



clear goals, benchmarks and methods to achieve a twenty-five year vision for Red Deer's environmental future

As part of The City of Red Deer's ongoing commitment to understanding, protecting and improving its environmental performance and public services, The City is developing an Environmental Master Plan (EMP).

The intent of the Environmental Master Plan is to develop a document that will create clear goals, benchmarks and methods to achieve a 25-year vision for Red Deer's environmental future. The EMP will outline recommendations The City can implement to achieve environmental goals and establish measurable actions and targets to track environmental progress.

To realize the plan and establish the environmental goals Red Deer wants to pursue, The City has chosen a team of recognized experts to lead the Environmental Master Plan process: Halsall Associates, specialists in engineering and sustainable community plans and Urban Strategies Inc., experts in land use planning, community design and municipal policy. Over the course of 10 months, the team will first collect background data and review current initiatives to establish an understanding of Red Deer's current environmental performance. With the participation of the residents of Red Deer the team will help The City define its environmental priorities, goals and targets. The team will also recommend tools, policies and programs which will drive Red Deer towards a green future. Throughout the EMP process, the project team will seek the opinions and ideas of Red Deerians through engaging and interactive workshops as well as through a dedicated project website.

Learn more about the project and how you can get involved visit www.reddeer.ca/environmentalmasterplan or contact Lauren Maris, Project Manager at The City of Red Deer 403-314-5894 or lauren.maris@reddeer.ca