

MUNICIPALITY OF JASPER
REGULAR COUNCIL MEETING AGENDA
March 18, 2025 | 1:30 pm
Jasper Library & Cultural Centre – Quorum Room
[Municipality of Jasper Strategic Priorities 2022-2026](#)



Notice: Council members and staff are at the Jasper Library and Cultural Centre. Members of the public can attend meetings in person; view meetings through the Zoom livestream; or view archived Council meetings on YouTube at any time. **To live-stream this meeting starting at 1:30 pm, use this Zoom link:**
<https://us02web.zoom.us/j/87657457538>

1 CALL TO ORDER

2 APPROVAL OF AGENDA

2.1 Regular meeting agenda, March 18, 2025 attachment

Recommendation: That Council approve the agenda for the regular meeting of March 18, 2025 as presented.

3 APPROVAL OF MINUTES

3.1 Regular meeting minutes, March 4, 2025 attachment

Recommendation: That Council approve the minutes of the March 4, 2025 Regular Council meeting as presented.

3.2 Committee of the Whole meeting minutes, March 11, 2025 attachment

Recommendation: That Council approve the minutes of the March 11, 2025 Committee of the Whole meeting as presented.

4 DELEGATIONS

5 CORRESPONDENCE

5.1 Jasper Pride Festival Society – Flag Raising Request attachment

Recommendation: That Council approve the flag raising request from the Jasper Pride Festival Society.

5.2 Jasper Pride Festival Society and OUT Jasper – Non-Standard Crosswalk attachment

Recommendation: That Council approve the non-standard crosswalk request from the Jasper Pride Festival Society and OUT Jasper.

5.3 Office of the Minister responsible for Prairie Economic Development Canada attachment

Recommendation: That Council receive the correspondence for information.

6 NEW BUSINESS

6.1 Director's Report – Community Development attachment

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Recommendation: That Council receive the report for information.

6.2 Jasper Recovery Coordination Centre Progress Update attachment

Recommendation: That Council receive the report for information.

6.3 Interim Space for Non-Public Facing Businesses attachment

Recommendation: That Council read, for the third time, Bylaw #267, being a bylaw of the Specialized Municipality of Jasper in the province of Alberta to repeal a bylaw for the regulation and control of Municipal storage lots.

6.4 Housing Accelerator Fund and Housing Action Plan attachment

Recommendation: That Council approve the Jasper Housing Action Plan dated March 11, 2025.

6.5 Residential Density & Parking Community Engagement Approach attachment

Recommendation: That Council receive the attached Community Engagement Approach for identifying town values and reviewing residential density and parking policies in the Land Use Policy (April to July 2025), as information.

6.6 Housing Manager Position

Recommendation: That Council approve the establishment of a Housing Manager position to create, oversee and implement the Municipality of Jasper’s housing programs.

6.7 2024 Property Tax Receivable/Write-Off Request

Recommendation: That Council direct Administration to write off Property Tax receivable for Roll 500000 (Provincial Building) for half of the amount levied in the amount of \$35,136.62.

7 NOTICES OF MOTION

8 COUNCILLOR REPORTS

9 UPCOMING EVENTS

NETMA – 4:30-6:30pm, March 19, Papa George’s Restaurant

[Jasper Pride & Ski Festival](#) – April 4-13

National Day of Awareness for [Missing and Murdered Indigenous Women and Girls](#) and 2SLGBTQI+ people ([MMIWG2S](#)), also known as “[Red Dress Day](#)” – May 5

[Federation of Canadian Municipalities Annual Conference & Tradeshow](#) – May 29 to June 1, Ottawa

MUNICIPALITY OF JASPER
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10 IN CAMERA

10.1 Mayor’s Recognition Awards FOIP s. 19, 29(1)(b)

10.2 Land Matters FOIP s. 25, 27, 29

11 ADJOURNMENT

Recommendation: That, there being no further business, the regular meeting of March 18, 2025 be adjourned at _____.

Please note: All regular and committee meetings of Council are video recorded and archived on YouTube.

Municipality of Jasper
Regular Council Meeting Minutes
 Tuesday, March 4, 2025 | 1:30pm
 Jasper Library and Cultural Centre, Quorum Room

Virtual viewing and participation	Council attendance is in Council chambers at the Jasper Library and Cultural Centre. This meeting was also conducted virtually and available for public livestreaming through Zoom. Public viewing and participation during Council meetings is through both Zoom livestreaming and in-person attendance.		
Present	Deputy Mayor Ralph Melnyk, Councillors Kathleen Waxer, Rico Damota, Scott Wilson, and Wendy Hall.		
Absent	Mayor Richard Ireland, Councillor Kelleher-Empey		
Also present	Bill Given, Chief Administrative Officer Christine Nadon, Director of Protective & Legislative Services Michael Fark, Director of Recovery Natasha Malenchak, Director of Finance & Administration Emma Acorn, Legislative Services Coordinator Peter Shokeir – The Fitzhugh Bob Covey – The Jasper Local 16 observers		
Call to order	Deputy Mayor Melnyk attended the meeting via Zoom and requested Acting Deputy Mayor Waxer chair the meeting in person. Acting Deputy Mayor Waxer called the March 4, 2025 Regular Council meeting to order at 1:30pm and began with a Traditional Land Acknowledgement .		
Additions or deletions to agenda	Councillor Melnyk requested that Council add the following item to the March 4, 2025 Regular Council meeting agenda: <ul style="list-style-type: none"> • 6.9 Prairies Economic Development Canada Update 		
Approval of agenda #105/25	MOTION by Councillor Damota – BE IT RESOLVED that Council approve the agenda for the March 4, 2025 Regular Council meeting as amended: <ul style="list-style-type: none"> • Add 6.9 Prairies Economic Development Canada Update 		
	FOR 5 Councillors	AGAINST 0 Councillors	CARRIED
Approval of Regular minutes #106/25	MOTION by Councillor Damota – BE IT RESOLVED that Council approve the minutes of the February 18, 2025 Regular Council meeting as presented.		
	FOR 5 Councillors	AGAINST 0 Councillors	CARRIED
Approval of Committee of the Whole Meeting minutes #107/25	MOTION by Councillor Hall – BE IT RESOLVED that Council approve the minutes of the February 25, 2025 Committee of the Whole meeting as presented.		
	FOR 5 Councillors	AGAINST 0 Councillors	CARRIED
Delegations	none		
Correspondence	none		
Director’s Report – Finance & Administration	Council received a report from Director of Finance & Administration Natasha Malenchak. Highlights included details on information technology; staffing updates; news on utilities and taxes; and work being undertaken as part of the response to last summer’s wildfire.		
#108/25	MOTION by Councillor Wilson – BE IT RESOLVED that Council receive the report for information.		
	FOR 5 Councillors	AGAINST 0 Councillors	CARRIED

Jasper Recovery Coordination Centre Progress Update	Council received a Jasper Recovery Coordination Centre progress update from Director of Recovery Michael Fark. Mr. Fark reviewed information on transitional accommodations; demolition permits and debris management; development review and approval process; social and economic recovery; communications and more.		
#109/25	MOTION by Councillor Wilson – BE IT RESOLVED that Council receive the progress update for information.		
	FOR 5 Councillors	AGAINST 0 Councillors	CARRIED
Fire Department Staffing – Captain of Prevention #110/25	MOTION by Councillor Melnyk – BE IT RESOLVED that Council approve the conversion of the Captain of Prevention position to a continuous role, subject to Disaster Recovery Program eligibility.		
	FOR 4 Councillors	AGAINST 1 Councillor (Damota)	CARRIED
Fire Department Staffing – Term Firefighters #111/25	MOTION by Councillor Wilson – BE IT RESOLVED that Council approve the extension of eight term Firefighters positions to continue through the fall of 2025.		
	FOR 5 Councillors	AGAINST 0 Councillors	CARRIED
Recess	Acting Deputy Mayor Waxer called a recess from 3:01pm to 3:10pm.		
Interim Space for Non-Public Facing Businesses #112/25	MOTION by Councillor Damota – BE IT RESOLVED that Council discontinue the Storage Lots service to support recovery and rebuild related projects; and That Council read, for the first time, Bylaw #267, being a bylaw of the Specialized Municipality of Jasper in the province of Alberta to repeal a bylaw for the regulation and control of Municipal storage lots.		
	FOR 4 Councillors	AGAINST 1 Councillor (Wilson)	CARRIED
#113/25	MOTION by Councillor Damota – BE IT RESOLVED that Council read, for the second time, Bylaw #267, being a bylaw of the Specialized Municipality of Jasper in the province of Alberta to repeal a bylaw for the regulation and control of Municipal storage lots.		
	FOR 4 Councillors	AGAINST 1 Councillor (Wilson)	CARRIED
Council Remuneration – Post 2025 Election #114/25	MOTION by Councillor Wilson – BE IT RESOLVED that Council approve policy B-104 as presented.		
	FOR 5 Councillors	AGAINST 0 Councillors	CARRIED
Jasper Municipal Housing Corporation – Additional Named Insured #115/25	MOTION by Councillor Melnyk – BE IT RESOLVED that Council approve the Jasper Municipal Housing Corporation request to be an Additional Named Insured under the Municipality of Jasper insurance policy.		
	FOR 5 Councillors	AGAINST 0 Councillors	CARRIED

Economic Developers of Alberta Conference #116/25	MOTION by Councillor Damota – BE IT RESOLVED that Council approve the attendance of any Councillor who wishes to attend the Economic Developers of Alberta Conference in April 2025.					
	<table border="0"> <tr> <td data-bbox="467 336 617 370">FOR</td> <td data-bbox="753 336 860 370">AGAINST</td> <td data-bbox="1323 370 1438 405" rowspan="2">CARRIED</td> </tr> <tr> <td data-bbox="467 370 617 405">5 Councillors</td> <td data-bbox="753 370 860 405">0 Councillors</td> </tr> </table>	FOR	AGAINST	CARRIED	5 Councillors	0 Councillors
FOR	AGAINST	CARRIED				
5 Councillors	0 Councillors					
Prairies Economic Development Canada Update	Councillor Melnyk thanked Community Futures West Yellowhead and Prairies Economic Development Canada, also known as PrairiesCan, for the work completed so far with the funding to support small business recovery in Jasper following the wildfire. A report detailing the support is expected in the future.					
Notices of Motion	none					
Councillor Reports	<p>Councillors Hall, Damota, Melnyk, and Waxer attended the Municipality of Jasper staff Impact Awards on February 28th.</p> <p>Councillor Damota shared congratulations as Councillor Kelleher-Empey was awarded the King Charles III Coronation medal on February 28th for her work assisting evacuees in Valemount during the 2024 Jasper Wildfire Complex and her continuing work supporting seniors.</p>					
Upcoming events	Council received a list of upcoming events for information.					
Adjournment #117/25	MOTION by Councillor Hall – BE IT RESOLVED that, there being no further business, the Regular Council meeting of March 4, 2025 be adjourned at 3:29pm.					
	<table border="0"> <tr> <td data-bbox="467 1161 617 1196">FOR</td> <td data-bbox="753 1161 860 1196">AGAINST</td> <td data-bbox="1323 1196 1438 1228" rowspan="2">CARRIED</td> </tr> <tr> <td data-bbox="467 1196 617 1228">5 Councillors</td> <td data-bbox="753 1196 860 1228">0 Councillors</td> </tr> </table>	FOR	AGAINST	CARRIED	5 Councillors	0 Councillors
FOR	AGAINST	CARRIED				
5 Councillors	0 Councillors					

Mayor

Chief Administrative Officer

Municipality of Jasper
Committee of the Whole Meeting Minutes
Tuesday, March 11, 2025 | 9:30am
Jasper Library and Cultural Centre, Quorum Room

Virtual viewing and participation	Council attendance is in Council chambers at the Jasper Library and Cultural Centre. This meeting was also conducted virtually and available for public livestreaming through Zoom. Public viewing and participation during Council meetings is through Zoom livestreaming and in person attendance.		
Present	Mayor Richard Ireland, Deputy Mayor Ralph Melnyk, Councillors Kathleen Waxer, Wendy Hall, Rico Damota and Scott Wilson		
Absent	Councillor Helen Kelleher-Empey		
Also present	Bill Given, Chief Administrative Officer Michael Fark, Director of Recovery Natasha Malenchak, Director of Finance & Administration Beth Sanders, Director of Urban Design & Standards Leanne Pelletier, Housing Coordinator Emma Acorn, Legislative Services Coordinator Peter Shokeir, The Fitzhugh Jacqui Sundquist, CBC Edmonton Bob Covey, The Jasper Local 13 observers		
Call to Order	Deputy Mayor Melnyk called the March 11, 2025 Committee of the Whole meeting to order at 9:30am and began with a Traditional Land Acknowledgement .		
Additions or deletions to agenda	none		
Approval of agenda #118/25	MOTION by Councillor Waxer that Committee approve the agenda for the March 11, 2025 Committee of the Whole meeting as presented.		
	FOR 6 Councillors	AGAINST 0 Councillors	CARRIED
Business arising from February 25, 2025 minutes	none		
Delegations	none		
Correspondence	none		
Recovery Advisory Committee Recommendation	Committee received a request for decision from administration with Director of Recovery Michael Fark presenting recommendations from the Recovery Advisory Committee.		

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#119/25

MOTION by Councillor Waxer that Committee receive the Recovery Advisory Committee (RAC) recommendations for information; and

That Committee direct Administration gather input on the triparty Jasper Recovery Plan from the RAC and return to a future meeting; and

That Committee refer the January 13, 2025 motion from the RAC to item 7.3 on today's agenda.

FOR	AGAINST	
6 Councillors	0 Councillors	CARRIED

Housing
Accelerator Fund
and Housing
Action Plan
#120/25

Committee received a report on housing initiatives from the Urban Design & Standards department with Director of Urban Design & Standards Beth Sanders and Housing Coordinator Leanne Pelletier reviewing background and answering Committee questions.

MOTION by Councillor Damota that Committee recommend Council approve the Jasper Housing Action Plan dated March 11, 2025.

FOR	AGAINST	
6 Councillors	0 Councillors	CARRIED

Residential
Density & Parking
Community
Engagement
Approach
#121/25

Committee received recommendations and alternatives for consideration regarding community engagement needed for future community planning. Ms. Sanders presented the approach and answered Committee questions.

