

Development Services Update

September 20, 2016

Divisional Strategic Priorities

Strategic Priority 1: Agriculture - Parkland County strives to be a vibrant agriculture and food community characterized by its diversity, creativity and entrepreneurship, focused on sustainability as well as new opportunities

Strategic goals

- Engage with our agricultural community and post-secondary institutions to create opportunities for diversity, innovation and entrepreneurship
- Support the agricultural sector to create a strong, diverse and resilient industry entrepreneurship

Accomplishments

- ✓ 15 webinars are being created to support people working from home and business owners.
- ✓ Recent workshops held such as the Futurepreneur and Rural Café.
- ✓ Additional educational and engagement activities include: Green Acreage Night, Acreage Days, Rural Café, Classroom Agriculture Program, Alberta Wetland Rapid Evaluation Tool, Lake Isle Flowering Rush meeting, City Slickers tour.

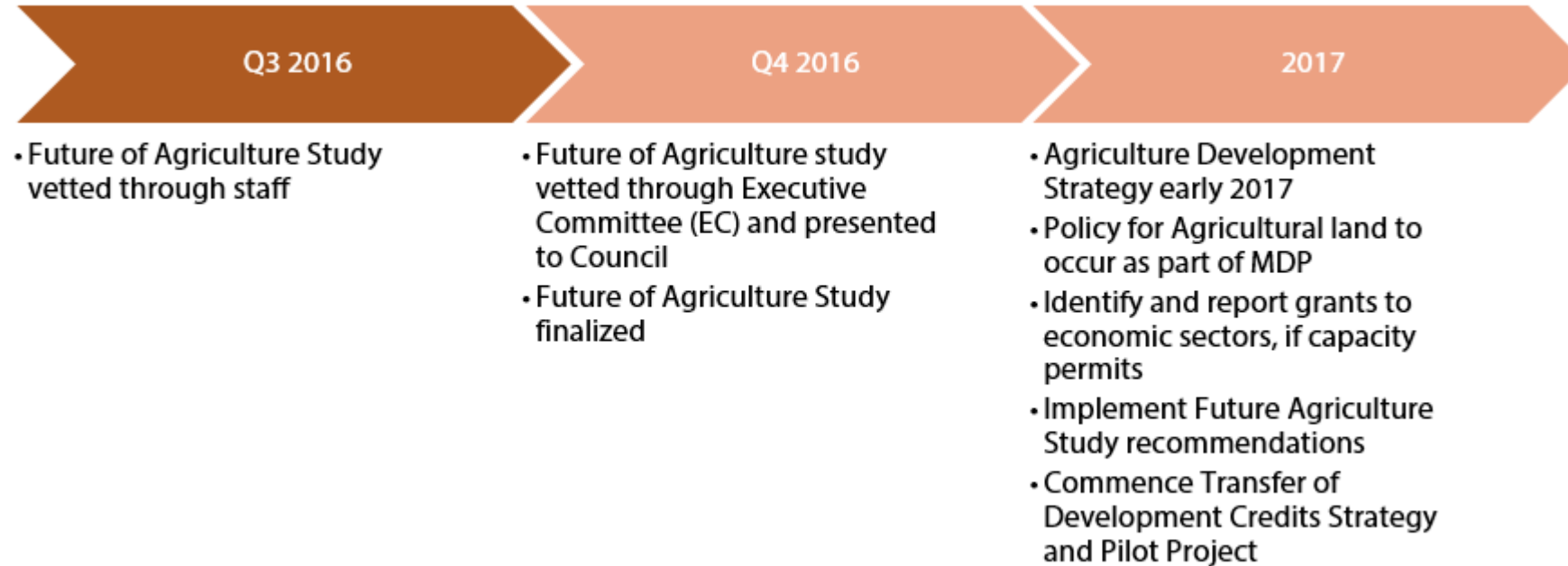
Actions

- Conclude the Future of Agriculture Study and approve strategic direction
- Conclude Agriculture Business Development Study and Implement Strategy
- Create partnerships with external stakeholders to provide programming and grant opportunities
- Develop policy for agricultural land
- Utilize Smart Parkland technology to deliver education events to county residents (i.e. webinars)
- Deliver agriculture related education to producers
- Identify and report grants to the economic sectors

Projects with Potential Challenges or Deferrals

- Agriculture Business Development Strategy will be deferred until 2017.
- Identifying and report grants to the economic sectors will be deferred until 2017, if capacity permits.







