

Topic: Council's Strategic Plan - February 2013 Update

Introduction:

This Administrative Report is intended to provide Governance and Priorities Committee with more detail regarding updates made to Council's Strategic Plan as the result of discussions during the February 2013 Strategic Planning Retreat.

Facts (Background Information):

In February 2013, Parkland County Council and Senior Administration attended the annual Strategic Planning Retreat to review the current Strategic Plan to ensure that the strategies identified were still relevant and reflected current realities.

Council reviewed the document and made several recommendations for changes. The following is a list of the changes made to the Strategic Plan:

- Message from the Mayor updated
- Council's Role, Bullet 4 amended – previously read “assess and re-evaluate strategies and actions on an annual basis.”
- Administration's Role, bullet 3 amended – previously read “Ensure efficient use of Parkland County's resources ...”
- Guiding Principles amended to change the word “striving” to “committed to attain.”
- Vision Statement updated – previously read “The land is the tie that binds us and it shows. We're innovative and responsible land stewards. We're progressive enablers of economic prosperity. We strive to ensure land use planning, policies, and development bring together and respect the distinctiveness of urban and rural populations. In our efforts, we are, at our core, a reflection of strong rural values.”
- Economic Development, Goal 1, Strategy 2 – amended by changing the word “all” to “new.”
- Economic Development, Goal 1, Strategy 3 – amended to remove the word “implement” and changed to “evaluate.”
- Quality of Life – preamble, quotes added around “know your neighbour” in first paragraph. Third paragraph amended from “Parkland County strives to create” to “Parkland County is committed to creating.”
- Quality of Life, Goal 1, Strategy 2 amended – previously read “Parkland County will review the Municipal Development Plan and identify appropriate areas for higher-density residential growth.”
- Environment – preamble amended – previously read “In Parkland County, we believe that a healthy and prosperous community is developed through a growing economy, a vibrant social and cultural

life, efficient and transparent governance structure, and respect for the environment. Enhancing these in a coordinated manner is what sustainability planning is all about.”

- Agriculture, Goal 1 amended by replacing “strive to ensure” with “commit to ensuring.”
- Agriculture, Goal 1, Strategy 2 amended – previously read “Parkland County will incorporate the use of technology to advance agricultural practices.”
- Infrastructure, Goal 1 amended by replacing “will develop and maintain high-quality infrastructure” to “develops and maintains high-quality infrastructure.”
- Infrastructure, Goal 2 amended by replacing “will take” to “takes.”
- Infrastructure, Goal 2, Strategy 1 amended by including “will continue to expand ...”
- Infrastructure, Goal 2, Strategy 2 amended – previously read “... will explore partnerships with private sector recreational property owners ...”
- Infrastructure, Goal 2, Strategy 4 amended – previously read “explore development of Part 9 companies.”
- Governance, Goal 1, Strategy 2 amended – previously read “Parkland County will further our commitment to transparency.”
- Governance, Goal 2, Strategy 1 amended – previously read “... will further relationships ...”
- Governance, Goal 3, Strategy 1 amended – previously read “... will work to enhance, promote, and celebrate the new Parkland County branding concept.”

Analysis:

Council’s Strategic Plan is a living document that is reviewed annually to ensure the strategies identified are on track with reaching Council’s goals. The Strategic Plan also provides direction to Administration on areas where resources should be directed. Administration reports its progress through the Administration Action Plan Quarterly Reports.

Alternatives:

1. Committee may recommend additional changes to those included within the updated Strategic Plan.
2. Committee may discard all proposed changes and recommend further changes as appropriate.
3. Committee may discard all proposed changes.

Conclusion/Summary:

Administration believes the changes reflected in the updated Strategic Plan address the suggestions and recommendations during Council’s Strategic Planning Retreat. As this is Council’s Plan, however, it is important that Council have a close review of the proposed changes and confirms that the document is a true reflection of the requested amendments. Administration therefore invites Committee to put any other suggestions forward as may be necessary to complete the document before presenting to Council for formal adoption.

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