



COMMITTEE OF THE WHOLE

ADMINISTRATIVE REPORT

Topic: Overview of Report to Community/Residents

Introduction:

The Corporate Planning Department is proposing a new format for the communication of year-end achievements to residents, in-line with the proposed 2016 and 2017 Strategic Planning Framework.

Facts (Background Information):

Parkland County provides updates to the public and to residents on an ongoing basis throughout the year using various methods, while also providing a State of the County Address on an annual basis. Parkland County is one of the few municipalities that does not publish a consolidated year-end report to residents (non-financial). There is an opportunity to be innovative and provide additional value to residents through the development of a short year-end report. The report would provide information, statistics, and future plans to residents in a user-friendly, creative format that could be published in a number of different ways (i.e. in print, online, and on promotional material).

A number of opportunities exist throughout 2016 and 2017 to support the development of a year-end report. Opportunities include Parkland County's new website, the availability of Census data, a Resident Priorities Survey, planned refinement of key performance indicators, and the proposed development of a long-term vision and strategy for the County.

Work would occur throughout 2016 to develop a brief year-end report, while refinement of data collection and key performance indicators would occur throughout 2017 to enable the development of a more sophisticated report.

It is important to provide residents with information in an easy-to-read, consolidated format to ensure transparency, accountability, and to support community engagement. This would also provide Council and Administration with a consistent, standardized tool to communicate Parkland County's achievements and priorities.

Conclusion/Summary:

Administration supports the Report to the Community/Residents to be received for information.

AUTHOR: Laura Swain

Department: Corporate Planning

Date written: September 9, 2016