sport user group conversations indicated pool deck width was important for hosting swim meets, sound equipment was important for artistic swimming and transitional areas for swimming lessons and stretching were desired. Ample storage areas, multiple facility entry points and facility design incorporating noise reduction and reduced glare were also key pieces of feedback. Generally, aquatic user groups noted a 25 metre pool with 10 lanes would improve their access to lanes and their ability to host swim meets. However, while not presented as an option within the aquatics thematic direction options, aquatic user groups communicated a desire for a 50 metre pool.

PHASE ONE: AQUATICS – RESIDENTS (PUBLIC)

The engagement presented three conceptual layout options and asked how well each aligned with the Indoor and Outdoor Recreation Needs Assessment findings, each option's strengths and weaknesses and how well residents agreed with the statement "option x, is the option I like best."

- Aquatics thematic direction one - lessons, fitness and therapy: includes a 25 metre lane pool with 10 lanes and a 25-metre teach/program pool with four lanes for lessons. This option included a graduated entry beach leisure pool, aquaplay or spray park area and two waterslides. As well as therapy options like a hot tub, cold plunge and warm therapy pool. This option prioritizes space for swimming lessons and aquatic fitness.
- Aquatics thematic direction two - family water park: includes a large wave pool, 25 metre lane pool with eight lanes, a lazy river, three water slides, hot tub and tot pool. This option prioritizes space for family play and public swimming capacity.
- Aquatics thematic direction three - family water park: includes a 25 metre lane pool with 10 lanes and an 18 metre teach/program pool with three lanes for lessons. This options also features a smaller graduated entry leisure pool, lazy river, two water slides, tot pool and aquaplay area or spray park. As well as a hot tub and cold plunge pool for therapy. This option prioritizes aquatic fitness but incorporates some family play and lesson capacity components.

Responses indicated a slight preference for Direction One - lessons, fitness and therapy (68 per cent) in comparison to Direction Three – family water park (66 per cent) (Figure 2). However, responses indicated a sentiment that Direction Three – family water park is best aligned with the community's needs as identified in the Indoor and Outdoor Recreation Needs Assessment (51 per cent), in comparison to Direction Two – family water park (44 percent) and Direction One – lessons, fitness and therapy (47 per cent) (Figure 3).

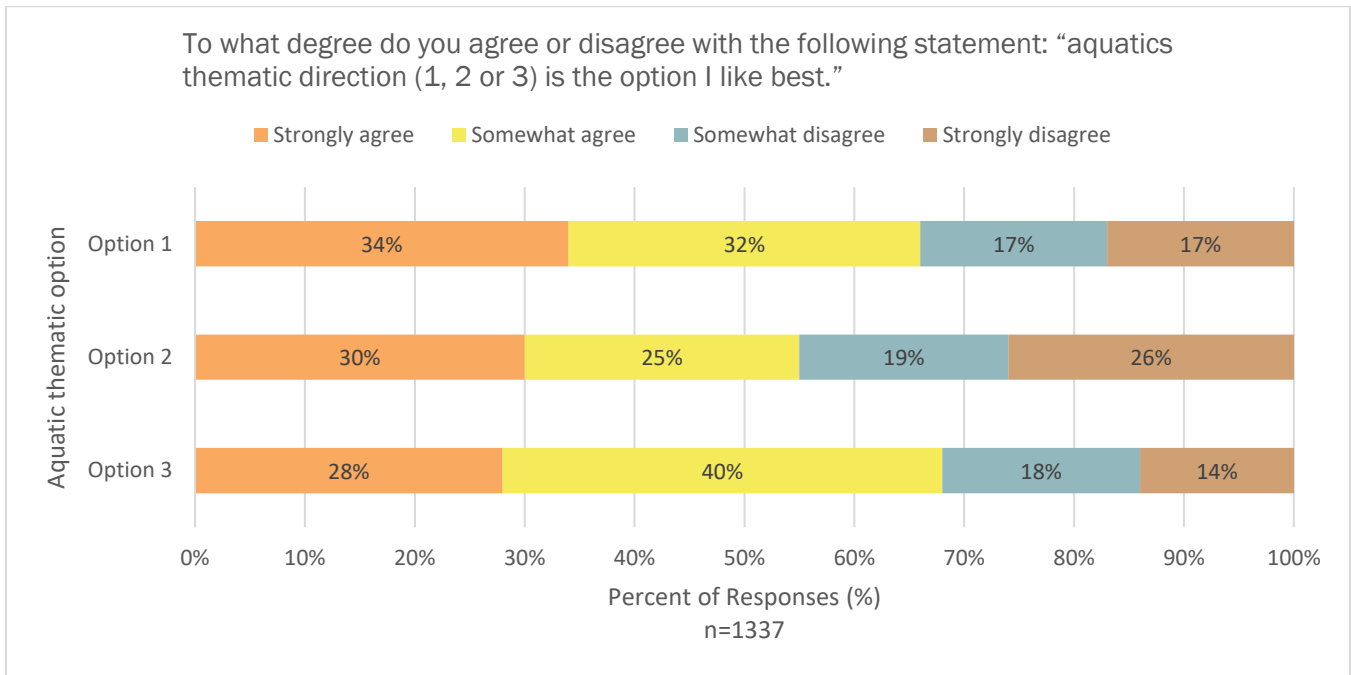


Figure 2. Open house and survey responses identifying best liked aquatic thematic direction

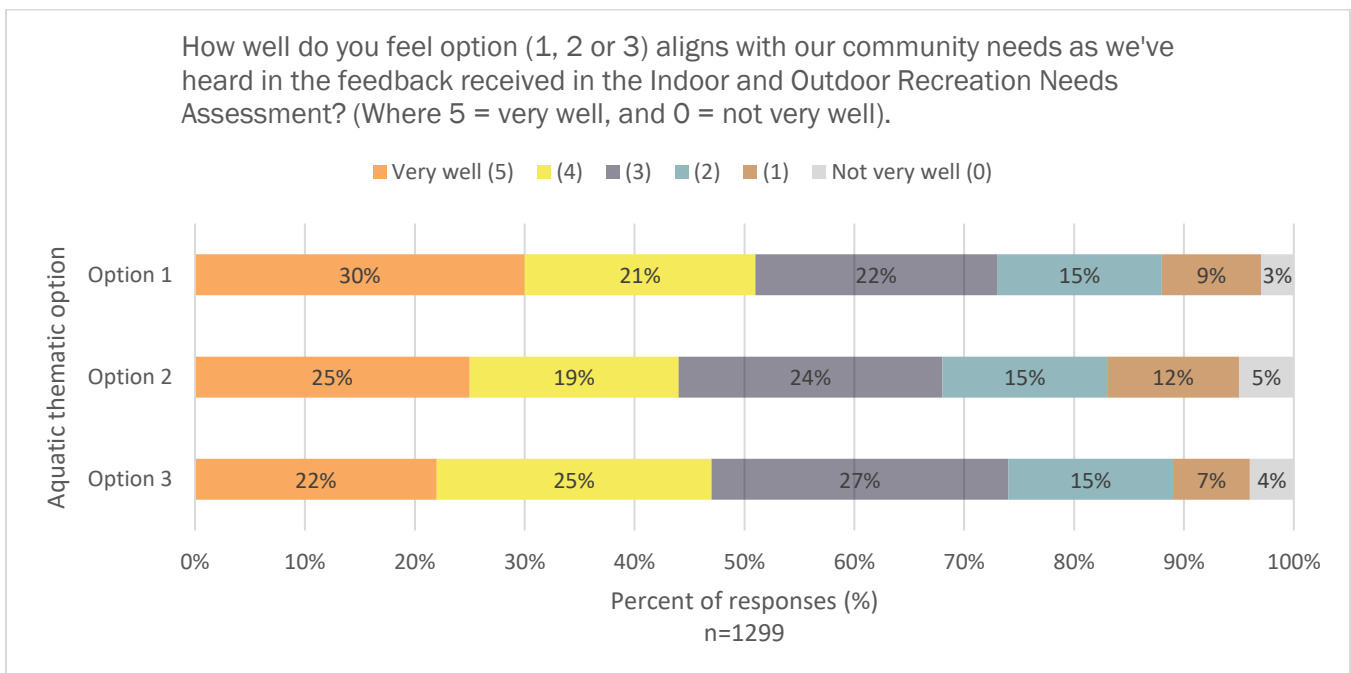


Figure 3. Open house and survey responses to aquatic thematic alignment with indoor and outdoor recreation needs

Responses indicated the following perceived strengths and weakness for each conceptual layout option:

Option One - lessons, fitness and therapy (space for swimming lessons and aquatic fitness)

Strengths (n=926 comments) included the presence of a 10 lane pool (n=190 comments), the large swimming lessons space (n=152 mentions) and the inclusion of a therapy pool (n=144 mentions).

Quote: "A 10 lane pool is essential. We need to be forward thinking."

Quote: "There is a bigger space for swimming lessons which is one of the top needs Airdronians have mentioned in the assessment."

Quote: "I like that a large warm therapy pool is available. This will help many people with disabilities who have sensory issues with regular pools. This is a great step toward making this centre inclusive and accessible to everyone in Airdrie. The graduated entry pool, spray park and hot tub are also wonderful!"

Weaknesses (n=879 comments) included the lack of a lazy river (n=87 mentions), that there was no wave pool (n=85 mentions) and expression that a therapy pool was not of interest (n=82 mentions).

Quote: "Not enough space for family fun, small splash pad, no lazy river."

Quote: "Lack of wave pool and lazy river – less geared to family fun."

Quote: "Need a wave pool or a bigger leisure pool."

Quote: "I don't get the warm therapy pool, the pools all should be warm. I would rather have a lazy river."

Option Two - family water park (space for family play and public swimming capacity)

Strengths (n=896 comments) included the presence of a wave pool (n=419 mentions), lazy river (n=150 mentions) and sentiments that an eight-lane pool was sufficient (n=33 mentions).

Quote: "It definitely focuses on family play with the tot pool, wave pool and lazy river."

Quote: "This option does look to prioritize both leisure (lazy river/wave pool) and functional swimming)."

Quote: "It has a wave pool lots of swimming space, 3 slides, lots of activities for every, a 8 lane pool which is pretty big."

Weaknesses (n=895 comments) included a negative sentiment towards the presence of the wave pool (n=153 mentions), that there were not enough lanes (n=106 mentions) and the lack of cold plunge pool (n=91 mentions).

Quote: "Missing a lot of features, wave pool and lazy river take up too much space."

Quote: "No space for swimming or swimming lessons, waterslides too far apart from each other, only space for families with small children is tot pool and it isn't very large."

Quote: "No cold plunge is quite disappointing. Slides being an opposite sides isn't the best."

Option Three – family water park (aquatic fitness with some family play and lesson capacity components)

Strengths (n=856 comments) included the presence of a 10 lane pool (n=171 mentions), diving boards (n=88 mentions) and a lazy river (n=82 mentions).

Quote: “A 10 lane pool is essential. We need to be forward thinking.”

Quote: “I like that it includes diving boards – hopefully high ones too!”

Quote: “I like that it includes a lazy river and a tot pool. LOVE the cold plunge, like the location of the hot tub and cold plunge.”

Weaknesses (n=809 comments) included the lack of wave pool (n=121 mentions) and a sentiment that the spray park was unnecessary (n=58 mentions).

Quote: “There is not much swimming area and no wave pool.”

Quote: “Spray park unnecessary with the outdoor one in the same area.”

