

DRAFT PARKLAND COUNTY LONG-TERM STRATEGIC PLAN

VISION

One Parkland: Powerfully Connected

PILLARS, GUIDING PRINCIPLES, BROAD OBJECTIVES:

1. Complete Communities

We recognize the diversity of Parkland's communities, while fostering a united and shared vision for Parkland as a whole

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

- Complete and implement the Municipal Development Plan, the Integrated Community Sustainability Plan, the New Land Use Bylaw, and other large-scale plans
- Finalize and implement a long-term investment strategy in Hamlets

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

- Finalize a long-term investment plan in infrastructure and facilities
- Complete and implement a long-term plan to support and ensure the viability of community-related organizations
- Invest in and support the infrastructure that creates an innovative culture through broadband for businesses, residents, and producers

2. Strategic Economic Diversification

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

2.1 We are a region that supports the local economy, including the agricultural, tourism, entrepreneurial, and industrial sectors

- Ensure County policies and resources support entrepreneurial activity at all levels
- Support the viability and longevity of industrial facilities
- Position Parkland as a leader in the Green Economy
- Enhance business support services to our agricultural producers, rural businesses, and sole proprietorships

2.2 We effectively pursue and manage economic growth to stimulate new opportunities, increase investment, and diversify our long-term economic base

- Solidify the road and infrastructure network to ensure safe, efficient, and productive movement of traffic, goods, and services through Parkland
- Develop the structure to allow Parkland to lead on transportation, supply chain, and logistics for the metro region
- Support rural economic diversification as a means to building community resilience to domestic and international changing markets

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

- Move Parkland into a position of strength within the region on agricultural and value-added agricultural enterprises
- Support the agricultural sector to ensure a strong, diverse, and resilient industry

3. Respected Environment

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 sustainability in both our own practices, and by encouraging and enabling the practices of our partners

- Ensure completion of watershed plans
- Lead the region in the protection of agricultural land policies for the 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

- Transparency and engagement with the community and agricultural producers on land-use plans
- Balance the need for managing natural resource extraction while preserving the landscape ecology
- Develop a land-use management plan for county-owned land

4. Responsible 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

- Solidify the training and development program, including succession planning, to support staff in remaining adaptable and knowledgeable
- Ensure opportunities exist for stakeholder input and collaboration
- Ensure a municipal cost structure that aligns with defined service levels and economic realities

4.2 We are an organization that values, proactively builds, and continues to maintain strong relationships with key stakeholders

- Develop and implement a long-term strategy to support collaboration with neighbouring municipal partners, strengthening regional competitiveness and supporting the cost-effective provision of services
- Foster the continuation of education and opportunities with businesses, residents, producers, and other key stakeholders

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

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