MOTION by Councillor Wilson that Committee recommend Council receive the attached Community Engagement Approach for identifying town values and reviewing residential density and parking policies in the Land Use Policy (April to July 2025), as information.

FOR	AGAINST	
6 Councillors	0 Councillor	CARRIED

Recess

Deputy Mayor Melnyk called a recess from 11:11am to 11:21am.

Housing Manager
Position

Committee received a report from administration proposing a Housing Manager Position which could be a two-year term, funded through the Housing Accelerator Fund.

#122/25

MOTION by Councillor Wilson that Committee recommend Council approve the establishment of a Housing Manager position to create, oversee and implement the Municipality of Jasper's housing programs.

FOR	AGAINST	
6 Councillors	0 Councillors	CARRIED

2024 Property Tax
Receivable/Write-
Off Request

Committee received a request for decision regarding the property tax receivable for the Provincial Building. Director of Finance & Administration Natasha Malenchak shared

updates which have come about since this was first discussed at the January 14, 2025 Committee of the Whole meeting.

#123/25	MOTION by Mayor Ireland that Committee recommend Council direct Administration to write off Property Tax receivable for Roll 500000 (Provincial Building) for half of the amount levied in the amount of \$35,136.62.	FOR 6 Councillors	AGAINST 0 Councillors	CARRIED
Transit Quarterly Update	Committee received a Transit Quarterly Update highlighting operations between September 17, 2024 to the end of February 2025. The report; which is included in the agenda package, includes service statistics; funding details, and more. CAO Bill Given reviewed the updates and ridership numbers.			
#124/25	MOTION by Councillor Hall that Committee receive the Transit Quarterly Report (September 17, 2024 to February 28, 2025) for information.	FOR 6 Councillors	AGAINST 0 Councillors	CARRIED
Motion Action List	Administration reviewed the Motion Action List.			
#125/25	MOTION by Councillor Wilson that Committee approve the updated Motion Action List with the removal of the following item: <ul style="list-style-type: none">Property Tax Receivable Write-off Request – Provincial Building	FOR 6 Councillors	AGAINST 0 Councillors	CARRIED
Councillor upcoming meetings	Councillor Wilson will be attending a meeting of the West Yellowhead Waste Management Authority this Thursday. Councillor Melnyk will be at a meeting of the Jasper-Yellowhead Historical Society this week. Councillor Waxer will be attending the Early Childhood Community Conversation this week. On Friday she will be at a Family & Community Support Services Association Of Alberta Board meeting.			
Upcoming Events	Council reviewed a list of upcoming events.			
Adjournment #126/25	MOTION by Councillor Hall that, there being no further business, the Committee of the Whole meeting of March 11, 2025 be adjourned at 12:10pm.	FOR 6 Councillors	AGAINST 0 Councillors	CARRIED



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Mollie Lalonde Lynch
PO Box 98
Jasper, AB, T0E 1E0
contact@jasperpride.ca
780-820-0828

AGENDA ITEM 5.1

March 11, 2025

Jasper Municipal Council
Municipality of Jasper
303 Pyramid Lake Road
Jasper, AB T0E 1E0

Subject: Request to Raise the Progressive Pride Flag for the 16th Annual Jasper Pride & Ski Festival

Dear Mayor and Members of Council,

I am writing to formally request that the Municipality of Jasper raise the Progressive Pride Flag at the Emergency Services Building on April 4, 2025, to mark the beginning of the 16th Annual Jasper Pride & Ski Festival.

Jasper Pride & Ski Festival is an important event that celebrates diversity, inclusion, and the 2SLGBTQIA+ community, while also showcasing Jasper as a welcoming and inclusive destination for all. The flag-raising ceremony has been a powerful symbol of support, demonstrating Jasper's commitment to equality and creating a sense of belonging for both residents and visitors.

I kindly ask for the Council's approval to continue this meaningful tradition by raising the Progressive Pride Flag on April 4, 2025. This gesture will not only reaffirm Jasper's leadership in fostering inclusivity but will also highlight the municipality's dedication to supporting diversity in our community.

Thank you for your time and consideration. I appreciate your ongoing efforts to promote inclusivity and look forward to your response. Please feel free to reach out should you require any further details.

Sincerely,

Mollie Lalonde Lynch
Co-Chair, Jasper Pride Festival Society



March 11, 2025

Annual Request for Permission to Paint Non-Standard Crosswalks

Dear Mayor and Council,
%: Jasper's Legislative and Protective Services Department
Attn: Emma Acorn

On behalf of the Jasper Pride & Ski Festival (JPFS) and OUT Jasper, we are excited to submit our request for permission to enhance the crosswalks at the intersection of Pyramid Lake Road and Patricia Street under public policy F112. Our proposal includes painting three non-standard crosswalks, each featuring symbols of LGBTQ2+ pride: the traditional Rainbow Pride Flag, the Transgender Pride Flag, and the Progressive Pride Flag.

This year, we are requesting a temporary location change for the crosswalks to keep them near our title sponsor, TD Bank Group's temporary location. TD has been a vital financial supporter of this initiative, covering all costs associated with the preparation and painting of the crosswalks. Given that they lost their buildings in the wildfires, we believe it is important to keep this visible symbol of inclusivity and support close to their current space.

Each crosswalk will maintain the required white borders along the top and bottom. We believe these vibrant additions not only celebrate diversity but also reinforce Jasper's commitment to inclusivity.

Project Timeline & Street Closures

To execute this project efficiently, we are requesting:

- Partial closure of the intersection, one lane at a time, on the first evening (8:00 PM - 1:00 AM) for professional cleaning and priming of the crosswalks.
- A brief partial closure of the intersection on the second afternoon for a photo opportunity with TD Bank and members of the LGBTQ2+ community.
- Final evening closure for painting and sealing, with a team of 8-10 volunteers working in sections to minimize traffic disruption.

We have already spoken with Laurent Bolduc regarding the appropriate timelines and want to ensure all formalities are completed in advance so we can begin painting as soon as conditions allow. This is why there is not a specific date outlined as we hope to paint as soon as the weather allows us to.

Requested Support from the Municipality of Jasper (MOJ)

To facilitate these efforts, we kindly request:

- Traffic control support, including barricades, pylons, and flagging equipment.
- Assistance with permit processing.
- A designated town liaison, with Lisa Riddell generously offering to take on this role.

We will also communicate with nearby businesses and homes and will provide a signed letter of endorsement from them at this Regular Council Meeting on March 18, 2025. Lynn Wannop will speak on behalf of JPFS and OUT Jasper to outline our plans at this meeting.

Additional Request: Rainbow-Colored Flowers

Last year, we made a formal request for rainbow-colored flowers to be planted in the large planter between Lucia's Gifts & Baxter's Gifts for the 2025 summer season. While the crosswalks are moving temporarily this year, we hope this request remains in place, as we plan to return to the heart of downtown once the rebuilding efforts are complete.

We deeply appreciate our strong relationship with the Mayor and Council of Jasper National Park and your continued support in fostering an inclusive and welcoming community. With your assistance, we look forward to reinforcing Jasper's reputation as a place that celebrates diversity and belonging.

Thank you for your time and consideration.

Warm regards,

Handwritten signatures of Lynn Wannop and Mychol Ormandy in black ink.

Lynn Wannop & Mychol Ormandy
Secretary JPFS & Executive Director OUT Jasper

Minister of Sport and
Minister responsible for
Prairies Economic Development Canada



Ministre des Sports et
ministre responsable de
Développement économique Canada pour les Prairies

Gatineau, Canada K1A 0M5

RECEIVED

MAR 10 2025

February 28, 2025

Your Worship Richard Ireland
Mayor
Municipality of Jasper
PO Box 520
Jasper, AB T0E 1E0

Dear Mayor Ireland,

I am pleased to inform you that the Municipality of Jasper's funding proposal to support economic recovery and the Commerce Continuity Program in Jasper has been approved for funding through the Government of Canada's Community Economic Development and Diversification (CEDD). Congratulations to you, your team members, and all partners involved in this project.

The Government of Canada remains steadfast in its commitment to building an innovative, inclusive, and environmentally sustainable economy that fosters growth and prosperity for all Canadians. I want to thank you and your organization for your efforts and contributions to that shared goal.

PrairiesCan's mandate is to support the economic growth and diversification in the Prairie provinces. The department assists businesses, communities, and not-for-profit groups across the Prairies to create long-lasting jobs and thriving communities. Projects such as this also support regional sustainable economic growth opportunities under the Framework to Build a Green Prairie Economy.

PrairiesCan and my office are looking forward to working with you and will contact you to discuss next steps to align communication efforts and identify future announcement opportunities.

I would like to extend my best wishes for the successful realization of your project's objectives and am interested to learn about your progress on the project and its positive impacts for Canadians on the Prairies.

Sincerely,

The Honourable Terry Duguid, P.C., M.P.

cc. Bill Given, Chief Administrative Officer



DIRECTOR'S REPORT

Lisa Daniel and Lisa Riddell, Acting Assistant Directors
Community Development
JANUARY 2025 to MARCH 2025

AGENDA ITEM 6.1

Major Projects

- **Outreach/Recovery:** The team has seen 170 new clients between January and February.
- **Recovery Specific Stats:** Recovery has 220 active client files since January. Uptick in clients in March with 78 new files opened in the first 10 days compared to 70 files opened in all of February.
- **Funding:** Contracts from Immigration, Refugees and Citizenship Canada have been secured for 3 more years Local Immigration Partnership and Settlement Services in Jasper with some services expanding to Hinton.
- **Programming & Community Dinners:** Regular programming has fully resumed including Indoor Playgroup, Baby & Me, KAOS, Rec Room, Jasper Life, and Prime Time. 450 people/week are coming to Community Dinners.
- **Engagement:** 9 Community Conversations so far this year with attendance of between 10-15 people per conversation. The annual social assessment is live on engagejasper.ca.
- **Emergency Support Services:** After Action Review (AAR) with 25+ staff who worked the July 2024 evacuation. Draft report will be included in the broader AAR documents.
- **Men's Shed:** The Men's Shed Agreement finalized for a bay in Bay Storage, with occupancy commencing on February 1, 2025. MOJ helped prepare the space with Jasper Electric installed heating, lighting, and electrical.
- **Recreation Facilities Renovation Project** – The Recreation Facilities Renovation project is complete. The Grand Re-opening was a great success. Carlson continues to complete a few items that did not meet specifications.
- **Signage Project** for Recreation Facilities is in on-going with the Arena near completion.

Staffing

- Maggie McDowell will be leaving the MOJ after 11 years of service. Her compassion for Jasper's most vulnerable young families has been a gift to this community. Her spirit will be missed by colleagues and clients alike.
- 5 x Recovery Outreach Workers are working at Community Outreach Services and the Jasper Activity Centre.
- Ice Plant training in February for Arena & Maintenance Team and some firefighters.
- Recruitment underway for Out of School Care & Wildflowers Assistant Manager positions.
- Recruitment in progress for Custodian, Arena Operator, Lifeguard, Early Childhood Educators and 4 summer term ECE's to support Summer Fun and Wildflower Childcare.
- High staff turnover continues across recreation and childcare branches. 7 staff have either left the community or taken new roles within the MOJ. Housing staff will be a challenge this summer.

Service Trends

- Loneliness/isolation, mental health issues, household tension financial/food insecurity continue.
- 8 Hockey Tournaments hosted in the arena between January and March. U15 Provincials, March 21-23.
- Female Hockey Day in Jasper on February 1 was a huge success.
- New framework for Childcare Funding and the elimination of Childcare Subsidy will affect low-income families.

Communications and Engagement

- A new app will serve as a hub of information for newcomers to Canada in Jasper.
- Jasper Local Food Society Market will operate weekly from Robson Park this season.
- ATCO/Oilers Alumni Kids Hockey Camp planning is underway - set to take place May 2-4, 2025.
- Applied for the Alberta Government -Building Blocks Capital Grant to expand existing childcare by 22 spaces. This aligns with Jasper's Community Childcare Strategy.

JASPER RECOVERY COORDINATION CENTRE (JRCC)

- March 18, 2025

PROGRESS UPDATE

JRCC EXECUTIVE SUMMARY

- **Interim Housing:** 72 households moved into Interim Housing as of March 15.
- **Residential rents and terms:** The JRCC has commenced outreach to landlords and tenants to formalize an assessment of changes to the residential rental market.
- **Demolition Permits:** 99% of demolition permits have been issued.
- **Town Rebuild:** 200 pre-application meetings since the end of October, over 1300 emails and phone calls responded to from lessees and contractors since the beginning of December. Added 17 new staff since July 2024 to improve response timelines.
- **Social Recovery:** The needs assessment survey is complete and an analytical report is in development. The first cohort of "Recovery Pathfinders" are nearing completion of their 5-part training program, with two additional cohorts to follow later in the spring.
- **Economic Recovery:** Secured \$1.8M in federal funding for the Commerce Continuity Initiative (CCI) to aid business recovery. Includes community wide cost-saving rebuild support with in-town laydown space for general construction and local displaced contractors. Business Lunch & Learn Series begins March 27.

INTERIM HOUSING

- The first phase of 72 households have moved into interim housing as of March 15. The JRCC continues to assign available units (40 trailers and 40 dorm units) for rolling move-ins until June.
- There is occupancy at all four parcels in town, occupancy at Marmot Meadows is planned starting April 1.
- The JRCC continues to explore procurement of additional units and land in town to place additional units on.
- More than 250 households remain on the priority list that have not yet been assigned a unit.
- Eligibility and prioritization matrix for occupancy finalized, cost recovery model and rents are now [public](#).

DEBRIS MANAGEMENT

- **Demolition permits:** 99% of demolition permits have been issued. Parks Canada remains in close contact with remaining leaseholders to assist with permitting.
- **Physical debris complete by Spring 2025:** Currently proceeding at a rate that matches our projections, with over 50% of lots having debris removed already and the remainder on track to have debris removed by May 2025. Sampling analysis and administrative work will continue thereafter to ensure sites are clean and safe for rebuild.
- **Post sampling and permit closure:** Submission of post-debris removal sampling has begun. Parks Canada is ready to review these reports and close demolition permits. Lessees are also encouraged to engage with their contractors about utilizing laboratories that offer shorter turnaround times for soil analysis.
- While the post-debris removal sampling process occurs, lessees can submit development permit applications for review and approval; however, building permits cannot be issued until the demolition close-out permit is finalized.