Strategic Priority 2: Economic Diversification - Parkland County supports and advances economic growth through diversification and innovation

Strategic goals

- Tourism will be a key element in diversifying the local economy and improving the quality of life in our community
- Invest in and promote connectivity supporting a knowledge workforce to enable the advancement of economic and community benefits
- Foster the creation of quality employment opportunities throughout our community
- Increase business support services to our agricultural producers, rural businesses and sole proprietorships

Accomplishments

- ✓ First Circle Tour to occur in June.
- ✓ Recent workshops held such as the Parkland County "Daycation" and Rural Café.
- ✓ A number of education and learning opportunities have occurred or are to occur throughout 2016, including Commercial Kitchen, Open Farm Days, and Business Learning Series.
- ✓ Vendors are currently loading on the Virtual Market.
- ✓ Have visited 94 owners or potential owners to date through the Business Visitation Program.
- ✓ Sponsored and assisted to organize culinary tour through Parkland County.
- ✓ Annual ALUS Tour completed with launch of new ALUS marketing.

Actions

- Approve four season attraction programs for the County
- Approve Tourism Study and Implementation Strategy (RFP)
- Annual Agriculture tour
- Annual Alternative Land Use Services (ALUS) tour
- Planning and implementation of Circle Tours
- Create partnerships with external stakeholders to provide programming and grant opportunities
- Education and learning opportunities
- Virtual Market
- Coordinate Business Visitation Program
- Land use bylaw amendments to support tourism and small businesses

Projects with Potential Challenges or Deferrals

- Four season attraction programs for the County must be better defined.
- Tourism Study deferred.



Q3 2016

- ALUS Tour completed
- Virtual Market (Ongoing)
- Business Visitation Program (Ongoing)
- Land Use Bylaw amendments to support tourism and small business operators - public input

Q4 2016

- Define Four Season Attraction Program
- Virtual Market (Ongoing)
- Business Visitation Program (Ongoing)
- Land Use Bylaw amendments to support tourism and small business operators - Council for consideration

2017

- Must develop a tourism strategy for programming and partnerships to guide future actions
- Planning and Implementation of GeoTours
- Implement Event Attraction Program
- Complete feasibility study and business case for future industrial areas
- Support land use bylaw amendments to increase industrial and commercial density
- Create local business incubators
- Define Four Season Attraction Program



Strategic Priority 3: Healthy Communities - Parkland County communities create strong supportive cultures through design excellence and proximity to amenities, services and recreational opportunities

Strategic goals

- Inspire community-building through direct investment, community development expertise, and support to volunteers
- Well planned parks, open spaces and recreational facilities that meet the needs of the community are interspersed throughout the County
- Residents have the opportunity to participate in meaningful public engagement opportunities
- Diversify housing options to attract and retain residents of all generations within the community
- Residents have access to programs, services and infrastructure that contribute to their well-being and quality of life

Accomplishments

- ✓ The Smart Parkland Strategy is ongoing, with a significant number of activities occurring in each of the each of the seven pillars (Connectivity, Social Inclusion, Innovation, Knowledge Workforce, Environment, Marketing and Advocacy, and Sustainability)
- ✓ ICSP workshop held with Council to identify spectrum for sustainability

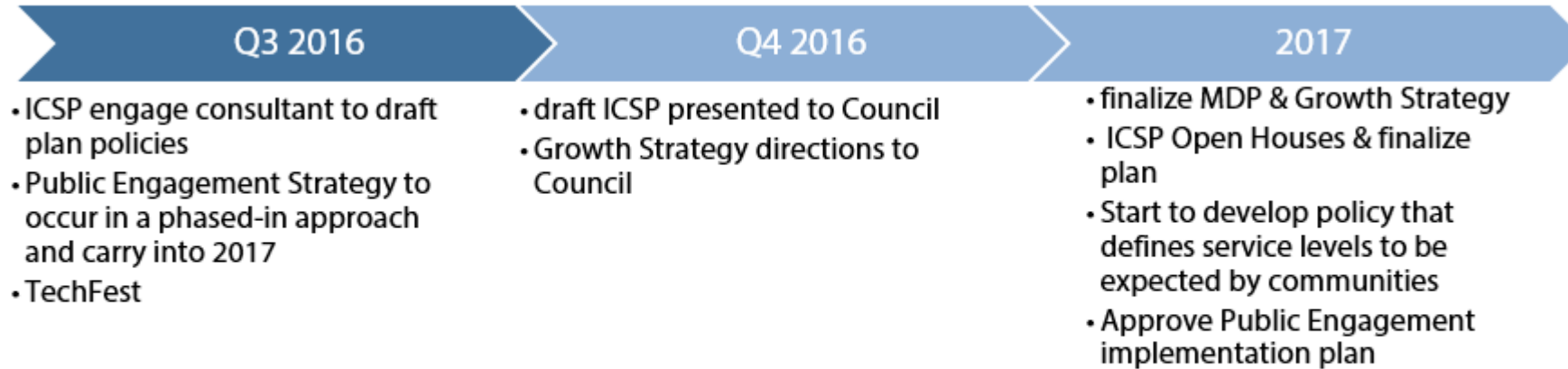
Actions

- Growth Strategy
- Approve Municipal Development Plan (MDP)
- Approve Integrated Community Sustainability Plan (ICSP)
- Approve Public Engagement strategy
- Support the Smart Parkland strategy
- Develop policy statement on housing options
- Develop policy that defines service levels to be expected by communities

