

**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**

- ✓ Recent workshops held such as the Futurepreneur and Rural Café.
- ✓ Additional educational and engagement activities include: Green Acreage Night, Acreage Days, Classroom Agriculture Program, Lake Isle Flowering Rush meeting, City Slickers tour.
- ✓ Alberta Wetland Rapid Evaluation Tool (ABWRET) course facilitated.
- ✓ Annual Agriculture Tour completed in July with 50+ attendees.

**Actions and Projects**

- Future of Agriculture Study and strategic direction
- Agriculture Business Development Study and 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**

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

**Actions**



■ On track ■ At Risk ■ Off Track



**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
- Invests in and promotes 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**

- ✓ Three Circle Tours have occurred.
- ✓ A Culinary Tour and Open Farm Days occurred in August.
- ✓ Recent workshops held such as the “Daycation”.
- ✓ Annual Agriculture Tour completed in July with 50+ attendees.
- ✓ Business visitations completed through visitation program.

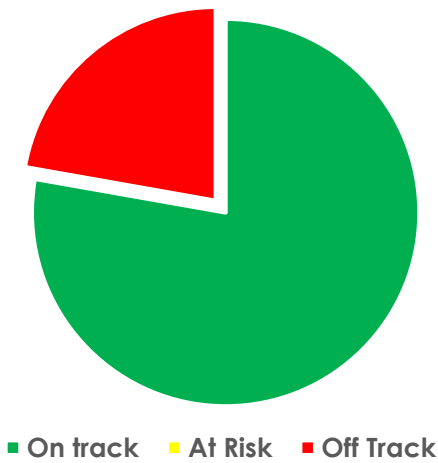
**Actions and Projects**

- Four season attraction programs for the County
- Tourism Study and implementation strategy (RFP)
- Annual Agriculture tour
- Annual Alternative Land Use Services (ALUS) tour
- Circle Tours
- Create partnerships with external stakeholders to provide programming and grant opportunities
- Education and Learning Opportunities
- Virtual Market
- Coordinate Business Visitation Program

**Projects with Potential Challenges or Deferrals**

- Four season attraction programs for the County must be better defined.
- Tourism Study is on hold.

Actions



2016	2017
<ul style="list-style-type: none"><li>• Virtual Market (Ongoing)<ul style="list-style-type: none"><li>• Workshop planned for Virtual Market vendors</li></ul></li><li>• Business Visitation Program (Ongoing)</li><li>• TechFest (October)</li><li>• Virtual Conference for Women in Agriculture (November)</li><li>• Sponsorship at Stony Plain and Spruce Grove Business of the Year Awards</li><li>• Economic Diversification Strategy</li></ul>	<ul style="list-style-type: none"><li>• Economic Diversification Strategy</li><li>• Annual Tourism and Marketing Action Plan</li><li>• Complete feasibility study and business case for future industrial areas</li><li>• Support land use bylaw amendments to increase industrial and commercial density</li><li>• Approve Four Season Attraction Program</li><li>• Approve Tourism Study and Implementation Strategy (RFP)</li><li>• Business Visitation Program</li><li>• Business Incubation Strategy</li><li>• Development of a strong competitive investor toolkit</li><li>• Develop analytics to support development</li><li>• GeoTours</li><li>• Event Attraction Program</li></ul>

**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**

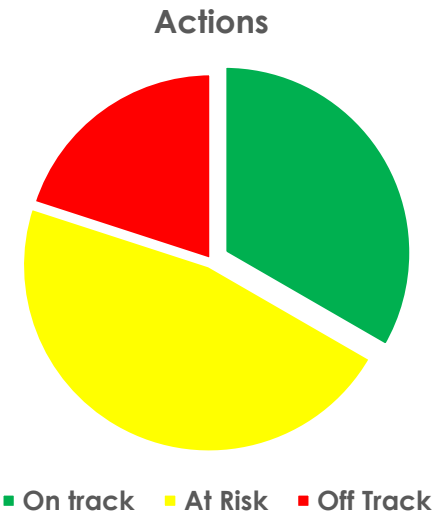
- ✓ One Soofa Bench installed in Meridian and one planned for Chickakoo
- ✓ Not for Profit Organizational Grant Funding Policy complete
- ✓ Parkland Celebrates Canada 150 Grant Complete
- ✓ Aeration at Chickakoo Lake complete
- ✓ Const. Chelsey Robinson Park Grand Opening
- ✓ Public engagement team established
- ✓ Public engagement report will be presented on a monthly basis
- ✓ Communications team presented with awards for communications management and Communicator design

