

Re-elect Jenn Schmidt-Rempel: Full platform



A Brighter Lethbridge, Together

Strong leadership begins with strong values. That's why my campaign is built on the core principles of: People, Service, Business, and Community. These values are deeply interconnected – they support each other and shape the foundation for a Brighter Lethbridge, Together.

These guide every decision I make and reflect what matters most to the people and the future of Lethbridge. These aren't just campaign words – they're the lens through which I lead, govern, and build our city's future.

A Voice for Lethbridge

Re-elect me as your voice on Lethbridge City Council – someone who listens, asks the right questions, and does the work. I don't always have all the answers, but I promise to make thoughtful, evidence-based decisions. I will represent you – and our city – with proven integrity, accountability, and commitment.

Let's Connect

Your voice matters. I want to hear which city services matter most to you – and how you believe we can make them more cost-effective, responsive, and efficient. Together, we can shape a stronger, smarter Lethbridge that works for everyone.

I believe in open dialogue and strong relationships. If you have feedback on my platform or want to discuss an idea, I welcome the opportunity to hear from you. Your insight helps build a stronger, more connected Lethbridge.

PEOPLE

Lethbridge is strongest when its residents are included, secure, and supported.

Our city thrives when people can access responsive services, welcoming spaces, and a strong network of local support.

From Commitment to Community

Over this past term, I committed to and delivered on...

Employment & Workforce Development

- Led efforts to bring forward the results of the SouthWest Alberta Graduate Retention Study for Council awareness and future action consideration.

- Supported the City's Memorandum of Understanding with the University of Lethbridge to strengthen work-integrated learning opportunities.
- Championed workforce development as essential to Lethbridge's future.

Housing & Homelessness

- Approved the Lethbridge Housing Authority's Stafford Dr. N. supportive living project, and Cottages at Southgate project including the installation of solar panels to offset operating costs.
- Supported the move of Community-Based Organization funding from the City of Lethbridge to Lethbridge Housing Authority for improved integration.
- Supported projects by the Aboriginal Housing Society and Blackfoot Family Lodge Society.
- Supported The Edwards project by Concept Investment Partners Ltd.
- Supported the development of affordable and market housing projects throughout the city.
- Suggested and supported changes to the City's Encampment Strategy to ensure coordinated efforts amongst partner organizations.
- Supported the YWCA in establishing the new transitional-style housing Hope Program.
- Participated in Land Use Bylaw Renewal Project workshops.

Social Services & Community Wellness

- Helped initiate reworking the Community Wellness & Safety Strategy (CWSS) based on public and internal feedback – resulting in a stronger, more responsive plan.
- Asked detailed questions at re-zoning public hearings to ensure social service projects were appropriately planned and service providers were certified and had conducted community consultation before requests came to Council.
- Introduced a motion to conduct a childcare needs assessment after identifying a shortfall of approximately 600 spaces in the city.
- Encouraged collaboration among local and provincial service providers.

Health, Safety & Policing

- Supported an increase in Lethbridge Police Service funding.
- Supported the reappointment of the Police Chief.
- Served on the Lethbridge Police Commission and assisted in developing its Strategic Plan, and annual reporting to Council and the community.

Accessibility & Transit

- Advocated for enhanced and accessible transit service, including transit support for newcomers, including those who came under the Canada-Ukraine Authorization for Emergency Travel Program.
- Supported a review of the City's transit system, which will include the establishment of a transit advisory committee for ongoing rider feedback.

Public Engagement & Civic Participation

- Gave public presentations on respect and civility in online spaces.
- Ensured partner organizations were regularly included in City meetings.
- Took a strong stand in favour of community and regional input during the coal mining vote.
- Played a lead role in downtown activation including supporting Festival Square, and the downtown playground.
- Regularly met with local and regional business representatives, members of community groups, and other individuals to hear concerns and bring those back to Council and the City.

Water & Natural Resources Advocacy

- Vocal advocate for securing and protecting water and wastewater infrastructure – recognizing water as essential to Lethbridge's survival and growth.

Provincial & National Representation

- Appointed to the Premier's Advisory Task Force on Ukraine to provide information on and support Southern Alberta's response to the crisis and ensure effective service for newcomers.
- City Council representative on Team Lethbridge missions in 2022 and 2024.