JOINT TOWN REBUILD

- **Responding to development inquiries and reviewing applications:**
 - 200 pre-application meetings since October 28, 2024, +1300 emails/phone calls answered between December 1, 2024, and March 10, 2025, from lessees and contractors.
 - Added 17 new planning and development staff since July 2024.
 - 78 Development Permits approved since August, including rebuilds of 4 fire-impacted homes, rebuild of 1 apartment building, 2 rebuilds at outlying hotels, 1 commercial building rebuild, 1 rebuild at Lake Edith, temporary staff accommodation at JPL, and repair of a fire-damaged property in the Stan Wright Industrial Park. 12 variances have been approved.
- **Streamlining the development review and approval process**
 - Drafting policies for temporary uses (laydown, RVs and work camps, etc.) within the townsite. Details available in March.
 - Updating policies for roof pitch requirements and the rules related to replacing mobile homes in the R4 District. Details available in March.
- **Community support**
 - Builders guide finalized for publication in March.

SOCIAL RECOVERY

- **Recovery Pathfinders:** The first cohort of Recovery Pathfinders will complete their 5-art training program later this month. Two additional cohorts are planned for the spring. The Jasper Rotary Club provided a seed grant to support the program as we look to identify a funder to support its full scope.
- **Needs assessment:** 800 households were selected at random to complete the needs assessment survey. 367 responses (46%) were received which provided a representative sample. The survey is now open to all community members who wish to participate. Data analysis of the representative cohort is underway. A more open-ended "Social Assessment" is in progress in partnership with MoJ Community Development and will contribute to a holistic picture of community recovery needs.
- **Funders Table:** The JRCC continues to convene a funders coordination table involving key funding partners, including The Canadian Red Cross, the Jasper Community Team Society, The Banff Canmore Community Foundation, and the Rocky Mountaineer. The table serves as a forum to discuss funding opportunities, gaps, and the alignment of funding priorities.

ECONOMIC RECOVERY

- **Commerce Continuity Initiative:** Received \$1.8 million in federal funding for this initiative!

Three components 1) Pop-up Village for local retail businesses 2) Industrial Pop-up Park for local service businesses 3) In town construction rebuild lay-down space

- **Pop-Up Village:** Currently working toward implementation for the summer season while exploring opportunities to create additional activation.
- **Industrial Pop-Up Park:** Currently working toward implementation with first phase likely to be vet clinic location. Administration working with affected RV owners to provide transitional alternatives.
- **Business Lunch and Learn Series:** Thursdays, 12:00 PM – 1:00 PM | March 27 – April 24. Designed to help local businesses recover, create thriving workplaces, and build resilient business plans. Gain expert insights, practical strategies, and connections to support business's future. Built in opportunities to collect business feedback on recovery needs.
- **Workforce Analysis:** Evaluating peak-season staffing risks and skill gaps affecting business continuity. Housing remains a key barrier. Exploring Hinton transportation, Canadian Red Cross and Chamber of Commerce seasonal workforce housing efforts as current supports.

COMMUNICATIONS

- Federal Ministerial Announcement and visit on March 6, 2025, brought in 4 media outlets to Jasper and articles about the funding geared to help economic recovery and housing.
- Shared a social media post detailing how residents can engage and provide feedback, including open surveys, community conversations, JRCC contact information etc.
- A call for information has gone out regarding changes to rental rates and/or terms of rental agreements with the deadline of March 17 to submit.



**Certification of Municipality of Jasper
Bylaw #267
Jasper Municipal Storage Lot Repeal Bylaw**

I, Alan Fehr, Field Unit Superintendent of Jasper National Park of Canada, pursuant to Article 4.4 of the Agreement for the Establishment of Local Government in the Town of Jasper (“Local Government Agreement”) have reviewed the Municipality of Jasper Bylaw #267, which received its first and second reading on the 4th day March 2025 by the Council of the Municipality hereby certify with respect to Bylaw #267 that:

- 1) there are no impacts on the environment, or that any environmental impacts can be appropriately mitigated; and
- 2) there is no encroachment on Canada’s authority in the areas of land use planning and development.

Dated at the Town of Jasper, in the Province of Alberta, this 6th day of March 2025

Alan Fehr
Field Unit Superintendent of
Jasper National Park of Canada

**MUNICIPALITY OF JASPER
BYLAW #267**

**BEING A BYLAW OF THE MUNICIPALITY OF JASPER IN THE PROVINCE OF ALBERTA TO
REPEAL A BYLAW FOR THE REGULATION AND CONTROL OF MUNICIPAL STORAGE LOTS.**

WHEREAS the *Municipal Government Act* (RSA 2000, cM-26) provides for Council to pass and repeal bylaws in relation to services provided by or on behalf of the municipality;

AND WHEREAS the Council of the Municipality of Jasper wishes to discontinue storage lots as a municipal service;

NOW THEREFORE the Council of the Municipality of Jasper, in the Province of Alberta, duly assembled, enacts:

1. CITATION

1.1. This Bylaw may be cited as the "Jasper Municipal Storage Lot Repeal Bylaw".

2. DEFINITIONS

2.1. In this Bylaw:

2.1.1. "*Council*" means the Council of the Municipality of Jasper;

2.1.2. "*Municipality*" and "*Municipality of Jasper*" means the Specialized Municipality of Jasper in Jasper National Park in the Province of Alberta; and

2.1.3. "*Municipal Storage Lots*" shall mean the storage lots located in the Town of Jasper at:

2.1.3.1 Block S, Lots 26 & 27;

2.1.3.2 Block S, Lots 1 & 2; and

2.1.3.3 Block S, Lots 47, 48 & 49.

3. JASPER MUNICIPAL STORAGE LOT BYLAW #254

3.1. Council hereby repeals the *Jasper Municipal Storage Lot Bylaw #254*.

3.2. With the repeal of Bylaw #254 pursuant to section 3.1 herein, Council hereby discontinues the provision of Municipal Storage Lots as a service provided by the Municipality of Jasper.

4. SEVERANCE

4.1. If any provision herein is adjudged by a Court of competent jurisdiction to be invalid for any reason, then that provision shall be severed from the remainder of this Bylaw and all other provisions of this Bylaw shall remain valid and enforceable.

5. COMING INTO EFFECT

5.1. This bylaw shall come into force and effect on the final day of passing thereof.

READ a first time this 4th day of March 2025

READ a second time this 4th day of March 2025

READ a third and finally passed this day of 2025

Mayor

Chief Administrative Officer

AGENDA ITEM 6.4

REQUEST FOR DECISION

Subject: Housing Accelerator Fund and Housing Action Plan
From: Bill Given, Chief Administrative Officer
Prepared by: Leanne Pelletier, Municipal Housing Coordinator
Reviewed by: Beth Sanders RPP, Director of Urban Design & Standards
Date: March 11, 2025



Recommendation:

That Committee recommend Council approve the Jasper Housing Action Plan dated March 11, 2025.

Alternatives:

- That Committee direct Administration to revise the Housing Action Plan and return to a future committee.
- That Committee receive the report for information and take no further action.

Background:

Municipal Council has identified housing as a strategic priority for enhancing community health, recognizing that stable housing is fundamental to quality of life, social well-being, community stability, and economic resilience. To support this priority, Council has previously approved the creation of a Housing Coordinator position and established the Jasper Municipal Housing Corporation.

In fall of 2024, staff and administration from the Municipality of Jasper and Parks Canada's Realty and Municipal Services Department collaborated on an application for the Housing Accelerator Fund (HAF)—a federal program administered by Canada Mortgage and Housing Corporation (CMHC) that provides targeted funding to municipalities to accelerate housing development of net new units.

Following the identification of key HAF initiatives, the Municipality of Jasper, in partnership with the Parks Canada Jasper Field Unit, formally submitted its HAF application in October 2024. On November 25, 2024, the Municipality was notified that the application was successful, securing \$9.4 million in grant funding to implement the proposed initiatives. While awaiting a public announcement, administration began preparing for program implementation. Following Minister Duguid's official announcement of Jasper's successful application on February 7, 2025, work on the HAF programs is progressing rapidly.

As a requirement of the HAF application process, a Housing Action Plan was developed for submission to CMHC. This plan outlines the strategic actions—referred to as the HAF Initiatives—to increase housing availability and affordability. Eight initiatives were identified, with initiatives one through six tied to HAF funding. Initiatives are explained in detail in the HAP, including methodology, desired outcomes and expected impact. The plan also notes the importance of performance measurement, and considers statistics and data from reliable sources on resident demographics and housing stats.

Discussion:

The Housing Accelerator Fund (HAF) is designed to eliminate barriers to housing supply by focusing on systemic, long-term changes that enable sustainable growth. It supports innovative policy solutions while ensuring that

housing construction aligns with local priorities.

Municipalities have several policy and financial levers that can be used to incentivize housing development and address local housing challenges. Tools such as zoning amendments, implementing e-permitting processes, tax incentives, and financial support for secondary suites and accessory dwelling units can encourage diverse and affordable housing options. HAF funding mitigates financial risk to municipalities in applying these levers by providing the funding required to implement the programs.

The Jasper HAF application included a target of 240 net-new units and an annual housing supply growth rate of 17%, determined to be achievable if initiatives in the Housing Action Plan are fully implemented. A road map to completion for each initiative, including actions, milestones and timeline was also required at the time of application. HAF funding is contingent on meeting these targets, with funding disbursed in four installments over three years based on milestone completion. Failure to meet these targets could result in a funding review or potential claw back of grant funds by CMHC.

The Housing Action Plan (HAP) mitigates the possibility of not meeting targets by presenting a strategic approach to implementing the initiatives, with key deliverables and outcomes. It aligns with Housing Accelerator Fund requirements, incorporating HAF Best Practices. It identifies key actions that the Municipality of Jasper and Parks Canada can take to address the urgent housing crisis, ensuring solutions implemented today have lasting, positive impacts for future generations.

The HAP builds on data and projections from the 2022 Jasper Housing Gap Analysis and considers the long- and short-term impacts of the Jasper Wildfire Complex on housing stock, as community recovery and rebuilding efforts will continue for years to come.

HAP Actions

The HAP includes eight categories of Actions, that will assist the municipality in reaching its housing supply growth target in the short term, and lead to permanent, systemic changes that allow housing challenges to be addressed in the long term. They are:

1. Land Use Policy review to remove barriers to densification
2. Amend parking requirements to incent development
3. Incentive Programs supporting the development of ADU's and Secondary Suites
4. Increase efficiencies in development permit processes
5. Provide financial tools for the development of priority housing
6. Develop an asset acquisition strategy for community housing
7. Continuous assessment of housing need
8. Community engagement and new Town Plan

Having a Housing Action Plan ensures that housing initiatives support existing and future residents, balancing growth with preserving neighborhood livability, community priorities, Council strategic priorities and the National Park. Without a clear plan, housing challenges may be addressed in a reactive and fragmented manner, leading to inefficiencies, missed opportunities for funding, and unintended negative impacts on the community and environment.

By approving the HAP, Council establishes a clear, structured approach to addressing Jasper's housing challenges while ensuring alignment with HAF Best Practices and CMHC funding requirements. Additionally, it is important

to note that the recommendation before Council is to approve the HAP as a guiding document, specific initiatives within the HAP that require Council approval will be brought before Council for discussion and approval, and the community where community consultation is required.

Strategic Relevance:

- Communicate and engage with residents.
- Pursue alternative revenue sources and equitable distribution of costs.
- Invest in infrastructure to support housing.
- Invest in developing community focused housing units.
- Facilitate others in developing diverse housing options.

Inclusion Considerations:

The Housing Action Plan supports equity and inclusion by increasing access to affordable housing for Jasper residents. By promoting a diverse range of housing options, the plan ensures residents access to, and choice of stable housing. Additionally, targeted engagement efforts will help ensure that underrepresented groups have a voice in housing decisions.

Relevant Legislation:

- [Canada National Parks Act](#)
- [Jasper Community Sustainability Plan](#)
- [Town of Jasper Land Use Policy](#)
- [Alberta Municipal Government Act](#)

Financial:

The Housing Action Plan is supported by the \$9.4M granted to the municipality through the Housing Accelerator Fund, and existing municipal budget allocations, it does not require additional municipal budget allocations at this time. Although not anticipated, any future costs outside of HAF eligible expenses will be assessed through the budget process.

Attachments:

- Overview of Housing Accelerator Fund and Housing Action Plan
- Jasper Housing Action Plan

Overview of Housing Accelerator Fund (HAF) and Housing Action Plan (HAP)

Committee of the Whole Meeting
Tuesday, March 11, 2025

CMHC Housing Accelerator Fund (HAF)

Purpose: Driving transformational change and creating the conditions for accelerated housing development over the short and long term.

Successful HAF applications have the following characteristics:

- A minimum of 5 Initiatives
- Project a housing growth target rate increase of at least 10%
- Focus on missing middle and affordable housing
- Bold initiatives, that result in;
- Long lasting transformational change

HAF Funding & Our Commitment

The Municipality was successful in its application, receiving \$9.4M in HAF grant funding over 3 years

Our Commitment:

- 240 net new units over pre fire unit count
- %17 Annual Housing Supply Growth Rate
- Implement HAF Initiatives as set out in HAP
- Funding is contingent on meeting targets

Housing Action Plan (HAP)

Identifies realistic, actionable solutions to address housing need, mitigating negative consequences and providing residents with choice and opportunity. Ensuring:

- Improved affordability and housing choice
- Economic stability for renters and the broader community
- Sustainable, managed growth
- Optimized land use within Jasper's constrained footprint

HAP and HAF Intersect

- A HAP is a mandatory requirement to apply for HAF funding.
- The purpose of the HAP is to outline supply growth targets and specific initiatives to grow housing supply and speed up housing approvals.
- Strategies in the Jasper HAP capitalize on community resources, are feasible, actionable and responsive to community needs.
- Submission to CMHC included a timeline listing specific actions and milestones for each initiative.
- Initiatives 1-6 in the HAP are funded by HAF.