**Actions and Projects**

- Growth Strategy
- Municipal Development Plan (MDP)
- Integrated Community Sustainability Plan (ICSP)
- Parks, Recreation & Culture (PRC) Master Plan
- Social Development Plan (SDP)
- Tri Municipal Indoor Recreation Facility Strategy and Implementation Plan
- Public Engagement Strategy
- Support the Smart Parkland strategy
- Integrate resident priorities survey in County decision-making
- Implement recommendations from Fire Services Master Plan

**Projects with Potential Challenges or Deferrals**

- MDP deferred until December 2017.
- Parks, Recreation & Culture Master Plan scope adjustment.
- SDP start date September 2016, anticipated completion is Q2 2017.
- Tri Municipal Indoor Recreation Facility Strategy.
- Diversification of communication strategies must be better defined.



2016	2017
<ul style="list-style-type: none"><li>• Public Engagement Strategy</li><li>• PRC Master Plan to Council</li><li>• PRC Public Engagement</li><li>• Procurement and public engagement for SDP</li><li>• Draft plan for Tri Municipal Indoor Recreation Facility Strategy presented to Council</li><li>• Resident Satisfaction Survey Planning and RFP</li></ul>	<ul style="list-style-type: none"><li>• Municipal Development Plan</li><li>• Completion of Social Development Plan</li><li>• PRC Master Plan</li><li>• Start to develop policy that defines service levels to be expected by communities</li><li>• Develop a volunteer strategy</li><li>• Wabamun Lake - New Boat Launch Development</li><li>• Park Improvement Plan Phase 2</li><li>• Approve Public Engagement implementation plan</li></ul>

**Strategic Priority 4:** Regional Strategy - Parkland County strives to meet the service needs of its residents by being a leader in collaboration with regional partners

**Strategic goals**

- Improve collaboration efforts with regional partners to promote the long term economic prosperity and quality of life for all citizens and ensure the region remains sustainable and vibrant for future generations

**Accomplishments**

- ✓ Revision of Animal Shelter Services Agreement for Stony Plain and Spruce Grove complete
- ✓ Work continues on addressing Capital Region Board (CRB) and Metro Mayor’s Alliance recommendations, including liaising with regional partners
- ✓ Amendment consultation workbooks submitted for Council comment and approval

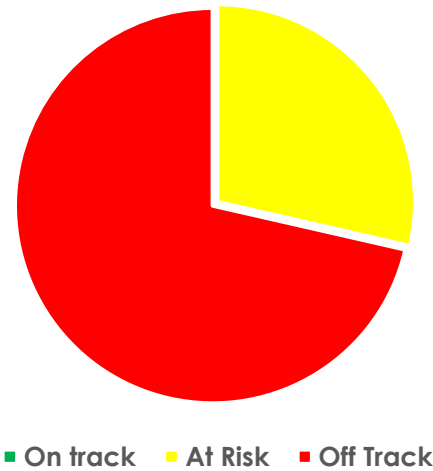
**Actions and Projects**

- Establish a regional collaboration committee
- Fire Services Master Plan
- Revise Fire Agreements to Collaborative Service Model
- Performance reporting data collection for regional partners
- Parks, Recreation & Culture (PRC) Master Plan (see Strategic Priority 3)
- Social Development Plan (SDP) (see Strategic Priority 3)
- Tri Municipal Indoor Recreation Facility Strategy and Implementation Plan (see Strategic Priority 3)
- Acheson Transit Service

**Projects with Potential Challenges or Deferrals**

- Fire Agreements to Collaborative Service Model and performance reporting data collection for regional partners will occur as part of Fire Services Master Plan.

