

Topic: Draft Community Vision and Values Statement and rationale

The Draft Vision Community Vision and Values Statement

Parkland County will conserve our natural environment and promote a sustainable and diverse economy while maintaining our rural character. We will be innovative and creative in growing a healthy community that provides equitable opportunities for all, and we will celebrate our unique and diverse cultures.

Rationale

Administration held three public engagement sessions in late January that asked residents to identify the strengths, weaknesses, opportunities and threats that Parkland County faces currently and into the future. Planning staff and the Sustainability Coordinator also attended three engagement sessions in January and early February related to the Council Strategic Plan. Out of these sessions, five (5) main categories of were discussed in detail:

1. Environment
2. Economic Development
3. Community
4. Governance
5. Amenities

In addition, residents at the Municipal Development Plan sessions discussed the specifics for a new Vision statement, including the length, tone and key concepts to be included. Some key concepts that were consistent in all of the sessions included:

- Conservation of our rural character
- Conservation of our natural environment
- Developing a healthy community
- Developing a strong and diverse economy
- Being a forward thinking, innovative and creative County
- The desire and need to balance the different land uses of the community

After gathering this information, Administration prepared the draft Community Vision and Values Statement outlined above. The Draft Community Vision and Values Statement will be presented to the public at the upcoming Municipal Development Plan Engagement sessions in March. The Final Draft Community Vision and Values Statement will then be forwarded to Council in mid-April for formal adoption.

The final Community Vision and Values Statement will also be used at the Vision Statement for the County's Integrated Community Sustainability Plan (ICSP) which is being updated in 2014.

Conclusion/Summary:

Administration has prepared a Draft Community Vision and Values Statement based on findings from resident engagement sessions held on the Municipal Development Plan in late January 2014. Administration feels that the Draft Vision and Values Statement adequately captures the key findings from

these engagement sessions. After the March engagement sessions, the final Community Vision and Values Statement will be forwarded to Council in mid-April for formal adoption.