

# Sturgeon County

STRATEGIC PLAN (2022 – 2025) – “PLAN ON A PAGE”

**Vision** – Offering a rich tapestry of historical, cultural, and natural experiences, Sturgeon County is a municipality that honours its rural roots and cultivates desirable communities. Uniquely situated to provide world-class agricultural, energy, and business investment opportunities, the County prioritizes responsible stewardship and dreaming big.

## Our Guiding Principles

- Collaboration
- Accountability
- Flexibility
- Excellence
- Safety
- Future Readiness
- Affordability
- Innovation

## Community Outcomes

Sturgeon County has identified five community outcomes to serve as goal statements for the organization, with corresponding strategic priorities. These outcomes will guide strategic decision making by the municipality to ensure Sturgeon County is continuously evolving in an intentional way.



### Planned Growth

- Internationally competitive to attract, grow, and sustain diverse business
- Modern broadband and digital capabilities
- Reliable and effective infrastructure
- Low cost, minimal red tape regulations
- Comprehensive land use and infrastructure planning
- Agricultural preservation and supports
- Tenacious focus on new growth and innovation



### Thriving Communities

- Beautiful, surprising places with high standards
- Engaging cultural, historic, and civic amenities
- Integrated natural spaces and trail systems
- Safe, welcoming, and diverse communities
- Small community feel and personal connections
- Commitment to high quality of life
- Strong community identity and pride
- Healthy and resilient



### Environmental Stewardship

- Clean air, land, and water
- Carbon neutral municipal practices
- Adaptive to climate and weather patterns
- Conservation of natural areas and agricultural lands
- Safekeeping ecosystems
- Circular economy opportunities
- Enhanced greening and biodiversity
- Sustainable development
- Partnerships with industry and others to drive emission reductions



### Collaborative Governance

- Predictable and stable external relationships
- Meaningful connections with indigenous communities
- Transparent and action-oriented decision making based on sound rationale
- Ongoing community consultation and engagement
- Respectful and informed debate
- Volunteer partnerships
- Clear and supportive governance processes



### Operational Excellence

- Engaged and effective people - Council, Admin, volunteers
- Quality, cost-effective service delivery
- Robust procurement and operational practices and policies
- Positive culture within the municipal organization
- Continuous learning and improvement mindset

- Nimble and bold, with strong leadership
- Future focused thinking to proactively respond to emerging opportunities and challenges
- Asset management and performance measurement
- Alternative revenue generation and service delivery models
- Long term financial planning and sustainability
- Careful debt and reserve stewardship
- Integrated strategic and business planning

## Strategic priorities for the next four years (and beyond)

- Reinforce Sturgeon County as an internationally competitive and supportive municipality to locate and conduct business
- Cultivate safe, beautiful, and complete communities
- Achieve carbon neutral municipal operations by considering benchmarks that reflect environmental, social, and governance (ESG) measures
- Prioritize municipal workforce and process and policy modernization that supports a productive and future-ready organization
- Realize opportunities for alternative revenue generation and shared efficiencies through innovative new models and partnerships
- Acknowledge and celebrate Sturgeon County's history and relationships with Indigenous and other communities
- Support long-term transition to a low carbon economy, prioritizing hydrogen and other clean energy production
- Embed thoughtful long-range financial and operational planning into decision-making processes
- Enhance local broadband, emergency, transportation, and recreation infrastructure
- Ensure residents will be offered cost-effective and highly valued services

## Key Strategies and Plans

### Annual and Long-Term Plans

- Council's Strategic Plan
- Municipal Development Plan, Land Use Bylaw, and community/ neighbourhood plans
- Service Oriented Master Plans (Recreation, Financial, Economic Development, etc.)
- Operating and Capital Plans and Budget
- Alberta Industrial Heartland Association Strategic Plan

- Edmonton Metropolitan Region Growth Plan
- Metropolitan Region Servicing Plan
- Edmonton Global Strategic Plan
- Edmonton Regional Hydrogen HUB Plan
- *Municipal Government Act* and associated regulations

### Monitoring and Reporting on Progress

- Corporate Business Plan Semi-Annual Reporting to Council
- Resident Engagement and Surveys
- Service Level Monitoring and Reporting