PHASE ONE: FITNESS– RESIDENTS (PUBLIC)

Residents were asked the importance of potential fitness centre features to their households. A cardio equipment area (90 per cent) and free weight area (88 per cent) were most frequently identified as somewhat or very important by respondents. Most frequently identified as not applicable or not important was a spin studio (50 per cent) and a yoga or pilates studio (32 per cent).

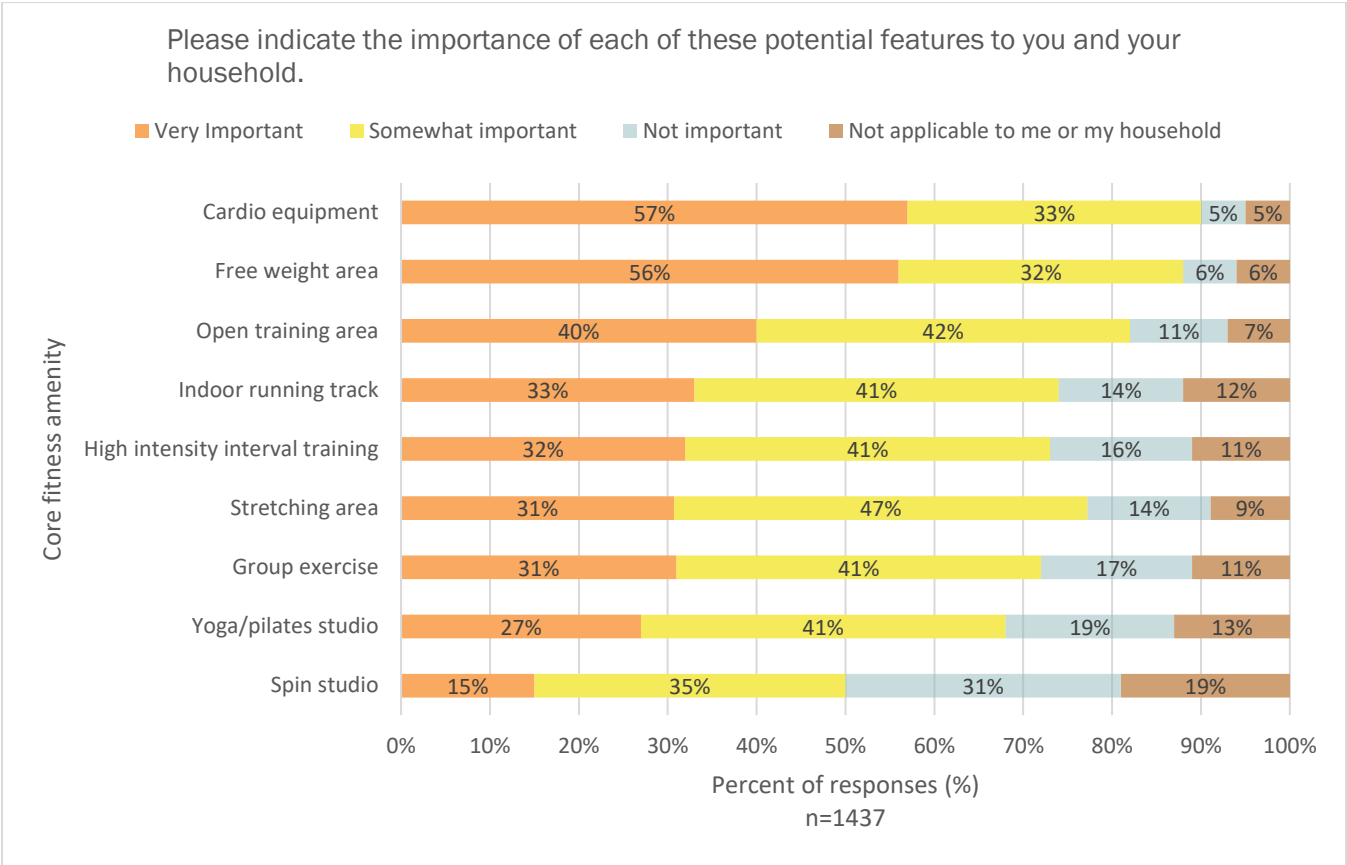


Figure 5. Open house and survey responses importance of potential core fitness amenities

PHASE ONE: FAMILY SPACES– RESIDENTS (PUBLIC)

Residents were asked the importance of potential family play amenities to their households. A multi-court space (91 per cent), social seating spaces (75 per cent) and climbing or bouldering opportunities (70 per cent) were most frequently identified as at least somewhat or very important by respondents. Most frequently identified as not applicable or not important was unfixed play structures (54 per cent) and child-minding spaces (51 per cent).

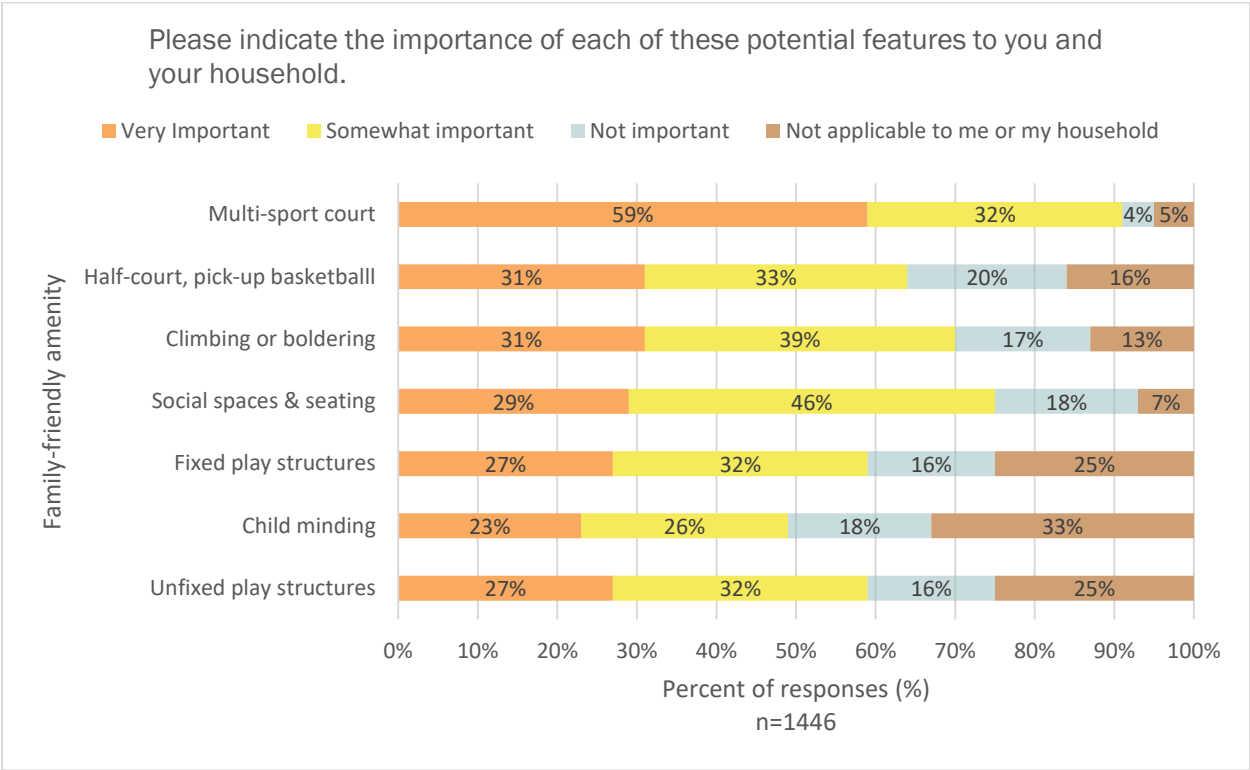


Figure 6. Open house and survey responses importance of potential family-friendly spaces amenities

PHASE ONE: CHANGE ROOMS – RESIDENTS (PUBLIC)

Residents were also asked about specific features of the pool and fitness centre changeroom areas. The availability of lockers (98 per cent), access to private showers (89 per cent) and private change stalls (88 per cent) were most cited as somewhat or very important to respondents. Features such as the separation of wet and dry areas, locker size and the presence of grooming stations were identified as important less often by respondents.

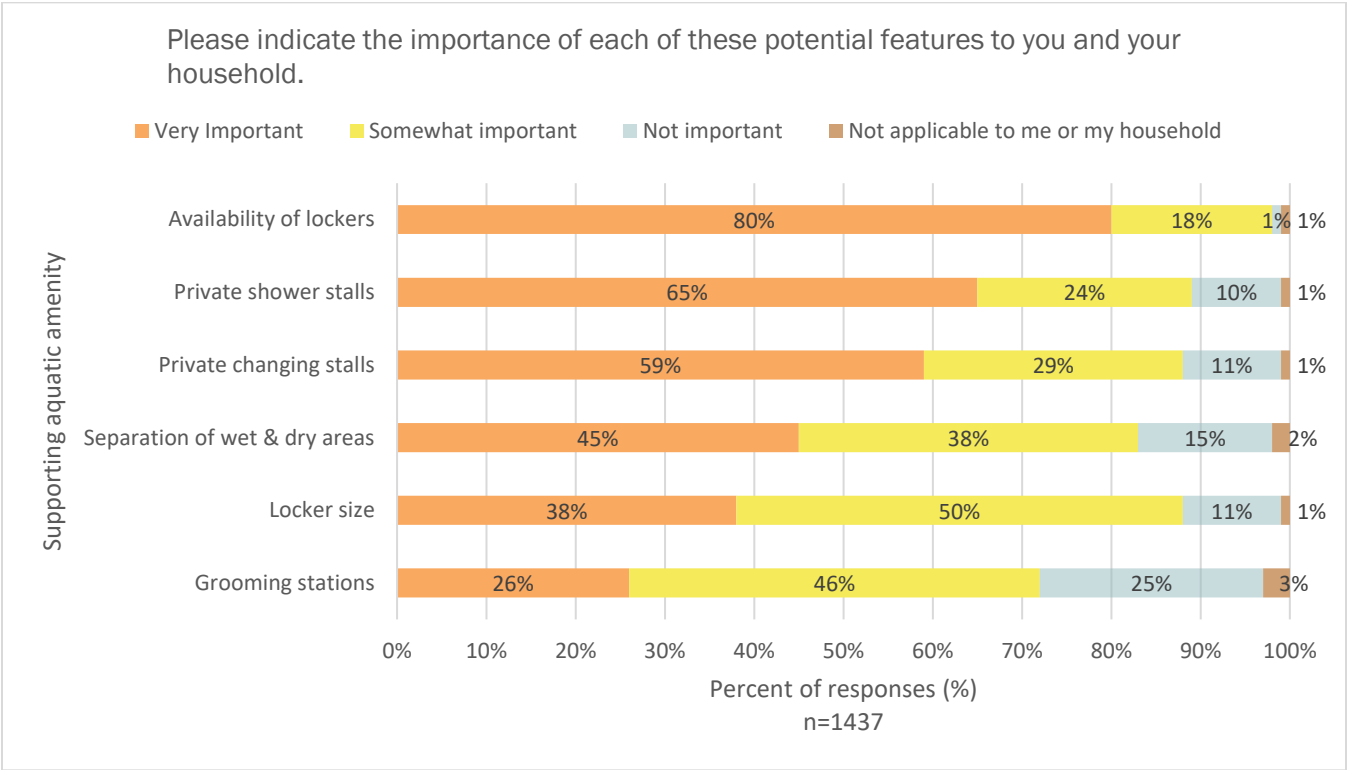


Figure 4. Open house and survey responses importance of supporting aquatic amenities

PHASE TWO: ICE ARENAS – SPORT USER GROUPS

Arena user groups communicated a need for additional local ice sheets. Ice arena sport user groups shared a perspective that additional ice sheets are needed to support existing program registration now rather than in the future to support growth. Groups voiced concern with the phased timeline, which places Phase Two opening in 2030 – 2032. When asked about a preference for the number of ice sheets versus spectator seating, user groups expressed a desire for priority to be placed on increasing the number of ice sheets. Groups also noted a desire for greater separation between ice sheets to reduce noise and congestion and that amenities such as office space, storage and dryland spaces would enhance their facility use.

