



PARKLAND COUNTY STRATEGIC PLAN

2022-2025



Vision, Mission, and Values

In looking towards the future of Parkland County, it is important that Council members agree on what the destination looks like. With this in mind, Council first decided on the County's ideal long-term future (Vision) and the general direction it will take to achieve that future (Mission).

Vision

The vision is a high-level statement that expresses what the future looks like. Our vision has been crafted to be inspiring, energizing and motivating both internally and externally.

The Strategic Plan is intentional about the areas where focus must occur to advance our vision for the County. It is a roadmap, guiding our vision for the future – a plan to get us from where we are today to where we want to be.

Parkland County: gifted by nature, inspired by innovation, powerfully connected, and home to opportunity.

Mission

Our mission statement communicates what we do and who we serve. Parkland County's mission is closely linked to our vision, as understanding who we are drives what we might become.

Connecting individuals to communities, industry to opportunities, and people to nature. Parkland County, a home to grow and prosper.

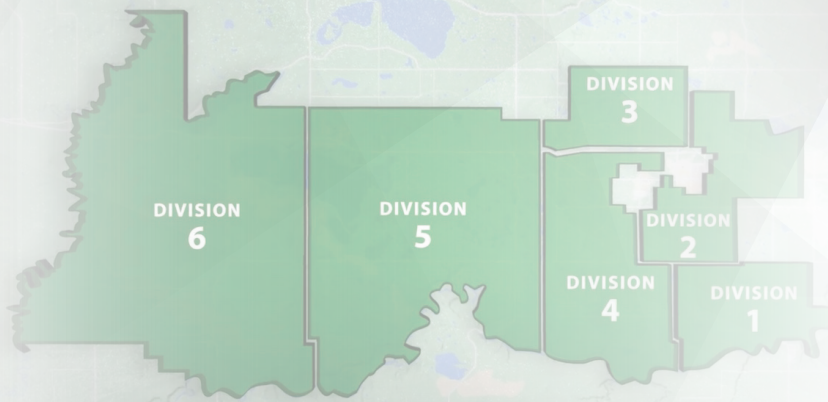
Back row (left to right):

Allan Hoefsloot, Allan Gamble, Rob Wiedeman

Front row (left to right):

Natalie Birnie, Sally Kucher Johnson, Phyllis Kobasiuk, Kristina Kowalski





Values

The values expressed here determine how the County operates, both publicly and privately.

ACCOUNTABILITY

Parkland County is responsible for delivering necessary programs and services to all who choose to call Parkland County home.

TRANSPARENCY

We conduct County business in public whenever possible. Council and Administration operate in an open and accessible manner while still respecting privacy legislation.

CUSTOMER FOCUS

Parkland County keeps our residents, business, and community organizations at the centre of all decision-making. We strive for service excellence.

TEAMWORK

Together we are better. Parkland County works with and for those who choose to live and serve here to promote a sense of belonging and well-being.

LEADERSHIP

We serve our community by listening, engaging in prudent decision-making, and forward thinking.

INNOVATION

We are responsive to new ideas that will benefit and improve our community. Parkland County is open for opportunities.





Priorities for 2022-2023

Within the full list of goals that appear in the strategic plan, Council has created a subset of five 'high' ranked strategies that support the goals. The items on this list reflect the priorities that Council view as both important and timely.

It is expected that the high priority strategy list will change over time as some high priority items near completion and new priorities emerge for the County.

The top five priorities for 2022-23 include:

GOAL 1

To explore strategies that encourage new businesses to locate in Parkland County

PRIORITY STRATEGY

Solidify an investment strategy for Acheson lands to ensure maximum build-out can be achieved.



GOAL 2

To ensure that County Council is supported by a robust and current framework of bylaws, policies, and plans

PRIORITY STRATEGY

Review Council's guiding documents for accuracy, ensuring they are current and develop a plan to update those that require it.



GOAL 3

To create a sense of belonging and well-being by linking our communities together with roadways, pathways, and utilities

PRIORITY STRATEGY

Finalize implementation plan for broadband investment throughout Parkland County.



