



Commissioners' Office

2020 Council Budget Deliberations

November 27, 28, 29, 2019

Commissioner's Office Mandate

The County Commissioner's Office informs and advises Council on strategic and policy direction and directs and aligns the overall operations of the County.

**County Commissioner
CAO**

Corporate
Communications

Executive Assistants
for Mayor & Council
& CAO

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Opportunities and Challenges for 2020

County Commissioner's Office

Challenges

- Changes in Provincial and Federal Governments; impacts on funding and added uncertainty
- Analyze and make adjustments for provincial budget
- Increased expectations from other municipalities, industry partners and stakeholders
- Proposed M&E Assessment revisions
- EMRB/Global/AIHA Regional Strategies
- Capital Infrastructure Development

Opportunities and Challenges for 2020

County Commissioner's Office

Opportunities

- Intergovernmental and stakeholder work:
 - 4 Counties: Collectively leverage our (4 counties & AIHA) opportunities by working together with the Province
 - AIHA
 - Intermunicipal Affairs Committee (IAC) Morinville, St. Albert
- ICF's / IDP's
- EMRB, Edmonton Global
- Increase our competitive advantage in terms of attracting business.
- Villeneuve Landing
- Develop and maintain relationships with key industrial and other County stakeholders (RCMP; Canadian Forces Base; other)

Opportunities and Challenges for 2020

Corporate Communications

Opportunities

- Implement Brand Refresh Strategy
- Integrate Customer Service Channels
- Communications Master Plan

Challenges

- Growing stakeholder demands – rapid response
- Internal Communications
- Cyber Security – Awareness
- Brand Reputation
- Media – maintaining relationships

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Proposed 2020-2022 Corporate Initiatives

Lead	Corporate Project	Outcome	Timing
CAO	Implementation of Foundational Report Recommendations <ul style="list-style-type: none"> Operational Review Organizational Performance Review Business Needs Assessment Attraction and Retention 	Improve on Sturgeon County's provision of quality, cost effective services	Q1 2020 – Q2 2021

Lead	Corporate Project	Outcome	Timing
CAO	Service Request System	Automate Service Request Systems	Q12020 - Q4 2021
CAO	Citizen Self Serve	Inventory current self serve capabilities Implement quick wins for citizen self-service capabilities	Q12020 - Q42020
CAO	Master Plan	Prioritize Master/Foundational Plan	2020



Proposed 2020-2022 Corporate Initiatives

Lead	Corporate Project	Outcome	Timing
Corporate Communications	Resident Satisfaction	Explore performance portals - i.e Surveys, Resident Dashboard to help Sturgeon County understand resident satisfaction with services, what is going well and where to concentrate efforts for improvement.	Q1 2020 – Q4 2020
Corporate Communications	Mobile APP	Another Channel to keep residents informed	Q1 2020 – Q3 2020
Corporate Communications	Brand Refresh	Implement plan and a strategy to elevate Sturgeon/SIS build on our voice, create tone	Q1 2020

2020 Proposed Service Enhancements

Type	Department	Name	Cost
OP	Corporate Communications	Senior Communications Officer	\$116,000

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2020 Ongoing Operating Service Enhancements (Awaiting Council Direction and Funding)

Senior Communications Officer

- Senior Communications Officer
- \$116K

Strategic Plan Alignment:

- We promote consistent and accountable leadership through transparent processes. Focus Area: Strong Local and Regional Leadership

Business Needs Assessment Alignment:

- Engage Residents
- Enhance Core Capabilities
- Working Together: Communicate and Collaborate Internally

Prioritization Criteria: Risk/Urgency