PHASE TWO: ICE ARENAS – RESIDENTS (PUBLIC)

The engagement presented two conceptual layout options and asked the strengths and weakness of each and how well respondents agreed with the statement “option x, is the option I like best.”

- Option One – triple arenas: a community use focused arena, prioritizing ice use for local sports organizations’ games and practices and public skating opportunities. This option would include spectator seating capacity of 1,000 to 1,250 seats total and reduce the SW Recreation Centre’s ability to host entertainment opportunities and semi-professional sports.
- Option Two – twin arena with spectator bowl: a semi-professional sports and entertainment focused twin arena with spectator bowl would prioritize semi-professional sport use and entertainment opportunities for the community. This option would include spectator seating capacity of 1,500 to 2,000 seats total and reduce the availability of ice for public skating and local sports organizations’ games and practices.

Each option was also presented alongside its impact to Airdrie’s ice sheets per capita ratio (the number of ice sheets in comparison to Airdrie’s population. As of 2025, Airdrie’s ratio is one ice sheet for every 17,161 people. Option One – triple arenas, would produce a ratio of one ice sheet for every 16,515 people in 2033. Option Two – twin arena with spectator bowl, would produce a ratio of one ice sheet for every 18,874 people in 2033.

Responses indicated a preference for Option One – triple arenas (73 per cent) over Option Two – twin arena with spectator bowl (65 per cent) (Figure 7). However, when asked the importance of arena availability for semi-professional sports and entertainment with consideration for a subsequent reduction in availability for community use, responses were split, with 52 per cent rating it as somewhat important or very important and 49 per cent rating it as not important or not applicable to their household (Figure 8).

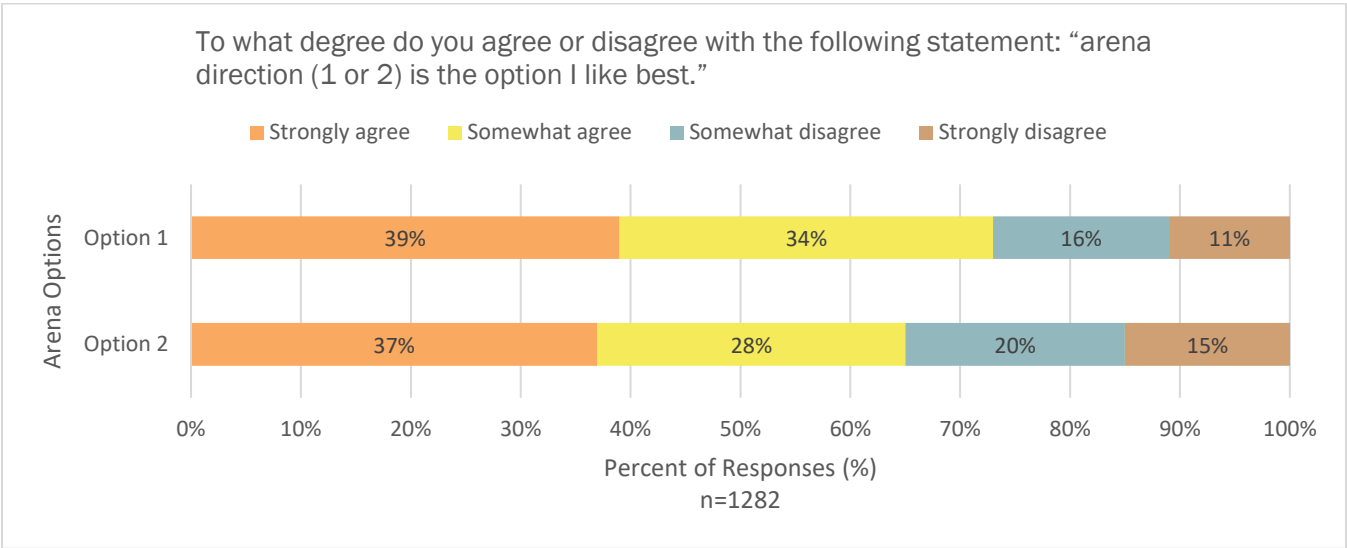


Figure 7. Open house and survey responses identifying best liked ice arena option

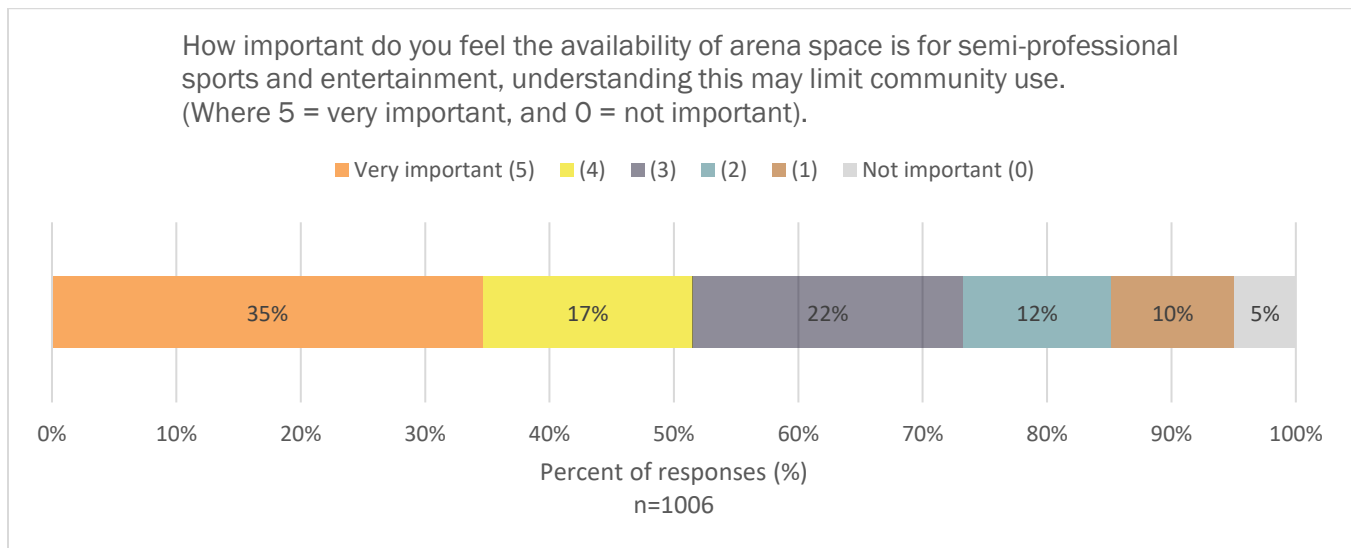


Figure 8. Open house and survey responses on importance of semi-professional sports and entertainment arena spaces

Responses indicated the following strengths and weakness for each conceptual layout option:

Option One – triple arena (community use)

Strengths (n=799 comments) included the number of ice surfaces (n=270 mentions) and the increase in available ice time (n=124 mentions).

Quote: “More ice sheets are better.”

Quote: “The more arenas the more actual ice time our kids and community gets.”

Weaknesses (n=677 comments) the lack of semi-professional sports opportunities (n=54 mentions) and reduced seating capacity (n=38 mentions).

Quote: “Being able to host professional sports is more ideal to bring in more \$ in Airdrie.”

Quote: “Limit[ed] seating capacity and use of facility for competition.”

Option Two – twin arena with spectator bowl (semi-professional sports and entertainment use)

Strengths (n=701 comments) included semi-professional sports viewing (n=142 mentions) and large event opportunities (n=47 mentions).

Quote: “Being able to host semi-professional sports and entertainment would be great for the city.”

Quote: “The significantly larger seating capacity in this larger arena would allow new entertainment events, which brings increased city revenue and increased job opportunities for local Airdrie residents.”

Weaknesses (n=681) included fewer ice surfaces (n=142 mentions) and less community ice time (n=51 mentions).

Quote: “Less ice surfaces for local community teams.”

Quote: “Less community rinks available but that being said ice time currently in early mornings is still available at Genesis.”

PHASE TWO: SUPPORTING SPACE AMENITIES – RESIDENTS (PUBLIC)

Residents were asked the importance to their households of potential supporting space features or amenities in the arena. A multi-use space (79 per cent), dressing room size (77 per cent), sight lines (76 per cent) and bench size (75 per cent) were most frequently identified as somewhat or very important by respondents. A skate shop or sharpening service (37 per cent) and shower stalls (30 per cent) were most frequently identified as not applicable or not important.

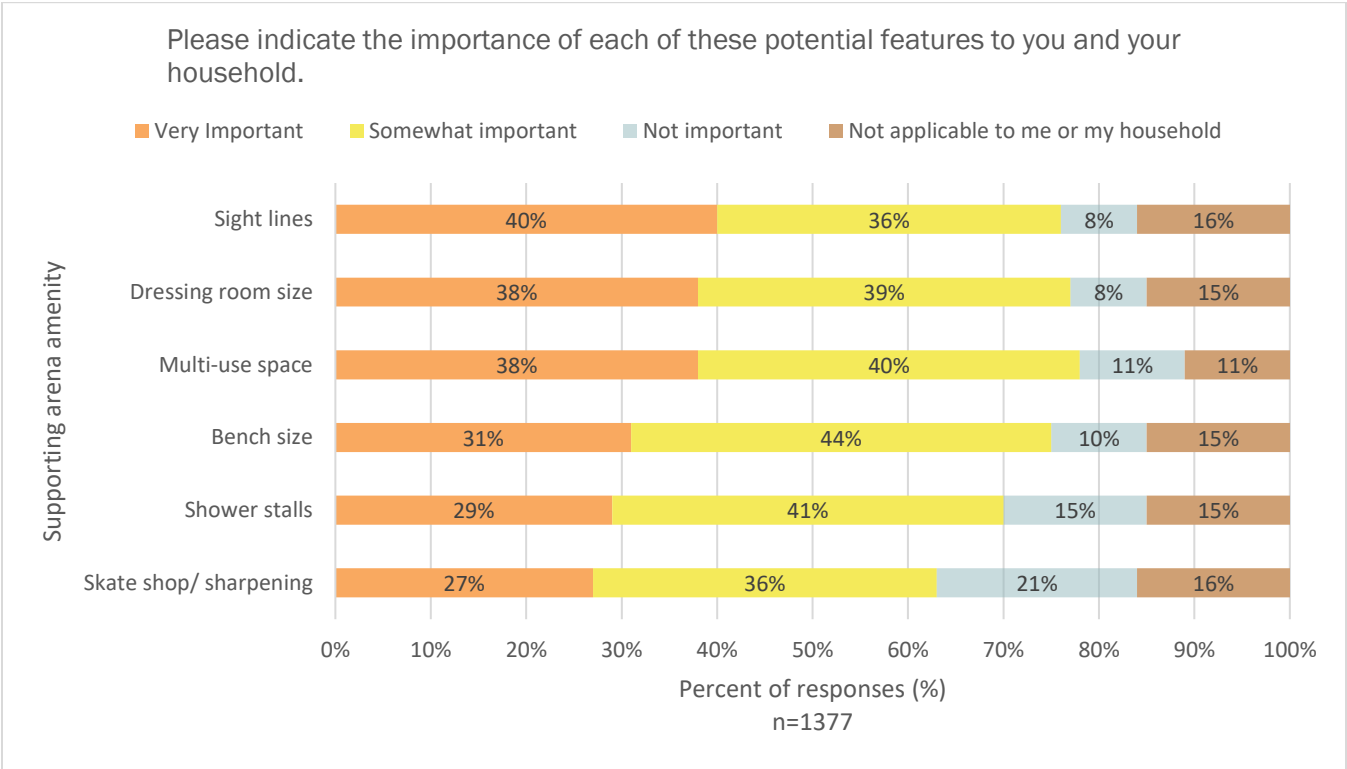


Figure 9. Open house and survey responses importance of supporting arena amenities

PHASE THREE: GYMNASIUM AND FIELD HOUSE – SPORT USER GROUP

Gymnasium and field house sport user groups identified ample perimeter space to reduce congestion and warm up space near a field house as desired considerations in Phase Three design. Gymnasium user groups noted gyms should have 25-foot ceiling heights, lighting specific to volleyball and that spaces be able to

accommodate badminton and baton twirling. Field house user groups communicated a need for two full-size soccer fields with consistent turf on both. And both gymnasium and field house sport user groups expressed the importance of ample, well-lit parking and concession options to serve spectators and athletes in large competitions. Consistently, field house and gymnasium sport user groups voiced concerns with the phased timeline, expressing a strong desire for Phase Three to be constructed sooner than 2033 – 2035.