Guiding Principles

The Housing Action Plan is structured around four key principles:

- **Capitalize on Community Resources** – Leverage expertise from municipal departments, stakeholders, and public, private, and non-profit sectors to implement solutions effectively.
- **Feasibility** – Ensure recommendations align with community priorities, receive Council approval, and adhere to regulatory requirements from the Municipality of Jasper and Parks Canada.
- **Actionability** – Define clear, measurable steps for successful implementation.
- **Responsiveness to Community Needs** – Address immediate and long-term housing challenges while incorporating recovery efforts from the Jasper Wildfire Complex.

HAP Outcomes

The Housing Action Plan identifies realistic, actionable solutions that reflect Jasper's status as a specialized municipality within a national park and its limited land availability.

The intended outcomes of the plan include:

- Improved affordability and housing choice
- Economic stability for renters and the broader community
- Sustainable, managed growth
- Optimized land use within Jasper's constrained footprint

HAP Initiatives

HAF specific:

1. Update Land Use Policy to Incent Development and Promote Density
2. Explore Changes to Parking Requirements Tied to Housing
3. Promote Accessory Dwelling Unit and Secondary Suite Incentive Program
4. Expedite and Simplify Housing Development Permit Process
5. Develop Financial Tools for Affordable Housing Development
6. Develop a Land and Asset Acquisition Strategy for Community Housing

General:

7. Continuous Housing Needs assessment
8. Community Engagement and new Town Plan



DRAFT

TOWNSITE OF JASPER HOUSING ACTION PLAN

Addressing Urgent Need for a Sustainable Future

Leanne Pelletier- Municipality of Jasper

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Acknowledgments

Indigenous Connections

We respectfully acknowledge that Jasper National Park is located in Treaty 6 and 8 as well as the traditional lands of the Anishinabe, Aseniwuche Winewak, Dene-zaa, Nêhiyawak, Secwépemc, Stoney Nakoda, Mountain Métis and Métis. We acknowledge the past, present, and future generations of these nations who continue to steward the land.

Both the Municipality of Jasper and Parks Canada is committed to building strong and mutually beneficial working relationships with Indigenous peoples. Jasper National Park's Indigenous Relations Office works with diverse Indigenous communities and groups with historical connections to the park and is the corner stone of interaction between Indigenous partners and park management, operations and projects. Municipality of Jasper's Project Coordinator – Indigenous Relations is working with Indigenous partners to strengthen connections with local government, respect Indigenous rights and ensure the representation and commemoration of Indigenous histories and cultures in local governance.

Partner Organizations

The development of this Housing Action Plan was a collaborative practice, by both levels of government having jurisdiction within the Park and townsite. Staff and Administration from both the Municipality of Jasper, Urban Design and Standards department and the Parks Canada Realty and Municipal Services department, including Development Officers worked collaboratively to develop housing solutions relevant and specific to Jasper.

Executive Summary

Jasper National Park, part of a UNESCO World Heritage site in the Canadian Rockies, is governed federally by Parks Canada. The establishment of the Municipality of Jasper, on July 20, 2001 provides for local governance of the townsite within the Park. This unique situation provides for the designation of a Specialized Municipality under the *Municipal Government Act*, blending local governance with strict national park protections.

Unlike most towns, Jasper's development and land use are regulated by Parks Canada under the Canada National Parks Act, ensuring that any growth or infrastructure changes align with environmental preservation goals. As all lands are held by the Crown, leases and other land use agreements are utilized for administration. Parks Canada is both the landlord and the regulator. Town matters including utilities, administration, recreation and social services are managed by the municipality. This partnership aims to balance tourism, community and resident needs, and conservation efforts, maintaining the park's ecological integrity while supporting a vibrant local community.

Both the local government, the Municipality of Jasper and the federal authority, Parks Canada, collaborate on important issues to ensure the social and economic health of the Park, townsite and its residents.

Recognizing that housing is fundamental to individual and community health, and understanding that a lack of affordable or appropriate housing can have impacts on a community including: economic inequality and poverty, increased strain on public services, increased crime and social instability, public health issues and impacts on the local economy, both levels of government have worked to develop the Jasper Housing Action Plan.

The Housing Action Plan (HAP) identifies key actions that the Municipality of Jasper and Parks Canada can take to address the urgent needs of residents, in a community facing a housing availability and affordability crisis, while ensuring the solutions implemented today have a positive and lasting effect on community housing for future generations.

The HAP takes into account analysis and projections of housing need captured in the 2022 Jasper Housing Gap Analysis and most recently, the catastrophic effects of the Jasper Wildfire Complex on local housing. A tragedy that has to be considered, as community recovery and rebuilding efforts will continue for years to come.

Strategy development was based on the following guiding principles:

- **Capitalize on Community Resources:** Expertise to address housing need exists within the stakeholder organizations, and in the local public, private, and non-profit sectors. Actions in this plan take advantage of existing tools, partnerships, and work already in progress at the local and regional level.

- **Feasibility:** Recommendations receive community and Council support and approval of the authority with jurisdiction, either MOJ or Parks Canada.
- **Actionable:** Recommendations are clear and direct in how they can be accomplished.
- **Responsive to Community Needs:** Recommendations recognize the immediate and short-term needs of the community in response to long term housing challenges and the recent Jasper Wildfire Complex. Recommendations result in long term systemic change improving housing affordability and availability over time.

The housing situation in Jasper is a critical issue, and the recent wildfire has further highlighted the need for action. Implementing the initiatives in this plan will be key to helping the community rebuild effectively, fostering a strong recovery while also addressing long-term housing needs. A proactive approach to housing will support the local economy and help maintain Jasper's vibrant status as a thriving tourist destination.

The Municipality of Jasper and Parks Canada are well positioned to lead this work, drawing on the expertise and support of community partners. Through the action plan, both organizations commit to take action to improve housing affordability and availability for its residents.

HAP Objective

The Jasper Housing Action Plan was developed to identify applicable, realistic and achievable actions that take into account Jasper's unique standing as a Specialized Municipality within a National Park, and address the need for appropriate, affordable and inclusive housing.

Background

About Jasper

Jasper, Alberta is a small town located in the Canadian Rockies within Jasper National Park, the largest national park in the Canadian Rockies and a UNESCO World Heritage Site. The town itself was officially established as a Specialized Municipality in 2001 under the Alberta Municipal Government Act, though its history dates back much earlier. Jasper began as a fur trading post for the North West Company in 1813, with the townsite developing around the Canadian Pacific Railway in the early 20th century. Today, on average, 2.4M people a year visit the Park with the townsite acting as a base to explore from.

According to the 2021 Census, Jasper's permanent population is 4,738 residents. The town's demographics reflect a multicultural community with a mix of long-term residents and seasonal workers. Many of its residents are employed in the hospitality, service, and tourism industries, which form the backbone of the local economy. Other key industries include retail, transportation, and government services. The town's dependence on tourism creates significant seasonal shifts, with the population swelling during peak summer travel times.

Jasper's location is relatively isolated, being four hours away from an international airport or urban center. Banff National Park and Calgary lie to the South, while Edmonton lies to the East.

While residents of Jasper enjoy some benefits of living in a desired tourist destination, this comes with significant challenges as well. These include an increased cost of living, limited employment opportunities and lower wages, low housing availability and high housing costs.

Specific Housing Challenges

Although housing challenges have been a national concern for several years, Jasper has faced the impacts of a housing shortage for a significantly longer period, affecting both its economic vitality and social well-being. Factors that have contributed to the housing crisis in Jasper can be attributed to its unique status as a tourist town within a National Park, and will require innovative, out of the box solutions.

Limited land availability: Jasper's location within a national park limits expansion, as all land is owned by the Crown and administered by Parks Canada. The town's footprint is set in legislation. This does not allow for the typical urban sprawl; current development opportunities are limited to less desirable and lands with high development costs. This leads to limited residential growth, and as tourism increases and more workers are needed, leads to a consistent vacancy rate of zero.

Seasonal population: Jasper experiences significant fluctuations in population, particularly during peak tourist seasons, when the town requires additional temporary housing for workers. Addressing the housing need for peak season, while not over developing is a challenge for developers. The seasonal housing need deficit was assessed at 609 units (based on an average household size of 3) in the 2022 JMHC Governance Review - Housing Gap Analysis.

Tourism reliance: The local economy's dependence on tourism drives a strong demand for affordable, short-term housing for staff. However, the available housing stock is predominantly high-cost, permanent residences. Significant increases in rental and purchase price for homes are misaligned with the prevailing wage base, effectively excluding many first-time buyers from the market and intensifying pressure on the rental sector.

Development restrictions: The development of new housing requires proponents to adhere to specific requirements and obtain development approval from Parks Canada. This process is governed by national and local land use regulations, as well as architectural guidelines designed to preserve the integrity of the national parks. While they ensure the integrity of the Park, these regulations and design standards can present practical challenges to the functional needs and financial viability of new housing developments.

Regulations exist that cover zoning, parking, setbacks and site coverage, among other details, that due to their restrictive nature can impede development opportunities and result in reduced density.

UPDATE: Legislation has recently been tabled in Parliament to transfer the authority of

land use and planning to the Municipality. This is a welcome development, however as the municipality does exist within a National Park, there is collaborative work to be done with Parks Canada to come to agreement on changes to Land Use Regulations and develop plans, procedures and systems for the transition of authority.

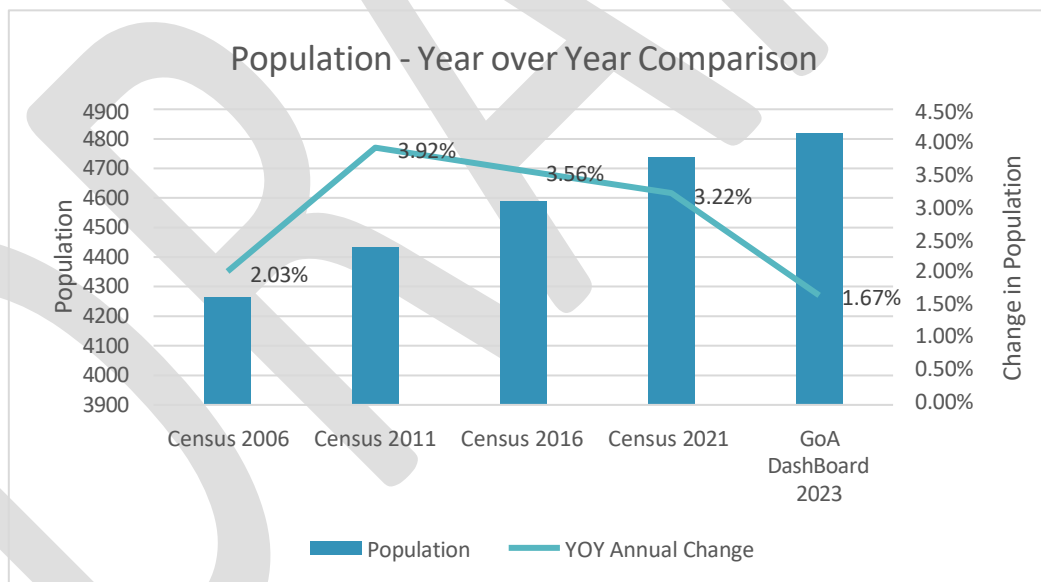
Demographic Analysis

2021 Census information provides insight into local housing needs, supporting the 2022 Housing Gap Analysis, and provides useful context for the Affordable Housing Action Plan. The data included here is meant to update local understanding of population trends, which impact community housing needs.

Population

The following chart demonstrates that Jasper’s population has risen steadily over the years, with an overall increase of 14% between 2006 and 2023. The 2022 Housing Gap Analysis projects the permanent population will continue to grow, to 5,464 in 2042.

Figure 1. Population and year over year growth

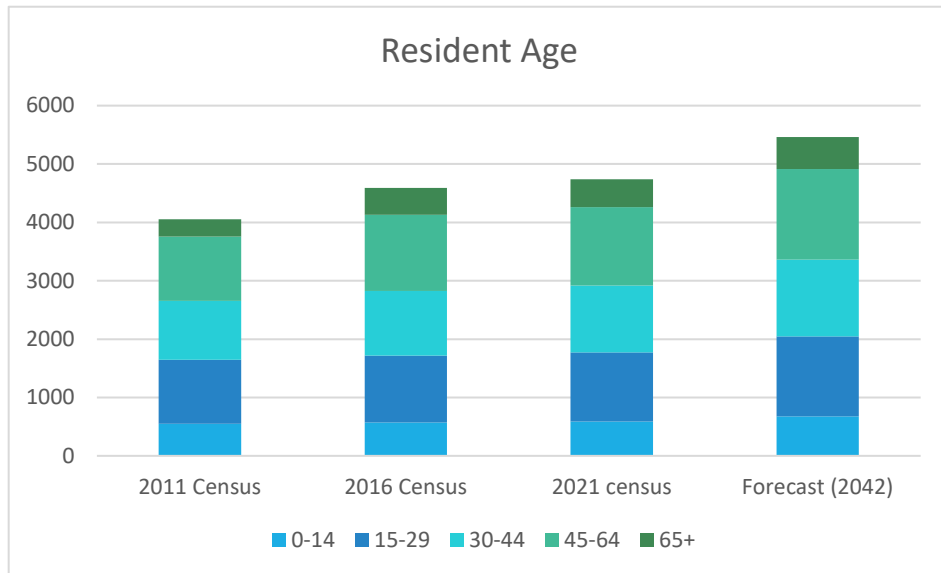


Source: Statistics Canada, Census Data and Government of Alberta Regional Dashboard

Age

Year over year, statistics support the idea that Jasper has a relatively young age demographic, when combining the 15-29 and 30-44 year age groups. This aligns with the requirements of the local labour market and Parks Canada Eligible Residency requirements. It could be inferred that this younger demographic is more likely to be supporting children and/or at an earlier stage in their careers, which has financial implications for housing affordability.