My Ongoing Commitment to You

Future-Focused Workforce Development

- Work towards a concierge-type service to help new residents to our city connect to schools, childcare, housing, employment opportunities, education, and other community and regional services.
- Continue to support our community organizations, educational institutions, and businesses in creating and expanding people-focused investment and attraction strategies.
- Continue to pursue student retention initiatives, and encourage work-integrated learning opportunities

Housing & Social Strategy Continuation

- Maintain focus on integrated, needs-based social services planning.
- Continue shaping housing advocacy through land use and zoning.
- Focus on the Municipal Development Plan's vision including areas of high-quality infill, transit-oriented development, and economic diversification.
- Advance next phases of the encampment strategy.

Community Wellness & Civic Life

- Uphold respectful, civil discourse in public life and council conduct.
- Encourage meaningful engagement of community partners in policy development and City processes.
- Keep refining communications to better serve and inform residents.
- Continue work to address childcare needs in the city.
- Support early intervention programs and organizations.
- Advocate for youth-focused services and investment.

Policing & Safety

- Continue supporting police services and the leadership of the Police Chief.

Resource Advocacy

- Intensify advocacy for water and wastewater resource protection and infrastructure investment.

SERVICE

Strong cities are built on strong services.

Lethbridge needs steady leadership focused on delivering the core services that matter most – from core infrastructure and its ongoing maintenance to housing, healthcare, community safety, and social supports. I believe in responsible investments, community accountability, and smart policy that puts residents first.

From Commitment to Community

Over this past term, I committed to and delivered on...

Health & Mental Health Services

- Brought forward motions and supported advocacy efforts for physician recruitment – including a focus on specialists – contributing to a trending rise in physician numbers in Lethbridge.
- Supported the creation of the University of Lethbridge Southern Alberta Medical Program. This program will allow for the training of more local physicians, is expected to attract doctors who are interested in teaching students, and will work towards fulfilling long-term doctor recruitment needs in Southern Alberta.
- Promoted Lethbridge's role as a regional healthcare and mental healthcare hub.

Housing & Social Support Services

- Approved the Lethbridge Housing Authority's Stafford Dr. N. supportive living project, and Cottages at Southgate project.
- Supported the move of Community-Based Organization funding from the City of Lethbridge to Lethbridge Housing Authority for improved integration.
- Supported projects by the Aboriginal Housing Society and Blackfoot Family Lodge Society.
- Supported the YWCA in establishing the new transitional-style housing Hope Program.
- Introduced a motion to conduct a childcare needs assessment after identifying a shortfall of approximately 600 spaces in the city.
- Championed coordinated social services in funding decisions.

Education, Skills, and Workforce Development

- Led efforts to bring forward the results of the SouthWest Alberta Graduate Retention Study for Council awareness and future action consideration.
- Regularly advocated for increased investment in post-secondary institutions and skills-building initiatives as core elements of Lethbridge's service and future employment infrastructure.

Policing & Public Safety

- Supported Lethbridge Police Service through funding decisions, Commission work, and direct participation, including a ridealong and regular walks with officers in our downtown core.
- Helped develop the Lethbridge Police Commission Strategic Plan and ensured reporting on its progress to Council and the public.
- Backed funding of body-worn cameras for accountability and transparency.
- Supported Crime Prevention Through Environmental Design grant programs for local safety improvements.

Fiscal Responsibility & Long-Term Service Planning

- Co-sponsored the motion to develop a Long-Term Financial Sustainability Framework to ensure Lethbridge can responsibly maintain and grow its service levels over time. This includes formalizing long-standing financial principles and practices that has guided the City of Lethbridge in making financial decisions and will also allowing future Councils flexibility in achieving their strategic visions.

My Ongoing Commitment to You

Continued Health & Mental Health Advocacy

- Continue advocating for access to healthcare and mental healthcare services that meet the growing needs of residents.
- Continue to advocate for and support advocacy efforts for physician recruitment – including a focus on specialists – to our area.
- Highlight and promote Lethbridge’s role as a regional hub for healthcare services.

Housing & Support Services

- Sustain strong working relationships with housing providers such as Aboriginal Housing Society, Blackfoot Family Lodge Society, and Lethbridge Housing Authority.
- Aligning Council actions with the Municipal Housing Strategy, and building homes across the housing spectrum that reflects changing demographics and demand for the current and future needs in our city.
- Advocate for expanded support structures to help vulnerable residents access shelter, care, and community-based resources.

Post-Secondary & Workforce

- Continue advocating for investment in post-secondary institutions as foundational service hubs for education, skills-building, and economic growth in priority sectors.
- Work towards a concierge-type service to help new residents to our city connect to schools, childcare facilities, employment opportunities, housing, education, and other community and regional services.
- Continue work to address childcare needs in the city.