PHASE THREE: SUPPORTING SPACE AMENITIES – RESIDENT (PUBLIC)

Residents were asked to identify the importance of gymnasium and fieldhouse supportive spaces to their household. Dressing room size (77 per cent) was most frequently identified as somewhat or very important by respondents. Shower stalls in dressing rooms (33 per cent) was most frequently identified as not applicable or not important.

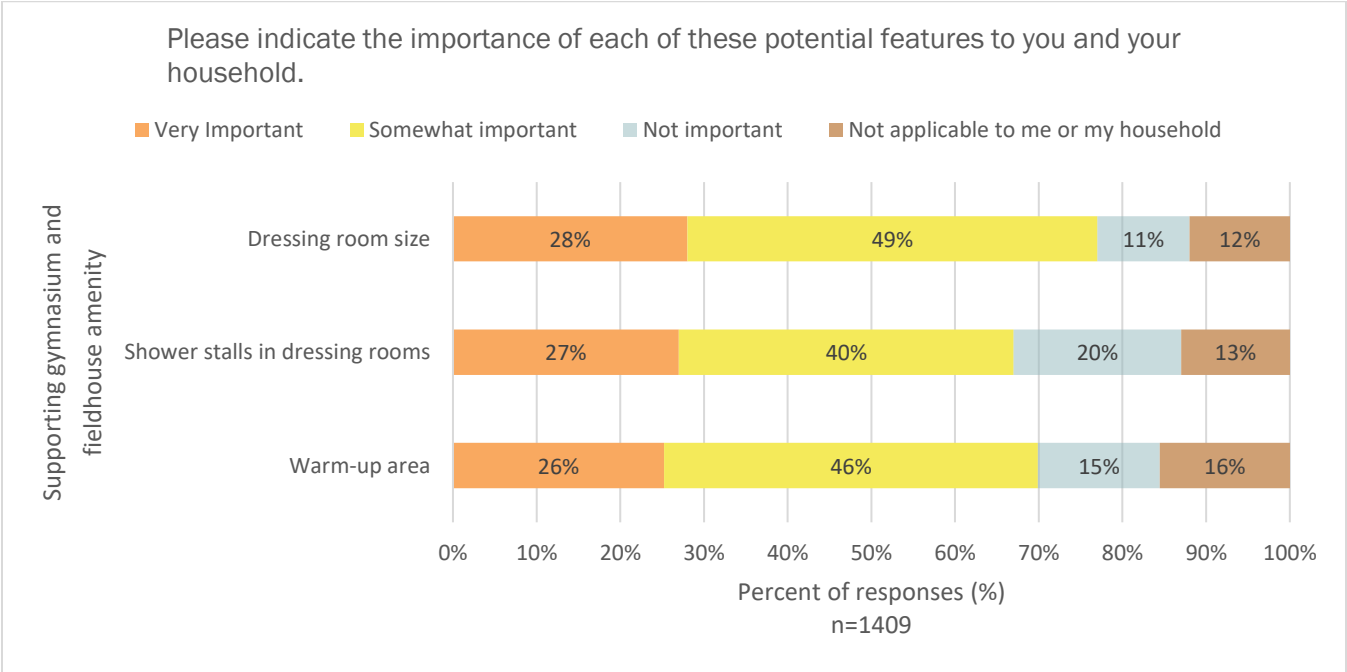


Figure 10. Open house and survey responses importance of supporting gymnasium and fieldhouse amenities

FULL FACILITY: SUPPORTING SPACES – RESIDENT (PUBLIC)

Respondents were asked the importance of various recreation centre supportive amenities and spaces for their household. Spectator seating space (92 per cent), the presence of food vendors (89 per cent) and casual seating areas (87 per cent) were most frequently identified as somewhat or very important. Most frequently mentioned as not applicable or not important was public art (56 per cent), library kiosks (53 per cent) and bookable meeting rooms (45 per cent).

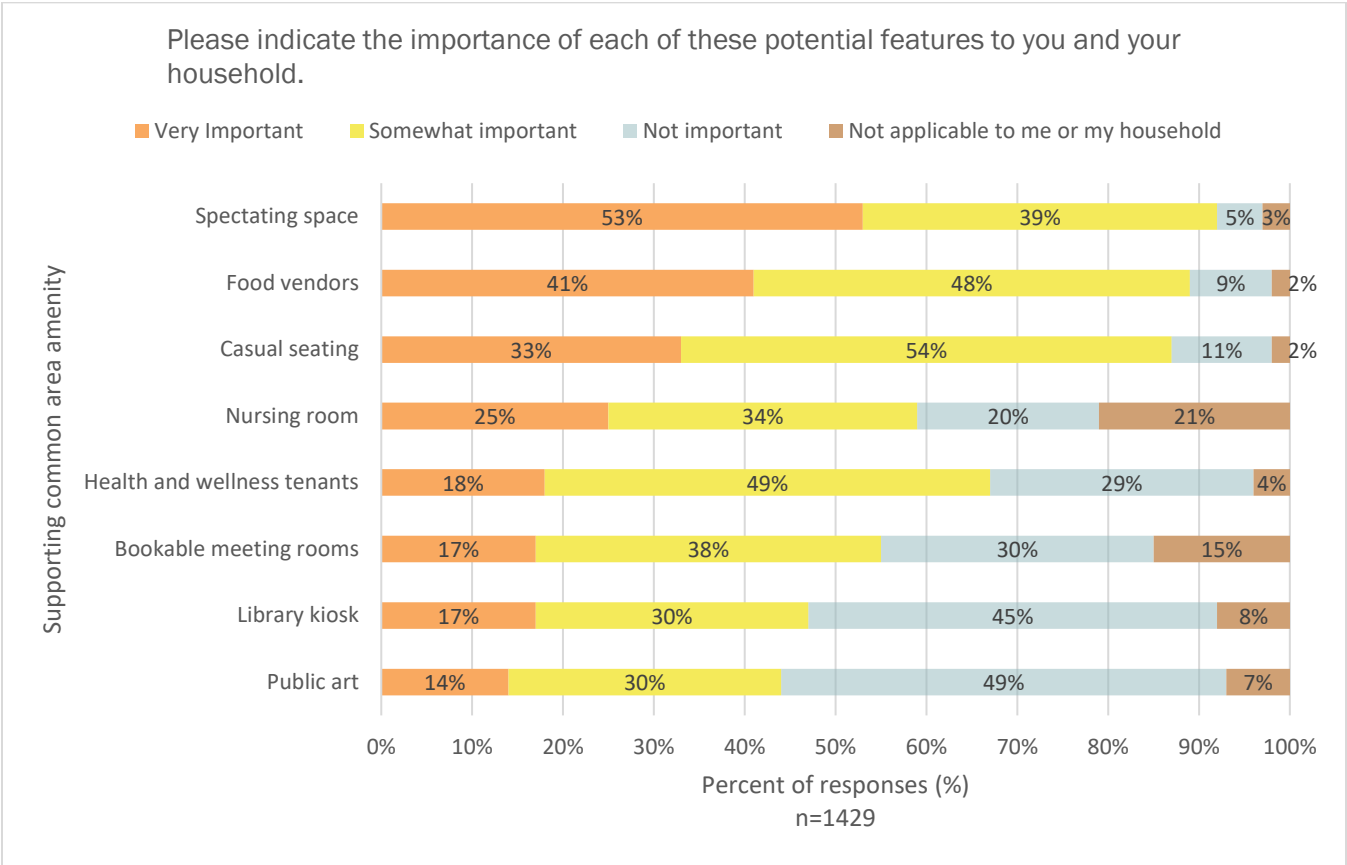


Figure 11. Open house and survey responses importance of supporting common area amenities

FULL FACILITY: OPEN-ENDED FEEDBACK – RESIDENT (PUBLIC)

Respondents were given an opportunity to provide feedback on the project as a whole or in relation to areas they felt they had not had the opportunity to express their thoughts. Key themes were identified in the 748 comments received:

Parking (n=39 mentions): included a desire to limit congestion and for adequate parking throughout the facility and within each step, as well as drop-off areas with easy access to aquatics and arena spaces.

Quote: “I would really appreciate that parking for the arena is better documented for any tournaments. Genesis Place is horrible to find parking when there are tournaments, because they should be parking at the back, instead they go in through the front [...]”

Quote: "Please ensure you provide enough parking space to accommodate the size of the rec centre and properly plan out the traffic in the area."

Lane pool (n=35 mentions): included the sentiment that an additional lane pool is needed for the community and that more lanes would serve the community in many ways, such as lessons, competitions, water aerobics etc.

Quote: "Think about the kids travelling elsewhere just to use a 50m pool. Don't be short sighted, that's how we are so lacking right now."

Quote: "Since 2008, the city has promised additional aquatic facilities to meet the growing demands of Airdrie. This facility is LONG overdue. The aquatic community's voice has not been loud enough, largely due to the lack of facilities hindering its growth. And we continue to be overlooked. It's important to note that, because the city offers swimming lessons, swim clubs are often seen as competition rather than being supported equally to other sports. The current lane pool is from 1974."

Swimming lessons (n=29 mentions): communicated an existing programming gap and the need for the aquatics area to be community-focused with diverse options.

Quote: "Address the gaps for swimming lessons and competitive swimming programs."

Quote: "The priority should be community programming. [...] It's like trying to get concert tickets to get into swimming lessons."

Timeline/future planning (n=26 mentions): included sentiments of disappointment or frustration with the construction timeline and a desire for planning to begin for more facilities

Quote: "Quote: "Since 2008, the city has promised additional aquatic facilities to meet the growing demands of Airdrie. This facility is over 10 years overdue. The aquatic community's voice has not been loud, largely due to the lack of facilities hindering its growth. We continue to be overlooked."