**Actions**



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

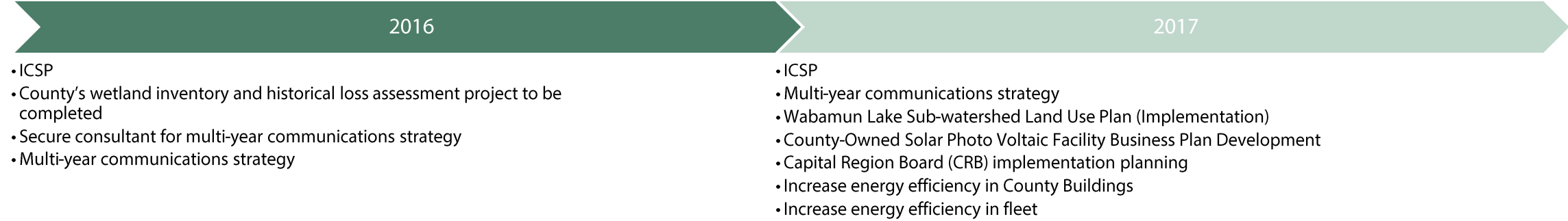
- ✓ Grant received from Municipal Climate Change Action Centre for Greenhouse Gas emissions reduction due to retrofits
- ✓ There has been a significant increase in the number of acreages in ALUS
- ✓ An Emerald Award was awarded for ALUS in Alberta in the shared footprint category
- ✓ Lakefront stewardship workshop with Green Acreages program in June
- ✓ Interactive Guide to Waterfront Living online with quiz and videos launched
- ✓ Assessments completed for Green Acreages and ALUS projects
- ✓ Tour of various ALUS sites with public and media in July.
- ✓ Draft report of County's Wetland Inventory completed

Actions and Projects

- Integrated Community Sustainability Plan (ICSP)
- 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.



## Major Projects and Activities for 2017 (Strategic/Project-Based)

Agriculture	Economic Diversification	Healthy Communities	Regional Strategy	Environment	Infrastructure	Governance
<ul style="list-style-type: none"> <li>• Agriculture Business Development Study</li> <li>• Implement Future Agriculture Study recommendations</li> <li>• Transfer of Development Credits Strategy and Pilot Project</li> <li>• Educational and engagement activities (workshops, tours, programs)</li> </ul>	<ul style="list-style-type: none"> <li>• Economic Diversification Strategy</li> <li>• Annual Tourism and Marketing Action Plan</li> <li>• Feasibility study and business case for future industrial areas</li> <li>• Support land use bylaw amendments to increase industrial and commercial density</li> <li>• Four Season Attraction Program</li> <li>• Tourism Study and Implementation Strategy</li> <li>• Business Visitation Program</li> <li>• Business Incubation Strategy</li> <li>• Strong competitive investor toolkit</li> <li>• GeoTours</li> <li>• Event Attraction Program</li> <li>• Smart Parkland Activities</li> </ul>	<ul style="list-style-type: none"> <li>• Municipal Development Plan</li> <li>• Social Development Plan</li> <li>• PRC Master Plan</li> <li>• Service Level Policy</li> <li>• Volunteer strategy</li> <li>• Wabamun Lake - New Boat Launch</li> <li>• Park Improvement Plan Phase 2</li> <li>• Public Engagement implementation plan</li> </ul>	<ul style="list-style-type: none"> <li>• CRB Growth Plan</li> <li>• Metro Mayor's Alliance</li> <li>• Municipal Government Act implementation</li> <li>• IDPs</li> <li>• Transit initiatives</li> <li>• Bountary Interface Procedures</li> <li>• Fire Services Master Plan</li> </ul>	<ul style="list-style-type: none"> <li>• ICSP</li> <li>• Multi-year communications strategy</li> <li>• Wabamun Lake Sub-watershed Land Use Plan (Implementation)</li> <li>• County-Owned Solar Photo Voltaic Facility Business Plan Development</li> <li>• Capital Region Board (CRB) implementation planning</li> <li>• Increase energy efficiency in County Buildings</li> <li>• Increase energy efficiency in fleet</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain and upgrade infrastructure</li> <li>• 531A &amp; Highway 60 upgrade</li> <li>• Asset Management Program</li> <li>• Road Program</li> <li>• Annual infrastructure projects</li> </ul>	<ul style="list-style-type: none"> <li>• Elections</li> <li>• Intranet roll-out</li> <li>• Website maintenance and refinement</li> <li>• Corporate Planning Software</li> <li>• Strategic Planning Framework</li> <li>• Compensation Strategy</li> <li>• Corporate Training and Development Program</li> <li>• Rewards and Recognition</li> <li>• Organizational changes</li> <li>• ERP System</li> <li>• Planning and Development Process Review</li> </ul>