Figure 2. Jasper Resident Ages



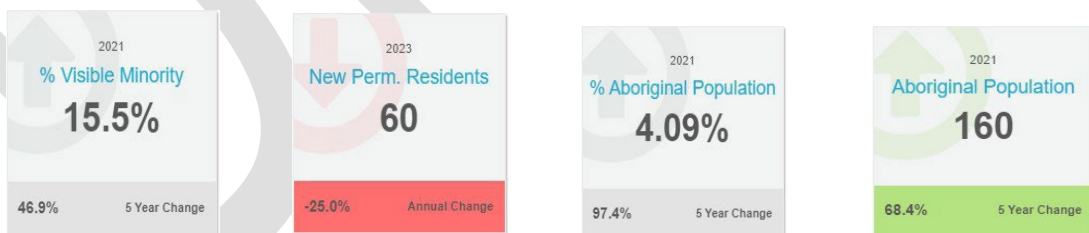
Source: Statistics Canada 2011, 2016, 2021 Census Data

Culture and Immigration

Jasper prides itself on being a multi-cultural community, with a large newcomer population. The robust tourist economy contributes to a large population of temporary foreign workers and immigrants who move to Jasper for employment.

In 2021, 15.5% of the general population of Jasper identified as a visible minority, the 19th highest in the province. The percentage of the population identifying as a visible minority in Jasper greatly increased 46.9% in the last five years.

Jasper’s Aboriginal population has increased 97.4% over the 5 years 2016-2021. The 2021 census count of aboriginal residents in Jasper was 160, up 68.4% over 5 years.



Source: Statistics Canada and Government of Alberta Regional Dashboard

Labour Market

The labor market in Jasper, Alberta, is centered on tourism and service industries, with significant employment in Accommodation, Arts and Entertainment, and Retail. These industries employ a significant portion of the local workforce, driving a high demand for short-

term and affordable housing, especially for seasonal and minimum workers. However, the limited housing supply and high costs create a gap between the available housing and the wage base of these industries.

Other sectors such as Transportation, Health Care, and Construction also contribute to the labor market. The shortage of affordable housing adds pressure to these sectors, impacting labor retention and recruitment, affecting both economic stability and community growth in Jasper. Addressing housing needs is key to supporting the local workforce.

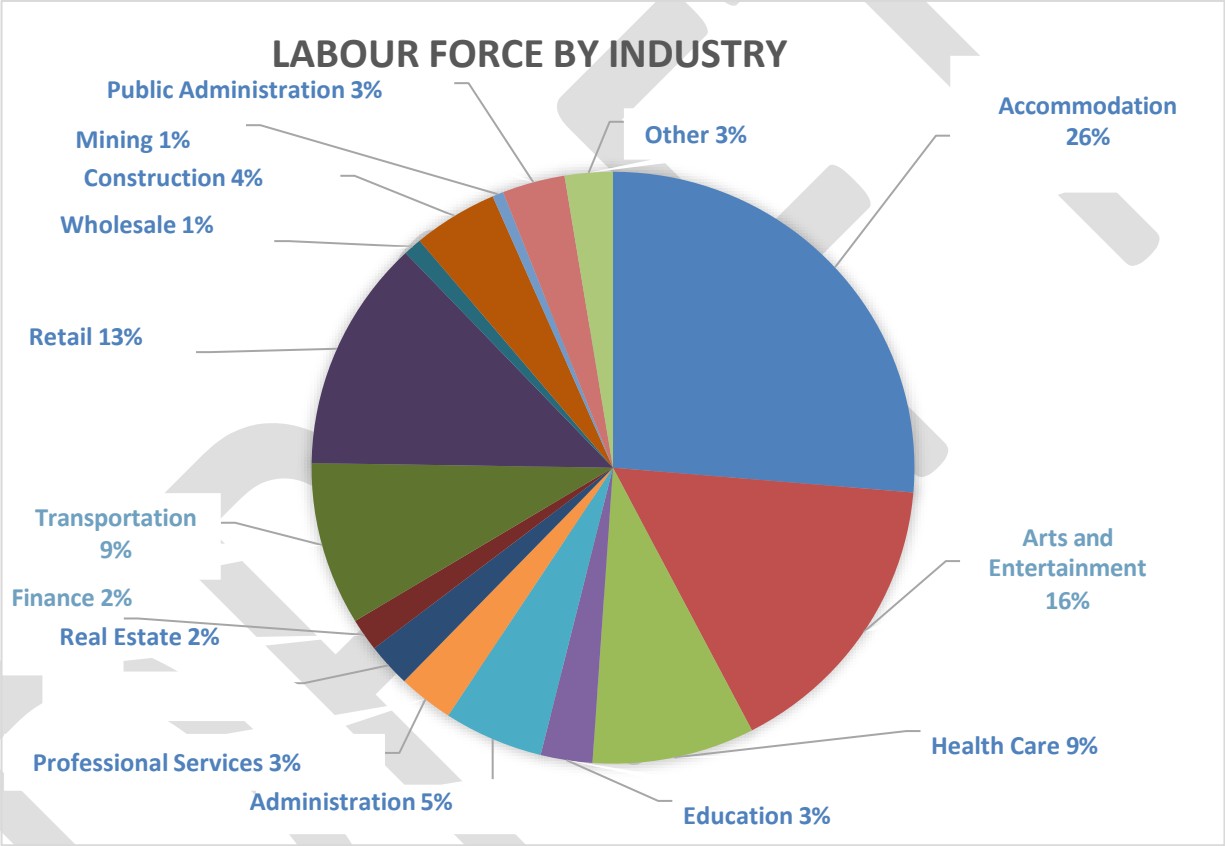
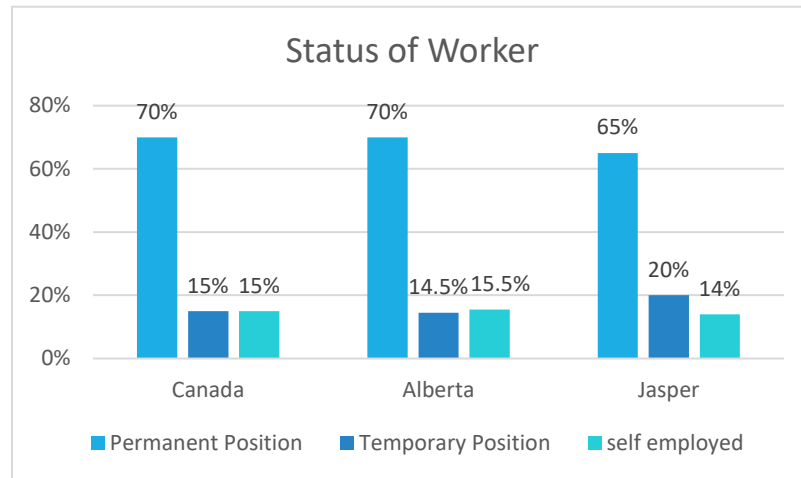


Figure 3. Labour Force by Industry
Source: Statistics Canada 2021 Census Data

Jasper’s seasonal tourism industry requires peak work force participation in the summer months, while employment opportunities decline in the winter months. This leads to a disproportionate number of jobs that are short term in nature, temporary or seasonal. This seasonal demand places a strain on housing in the peak season. Business owners attempt to mitigate this demand by offering staff accommodation to workers, however this creates a vulnerability in employees and potential for employer exploitation, as an individual’s housing is tied to their employment.

Figure 4. Class of Worker – Job Permanency



Temporary includes: fixed term, casual and seasonal employees

Source: Statistics Canada 2021 Census Data

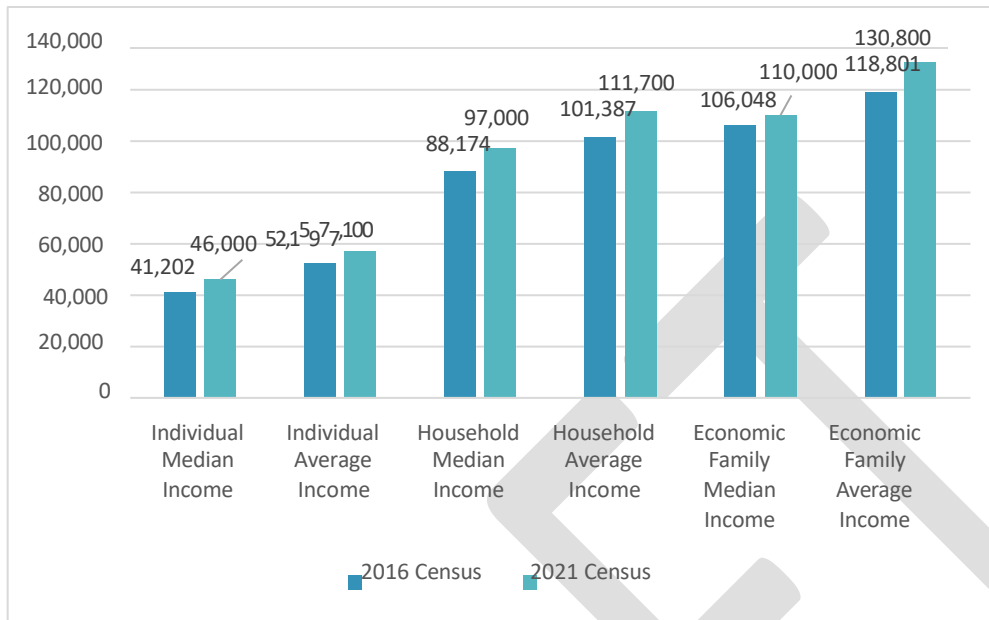
Income

Median individual income for 2021 census respondents in Jasper was \$46,000. In 2021 the Canadian median income for individuals was \$41,650 and provincially it was \$44,800. Median household income for 2021 census respondents in Jasper was \$97,000. In 2021 the Canadian median income for households was \$84,000 and provincially it was \$96,000. 2021 Economic Family median income for Jasper was \$110,000. In 2021 the Canadian median income for economic families was \$105,000 and provincially it was \$115,000.

Statistics Canada defines an Economic Family and collects income statistics on this sub group. Using economic family data helps the Census provide a more accurate picture of income distribution, poverty, and financial stability, reflecting the economic reality of households where multiple members contribute to income and expenses.

An economic family is a group of two or more people who live together and are related by blood, marriage, common-law partnership, adoption, or foster care. Anyone who is part of a census family (like parents and children) is also part of an economic family. Some examples of economic families include: two families living together who are related count as one economic family; siblings who live together but aren't part of a census family are still considered one economic family; and nieces or nephews living with their aunts or uncles are also considered one economic family.

Figure 5. Individual and Household, Median and Average Incomes for Jasper



Source: 2016, 2021 Statistics Canada Census Data

Living Wage

When considering income relative to Jasper it is important to recognize the high cost of living that exists in the community. This can be reflected in the Living Wage calculation. Living wage is defined as the hourly wage a worker needs to earn to cover their basic expenses and have a modest standard of living once government transfers have been added and taxes have been subtracted. The calculation is based on the income needs of three household types: a two-parent family with two young children; a lone-parent family with one child; and a single individual. It assumes that each adult is working full-time hours and includes savings for unexpected costs, continuing education, child care, and a small amount which allows people to participate in the community.

Jasper’s living wage is \$31.40/hour as calculated in 2024 by the Alberta Living Wage Network (ALWN), double the minimum wage. Of the 21 Alberta communities participating in the ALWN, Jasper has the highest living wage. The next 3 communities, at a living wage of \$24.50, \$24.45 and \$24.30 are Barrhead, Calgary and Airdrie. \$6.90 separates Jasper’s Living Wage and the next highest community.

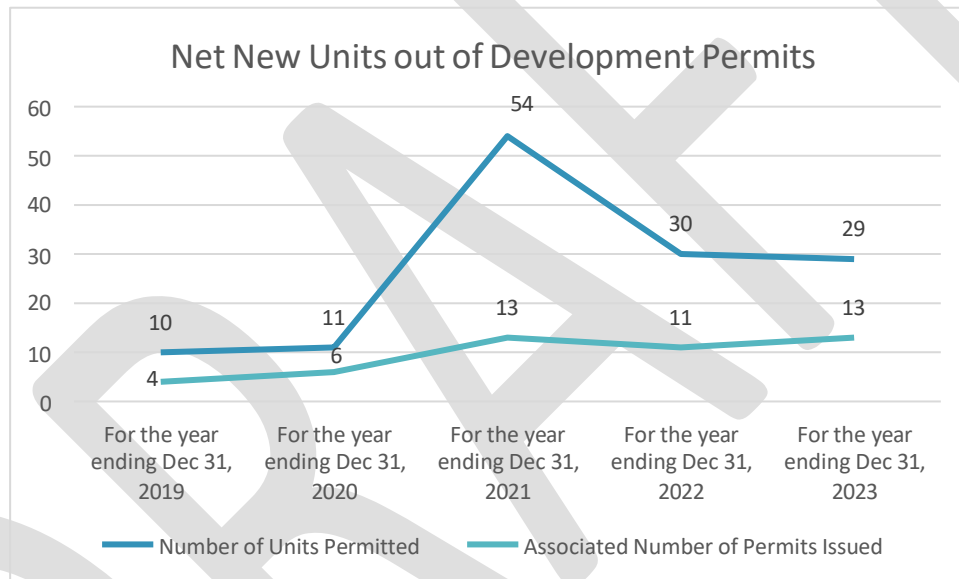
Current Housing Supply

The 2021 Census states there were 1776 dwelling units in Jasper. With the addition of 30 net new units in 2022 and 29 in 2023, the total number of units as of December 2023 is 1,835. The wildfire resulted in a loss of 617 of those dwelling units. While the last 3 years saw a slight increase in development over the average, permit numbers are on the decline once again. This 3

year trend of higher than normal permit numbers could be attributed to a recent phased, mid size, in fill development that is completing construction currently. Total dwelling unit growth for the 3 year period 2021-2023 is 3.32%, compared to Canada’s July growth of 22%. The JMHC Governance Review and Housing Gap analysis indicated a housing gap of 759 units in 2021, (Table 11. Total Housing Gap, year-round and seasonal populations).

Permit data illustrates that while there has been some development, the constant 0% vacancy rate in Jasper illustrates demand is not being met. This demand on the rental market results in increased rental rates, over the provincial average, due to lack of competition in a strained market.