Quote: "I'm ok with increase taxes to try and get it built sooner. Pricing of material and labour is going up every year. Get it done now and the overall cost will be cheaper. With our population growing we need more options for family's to go to for sporting activities"

Quote: "Disappointed in the EXTRA LONG time frame. I have kids in middle school, and they'll be off to university before anything materializes. Sad that we have lived in Airdrie for 20+ years paying taxes, and having/raising a family, and our kids will never benefit from any of this. Can we speed this up? Less surveys & 'community engagement' postponing and more boots on the ground?"

Quote: "It is better to overbuild now, than to spend a ton of money on a facility that is not adequate in space or amenities. Do it right and build something that will serve Airdrie even when it is double the size it is now. In the long run it will be cheaper."

Ice surfaces (n=24 mentions): included both excitement for a spectator bowl and the sentiment that more ice sheets are needed

Quote: "I would have preferred to see an option for the arenas which included 3 ice surfaces including one that is "semi-professional" in size."

Quote: “Ice and space for sport development and for the community to get to public skate. We do not need an event style arena and my household would not use. Please don't go the "Sport Tourism" route. If the restaurants, hotels and gas stations see the need then increase their taxes. Ask them to contribute funds.”

What's Next & Timelines

The results of the SW Recreation Centre site master planning engagement will be used to refine lay out options and amenity specific thematic directions for the future facility's site master plan and functional program. Alongside prior engagements, studies and reports¹, the results of this engagement will be used to inform the specific size and characteristics of spaces within the gross area of each phase of the SW Recreation Centre.

The priorities identified by the feedback collected will impact the site master plan options to be brought forward as follows:

Overall next steps:

- Examine the funding strategy for Phase Two & Three for opportunities to accelerate construction
- Conduct a parking analysis for further incorporation
- Begin deeper discussions with City of Airdrie recreation centre operators to identify opportunities for the site master plan's layout to contribute to program efficiencies

Phase One: aquatics

- Consider the strengths identified in the conceptual layouts included in the resident (public) engagement for incorporation into site master plan layouts. For example: a warm therapy pool, cold plunge, additional lanes in the leisure pool, a larger lesson or program pool, tot pool, diving boards, lazy river and graduated entry leisure pool.

Phase One: fitness centre

- Fitness centre spaces will allow for the incorporation of a free weights area and cardio equipment space

Phase One: family play spaces

- Family play space allocation will allow for the incorporation of multi-sport courts, climbing/bouldering and social seating arrangements

¹ Other engagements, studies and reports include the Indoor and Outdoor Recreation Needs Assessment (2022), SW Recreation Facility: Phased Approach to Development of Facility Components and Amenities Summary Report (2023), Arena Analysis within SW Recreation Multi-use Facility (2024) and the Traffic Review of a Future Airdrie High School and Recreation Centre Joint-Use Site in Southwinds (2023).

Phase One: Pool and fitness centre changerooms

- Space for large volumes of lockers will be considered in the gross area of changing room spaces
- Changing spaces will incorporate a priority on private showers and changing stalls within a changeroom allocation recommendation

Phase Two: ice arenas

- Site master plan options will present a triple sheet and twin area with spectator bowl layout for consideration
- Spectator areas will provide an opportunity for a focus on a prioritization of spectator experience versus maximizing spectator seating. This includes features such as sight lines.

Phase Two: ice arena supporting spaces

- Arena supportive spaces will consider opportunities for multi-use dryland spaces, large dressing rooms and increased bench sizes

Phase Three: gymnasium and field house

- Site master plan options will explore a multisport court configuration that captures the ability to provide maximum flexibility and usability to serve Airdrie's broadest needs. While ensuring field configurations can accommodate layouts for different user groups and levels of play

Full facility: supporting spaces

- A central common space with food vendors to create access across aquatic, arena, field house and gymnasium facility users
- Incorporate a spectator sight line priority into the arrangement of amenities for each phase

Three site master plan options, representative of the takeaways identified through engagement will be presented to Council in the late spring of 2025. Detailed amenity configuration within these spaces will take place during schematic design and will incorporate the feedback collected in this engagement as well as that of future engagement opportunities.

Contact Information

For more information regarding the SW Recreation Centre site master plan engagement, contact:

Brad Anderson, manager, Recreation Services

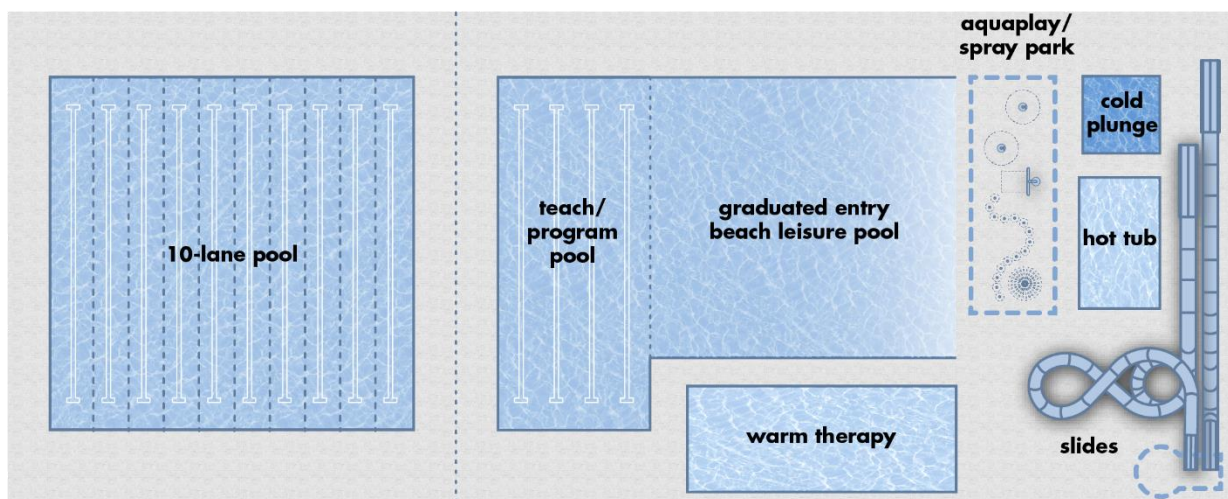
swrecreationcentre@airdrie.ca

Visual presentations of the conceptual thematic directions for Phase One and Phase Two.

Phase One: Aquatics thematic direction one (lessons, fitness and therapy)

Option one features a 25-metre lane pool with 10 lanes and a 25-metre teach/program pool with four lanes for lessons. This option includes a graduated entry beach leisure pool, aquaplay or spray park area and two waterslides. As well as therapy options like a hot tub, cold plunge and warm therapy pool. This option prioritizes space for swimming lessons and aquatic fitness.

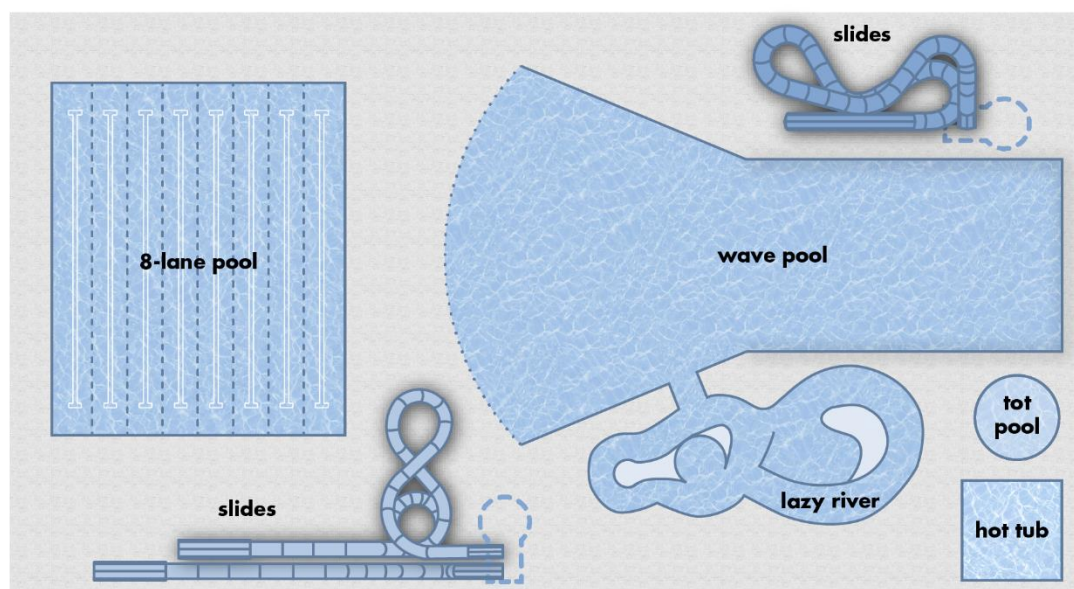
Figure A.1 – Conceptual layout of aquatics thematic direction one



Phase One: Aquatics thematic direction two (family water park)

Option two includes a large wave pool, 25-metre lane pool with eight lanes, a lazy river, three water slides, hot tub and tot pool. This option prioritizes space for family play and public swimming capacity.

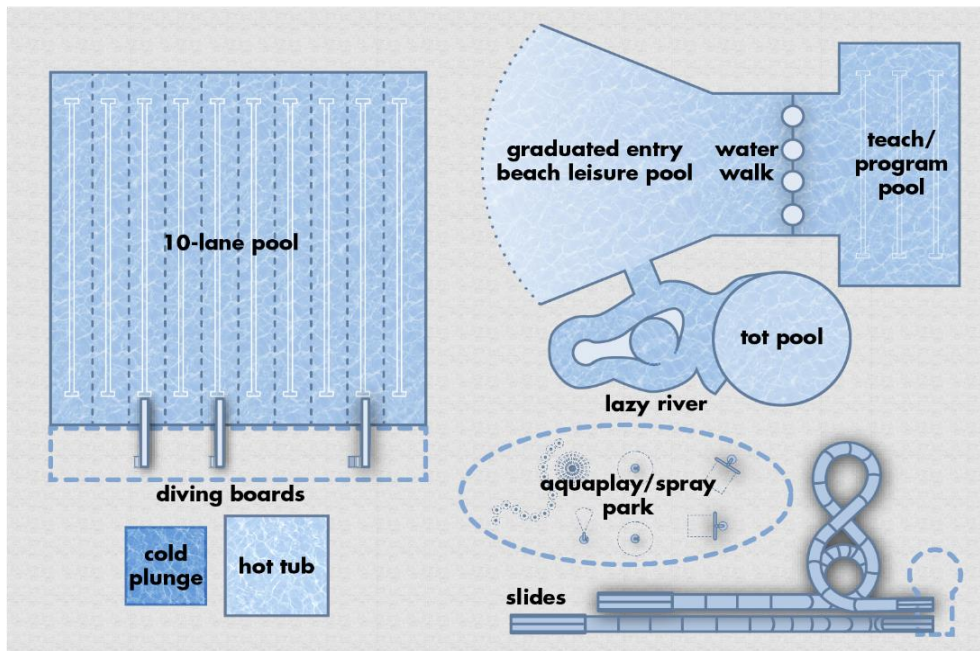
Figure A.3 – Conceptual layout of aquatics thematic direction two



Phase One: Aquatics thematic direction three (family water park)

Option three includes a 25-metre lane pool with 10 lanes and an 18-metre teach/program pool with three lanes for lessons. This option also features a smaller graduated entry beach leisure pool, lazy river, two water slides, tot pool and aquaplay area or spray park. As well as a hot tub and cold plunge pool for therapy. This option prioritizes aquatic fitness but incorporates some family play and lesson capacity components.