## Core Functional Activities (Operational)

Agriculture	Economic Diversification	Healthy Communities	Regional Strategy	Environment	Infrastructure	Governance
<ul style="list-style-type: none"> <li>• Inspect for weeds and other invasive plant species on public and private lands</li> <li>• Manage vegetation on County roadsides and properties</li> <li>• Cut grass and brush on all roads, shoulder to fence</li> <li>• Conduct pest control and inspections for ratepayers</li> </ul>	<ul style="list-style-type: none"> <li>• Attract and retain businesses, residents, visitors and tourists</li> <li>• Assist entrepreneurs and small business start-ups</li> <li>• Increase capacity and connectivity within Parkland County</li> <li>• Support, promote and create opportunities for distance learning, business and residents</li> </ul>	<ul style="list-style-type: none"> <li>• 911 Call Answer and Emergency Dispatch</li> <li>• Enforcement services</li> <li>• Bylaw enforcement</li> <li>• Animal Shelter</li> <li>• Traffic Safety Act</li> <li>• Occupational Health and Safety programs and compliance</li> <li>• Long Term and Growth Planning</li> <li>• Development compliance</li> <li>• Land Preparation (Current) Planning</li> <li>• Provide and maintain recreation facilities</li> <li>• Family and community support services</li> <li>• Community Grant Funding</li> <li>• Local programs and events</li> <li>• Safe potable water and wastewater collection and treatment services</li> </ul>	<ul style="list-style-type: none"> <li>• Fire suppression and prevention</li> <li>• Medical aid for Emergency Medical Services</li> <li>• Fire Department Training for internal and external partners</li> <li>• Rescue services related to motor vehicle collisions, farm and machinery accidents, water rescues and other requests for services</li> <li>• Manage access to recreation and culture facilities through cost share agreements</li> <li>• Tri Leisure Centre Partnership</li> <li>• Regional programs and events</li> </ul>	<ul style="list-style-type: none"> <li>• Develop and implement environmental policies</li> <li>• Environmental and community sustainability strategies</li> <li>• Operation of six solid waste transfer stations, two recycle centers, and curbside pick-up in Entwistle, providing essential waste and recycling service to Parkland County residents.</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain and upgrade infrastructure</li> <li>• Administer and coordinate the County's overland drainage maintenance program, bridge replacement and maintenance, and administration of county gravel resources.</li> <li>• Plan and deliver the County's Capital Infrastructure Program</li> <li>• Road maintenance activities for approx 2,100 kms of road</li> <li>• Implement, maintain and grow a Transit network</li> <li>• Operate and maintain all county facilities</li> <li>• Fleet management</li> <li>• Planning and development engineering and building compliance</li> </ul>	<ul style="list-style-type: none"> <li>• Employee attraction and retention</li> <li>• Performance management</li> <li>• Labour relations</li> <li>• Learning and Development</li> <li>• Information Services</li> <li>• GIS Support</li> <li>• Legal advice and services</li> <li>• Advertising</li> <li>• Media relations</li> <li>• Brochures and newsletters</li> <li>• Website administration and development</li> <li>• Social media administration</li> <li>• Community communications</li> <li>• Assessment Services</li> <li>• Financial Services</li> <li>• Procurement Services</li> <li>• Policy and program administration</li> </ul>