GOAL 4

To strive for organizational excellence in delivering County services and programs to residents, businesses, and community groups

PRIORITY STRATEGY

Conduct an organizational review of current programs, services, and delivery methods.

GOAL 5

To develop a policy framework that ensures protection of environmental significant areas

PRIORITY STRATEGY

Review and update the County's protection framework around environmentally significant areas to ensure that it provides clarity and that it supports Council's strategic goals.





Pillars, Goals, and Strategies

The plan below identifies what the County will be working on over the course of the next four years. The Strategic Plan includes Pillars and Goals, which are supported by strategies and tactics developed by Administration to form the Corporate Plan.



PILLAR

Area of major concentration for County Council over the term of this Strategic Plan.



GOAL

Change over time that is supported by County Council. This becomes the answer to “what does the County do?”



STRATEGY/TACTIC

Expected activity in support of the goal. This becomes the answer to the question “how does the County achieve the goal?”



PRIORITIES

Strategies that are the most important and timely for the County to put effort into. In the list below, goals with high priorities are italicized.





PILLAR A Complete Communities

We recognize the diversity of Parkland County's communities, while fostering a united and shared vision for Parkland as a whole.



GOALS

1 To create a sense of belonging and well-being by linking our communities together with roadways, pathways, and utilities



2 To build a strong community through effective social supports services

3 To ensure that County infrastructure meets the needs of residents, business, and industry

4 To honour the history and culture of local Indigenous peoples





PILLAR B

Strategic Economic Diversification

We support the continuation and evolution of traditional economic activities, while pursuing new opportunities for diversified and sustainable growth.



GOALS

1 To explore strategies that encourage new businesses to locate in Parkland County



2 To add emphasis to recreation and agri-tourism as economic drivers

3 To increase revenue generation through new business and industrial development

4 To support energy transition and diversification

5 To support existing businesses in Parkland County with a focus on micro and small businesses



PILLAR C

Respected Environment and Agriculture

We respect the natural environment, recognizing Parkland County's biodiversity and unique natural beauty, the land's value for agricultural purposes, and ensuring our commitment to sustainable agricultural and environmental practices.

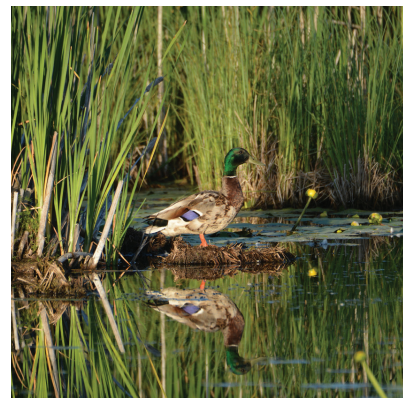


GOALS

- 1 To develop a policy framework that ensures the protection of environmentally significant areas



- 2 To ensure residential development plans incorporate relevant public amenities
- 3 To recognize the importance of preserving prime agricultural land available for production
- 4 To support our agricultural community





PILLAR D Responsible Leadership

We maintain the public's trust through transparent and fair decision-making, superior service delivery, and effective engagement.



GOALS

- 1** To ensure that County Council is supported by a robust and current framework of bylaws, policies, and plans 
- 2** To strive for organizational excellence in delivering County services and programs to residents, businesses, and community groups
- 3** To create or strengthen relationships with leaders of Parkland County-based business and community groups
- 4** To engage and collaborate with all orders of government, particularly our Tri-Region partners and Indigenous neighbours
- 5** To engage meaningfully with County residents on matters of importance to them using methods that work for them





Conclusion

Parkland County's 2022-2025 Strategic Plan provides a roadmap that was developed by the County's elected officials and senior Administration. It is important that both Council and Administration work together to achieve the goals that are outlined in this plan.

Also important is the recognition that the environment in which the County operates is always shifting. In response, the County's plans also must change to remain relevant. As with any plan, this one must be used, reviewed and updated on a regular basis.





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