



PARKLAND COUNTY STRATEGIC PLAN

2022-2025

Third Edition (April 2024)



Vision, Mission, and Values

In looking towards the future of Parkland County, it is important that Council members agree on what the destination looks like. With this in mind, Council first decided on the County's ideal long-term future (Vision) and the general direction it will take to achieve that future (Mission).

From left to right:
Councillor Natalie Birnie
Councillor Allan Hoefsloot
Councillor Sally Kucher Johnson
Mayor Allan Gamble
Councillor Phyllis Kobasiuk
Councillor Kristina Kowalski
Councillor Rob Wiedeman

Vision

The vision is a high-level statement that expresses what the future looks like. Our vision has been crafted to be inspiring, energizing and motivating both internally and externally.

The Strategic Plan is intentional about the areas where focus must occur to advance our vision for the County. It is a roadmap, guiding our vision for the future – a plan to get us from where we are today to where we want to be.

Parkland County: gifted by nature, inspired by innovation, powerfully connected, and home to opportunity.

Mission

Our mission statement communicates what we do and who we serve. Parkland County's mission is closely linked to our vision, as understanding who we are drives what we might become.

Connecting individuals to communities, industry to opportunities, and people to nature. Parkland County, a home to grow and prosper.





Values

The values expressed here determine how the County operates, both publicly and privately.

ACCOUNTABILITY

Parkland County is responsible for delivering necessary programs and services to all who choose to call Parkland County home.

TRANSPARENCY

We conduct County business in public whenever possible. Council and Administration operate in an open and accessible manner while still respecting privacy legislation.

CUSTOMER FOCUS

Parkland County keeps our residents, business, and community organizations at the centre of all decision-making. We strive for service excellence.

TEAMWORK

Together we are better. Parkland County works with and for those who choose to live and serve here to promote a sense of belonging and well-being.

LEADERSHIP

We serve our community by listening, engaging in prudent decision-making, and forward thinking.

INNOVATION

We are responsive to new ideas that will benefit and improve our community. Parkland County is open for opportunities.





Pillars, Goals, and Strategies

The plan below identifies what the County will be working on over the course of Council's term.

The Strategic Plan includes Pillars and Goals, which are supported by strategies and tactics developed by Administration to form the Corporate Plan.



PILLAR

Area of major concentration for County Council over the term of this Strategic Plan.



GOAL

Change over time that is supported by County Council. This becomes the answer to "what does the County do?"



STRATEGY/TACTIC

Expected activity in support of the goal. This becomes the answer to the question "how does the County achieve the goal?"



PRIORITIES

Strategies that are the most important and timely for the County to put effort into. Goals with high priorities are *italicized*.





Priorities for 2024-2025

Within the full list of goals that appear in the Strategic Plan, Council has created a subset of five 'high' ranked strategies that support the goals. The items on this list reflect the priorities that Council view as both important and timely. It is expected that the high priority strategy list will change over time as some high priority items near completion and new priorities emerge for the County.

The top five priorities for 2024-25 include:

GOAL	PRIORITY STRATEGY/TACTIC
To ensure that County infrastructure meets the needs of residents, businesses, and industry (A1)	Explore and implement initiatives that enable rural connectivity in underserved areas, while having consideration for emergent technologies
To explore strategies that encourage new businesses to locate in Parkland County, with strategic emphasis on Acheson and the Wabamun area (B1)	Implement the investment strategy for Acheson lands to ensure maximum build-out can be achieved
To develop a policy framework that ensures protection of environmentally significant areas (C1)	Review and update the County's framework on environmentally significant areas to support responsible management of natural assets and amenities
To ensure that County Council is supported by a robust and current framework of bylaws, policies, and plans (D1)	Update Council's guiding documents to support clarity and consistency for Council, Administration, and the public
To strive for organizational excellence in delivering County services and programs to residents, businesses, and community groups (D2)	Communicate and engage meaningfully with County residents on matters of importance to them using methods that work for them



PILLAR A Complete Communities

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



GOALS

- A1** *To ensure that County infrastructure meets the needs of residents, businesses, and industry*
- A2** To create a sense of belonging and well-being by enriching our communities with relevant amenities
- A3** To build a strong community through effective social support services
- A4** To honour the history and culture of local indigenous peoples





PILLAR B Strategic Economic Diversification

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



GOALS

- B1** *To explore strategies that encourage new businesses to locate in Parkland County, with strategic emphasis on Acheson and the Wabamun area*
- B2** To add emphasis to recreation and rural tourism to diversify the County's economic opportunities
- B3** To attract diversified energy investment in Parkland County
- B4** To support existing and new businesses in Parkland County with a focus on micro and small businesses



PILLAR C Respected Environment and Agriculture

We respect the natural environment, recognizing Parkland County's biodiversity and unique natural beauty, the land's value for agricultural purposes, and ensuring our commitment to sustainable agricultural and environmental practices.



GOALS

C1 *To develop a policy framework that ensures the protection of environmentally significant areas*

C2 To recognize the importance of preserving prime agricultural land available for production

C3 To support our agricultural community





PILLAR D
Responsible Leadership

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



GOALS

- D1** *To ensure that County Council is supported by a robust and current framework of bylaws, policies, and plans*
- D2** *To strive for organizational excellence in delivering Council services and programs to residents, businesses, and community groups*
- D3** *To strengthen relationships with leaders of Parkland County-based businesses and community groups*
- D4** *To engage and collaborate with all orders of government, particularly our Tri-Region partners and Indigenous neighbours*





Conclusion

Parkland County's 2022-2025 Strategic Plan provides a roadmap that was developed by the County's elected officials and senior Administration. It is important that both Council and Administration work together to achieve the goals that are outlined in this plan.

Also important is the recognition that the environment in which the County operates is always shifting. In response, the County's plans also must change to remain relevant. As with any plan, this one must be used, reviewed and updated on a regular basis.

Previous Editions:

Strategic Plan 2022-2025 First Edition (May 2022)

Strategic Plan 2022-2025 Second Edition (May 2023)





53109A HWY 779 | Parkland County, Alberta | T7Z 1R1
www.parklandcounty.com