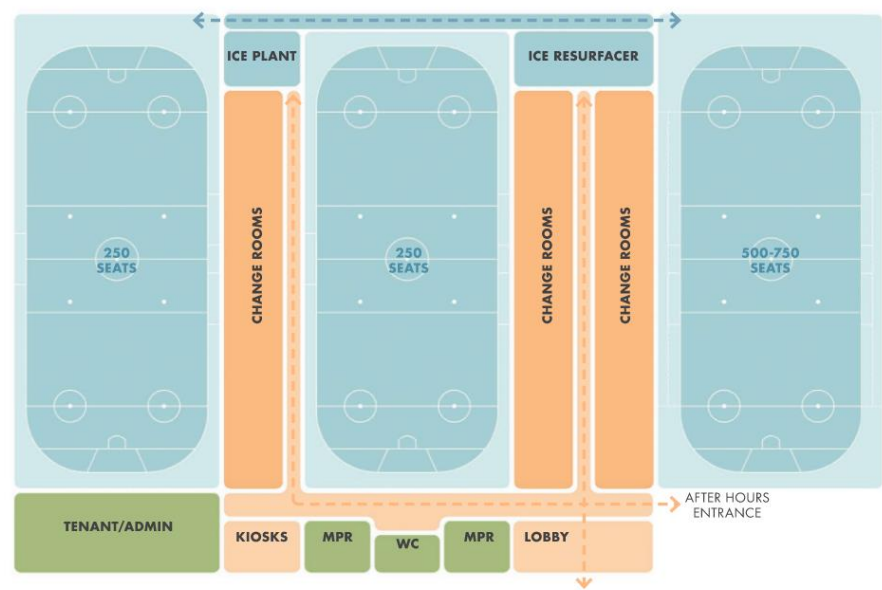
Figure A.5 – Conceptual layout of aquatics thematic direction three



Phase Two: triple arenas (community use focused)

A community use focused arena would prioritize ice use for local sports organizations’ practices/games and public skating opportunities. However, it would reduce the number of spectator seats, thereby reducing the SW Recreation Centre’s ability to host entertainment opportunities and semi-professional sports. This option would increase Airdrie’s community ice availability and produce a ratio of one ice sheet for every 16,515 people in 2033. It includes a spectator seating capacity of 1,000 to 1,250.

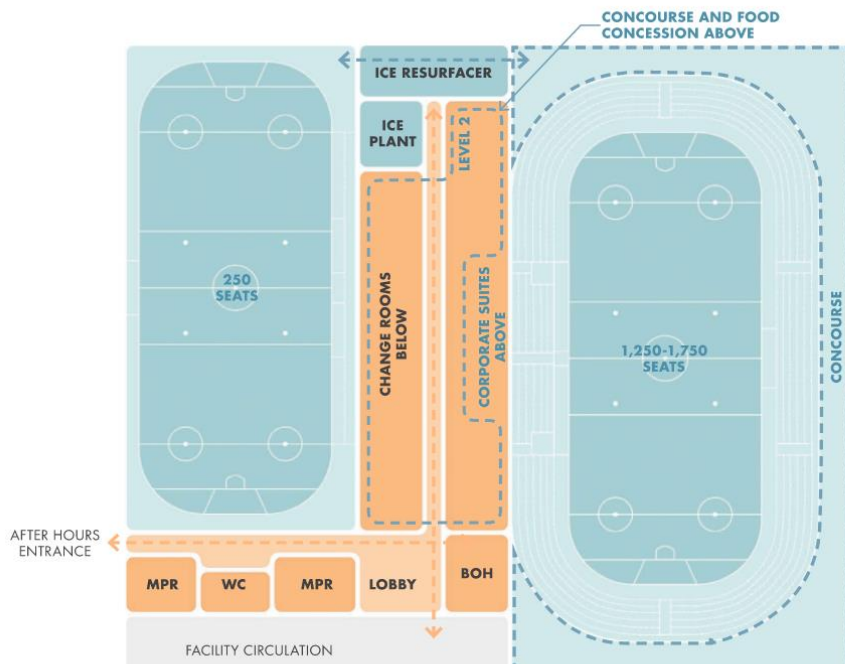
Figure A.7 – Conceptual layout of arena option one



Phase Two: twin arenas and bowl (semi-professional sports and entertainment focused)

A semi-professional sports and entertainment focused twin arena with bowl would prioritize semi-professional sport use and entertainment opportunities for the community. However, it is associated with increased construction and operating costs and comes with some reduced availability for public skating and local sports organizations' practices/games/. This option would reduce Airdrie's community ice availability and produce a ratio of one ice sheet for every 18,874 people in 2033. It includes a spectator seating capacity of 1,500 to 2,000.

Figure A.1 – Conceptual layout of arena option two





COUNCIL – AGENDA REPORT

Meeting Date: 6 May 2025
Subject: Sponsorship and Naming Rights Policy
Directorate: Community Services

Issue:

Council is being provided with requested revisions to the Sponsorship and Naming Rights Policy P-FIN-28-C.

Policy / Council Direction:

The existing policy was deemed to be problematic when the first naming rights proposal was brought forward under its framework at the April 1, 2025 Council meeting. Council noted unclear language within a number of areas of the policy and directed Administration to give consideration to clauses regarding exclusivity, signage costs, valuation, public notice of opportunities and Council's role in the negotiation process.

Background:

Administration brought forward a Sponsorship and Naming Rights Policy to City Council for endorsement in March 2024. This policy was drafted with the assistance of a naming rights consultant, through an iterative process including workshops and strategy sessions with Council as well as internal departments. The key principles within the policy considered how valuations were performed, the role of administration and Council, what elements of a deal could be negotiated, alongside other protections for both the sponsor and City.

Over the past year, approximately 60 businesses within Airdrie and area have been contacted by an external sales agency with a presentation on the opportunities that exist. At the April 1st, 2024 Council meeting a firm proposal was brought forward for recommended approval under the policy. It was determined that many of the elements of the policy became problematic when put into practice and that the City would be served with more clarity and conciseness within a few major points, allowing for both Council and sponsors to understand their benefits and considerations.

Administration collected the feedback of Council, reviewed internally among a number of departments, and revised to present clearer language, responsibilities and

negotiables/non-negotiables. Listed below are the key considerations that were raised by Council, the response in the revised policy, and the implications of such changes.

1. Scope of Policy

After careful internal consideration, the drafted policy has been revised to govern naming rights only. A framework governing sponsorship, while necessary, is something that can be drafted next as either an administrative or Council policy. Sponsorships tend to be more nuanced and smaller in nature, posing less of a risk to the organization than overall naming rights.

2. Exclusivity of Category

The policy has been updated to specify that exclusivity is only considered for the largest value naming rights opportunities, that being the overall naming of an entire facility. It can be expected in the market to find that exclusivity is offered for all large value naming rights agreements. If not offered, it may significantly reduce number of prospects as well as the value of an overall naming agreement. Not offering exclusivity to lesser levels of naming rights may reduce valuations but presents more opportunities for similar businesses and not just the first category type who enters an agreement.

3. Signage Costs

The City will maintain the ownership of design, production, installation, and repair of signage but all associated expenditures of such will be the responsibility of the sponsor. Oversight of the signage process is necessary for the City to maintain control of branding/identity standards and integrity of physical assets. To recoup the signage costs the City will either add the signage costs to the agreement or consider it in the overall valuation.

4. Valuations

Both the original and revised policy speak to the valuations created using a market-based approach, considering visibility, level of exposure, and expected impressions. The presented revised policy goes on to commit Administration to the completion of a naming rights valuation every three years, or as needed, by an independent firm who specializes in this service. A firm understands the market conditions and comparables, ensuring the City is competitive yet fair within the wider system. The scope of work for such consultant will also specify expected terms and net-revenue, to account for commission fees, signage, and other expenditures related to the securement of an agreement.

5. Public Notice of Opportunities

The proposed policy provides clearer language on advertising opportunities within its own section. Beyond maintaining a webpage that lists all naming rights opportunities the City will put out an expression of interest for overall naming rights opportunities and when new facilities, and all assets within them, are available to be named. As is standard practice, Administration may also direct sell opportunities to businesses by

utilization of a sales agency under a commission agreement. If the City deems it necessary to resource sales internally a budget request would come forth to Council for a staffing position.

6. Council / Administration Accountabilities

Within the revised policy, the roles of Council and Administration have been further clarified. Council will receive proposals on large value naming rights in camera prior to being formally endorsed within a public session of Council once all terms are deemed acceptable by both the City and sponsor. It is recommended, Administration retains the authority to negotiate and enter into all naming rights and sponsorship agreements outside of the largest levels as Council's policy provides sufficient direction to execute renewals, prospecting, negotiation, and execution.

7. Other Changes

Based on other internal dialogue with Legislative Services, Communications, and Economic Development the revised policy has reflected other changes and tightening of language. These include a proposal review and approval process, expanded definition list, and an appendix providing clarity on naming rights decision authority.

Once the revised policy is adopted by Council, Administration would resume the promotion, solicitation, and selling of opportunities guided by the policy framework.

Council Committee Routed Through:

NA

Administration Recommendation:

That Council endorses the Naming Rights Policy, as presented; and repeals Sponsorship and Naming Rights Policy P-FIN-28-C.

Considerations:

- Any negotiations underway would be updated to reflect the revisions in the Policy.

Alternatives/Implications:

1. Council could choose to endorse Naming Rights Policy, as presented, but complete current negotiations under the framework of the previous policy version.

Considerations:

- One outstanding proposal would be brought forward for Council approval. There are a number of clauses that would conflict with the new policy including exclusivity and responsibilities for costs of signage.
2. Council could choose to determine changes required whether in policy language or direction. Administration would return with another draft.

Considerations:

- Delay impacts the sales and negotiations already underway under the current policy.

Budget Implications:

It can be reasonably expected that naming rights revenue will generate significant money towards both operating and capital budgets of existing and planned community facilities and services.

Communications and Engagement:

Communication of opportunities would be posted as per the policy.

Recommendation:

That Council:

1. endorses the Naming Rights Policy, as presented; and
2. repeals Sponsorship and Naming Rights Policy P-FIN-28-C.

Brad Anderson | Manager, Recreation

Staff Presenter:	Brad Anderson
External Presenter:	NA
Department:	Community Services
Reviewed by:	Michelle Lock
Attachments:	#1: Naming Rights Policy

Policy title:	Naming Rights	Date adopted:	TBD
Policy number:	[TBD]	Effective date:	TBD
Policy owner:	Community Services	Last amended:	N/A

Purpose

- 1 This policy establishes how the City of Airdrie (the “City”) grants the naming rights to certain City-owned facilities and spaces.

Scope

- 2 This policy applies to all naming rights opportunities, proposals, and agreements where a sponsor pays a fee to the City in return for naming rights of a City-owned asset.
- 3 This policy does not apply to:
 - (1) City offices or City facilities not for public use, such as City Hall and fire halls;
 - (2) City assets for which the City has established another naming process, such as the *Street Naming Policy* P-09/2001, the *Memorial Policy* MED-05-C, and the *Naming of City Assets Policy* P-ADM-18-C;
 - (3) where the name of the City asset is a requirement of a government grant or funding agreement.