Safety & Accountability

- Maintain support for Lethbridge Police Service funding alongside ongoing accountability measures through the Lethbridge Police Commission.

- Work toward better bylaw services and community-based public safety initiatives.
- Monitor and support the Lethbridge Police Commission's Strategic Plan implementation and public reporting.

Fiscal Responsibility & Service Delivery

- Promote service levels policy development to improve clarity, accountability, and planning across departments.
- Ensure fiscal responsibility remains central through continued implementation of the Long-Term Financial Sustainability Framework, ensuring Lethbridge can responsibly maintain and grow its service levels over time.

BUSINESS

A thriving business community is essential to a strong, resilient Lethbridge.

I believe that a city's economic success is built on long-term planning, bold partnerships, and practical supports for local entrepreneurs, small businesses, and major sectors. I am committed to making Lethbridge a place where business can grow with confidence.

From Commitment to Community

Over this past term, I committed to and delivered on...

Downtown Revitalization & Activation

- Supported the development of Festival Square and a downtown playground to drive foot traffic and activate public spaces.
- Encouraged local events, business promotions, and cultural vibrancy to support small business growth in the city's core.

Sector Development & Innovation

- Advocated for business growth in emerging sectors including agribusiness, food innovation, advanced manufacturing, technology & innovation, creative industries, and agri-food processing.
- Supported efforts to attract and retain talent, particularly through workforce development and post-secondary partnerships.

Economic Development Strategy

- Supported Economic Development Lethbridge in its initiatives including Agrifood Cluster Ignition, Supply Chain & Logistics, Creative Industries Cluster Ignition, Market Intelligence, and Operational Excellence.

- Supported Tourism Lethbridge in its initiatives including Sport & Meeting Development, Airport Marketing for Tourism, and Digital Media Library.
- Co-sponsored and supported an updated Economic Development Strategy to bolster Lethbridge's economic growth strategy, with input from partners such as Economic Development Lethbridge and Tourism Lethbridge, and reinforce economic development as a top priority of Council.
- Supported the development of Development Based Initiatives that can be delivered upon and increase local investment opportunities.
- Participated in local and regional educational meetings to learn more about what our city and region has to offer potential investors, as well as what some of our challenges and barriers are.
- Supported data-informed and community-aligned approaches to business investment attraction, business retention, and expansion, and entrepreneurship and innovation.

Infrastructure to Support Business Growth

- Championed investment in core infrastructure – particularly water and wastewater systems – to support future commercial and industrial expansion.
- Promoted planning and permitting improvements to reduce barriers for developers and entrepreneurs.
- Championed Lethbridge as a place to invest and do business, and as the business and industry hub of Southern Alberta.

Workforce & Talent Retention

- Led efforts to bring forward the results of the SouthWest Alberta Graduate Retention Study for Council awareness and future action consideration.
- Advocated for Lethbridge's post-secondary institutions as drivers of innovation and economic growth.
- Introduced a motion to conduct a childcare needs assessment after identifying a shortfall of approximately 600 spaces in the city.

Provincial & National Representation

- Appointed to Alberta Municipalities Economic Strategy Committee to review matters and resolutions related to labour and immigration; jobs, economy, innovation and technology; energy policies and market access; and advanced education.
- City Council representative on Team Lethbridge missions in 2022 and 2024.

My Ongoing Commitment to You

Expanding Business Support Services

- Support the development of a concierge-type service to help investors, entrepreneurs, and new residents navigate Lethbridge's housing, education, childcare, education, employment, and business opportunities.
- Encourage cross-sector coordination to make Lethbridge easier to invest in and grow from day one.
- Continue to support the development of Development Based Initiatives that can be delivered upon and increase local investment opportunities.
- Continue work to address childcare needs in the city.
- Encourage the creation and publication of an annual key performance indicators scorecard to guide course corrections and maintain economic development momentum.

Building for Long-Term Growth

- Continue implementation of the Long-Term Financial Sustainability Framework to ensure fiscal stability for future investment, ensuring Lethbridge can responsibly maintain and grow its service levels over time.
- Encourage the development an Integrated Implementation Roadmap after the Integrated Growth Management Strategy has been completed.
- Prioritize infrastructure investment that unlocks growth, especially in industrial, commercial, and downtown sectors.
- Promote policies that streamline permitting, zoning, and land use for business development.
- Identify and review policies that create artificial barriers to growth.
- Investigate opportunities for business to invest in and enhance public service or capital improvement projects.
- Continue to promote the benefits of doing business in Lethbridge, and finding ways to make it easier to do business in our city.
- Work with local business and find ways to help them achieve their goals for expansion.
- Work to ensure current city infrastructure is available to support specific economic growth sectors.
- Prioritize core infrastructure services in areas identified for high-value investment or high-employment yield.
- Explore the creation of a unified open data portal that integrates real-time data on demographics, workforce, land inventory, permitting timelines, and incentive take-up to encourage investment.