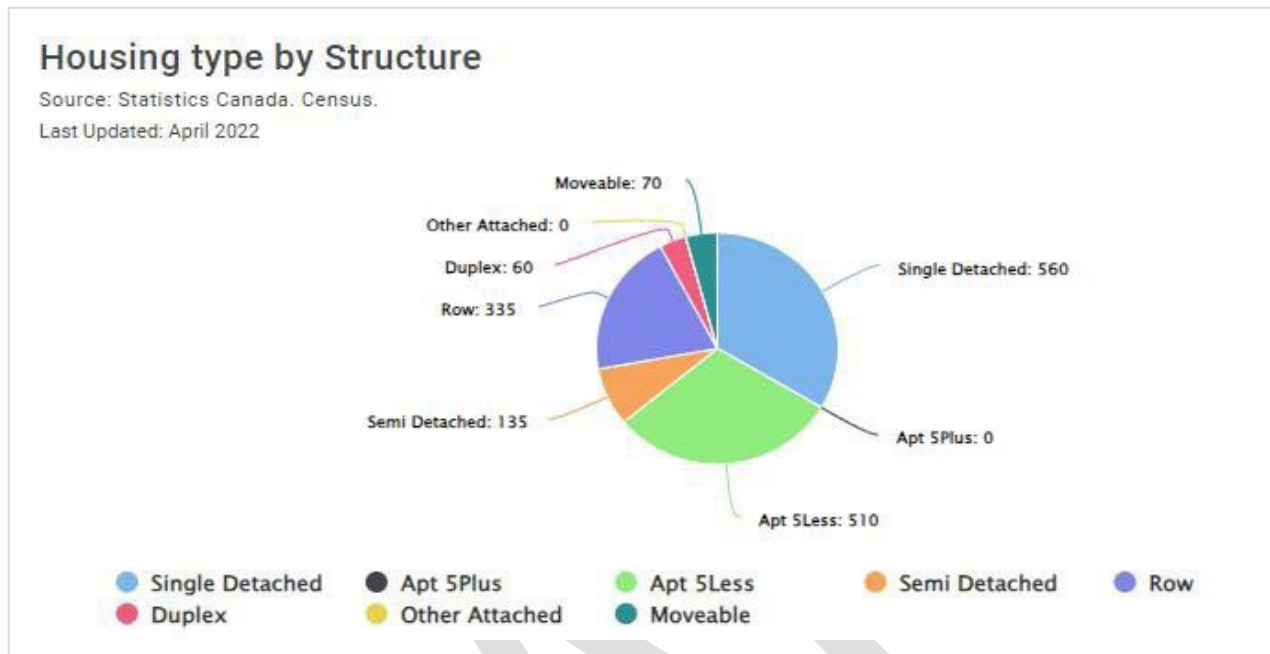
Figure 6. Units and Permits Year over Year



Source; Parks Canada Jasper Realty Office

Figure 7 provides a breakdown of the types and number of dwellings that exist in the community at the time of data collection. The largest proportion of dwellings are Single Detached homes. The cost to rent or own this type of dwelling is disproportionately high in the community, illustrating the need for densification, through upzoning or other means, to address a shortage of ‘missing middle’ inventory and provide residents with increased affordable and suitable housing options.

Figure 7. Housing Type by Structure



Summary of Housing Need

The 2022 JMHC Governance Review and Housing Gap Analysis provides detailed information on current housing need, seasonal need and future projected need. The following tables provide additional context and explore Core Housing Need as defined by the Canada Mortgage and Housing Corporation (CMHC).

Availability and Affordability

The following two tables demonstrate that Jasper consistently faces a critically low vacancy rate for purpose-built rentals, coupled with rising and above average rental prices. These barriers to housing stability extend to the single-family home and 'missing middle' housing segments. Factors that contribute include a deficient housing stock coupled with growing demand, resulting in both rental and purchase costs for homes steadily increasing.

Table 1. Apartment Vacancy in Jasper Compared to Provincial and National Average 2014-2023

Year	Jasper Apartment Vacancy Rate	Provincial Apartment Vacancy Rate	National Vacancy Rate
Data Source	GoA - Apartment Vacancy and Rental Cost Survey	CMHC – Alberta Historical Vacancy Rates; CMHC Rental Market Survey	CMHC – Canada Historical Vacancy Rates; CMHC Rental Market Survey
2023	0.0	2.1	1.5
2022	0.0	3.7	1.9
2021	0.0	6.5	3.1
2020	*	6.9	3.1
2019	*	5.4	2.3
2018	0.0	5.5	2.4
2017	0.0	7.4	3
2016	0.4	8.4	3.7
2015	0.2	5.6	3.5
2014	0.0	2.1	3

Source: Statistics Canada; Government of Alberta - Apartment Vacancy and Rental Cost Survey

*No Government of Alberta - Apartment Vacancy and Rental Cost Survey data available for years 2019 and 2020

Table 2. Comparison of Apartment Rental Rates – Local/Provincial/National Rates

Year	Type of Unit	Jasper Average Rent	Provincial Average Rent	National Average Rent
2023	bachelor	\$1683	\$1015	\$1019
	1-bed	\$1632	\$1245	\$1246
	2-bed	\$1834	\$1448	\$1360
	3-bed+	\$1900	\$1562	\$1479

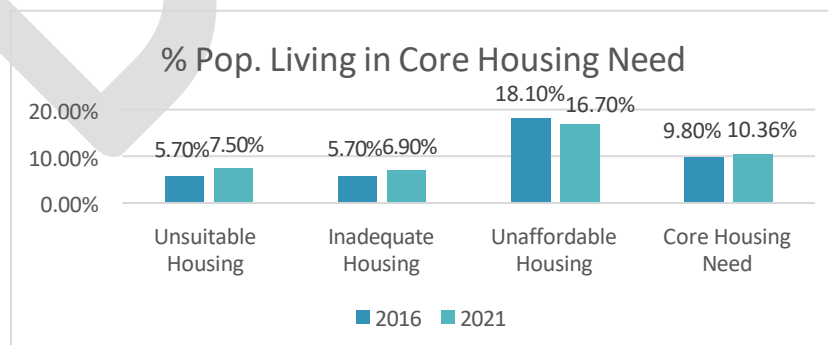
Source: Government of Alberta – 2023 Apartment Vacancy and Rental Cost Survey; CMHC Rental Market Survey

Core Housing Need

Three indicators combine to determine the percentage of a community’s population living in Core Housing Need. The indicators refer to whether a private household's dwelling is:

- **Adequate:** The residence is safe and does not require major repairs.
- **Suitable:** Housing that has enough bedrooms for the number and composition of residents, according to the National Occupancy Standard.
- **Affordable:** Cost of housing is 30% or less of total before-tax income.

Figure 8. % of Population Living in Core Housing Need



Source: Statistics Canada 2016 and 2021 Census

According to data, 10.36% of Jasper's population was living in core housing need in 2021. This is an increase of .5% over 2016. Understanding that availability and cost of housing has increased since 2021, it can be expected that today, even more residents are living in inadequate, unsuitable and/or unaffordable housing.

The 2022 Housing Gap analysis calculated a deficit of 150 units in 2021 to house the year-round population. Continuing on the current trajectory, the forecasted housing gap projected for 2042 was estimated at 538 units. The same study cited a gap of 609 units (based on a 3 person household) in 2021, to house the seasonal population.

Missing Middle Housing

Missing middle housing refers to a range of multi-unit housing types—such as duplexes, triplexes, townhomes, and small apartment buildings—that fit between single-family homes and large high-rises. These housing options are typically low- to mid-rise, blend into existing neighborhoods, and offer more affordable and diverse living choices. By increasing density in a gentle and neighborhood-friendly way, missing middle housing helps meet growing housing demand, supports walkable communities, and provides options for different income levels and family sizes without drastically changing the character of an area.

ADUs

Additional Dwelling Units (ADUs) are secondary housing units located on the same lot as a primary residence, such as backyard cottages, basement apartments, or garage conversions. ADUs provide a flexible and cost-effective way to increase housing supply without requiring major new developments, introducing gentle density to neighborhoods. They can help alleviate rental shortages by offering affordable housing options in established neighborhoods, making them ideal for renters seeking smaller, independent living spaces.

Additionally, ADUs generate rental income for homeowners, promote intergenerational living, and contribute to more diverse and sustainable housing markets.

Jasper Wildfire Complex

For a community already experiencing a housing crisis, the effects of the Jasper Wildfire Complex has been catastrophic. Over 300 structures were lost in the fire, the majority of which were single family detached homes, missing middle and apartment buildings.

By cataloging development permits for each of the damaged or destroyed structures, administration was able to determine that while the number of lost structures was 358, the number of permitted dwelling units actually equated to 617. Anecdotal local knowledge implies a shadow count of unpermitted dwellings at 30%, resulting in an estimated net loss of 806 units. 2021 Census data puts the average number of residents to a dwelling at 2.4, extrapolating this data, we have estimated that the number of individuals displaced or homeless due to the fire at 1,934.

Table 3. Effects on Housing of the Jasper Wildfire Complex

Damaged Structures	Total # of Dwelling Units	Estimated Displaced Population
358 (30% of structures)	617 (permitted) + 189 (shadow)= 806 units	806 x 2.4= 1,934 individuals

Role of the Housing Action Plan

As demonstrated in this report, Jasper’s housing situation is in urgent need of a coordinated response. The development of a housing action plan is crucial to address the current shortfall of units and ensure long-term housing sustainability. A Housing Action Plan must consider Jasper’s unique situation, addressing the community’s housing needs while preserving the integrity of the national park. This requires close collaboration between various levels of government and a clear action plan. Without a comprehensive housing strategy, Jasper’s housing crisis will only worsen, with significant negative impacts on residents, businesses, and the local economy. The effects of the Jasper Wildfire Complex have also put further pressure on housing, making it critical to address the growing gap.

A measured approach to addressing the housing crisis is essential to balance the needs of all residents and avoid unintended consequences. Overly restrictive policies, could prevent homeowners from generating rental income, potentially leading to financial stress. On the other hand, rapid, unchecked development could strain infrastructure, reduce neighborhood livability, and create backlash from existing residents.

Thoughtful, well-planned solutions—such as strategic zoning changes, gradual density increases, and community engagement—help ensure that new housing options benefit both current and future residents without causing financial hardship or disrupting neighborhood stability.

The intent of the Housing Action Plan is to provide a clear path to success in addressing the Jasper housing crisis, mitigating unintended negative consequences and providing residents with choice and opportunity. Actions have been assessed for their feasibility and steps to implementation have been mapped out. At a high level, the Jasper Housing Action Plan aims to address current and future housing needs, ensuring a resilient and sustainable community.

Impacts of a thoughtful approach to housing in Jasper include:

- **Improved affordability:** A structured plan can help ensure the development of affordable housing for both seasonal workers and permanent residents, easing the current affordability crisis.
- **Economic stability:** Addressing the housing shortage can help local businesses by ensuring workers have access to housing, thereby reducing employee

turnover and improving overall economic stability.

- **Sustainable growth:** A plan can help manage future population increases and ensure that housing supply grows in tandem with the town's needs, particularly as forecasts suggest a need for an additional 227 units by 2042.
- **Optimized use of land:** A housing action plan can work with Parks Canada to maximize the use of available land, while ensuring that developments meet both housing and environmental sustainability goals.

HAP Program Details

The following section of this report provides detailed information on the initiatives that form the Jasper Housing Action Plan. It includes eight categories of Actions, that will assist the local authority in reaching its housing supply growth target in the short term, and lead to permanent, systemic changes that allow housing challenges to be addressed in the long term.

Each action is identified as a low, medium, or high-impact action. These are defined as follows:

- **Low Impact:** positive actions that may impact a small number of developments annually. Impact often difficult to quantify but can lead to eventual culture change.
- **Medium Impact:** likely to directly impact housing development but may not lead to significant reduction in key housing need statistics.
- **High Impact:** easy to quantify, leading directly to new housing, and a reduction in key housing need statistics.

Actions have also been considered in relation to the Housing Accelerator Fund 10 Best Practices.

Performance and Monitoring

Each action in the plan includes a measurement for success. At a high level, the success of the Jasper Housing Action Plan will be measured by:

- Overall community housing stock diversity
- The number and diversity of new builds
- A change in the annual vacancy rate
- A change in average rental rates
- The number of new affordable units added to the market
- The number of building permits for secondary suites and ADU's
- The number of new rental units added to the market
- Measuring processing timelines and turn around time to approval
- Uptake on incentives and initiatives

Action 1: Amend Land Use Policy to Incent Development and Promote Density

A Land use regulation review and subsequent amendment recommendations will occur in two stages and adhere to planning principles, allowing time for capacity building, community understanding and education, socialization of concepts and public consultation. The first review and round of amendments will be immediate, and the second over the course of the next year and a half. This approach is intensely accelerated over normal standards, where a complete review would traditionally take multiple years and involve a piece meal approach. The immediate review allows for incentivizing and removing of barriers to densification as a large number of residents rebuild after the fire, resulting in accelerated net new units as they plan their rebuild. The second review and recommended adjustments will support the transfer of Land Use Authority from Parks Canada to the Municipality of Jasper. This transfer presents a transformative opportunity for bylaw amendments, accelerating housing development in the community. Stage two will involve a comprehensive review of Land Use Regulations, focusing specifically on housing development, removing barriers to densification and fast-tracking the creation of new housing units now and into the future. To achieve this, the municipality has established an Urban Standards and Design department, enabling localized decision-making tailored to Jasper's unique housing needs. These efforts will result in the development of new Land Use Bylaws designed to encourage appropriate and sustainable housing projects.

Both reviews will culminate in actionable recommendations to the Authority, that can be implemented swiftly, particularly as the community seeks to address a chronic housing shortage through the rebuild process. Changes to Land Use Bylaws are essential to addressing current barriers to development and increasing housing density in Jasper. A range of policy options will be considered and introduced to encourage appropriate, accelerated housing growth.

The accelerated model ensures that multiple policy reforms are drafted and approved simultaneously in two groupings, greatly reducing the standard timeline to reform. By expediting the review and implementation process, the authorities aim to spark immediate development activity and create the conditions necessary to kickstart housing development, addressing Jasper's housing crisis head-on.