Opportunity types and valuation

- 4 Naming rights may be sought for:
 - (1) the exterior of a City Asset such as buildings, facilities, outdoor spaces, festivals, events, and the sub-component of a City Asset; and
 - (2) City assets such as attractions, events or festivals that are owned, operated, managed by the City.
- 5 Council decides on proposals for the following opportunities:
 - (3) naming of a building;
 - (4) naming of an entire park or outdoor facility (not a subcomponent of a City asset);
 - (5) naming a City attraction, festival, or event;
 - (6) the estimated valuation of the naming rights opportunity is at least \$75,000; and

- (7) the gross value of the naming rights agreement is at least \$75,000.
- 6 Administration decides on all proposals that Council does not approve under section 5 of this policy, as exemplified in Appendix "A" of this policy.
 - 7 The estimated value of an opportunity is determined using a market-based approach combined with key metrics including visibility, the number of impressions, and the level of exposure.
 - 8 For opportunities or proposals subject to section 5 of this policy, Administration obtains a valuation of any outstanding naming rights opportunities from an independent third-party on an as-needed basis.
 - 9 Where Administration decides on a proposal, Administration may obtain a third-party valuation if needed.

Sponsor benefits, commitments, and limitations

- 10 The City offers naming rights to prominent City assets that offer Sponsors increased brand awareness, advertising exposure, enhanced brand recall, and positive association.
- 11 Naming rights benefits are limited to those expressly stated in a naming rights agreement and exclude any influence on City business decisions or any advantage, benefit, or preferential treatment, actual or perceived for the Sponsor outside of the Sponsorship agreement.
- 12 Naming rights agreements must have a minimum term of at least five years.
- 13 The City considers a condition of exclusivity for the Sponsor's products or business type if the commensurate value is included in the proposal.
- 14 The naming rights agreement sets out further limitations, including, at minimum, those listed in Appendix "B" of this policy.

City benefits, commitments, and limitations

- 15 Naming rights must provide actual and clear benefit to the City.
- 16 The Sponsor is responsible for the design, production, installation, and repair of signage. These costs may be included in the opportunity valuation or within the proposal.
- 17 The City follows its procurement policies when procuring an item or services on the Sponsor's behalf to fulfill the sponsorship agreement.
- 18 If fulfillment of a naming rights agreement results in a tangible asset, like signage, the City becomes the owner of that asset.

- 19 The City allocates naming rights revenue to the following in order of priority:
- (1) fulfillment of any City obligations under the naming rights agreement;
 - (2) funding the overall operating budget of the City or of a particular department;
 - (3) contribute towards the capital or lifecycle cost of a City-owned asset;
 - (4) enhance service delivery for an area in which the funding was targeted; and
 - (5) other investment priorities identified through the City's operating and capital budget planning processes.
- 20 Where a naming rights proposal includes value-in-kind,
- (1) the monetary value being received by the City is based on industry competitive rates for the items being provided by the Sponsor;
 - (2) the value-in-kind must be for items that are offsetting budgeted line items (i.e. a product or service that was needed and budgeted for specifically); and
 - (3) naming rights must not give any entitlements to the sponsor, such as preferred vendor, or it impact the City's fair and open competitive procurement process.

Advertising the opportunities

- 21 For opportunities subject to section 5 of this policy, the City puts out a call for an expression of interest in accordance with City policy and advertises the opportunity on its public website and the local newspaper for at least one month, and any other targeted marketing that Administration finds appropriate for the type of asset.
- (1) If the received proposals do not at least meet the appraised value or do not satisfy this policy, then Administration may hire a consultant to assist with the search for sponsors.
- 22 For opportunities not subject to section 5 of this policy, the City advertises the opportunity on its public website.
- 23 Administration must establish proposal application procedures for potential Sponsors.

Proposal review and approval

- 22 Proposals must be in writing and outline the marketing benefits to be exchanged between both parties, the duration of the naming rights, and the total value and net value of the proposal.

- 23 Subject to section 5 of this agreement, Administration presents the proposal(s) to Council in closed session during a Council meeting. Council may decide on the proposal(s) or Council may request further information, via Administration, for more information about a proposal. If Council approves a proposal, the approval is made by resolution in open session.
- 24 Proposals are evaluated on, but not limited to, the following criteria:
- (1) the valuation of the naming rights opportunity;
 - (2) the net value of the proposal in relation to the valuation;
 - (3) the number and quality of proposals received;
 - (4) how the proposal may enhance the development, delivery, awareness, or continuance of one or more City assets; and
 - (5) how the sponsor and proposal aligns of the City's mission, vision, and values and the City's policies.
- 25 If a proposal is approved, the City and the applicant must enter into a naming rights agreement, to the satisfaction of Administration and the City's legal counsel. The sponsorship agreement must comply with, at minimum, the terms and conditions set out in Appendix "B".
- 26 At any time, the City may receive and consider non-competitive sponsorship proposals but the City is not obligated to accept or approve.
- 27 This City is not obligated to accept any proposal or to give reasons for denying a proposal.

Restrictions

- 28 The City will not consider proposals from sponsors that fall within the restricted types set out in Appendix "C".
- 29 The City will not consider sponsorship proposals where the sponsored name of the City asset or the naming rights agreement:
- (1) could reflect negatively on the City's public image or prove detrimental to the City's integrity and/or reputation or non-compliance of City policy or strategies; or
 - (2) could be seen to promote religious, political, or potentially divisive messages specific to any group or subgroup of Airdrie residents.

Definitions

30 In this policy:

- (1) “Administration” means the staff and operations of the City of Airdrie under the direction of the City Manager;
- (2) “City assets” means physical assets, events, program, services and other wholly-owned and operated City assets or activities. Examples of other City assets or activities may include buildings, parks, other City-owned real property, components within real property assets (i.e. meeting rooms, playgrounds, etc.), as well as vehicles, equipment, publications, websites, and digital applications;
- (3) “City Manager” means the duly appointed Chief Administrative Officer of the City of Airdrie or their delegate;
- (4) “City of Airdrie” or “City” means the City of Airdrie as a municipal corporation and the geographical area within its jurisdictional boundaries, as the context requires;
- (5) “Council” means the duly elected Council of the City of Airdrie;
- (6) “fulfillment costs” means the expenditures required to meet the terms of the sponsorship agreement, including production, design, installation, operational, maintenance, removal, disposal value, and disposal costs;
- (7) “naming rights agreement” means a type of sponsorship where a commercial entity pays a fee to the City to name or re-name a City asset, or part of a City asset, for a limited time;
- (8) “net value” means the amount of cash or fair market value of any in-kind benefits the City will receive after any of the City’s fulfillment costs are subtracted from the total value of the sponsorship agreement;
- (9) “opportunity” means the availability of a City asset to be subject to a naming rights agreement;
- (10) “organization” means an organized group of people that has a particular purpose, including a business, society, or association;
- (11) “proposal” means the proposition by an organization or a person to enter into a naming rights agreement with the City for a City asset in return for fee and possibly also value-in-kind;
- (12) “Sponsor” means the other party to an agreement with the City for naming rights of a City asset; and
- (13) “total value” means the total amount of cash and fair market in-kind benefits the Sponsor pays to the City under a naming rights agreement.

- *Addressing Bylaw*, B-01/2000
- *Memorial Policy*, MED-05-C and *Memorial Policy Guidelines*
- *Naming of City Assets Policy*, P-ADM-18-C
- *Street Naming Policy*, P-09/2001

Appendices

Appendix A: Naming Rights Decision Maker

Appendix B: Minimum Terms and Conditions of a Naming Rights Agreement

History

Date adopted / Resolution number: TBD

Council amendments: N/A

Administration reviews: N/A

Date rescinded: N/A

Appendix “A”

Naming Rights Decision Maker

Council decides	Administration decides
<ul style="list-style-type: none"> • Name of a building (e.g. Genesis Place) • Name of an entire park or outdoor facility (e.g. Northeast Regional Park) • Name of large event, attraction, or festival • The valuation of the naming right is \$75,000 or more • The gross value of the proposal is \$75,000 or more 	<p>Where the valuation or proposal is less than \$75,000:</p> <ul style="list-style-type: none"> • Subcomponent of a facility, like a lobby, meeting room, rink, arena, dressing room etc. • Subcomponent of a park or outdoor facility, like a trail, pathway, playground, fieldhouse, sports field, etc. • Part of an event, like a performance stage or beer garden

Appendix “B”

Minimum Terms and Conditions of a Naming Rights Agreement

At minimum, naming rights agreements must include terms for the following:

1. The City does not endorse the products, services, or ideas of the sponsor
2. Sponsor must not imply that their products, services, or ideas are sanctioned or endorsed by the City or Council.
3. The City retains full ownership and control over the City Asset.
4. Setting out the limits of the rights in and to the City Assets being granted by the City to the Sponsor in exchange for cash and/or value in-kind.
5. How the sponsorship or naming rights are time-limited and scope-limited, within the parameters set out within this Policy.
6. Termination rights by the City if a Sponsor:
 - a. breaches its obligations under it;
 - b. takes action to bring the City into disrepute or otherwise conflict with the City’s values, policies, or community standards or
 - c. has a material change in its circumstances, such as bankruptcy, insolvency, or criminal activity associated with the named party.
7. The Sponsor may not use the City’s intellectual property or otherwise commit any act which the City determines, in its sole and unfettered discretion, to be objectionable and/or a risk to the City’s reputation, integrity, image or rights.
8. The City does not relinquish to the sponsor any aspect of the City’s right to manage and control City-owned assets and City facilities. Any new or replaced asset resulting from a sponsorship agreement will be owned by the City, unless specified otherwise.

Appendix “C”

Restricted Sponsors

The City does not consider sponsorship proposals from organizations or persons:

- (1) whose primary brand or product is tobacco or e-cigarettes;
- (2) whose primary brand or product is alcohol or cannabis, including associated paraphernalia;
- (3) whose purpose or whose facility is related to religious and belief system activities;
- (4) who sells or promotes pornography;
- (5) who present imaging that is derogatory, prejudicial, harmful to, or intolerant of any specific group or individual, or otherwise in conflict with the *Canadian Code of Advertising Standards*, the *Canadian Human Rights Act*, or the *Alberta Human Rights Act*;
- (6) whose program delivery and products are in direct competition to City programs;
- (7) who cannot do business with the City due to ongoing litigation or are in litigation with the City;
- (8) who have outstanding taxes or fines owing to the City; and
- (9) who are registered as local elector organizations or political parties.



COUNCIL – AGENDA REPORT

Meeting Date: 6 May 2025
Subject: Local and On-Demand Transit Updates
Directorate: Strategic Growth and Investment

Issue:

Council is being provided with an update on Local and On-Demand transit service as well as the transit fleet with the objective of implementing trip planning technology to improve fixed route ridership.

Policy / Council Direction:

AirdrieONE Sustainability Plan: Sustainable transportation is defined as an integrated, efficient and affordable transportation system that provides a range of mobility options for people of all ages and abilities.

Transportation Master Plan: The Transportation Master Plan identifies a need to increase modal-split from single vehicle trips to alternative modes such as public transit to ensure a sustainable and functional transportation network.

Social Policy: Transit has strong connections to the four social well-being principles as outlined within Council's endorsed Social Policy. This includes diversity and inclusion (public transit embodies this principle as a service for all residents throughout the region), connectedness (public transit provides a means of mobility to access employment, education, recreation and culture throughout the region), equitable access to quality services.

Background:

Council expressed concerns about the use and cost of the On-Demand service (Hello-to-Go) and the spare fleet ratio during the 2025 Operational Budget debates. Council also inquired about the potential for use of the On-Demand fleet as a cheaper alternative for non-peak, local fixed route service.

Administration is providing background information on those matters below and will speak to the current situation during the presentation – as well as some potential solutions.