Strategic Sector & Workforce Development

- Continue support of Economic Development Lethbridge's work in advancing key sectors such as food innovation, creative industries, technology & innovation, agri-food processing, aviation & aerospace, energy & renewables, and advanced manufacturing.
- Continue advocating for student and talent retention strategies linked to Lethbridge's economic future.
- Work to strengthen skills and talent development for workers and businesses through regional economic planning, and other initiatives, to create sustainable jobs for the future.
- Continue to pursue student retention initiatives and collaborate with post-secondaries to co-design credentials and work-integrated learning opportunities that address skills shortages and gaps.
- Continue to advocate for investment in post-secondaries and skills-building initiatives as core elements of Lethbridge's service and future employment infrastructure.

Downtown Investment & Small Business Focus

- Maintain momentum on downtown revitalization through public space activation, targeted events, and strategic investments.
- Strengthen supports for local small businesses and entrepreneurs navigating current economic conditions and future growth.

Regional & National Representation

- Focus on regional partnerships and working co-operatively towards intermunicipal planning initiatives and advocacy priorities that will build our region.
- Supporting and furthering current efforts and plans to become the western trade corridor in Canada, Canada's agricultural and agri-food corridor, a logistics corridor, and a regional tourism hub.
- Meaningfully engage on regional economic opportunities through responsive, collaborative programming, capacity building, and exploring access to capital for future regional investment.

COMMUNITY

A strong city is one where people feel safe, included, and proud to call it home.

I believe in building a Lethbridge that prioritizes well-planned spaces, accessible amenities, and vibrant, connected neighbourhoods. Whether it's supporting parks,

downtown revitalization, housing, or public safety, I'm focused on creating a community where people can truly thrive.

From Commitment to Community

Over this past term, I committed to and delivered on...

Plans for Better Development

- Participated in Land Use Bylaw Review sessions to ensure thoughtful planning and livable neighbourhoods.
- Advocated for the preservation and future investment in Lethbridge's urban forest, including asset management for trees.
- Supported water conservation efforts and sustainable planning around natural resources.
- Supported expansion of the Clean Energy Improvement Program, which provides low-interest loans for home energy retrofits, and the community toxic waste round-up program.

Improved Public Spaces & Access

- Ensured snow removal concerns and accessibility were addressed on bike paths and trails.
- Encouraged future interconnectivity in parks, pathways, and recreation areas – including plans for year-round use.
- Supported Tourism Lethbridge's work on becoming the premier destination for sport tourism and business event hosting in southern Alberta.

Invested in Downtown Vitality

- Supported a creative, vibrant downtown through investment in arts, culture, housing, and events.
- Helped deliver Festival Square and a new downtown playground.
- Negotiated adjustments to parking fees to support businesses.
- Continued support of Downtown BRZ's Clean Sweep initiative.
- Opposed the installation of fencing a downtown park, advocating instead for positive public activation.

Prioritized Housing and Safety

- Supported housing incentive programs and new developments throughout the city.
- Supported the Downtown Policing Unit and regularly walked downtown with officers to stay connected to on-the-ground realities.
- Focused on both new and established neighbourhoods to ensure equitable support and development across the city.

My Ongoing Commitment to You

Strengthen Environmental Policy

- Develop policy around natural assets and water-wise planting for Lethbridge's geography.
- Expand water conservation efforts across planning and development initiatives.

Advance Public Space & Accessibility

- Continue improving interconnectivity and accessibility across trails, parks, and recreation areas.
- Promote year-round outdoor activity and barrier-free design in public spaces.

Empower Communities

- Support the growth of neighbourhood associations to build local pride and engagement.
- Champion incentives that support vibrant, well-served communities.

Reignite Civic Participation

- Encourage voter turnout and public engagement in civic life.
- Reconsider exploring a Ward System for Lethbridge, as per the 2021 ballot question.
- Continue to explore community expectations of City Council workload.
- Support City communication strategies to ensure residents are informed of what's going on in our city.
- Continue supporting arts and culture investments in our city.

Invest in Youth & Families

- Support early intervention programs to break cycles of poverty.
- Advocate for youth-focused services and investment in school development across Lethbridge.