

# DRAFT PILLARS, GUIDING PRINCIPLE STATEMENTS AND BROAD OBJECTIVES

## VISION

**One Parkland: Powerfully Connected**

## PILLARS, GUIDING PRINCIPLES, BROAD OBJECTIVES:

### 1. Complete Communities/Quality of Life

*We recognize the diversity of Parkland's communities, while fostering a shared understanding and vision for our community as a whole*

#### **1.1 We offer a range of range of lifestyle choices, community services, and other amenities to meet community needs**

- 1.1.1 Complete and implement the Municipal Development Plan, the Integrated Community Sustainability Plan, and the New Land Use Plan
- 1.1.2 Finalize and implement a long-term investment strategy in Hamlets
- 1.1.3 Implement and institutionalize all Community Plans; the Social Development Plan; the Parks, Recreation and Culture Master Plan; the Tri-Municipal Indoor Recreation Facility Strategy, Emergency Communications Centre Master Plan and Fire Services Master Plan

#### **1.2 We are a region of connected communities, through infrastructure, transit, recreation facilities, trails, and technology**

- 1.2.1 Finalize a long-term investment plan in facilities, with year-by-year implementation
- 1.2.2 Implement a long-term plan to support and ensure the viability of community-related organizations

### 2. Strategic Economic Development

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

#### **2.1 We effectively pursue and manage economic growth to stimulate new opportunities, increase investment, and maintain a long-term economic base**

- 2.1.1 Solidify the road and infrastructure network to ensure safe, efficient and productive movement of goods and services through Parkland (5-Year Plan)
- 2.1.2 Develop the structure to allow Parkland to lead on transportation, supply chain, and logistics for the metro region
- 2.1.3 Replace the economic input of current major industrial facilities

#### **2.2 We are a community that supports the local economy, including the agricultural, tourism, entrepreneurial, and industrial sectors**

- 2.2.1 Ensure Land use governance and internal departments policies support entrepreneurial activity at all levels
- 2.2.2 Ensure the viability and longevity of industrial facilities
- 2.2.3 Position Parkland as a leader in the Green Economy

**2.3 We recognize and champion the importance of agriculture for its economic, environmental, and community contributions and are committed to ensuring its long-term viability in the County**

- 2.3.1 Move Parkland into a position of strength within the region on agricultural and value-added agricultural enterprises

### **3. Respected Environment/Environmental Sustainability**

*We respect the natural environment, recognizing Parkland's biodiversity and unique natural beauty, and ensuring our commitment to sustainable practices*

**3.1 We are a regional leader in setting and achieving high standards of environmental preservation and sustainability in both our own practices, and by encouraging and enabling the practices of our partners**

- 3.1.1 Ensure completion of watershed plans
- 3.1.2 Lead the region in the protection of agricultural land policies for the farmer (producer)

**3.2 We responsibly manage growth to protect our region's biodiversity and the natural environment, while supporting a balance of land uses and strategic development**

- 3.2.1 Lead and steward Lake Plans related to land use for Parkland that ensure a balance of economic drivers and environmental stewardship
- 3.2.2 Clarity and support to the community and agricultural producers on land-use plans
- 3.2.3 Steward resource extraction and reclamation land use planning
- 3.2.4 Develop a proper land use plan for reserves

### **4. Responsible Leadership/Accountable Leadership**

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

**4.1 We are recognized leaders in municipal governance, managing our resources responsibly and sustainably, ensuring we leave a vibrant and resilient community legacy to those that follow us.**

- 4.1.1 Solidify training and development, including two-deep succession planning
- 4.1.2 Ensure effective resident input into Parkland County

**4.2 We are an organization that values, proactively builds, and continues to maintain strong relationships with key stakeholders including regional partners, other levels of government, First Nations and community groups**

- 4.2.1 Develop and implement a long-term strategy for neighbouring municipal partners

**4.3 We ensure streamlined and modernized municipal operations and services, with a focus on customer service.**

- 4.3.1 Implement and institutionalize "One Parkland" initiative
- 4.3.2 Move Parkland to a customer-centric organization
- 4.3.3 Support collaborative team efforts to improve efficiencies within the organization