Projects with Potential Challenges or Deferrals

- MDP will be completed in Q4 2017
- ICSP potential delay with departure of Supervisor of Community Sustainability
- Diversification of communication strategies must be better defined
- Plan needed to develop policy that defines service levels to be expected by communities





Strategic Priority 5: Environment - Parkland County provides leadership in environmental sustainability

Strategic goals

- Create a healthy landscape that sustains agriculture, wildlife and natural spaces
- Promote environmental stewardship through resident and community education
- Greenhouse gas emissions are reduced and energy efficiency is improved

Accomplishments

- ✓ There has been a significant increase in the number of acreages in ALUS (approx. 500 ac. this year compared to 150 in 2015)
- ✓ An Emerald Award was awarded for ALUS in Alberta in the Shared Footprint category
- ✓ Feasibility study for a waste-to-value added processing facility completed
- ✓ RFP for multi-year environment communications strategy is 75% complete
- ✓ Annual ALUS Tour completed
- ✓ Wetland Inventory and Historical Loss Assessment Study completed

Actions

- Support programs and development that improve the County's eco-system
- Increase the number of new acreages in ALUS/Green Acreages Programs
- Complete the County's wetland inventory and historical loss assessment project
- Development and implementation of a multi-year environment communications strategy
- Complete the feasibility study for a waste-to-value added processing facility
- Increased energy efficiency in County buildings
- Increased energy efficiency in fleet (anti-idling; right sizing)

Projects with Potential Challenges or Deferrals

- Progress with programs and development that improve the County's eco-system dependant on Wetland Inventory and ICSP.
- Increased energy efficiency in County buildings
- Increased energy efficiency in fleet



Q3 2016

- County's wetland inventory and historical loss assessment project completed and presentation to Council
- Secure consultant for multi-year communications strategy

Q4 2016

- Work with multi-year communications strategy
- draft Wabamun Lake Sub-watershed Land Use Plan to Council

2017

- Work with multi-year communications strategy
- Wabamun Lake Sub-watershed Land Use Plan (Implementation)
- CRB implementation plan
- Increase energy efficiency in County Buildings
- Increase energy efficiency in fleet



Reports, Plans, and Studies (2016-2018)

There are a significant number of large studies, plans, strategies, and public consultation activities ongoing throughout the County. There is a need to prioritize these activities and ensure they are appropriately coordinated.

**Future of Agriculture
Study**

**Agriculture Business
Development Study**

Tourism Study

**Municipal Development
Plan**

**Integrated Community
Sustainability Plan**

Technical Growth Study

**Highvale Area Structure
Plan**

**Wabamun Watershed
Land Use Plan**

**Community Economic
Diversification Strategic
Plan**

**Wetland Inventory
Study**



Economic Diversification	Planning and Development Services	Community Sustainability	Smart Parkland
Update our public Interactive map, Discover Parkland	Documentation and approval of planning processes and procedures	Wetland Inventory	Connectivity to County Facilities and fibre connections
Community Economic Diversification Strategic Plan	Municipal Addressing Updates	Tri-Region Organic Facility Study	Social Inclusion Programs
	Approaches Security Review	PSAB Compliance	Innovation Programs
	Land-Use By Law Amendments and Updates	Environmental Communication Plan	Knowledge Workforce Programs
	Acheson Area Structure Plan Implementation	Wabamun Naturalization Project	Smart Parkland Strategic Plan
	Grow the Safety Codes Agency		
	Review PDS Council Policies	GHG Reduction Strategy next phase	

Major Projects and Activities outside the Action Plan

Most activities and projects underway across Parkland County are not captured in the Strategic Plan Action Plan. The County is currently undergoing a Tactical Planning exercise, where additional major projects are being captured, prioritized, and reported on. This will enable more efficient and effective coordination of activities, better prioritization, and will enhance collaboration across the organization. While the majority of activities throughout the County are operational in nature, a number of key projects and activities, outside of the Strategic Plan Action Plan, are listed below; however, this list is not all-inclusive.