1) Local and On-Demand Services

The 2016 Transit Master Plan recommended On-Demand transit service in select Airdrie neighborhoods allowing the local fixed route services to be more direct and connect to key destinations. On-Demand transit was recommended for residents located beyond 400m of a local fixed route service, primarily newer neighborhoods. The intention was that On-demand could connect residents located in low transit demand areas to the fixed route service stops.

In September 2017, the City launched its first on-demand transit program, employing a contracted taxi service to connect the customer from the demand point to the closest local fixed route service stop. The program was suspended in October 2019 due to a lack of technology partners and escalating costs from the contracted service provider.

In March 2022, Council endorsed recommendations to the underperforming local route service to an On-Demand transit model, specifically that Airdrie replace non-peak fixed route services with an On-Demand service.

In July 2022, the City launched Hello-to-Go, providing residents with On-Demand transportation. The service was combined with Access Airdrie (the City's Paratransit service) and offered to all residents within the community to access any location within Airdrie. Curb-to-curb service was provided for all transit riders.

In December 2022, Council endorsed a transition from a curb-to-curb model to a stop-to-stop model for the public Hello-to-Go customers. The curb-to-curb criteria was retained for paratransit customers. This change reduced on-board travel time for customers while allowing for additional ridesharing. The service continued to be offered to all residents within the community to access any bus stop location within Airdrie.

Current Situation

Presently, Hello-to-Go service is oversubscribed, with an average 206 passenger trips per weekday and five customers per vehicle hour. The on-demand ridership has grown by 21% from 2023 to 2024. However, the high demand prevents 66% of users from booking their requested trips.

Short-Term Improvement

Administration is researching options to balance the system. An analysis of the Hello-to-Go program determined that an average of 24% of Hello-to-Go users could use fixed routes to access their destinations but are choosing On-Demand service.

Administration could implement specific trip planning technology within the Hello-to-Go app that would guide users to fixed routes when available, potentially increasing fixed route ridership by 250-300 trips weekly. The technological change required could be completed as early as September 2025, even without direction from the Transit Master Plan.

Long-Term Improvement

A new Transit Master Plan will be developed this year with a targeted completion of Q1 2026. The consultant will review and determine the best way to leverage both systems in a way that will balance fiscal responsibility with customer needs.

Customer Experience

To minimize impact, changes to the technology should coincide with the increased service hours for local routes in September 2025. With improved availability and frequency of local routes, the transition from On-Demand services would be better supported by customers. Administration would collaborate with affected customers, particularly those requiring service transfers, to ensure a smooth transition.

Considerations

Implementing this technological change will greatly enhance transportation support for those in greatest need. The On-Demand service is intended to assist residents in newer neighborhoods without access to fixed route services, as well as Paratransit customers with immediate service needs that can only be met by the Hello-to-Go service.

Additionally, this technology improvement will enable passengers to plan trips across On-Demand, Local, and Regional services, offering step-by-step navigation, service alerts, and real-time bus tracking.

2) Transit Fleet

Council has expressed concern that the current operational fleet size exceeds actual demand, resulting in unnecessary expenses. Details below provide information on current fleet levels along with the operational costs associated with them.

Current Fleet

Transit currently operates 15 Heavy Duty diesel buses and 11 Light Duty gas vans. At peak service hours, Airdrie requires 10 Heavy Duty buses and 5 Light Duty vans. To date, all transit fleet vehicles have been purchased with grant funds. Previous terms of Council have made the conscious choice to purchase additional vehicles at the times of grant availability so as to mitigate future costs and prevent increased financial burdens on the municipality when such funds are no longer accessible.

Heavy Duty Vehicles

Approximately 50% of the heavy-duty fleet is aging to the point of needing frequent repair. The aging portion of the fleet is often out of service due to frequent maintenance needs, including unexpected repairs and part replacements. These vehicles must pass commercial vehicle inspections, which can be delayed due to part availability, further limiting the supply of available vehicles for the Transit department. Administration works closely with the service provider to ensure that repairs align as best as possible with transit service schedules. Close coordination with the service provider and the size of the spare pool have prevented any drop in service level at any time. However, winter can be exceptionally challenging with road conditions and temperatures contributing to additional unexpected repairs.

Notwithstanding the 50% spare ratio for heavy-duty fleet, Administration does not recommend any changes to the fleet size. Local service hours are increasing in September 2025, which will increase the peak fleet demand to 12 vehicles and reduce the spare fleet to three vehicles (25% of peak demand) to support all Local and Regional routes. A spare ratio of 25% is within the normal range and relatively low to comparable communities that provided combined local and regional services. The growth of the city and the continued aging of the fleet will create a set of limited capital budget requests over the next five years to maintain an appropriate fleet.

Light Duty Vehicles

The light duty fleet is presently operated with a spare ratio over 100% and there are opportunities to utilize some of the spare vehicles.

For the past nine months, Administration has been using the light duty vehicles to support local transit routes during peak times. This reduces costs¹ and allows the heavy-duty fleet to have more available repair hours without impacting service. However, these vehicles are starting to reach full capacity, resulting in customers being turned away periodically. Fluctuating ridership levels makes it challenging to match fleet size with demand.

The new Transit Master Plan will provide details on service opportunities to make use of these spare vehicles. Ideas that may be explored include travel to Flames Games, the Calgary Stampede, Seniors services, Medical Trip services and University services.

Considerations

Maintaining a larger transit fleet spare ratio is beneficial as it ensures consistent service delivery and enhances the transit system's reputation. Airdrie has done well to purchase vehicles when grant funds were available to establish a larger than required fleet that would provide service now and in the future with more capacity for maintenance than might otherwise be expected for a city and a service of our size.

Council Committee Routed Through:

N/A

Administration Recommendation:

That Council directs Administration to implement technology changes to integrate the Multimodal Trip Planning option in the passenger app.

Alternatives/Implications:

Alternative #1: Council could choose to accept this report for information

The implications of Alternative #1 is that On-Demand services will continue to be oversubscribed.

¹ The direct revenue hour costs to operate the fleet, inclusive of fully burdened contracted personnel costs (operators), maintenance, fuel, parts, external maintenance services, insurance, and technologies, based on 2024 data, are \$127.75 per hour for Heavy-Duty vehicles and \$83.45 for Light Duty vehicles.

Budget Implications:

Implementing the technology changes for the Hello-to-Go program will cost an estimated \$22,950 annually to integrate the Multimodal Trip Planning option in the passenger app. This will allow Administration to manage a variety of transit options, such as removing On-Demand availability.

The technology change is expected to shift 250 passenger trips weekly from the On-Demand to the Fixed route services, with Hello-to-Go filling back-up with 250 new trips, potentially generating \$37,700 annually in revenue from cash fares.

Communications and Engagement:

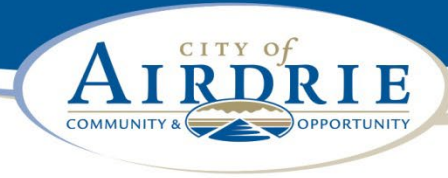
A full communications plan will be developed in collaboration with Corporate Communications to provide an awareness campaign for all service changes.

Recommendation:

That Council directs Administration to implement technology changes to integrate the Multimodal Trip Planning option in the passenger app, as presented.

Billie-Jo Arnott
Team Leader, Transit and Active Transportation

Staff Presenter:	Billie-Jo Arnott
External Presenter:	N/A
Department:	Transit and Active Transportation
Reviewed by:	Stephen Utz, Director of Strategic Growth & Investment
Attachments:	N/A



April 30, 2025

Alberta Seniors, Community and Social Services
10800 - 97 Avenue NW
Edmonton, Alberta
T5K 2B6

Attention: Alberta Seniors Service Awards

Dear Sir/Madam:

RE: Letter of Support – Volunteer Airdrie Society Nomination

On behalf of Airdrie City Council, I am pleased to provide a letter of support for the nomination of Volunteer Airdrie Society for the 2025 Alberta Minister's Seniors Service Award (Nonprofit Organization).

Volunteer Airdrie is a registered charitable organization and non-profit society formed in 2010 with a mission to promote lifelong volunteerism in the Airdrie area. Their vision for Airdrie is a culturally strong and inclusive community where our neighbourhoods are bonded together to foster opportunities and collaborative social partnerships between individuals, families, businesses, organizations and governments. We believe that supporting groups such as Volunteer Airdrie Society is vital to our community's wellbeing and resiliency.

The City of Airdrie has worked closely with Volunteer Airdrie Society over the past 14 years and believes that this organization is well deserving of recognition for its work supporting seniors and the disabled in the City of Airdrie and surrounding area of Rocky View County.

The direct programs and services provided by Volunteer Airdrie Society fill vital gaps in the social services available in the Airdrie community to support Airdrie seniors aging well in place.

The Airdrie continues to be one of the fastest growing cities in Canada and Volunteer Airdrie has become a vital social service provider to our vulnerable population during this period of rapid growth.

My Council colleagues and I strongly support Volunteer Airdrie Society and their positive impact on the community of Airdrie as a whole and truly hope they are given fair consideration for this award.

Yours truly,

Peter Brown
Mayor



OUTSTANDING COUNCIL FOLLOW-UP (Updated to May 6, 2025)

	Item	Director Contact	Councillor and Date Originated	Expected Return Date	Director Update
1	Direct Administration to work with Volunteer Airdrie Society with respect to the coordination of current Airdrie Transit programs and the Drive Happiness Seniors Association Program and to return to Council with options, whether by direct or indirect support to help further their success.	S. Utz	DM Jones – Mar 18/24	June 2025	Administration will review the scope of the existing specialized medical trips to Calgary program and assess any service gaps based on community need. This report will review service model options, including operational costs, demand forecasts and levels of service. Administration will also review the intergovernmental relationship for the health services creating the demand for medical trips.
2	Direct Administration to prepare a follow-up report to the one presented to Council on June 4, 2024 regarding the impacts of zero-lot line housing.	S. Utz	T. Petrow – June 4/24	June 2025	Administration will review the impacts of zero-lot line housing, especially those with front-drive access, in neighbourhoods with the benefit of winter occupancy and higher completion and occupancy rates in general.
3	Direct Administration to review the Industrial Monitoring Program and wastewater surcharges set out in Sewer Bylaw, B-11/2015, and return to Council with a report on the review and potential bylaw amendments, including: 1. A legal assessment/review of the Program; 2. A review of best practises from comparable municipalities; 3. A full review of the recovery, surcharges and discounts being applied; 4. Whether further education would be beneficial for the public; 5. A full review of the fairness of the bylaw as it relates to businesses; 6. Feasibility of returning the surcharges that were requested today; and 7. A workshop be held regarding this topic to educate Council.	L. Stevens	P. Brown – Feb 18/25	June 2025	Administration will review the Sewer Bylaw and Industrial Monitoring Program to ensure fair and equitable application that is in alignment with best practices from comparable municipalities and applicable master servicing agreements. Administration will also hold a workshop with Council to provide further information on the Industrial Monitoring Program, including how it is administered and the intended outcomes, prior to returning to Council with proposed amendments

4.	<p>That consideration of South Airdrie Smiles as the naming sponsor for the East Atrium of Inspire be tabled and that Administration be directed to:</p> <p>1. bring back the Sponsorship and Naming Rights Council Policy P-FIN-28-C with amendments to address exclusivity clauses, paying for signage, determining value of naming rights, how opportunities are advertised, and Council's role in approving the proposal: and</p> <p>2. advise Council on what the net amount is regarding this specific offer.</p>	M. Lock	H. Spearman– April 1/25	<p>Policy May 2025</p> <p>Proposal June 2025</p>	<p>The amendments to the Policy will be returning to Council in May and the proposal will be returning in June.</p>
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