Tool	Details	Outcome
<p>Review and amend existing Land Use Bylaw, removing barriers to housing development and encouraging multi-unit dwellings</p>	<p>1. Review and analysis of the Land Use Bylaw specifically considering amendments to these areas by Council:</p> <ul style="list-style-type: none"> • Land-use/Zoning: explore changes to existing land use designation and density ratios and introduce amendments to permitted and discretionary uses. i.e. remove R1 lot designation, R2 as minimum with 1 dwelling as discretionary use. • Lot Size: expand criteria for lots to qualify for subdivision, consider increasing minimum lot size. • Floor Area Ratio (FAR): explore options to increase existing FAR, to promote more dwellings in a structure. • Setback requirements: explore potential reductions in setback requirements and Zero Lot Line (ZLL) development to allow for enhancing building potential for more housing. • Height allowances: explore options to increase height allowances, to all or targeted to specific types such as high density, affordable, etc. • Site Coverage: explore options for increasing site coverage encouraging multi-unit development. 	<ul style="list-style-type: none"> • Land Use Bylaw is maximized to promote and incite the addition of new dwelling units in the community, while ensuring Jasper’s character remains intact. • Increase in accessible and simplified tools for development purposes. • Increased density overall. • Maximized and efficient site use. • Regulatory barriers to development are removed.

High Impact

Aligns with Housing Accelerator Fund 10 Best Principles: End exclusionary zoning; Reduce or eliminate parking standards; Eliminate restrictions and add flexibility related to height, set back, building floor area.

Action 2: Explore Reducing Parking Requirements Tied to Housing

This initiative involves a review of the Land Use Bylaws related to parking and the development of alternative regulations, that reduces parking requirements for residential units. Parking is a consistent barrier to development, impacted by Jasper’s finite amount of developable land and the cost to develop underground parkades. Additionally, parking regulations are not consistent, for example, there are four different requirements across four different residential lot designations. Amendments to simplify, reduce and/or eliminate parking requirements will be considered.

Tool	Details	Outcome
<p>Amend the Land Use Bylaw, reducing parking requirements for residential developments</p>	<p>2. Reduce or Eliminate Parking Requirements: This initiative will see amendments made to the Land Use Bylaw that describe changes to the existing parking requirements for housing. Options presented to council will include:</p> <ul style="list-style-type: none"> • Decouple parking from housing - no parking permitted with residential development and would require on-site, secure, covered bike parking, would prioritize transit and other active modes of transportation • Open Parking - whereby developers could be left to determine the overall parking need for the development in question • Housing prioritized ratios – sliding scale, reduction for multi-unit development, no parking requirement for secondary suite, reductions being possible based on criteria such as secure bike parking, proximity to transit etc. 	<ul style="list-style-type: none"> • Land Use Bylaw is maximized to promote and incite the addition of new dwelling units in the community • Maximized and efficient site use. • Regulatory barriers to development are removed.
<p>High Impact</p>		
<p>Aligns with Housing Accelerator Fund 10 Best Principles: End exclusionary zoning; Reduce or eliminate parking standards; Eliminate restrictions and add flexibility related to height, set back, building floor area.</p>		

Action 3: Promote Accessory Dwelling Unit and Secondary Suite Incentive Program

This initiative will propose a suite of incentives, designed to incite Jasper homeowners to build ADU's and secondary suites on their property. The program aims to offer financial incentives, a simplified and expedient permitting process, as well as resources and assistance to help guide applicants through the process.

Leveraging existing buildings for ADU's and secondary suites makes good sense in a community where land is finite, essentially capping development after a certain point.

Tool	Details	Outcome
<p>Incentivize and facilitate the development of Secondary Suites and ADU's in the community</p>	<p>3. Financial incentives for Homeowners to develop ADU's: This initiative would consider financial incentives for homeowners. Options to be presented to Council could include:</p> <ul style="list-style-type: none"> • Consider offering grants to homeowners to convert or create Secondary suites or accessory dwelling units on their property. • Rent Local program providing one-time cash incentives for homeowners to convert existing short-term rentals to secondary suites. <p>4. Approved ADU Design Catalogue: create a catalogue of pre-approved ADU designs for use by homeowners, at no charge, to expedite and simplify the development process for them.</p> <p>5. On Line Tools: promote and market opportunities to develop ADUs to residents through the inclusion of Jasper on the ADUSearch website. Include links and information to guide the process.</p>	<ul style="list-style-type: none"> • Reduction in the number of units used for PHA's in the community • Homeowners convert usable space to secondary suites • Land Use regulations support the community's long-term vision for housing • Increased clarity around allowable design, ease of process for interested individuals • Increased access to ADU development tools for the public
<p>Moderate Impact</p>		
<p>Aligns with Housing Accelerator Fund 10 Best Principles: Develop grant programs; Develop incentive programs; Design and implement guidelines or pre-approved building plans for missing middle housing or specific accessory dwelling such as laneway housing or garden suites.</p>		

Action 4: Expedite and Simplify Housing Development Permit Process

This initiative would enable the Municipality and Parks Canada to invest in electronic software programs to support the management of development applications and approvals, for both internal and external users, with a goal of expediting processing times and allow tracking of all building and development permits.

Streamlining processes would create efficiencies, including concurrent reviews with Parks Canada. An accessible, user-friendly approach to the submission, review and tracking of development applications would improve the review process, shorten turnaround times for applicants, and ultimately allow for more permits to be processed in a faster, more efficient manner. This will be crucial in accommodating the expected increase in development permits resulting from the proposed housing policy changes. Input form users will be used to customize software for efficiencies.

Tool	Details	Outcome
<p>Implement systems that simplify the review and approval of development and permit applications</p>	<p>6. Online permitting system: This initiative involves implementing and customizing online systems to better facilitate and track development permit applications. Areas for customization include:</p> <ul style="list-style-type: none"> • Public facing and internal systems that allow for online submission and tracking, for applicants and internal users. • Integrated systems that streamline processes and allow efficiencies with concurrent Parks Canada review of applications. <p>7. Internal policy creation to expedite approval process:</p> <ul style="list-style-type: none"> • Establish criteria for fast tracking applications; ie, as of right zoning, affordable housing developments. • Review, and establish permit approval timelines that improve on existing service standards. 	<ul style="list-style-type: none"> • Increased accessibility and improved communication, simplifying the process for both internal and external users. • Expedites the processing and tracking of all building and development permits through improved inter-organizational collaboration. • Expedites approval of certain types of development, increasing the UDS's ability to address community need. • Service standards are improved and consistent.
<p>High Impact</p>		
<p>Aligns with Housing Accelerator Fund 10 Best Principles: Increase process efficiency; Prioritized/enhanced development approval process; Expand e-permitting to all development and building permit types; Develop systems to monitor and publicly report on application processing times, with emphasis on continuous assessment and improvement (strongly recommended).</p>		

Action 5: Develop Financial Tools to Support Priority Housing Development

This initiative aims to bring before council a suite of proposals to facilitate the development of affordable/desired housing through financial incentives, including waiving or reducing the fees associated with development and municipal tax requirements. High construction and land costs make it difficult for affordable housing development to be financially viable in Jasper. Currently there is only one 40-unit provider of affordable housing in town, whose affordability agreement expires in 5 years. This would leave Jasper without any affordable housing options other than Seniors and Assisted Living facilities (one of which was lost in the Jasper Wildfire Complex). The goal with this initiative is to incent affordable housing development by increasing its financial viability, addressing a substantial gap in Jasper’s housing needs.

Tool	Details	Outcome
<p>Provide financial incentives for affordable housing development</p>	<p>8. Financial incentives to incite affordable housing development: Options to be presented to Council include:</p> <ul style="list-style-type: none"> • A bylaw waiving all or a portion of the municipal portion of property taxes on affordable housing development. • Other Bylaws allowing development fee waivers or reductions for desired/needed building types i.e. building permit, development permit, compliance deposit, off-site levies, sub division fees etc. 	<ul style="list-style-type: none"> • Increase in the number of affordable housing units • Financial barriers to the development of affordable housing are reduced spurring growth
<p>High Impact</p>		
<p>Aligns with Housing Accelerator Fund 10 Best Principles: Comprehensive review of development charges and fee schedules; Make government owned lands available for housing through strategies such as disposition, acquisition and/or pre-development.</p>		

Action 6: Develop a Land and Asset Acquisition Strategy for Community Housing

Affordable and serviced appropriate sites are key for viable housing developments. Jasper will develop a framework to determine the process and outcomes for municipal land and asset acquisitions intended for housing. This will establish a transparent and consistent approach to guide any current and future resources directed towards acquisitions. For example, acquisitions could involve acquiring land and/or temporary accommodations from Parks Canada to convert to permanent housing, as well as ‘orphaned’ lots, as a result of the Jasper Wildfire Complex. An acquisition strategy, coupled with funding resources ensures a portion of Jasper’s finite land assets remain available for community housing, and are not exhausted through speculative purchases by developers or large corporations. This initiative would see the local arm’s length housing corporation (Jasper Municipal Housing Corporation) explore funding mechanisms for the purchase of land for future development of affordable, missing middle and community housing. Developments would be managed by the JMHC, with a focus on social housing and community need over profit, and address the Jasper specific challenge of individuals’ housing being tied to their employment (staff accommodation). This decoupling of housing to employment expands rental choice and decreases vulnerability for residents. The acquisition strategy will be balanced, recognizing that both community and private development is necessary to address a community’s housing need.

Tool	Details	Outcome
Community Housing land acquisition strategy	<p>9. This initiative involves creating a land procurement and development strategy, that focuses on outcomes to develop social housing, missing middle and below market housing. The strategy would establish a transparent and consistent approach to guide any current and future resource acquisition. Funding mechanisms would be explored to acquire land or assets resulting in permanent housing in the community, addressing need.</p>	<ul style="list-style-type: none"> • Land Acquisition strategy exists to increase community housing stock. • Community based organizations acquire finite assets for permanent housing.
<p>High Impact</p>		
<p>Aligns with Housing Accelerator Fund 10 Best Principles: Make government owned lands available for housing through strategies such as disposition, acquisition and/or pre-development.</p>		

Action 7: Continuous Assessment of Housing Need

Housing Needs Assessments (HNAs) help identify and address housing demand by collecting data on population growth, income levels, housing supply, and affordability. Consistent data collection allows policymakers, developers, and communities to make informed decisions about zoning, infrastructure, and housing programs. Without regular assessments, housing policies may rely on outdated or incomplete information, leading to mismatches in supply and demand. HNAs ensure housing strategies are based on current needs, supporting effective planning and development.

Tool	Details	Outcome
Reliable data on Housing Need to inform decisions	<p>10. This initiative focuses on the municipality participating in and initiating ongoing housing needs assessment, using available tools both internal and external. Options include:</p> <ol style="list-style-type: none"> a. The GoA Affordable Housing Needs Assessment tool and Alberta Apartment and Rental Rate Survey. b. Consultant and professional services, c. Outreach by MoJ staff to local apartment buildings to determine vacancy and rental rates. d. Outreach by MoJ staff to local businesses to determine staff accommodation need. 	<ul style="list-style-type: none"> • Reliable and timely data on residential housing need. • Targeted and effective responses to local housing situation, ensuring actions address need.
<p>High Impact</p>		
<p>Aligns with Housing Accelerator Fund 10 Best Principles: Develop affordable housing community improvement plans; Increase process efficiency.</p>		

Action 8: Community Engagement

Community engagement, when developing housing solutions that introduce change to established communities fosters transparency, trust, and collaboration between residents, developers, and policymakers. Engaging the community early helps address concerns, gather local insights, and build support for well-planned changes. This process involves public consultations, workshops, surveys, and stakeholder meetings to gather input from residents, businesses, and community groups, ensuring diverse voices are heard. It ensures that new policy aligns with neighborhood needs while balancing growth and livability. Effective engagement leads to better-designed projects, smoother implementation, and policies that reflect community priorities, ultimately making it easier to create more housing options in a way that benefits both new and existing residents.

Tool	Details	Outcome
<p>Community engagement to form an updated and relevant Town Plan</p>	<p>11. This initiative focuses on community engagement to support the development of a new Town Plan, that considers the strategic priority of Housing and relevant policy. Public engagement could include:</p> <ul style="list-style-type: none"> a. Public consultations, workshops, surveys, and stakeholder meetings to gather input from residents, businesses, and community groups. b. Open forums where residents can share concerns about increased density or reduced parking while also learning about the benefits of missing middle housing and ADUs. c. Online surveys and interactive mapping tools to identify preferred areas for growth, site visits and ‘walking tours’. 	<ul style="list-style-type: none"> • Updated Town Plan that reflects the community’s values. • Informed residents, able to consider diverse perspectives. • A road map for local government to address community housing needs.
<p>High Impact</p>		
<p>Aligns with Housing Accelerator Fund 10 Best Principles: Reduce or eliminate parking standards; Eliminate restrictions and add flexibility to development options: Develop affordable housing community improvement plans.</p>		

AGENDA ITEM 6.5

REQUEST FOR DECISION

Subject: Residential Density & Parking Community Engagement Approach

From: Bill Given, Chief Administrative Officer

Prepared by: Micheal Borland RPP, Town Planner

Reviewed by: Leanne Pelletier, Housing Coordinator
Beth Sanders RPP, Director of Urban Design & Standards

Date: March 11, 2025



Recommendation:

That Committee recommend Council receive the attached Community Engagement Approach for identifying town values and reviewing residential density and parking policies in the Land Use Policy (April to July 2025), as information.

Alternatives:

- That Committee receive the report and take no further action.
- That Committee recommend Council delay community engagement until January 2026.

Background:

The Jasper Wildfire Complex in July 2024 caused extensive damage, destroying 30% of the town's structures, particularly in residential areas. In response, the Municipality of Jasper and Parks Canada collaborated on rebuilding efforts through the Joint Recovery Coordination Centre (JRCC). One key aspect of this recovery is ensuring that land use planning and development processes are updated to meet the immediate needs of the community while aligning with Jasper's long-term vision.

The catastrophic impacts of the wildfires accelerated the need for interim measures to streamline rebuilding efforts to address the residential vacancy rate that was near 0% before the fire. In October 2024, changes were made to the Town of Jasper Land Use Policy (Parks Canada) to allow modest increases to residential density and a decrease in residential parking requirements. These changes were made quickly, without community engagement, to allow leaseholders who were starting their rebuilding plans to do so in ways that helped Jasper address the need for housing.

In fall 2024, Bill C-76 received royal assent to enable the transfer of land use planning and development authorities from Parks Canada to the Municipality of Jasper. To assume these authorities, the Municipality has to have a "community plan" and a "municipal development plan" in accordance with Parks Canada and the Alberta Municipal Government Act requirements. The current plan is the Jasper Community Sustainability Plan, established in 2011. While a date for the transfer has not been confirmed, work on a new plan can begin and help guide land use and community decision-making over the following months and year.

In February 2025, the Canada and Mortgage and Housing Corporation announced \$9.4M of funding for Jasper through the Housing Accelerator Fund (HAF). Two of the Housing Action Plan initiatives involve amending the Town of Jasper Land Use Policy to increase residential density and decrease the minimum parking requirements.

Discussion:

Community engagement is needed to confirm the choices Jasper wishes to make about housing. While the Housing Accelerator Fund initiatives and the Housing Action Plan suggest a course of action to resolve the housing challenge in Jasper, a community-based discussion and decision is needed. While Parks Canada will have the final decision on changes to the Town of Jasper Land Use Policy, the community and Council can work together to craft a recommended course of action to Parks Canada.

Post-disaster, the values embedded in the Jasper Community Sustainability Plan (2011) may or may not be relevant. Identifying current values will help shape the community's exploration of land use policy tools to welcome more homes in Jasper and be a first step in creating a new town plan for Jasper in 2026.

Engaging the community now allows us to:

- Check in on policy changes that took place in October 2024
- Increase permanent long-term housing for residents
- Gather statistics and stories to inform community discussion
- Make decisions with the involvement of the community
- Leverage the opportunities that come with HAF funding
- Prepare Council to speak to Parks Canada as the community's voice (final decision rests with PCA)

As the engagement takes place, What We Are Hearing reports will be shared with the community and Council. Following the engagement, the following will be presented to Council for decision:

1. **The community values that will guide the creation of Jasper's Town Plan in 2026.** This will be vital guidance administration can use to prepare for community engagement in early 2026 (after the municipal election).
2. **Proposed policy changes to the Town of Jasper Land Use Policy** (Parks Canada). Council will be in a position to request Parks Canada to make policy changes related to residential density and minimum parking requirements.

Strategic Relevance:

- Communicate and engage with residents.
- Welcome the expertise, innovation, creativity and commitment of community members, groups, associations and businesses.
- Embrace our growing diversity.
- Leverage and create opportunities for greater inclusion.

Inclusion Considerations:

The proposed Community Engagement Approach will invite Jasperites to help shape the future of their community and address the severe housing crisis.

Relevant Legislation:

- [Canada National Parks Act](#)
- [Jasper Community Sustainability Plan](#)

- [Agreement for the Establishment of Local Government in the Town of Jasper](#)
- [Alberta Municipal Government Act](#)

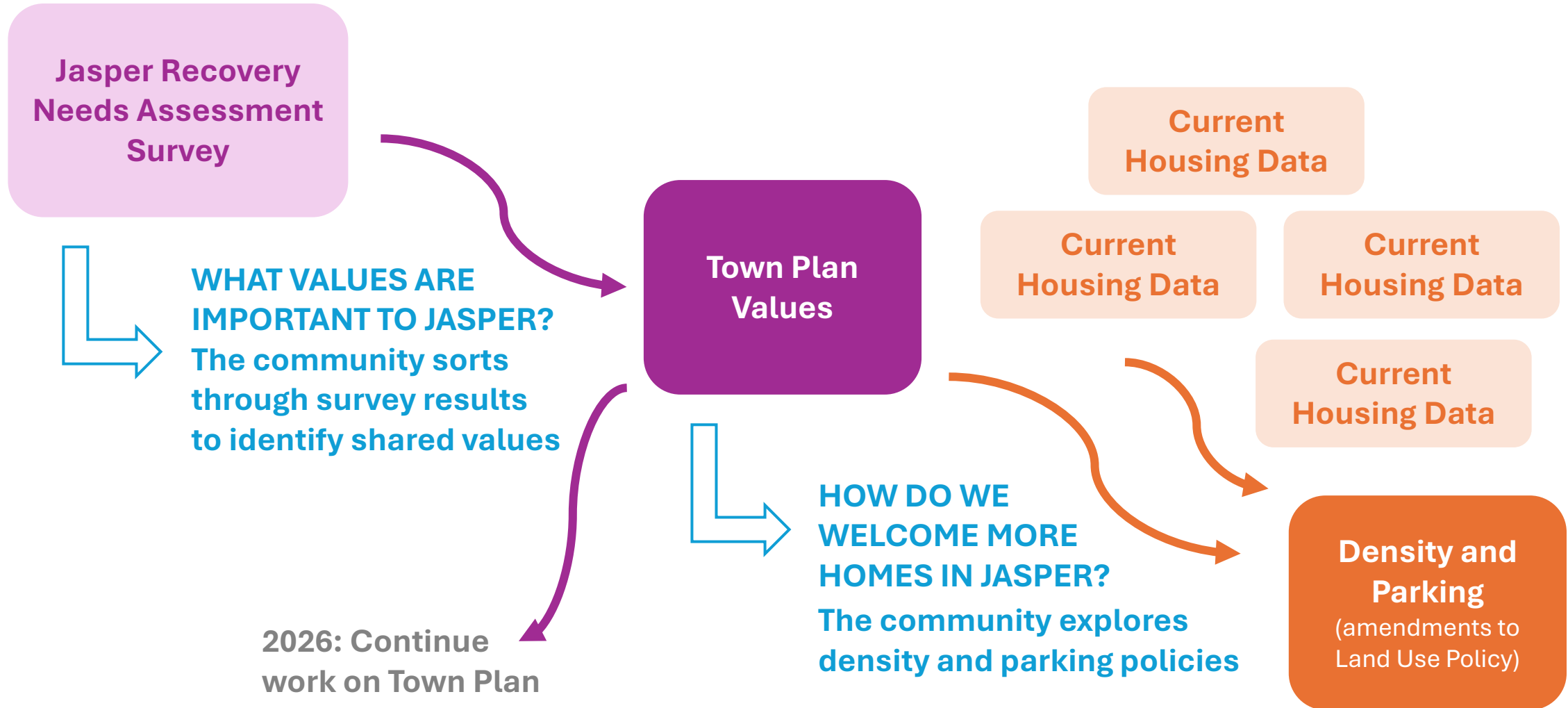
Financial:

The delivery of the Community Engagement Approach is incorporated in the Municipality of Jasper's budget for 2025.

Attachments:

- Community Engagement Approach

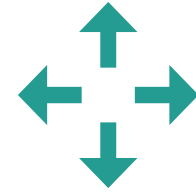
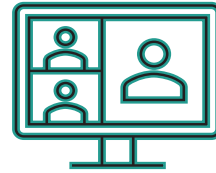
Community Engagement Approach



Project principles

- Increase permanent long-term housing for residents
- Gather statistics and stories to inform community discussion
- Make decisions with the involvement of the community
- Leverage the opportunities that come with HAF funding
- Prepare Council to speak to Parks Canada as the community's voice (final decision rests with PCA)

Principles of engagement



Community readiness

Assess community readiness to participate in engagement.

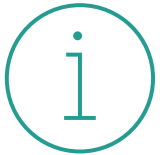
Accessibility

In-person and virtual events will be used to ensure the perspectives of the community within and temporarily away from Jasper are heard.

Flexibility

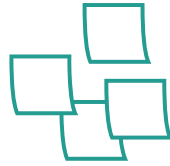
Adjust engagement approaches as needed to accommodate community needs and reach unheard perspectives.

Engagement objectives



Informed community

Jasperites are informed and aware of engagement.



Capture diverse perspectives

Collect input from a wide range of perspectives.



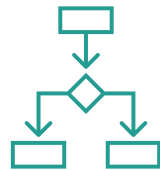
Collaborative community ownership

Diverse community perspectives collaborate and take ownership in their community.



Strengthen trust

Trust between Jasperites and the Municipality of Jasper is strengthened.



Informed decision-making

Use community input to inform decision-making.

Jasper's Town Plan

PHASE 1
(2025)

Our chosen **DIRECTION**
(5 or 6 VALUES)

PHASE 2
(2026)

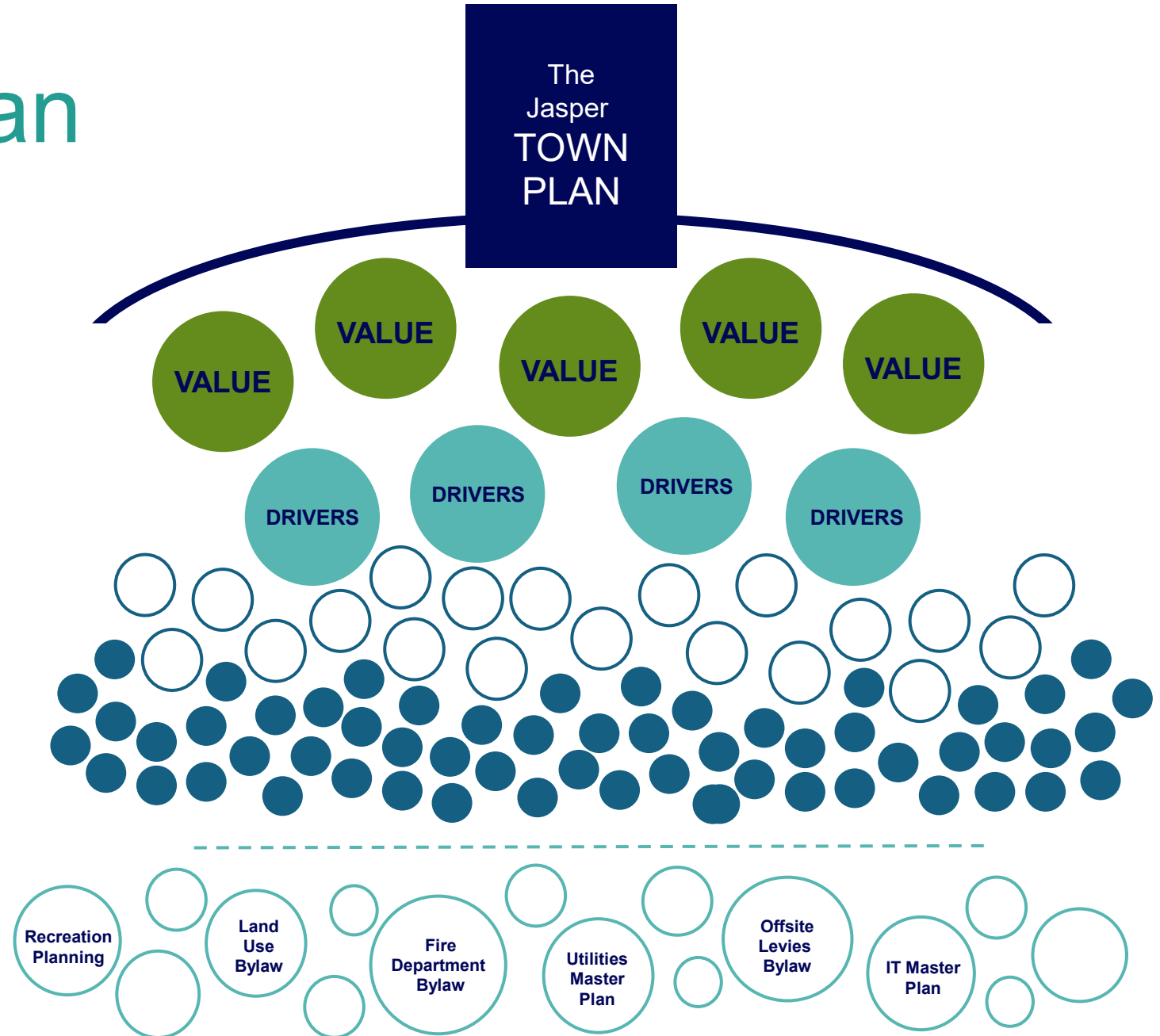
Our **POLICY CHOICES**
(4 or 5 ideas/drivers that shape town)

PHASE 3
(2026)

OUTCOMES and POLICY STATEMENTS
(20 to 30 statements)

IMPLEMENTATION

(plans + bylaws + projects that get us there)



Engagement approach timeline

March 2025	April 2025	May 2025	June 2025
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Town Plan Values

<p>COLLECT DATA</p> <ul style="list-style-type: none"> Jasper Recovery Needs Assessment Survey 	<p>ENGAGE (April 7-12)</p> <ul style="list-style-type: none"> In-person and online Targeted and open invite Explore values <p>What We Heard Report</p>	<p>ENGAGE (May 5-10)</p> <ul style="list-style-type: none"> In-person and online Targeted and open invite Confirm values <p>What We Heard Report</p>	<p>Council RFD (June 24)</p> <ul style="list-style-type: none"> Values to guide Town Plan development in 2026 and decision-making
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Land Use Policy: Density + Parking

<p>Council RFD (March 11)</p> <ul style="list-style-type: none"> Engagement Approach 	<p>COLLECT DATA</p> <ul style="list-style-type: none"> Current housing data 	<p>ENGAGE (May 5-10)</p> <ul style="list-style-type: none"> In-person and online Targeted and open invite Explore density Explore parking What do we want policy to do? <p>What We Heard Report</p>	<p>ENGAGE (June 2-10)</p> <ul style="list-style-type: none"> Test and confirm policy changes <p>Council RFD (June 24)</p> <ul style="list-style-type: none"> Amendments to Land Use Policy: <ul style="list-style-type: none"> Residential density Parking minimums
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Who and how to engage

CITIZENS

- Survey
- Drop-in information session and BBQ
- Walking tour
- Community events
- COS community conversations
- Workshops

PUBLIC INSTITUTIONS

- Lunch and learn
- Walking tour
- Meetings
- Workshops

COMMUNITY ORGANIZATIONS

- Coffee chats
- Lunch and learn
- Walking tour
- Community meetings
- Workshops

BUSINESS COMMUNITY

- Coffee chats
- Lunch and learn
- Walking tour
- Meetings
- Workshops