

# Town of Okotoks

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

**Vision** - A vibrant, resilient, and connected community that fosters the wellbeing of land and people; a community to call home.

### Our Values

- A Citizen Focus
- A Committed Town Team A
- Regional Focus
- Partnering for Success
- Transparency & Accountability
- Financial Responsibility
- Excellence and Prosperity
- Respect for the Planet
- Diversity, Equity, Inclusiveness and Accessibility

**Community Outcomes** - These community outcomes serve as goal statements for the organization, with corresponding strategic



#### Responsibly Managed Growth

Okotoks will be a sustainable community that lives within its means so future generations can flourish and where everyone has access to all they need to live quality lives by:

- Designing more holistically integrated communities that create a sense of belonging and social integration.
- Introducing cost savings to taxpayers by creating more compact development with reduced linear infrastructure and servicing expenses.
- Introduce additional housing options for individuals and families of all compositions, and economic backgrounds.



#### Strong Local Economy

- A diverse and thriving economy supports Okotoks, driven by equitable opportunities for all to live, work and thrive. Equitable economic development will allow the unlocking of the full potential of the local economy by dismantling barriers and expanding opportunities for everyone.
- Strengthening the local economy by providing opportunities for businesses to locate and expand.



#### Enhanced Culture and Community Health

- Okotoks recognizes the past, present, and future of our town, families and communities to connect, play, socialize and feel safe and involved with our community.
- Okotoks is a place where people live safe, happy, healthy and prosperous lives while having fundamental needs met while living a sustainable lifestyle.”



#### Demonstrated Environmental Leadership

- Okotoks is energy efficient, and improves the health of our environment and residents by having a low- carbon environment.
- Okotoks prioritizes, protects, conserves and restores our land and water for the health of our people, wildlife, ecosystem and biodiversity.
- Okotoks maintains and protects key infrastructure and assets to become more adaptable to extreme climate events. This reduces the risk of infrastructure damage and disruption of service to all residents and businesses.
- Municipal environmental decisions are made using the circular economy ideology lens (Eliminate waste and pollution, circulate products and materials at their highest value, and regenerate nature).

### Strategic priorities for the next four years

- Review potential for additional revenue generation to create a more sustainable municipality that can meet the needs of a growing community.
- Achieve a supplemental water solution to provide opportunities for growth in our local economy and a more sustainable water supply.
- Focus on arts and culture as economic drivers of our community.
- Actively invite commercial and industrial growth.
- Review and update processes that may be barriers to businesses choosing Okotoks.
- Enhance the diversification of the tax base.
- Enhance community dialogue and engagement with residents and organizations to foster a more cohesive community.
- Create space for meaningful dialogue with indigenous groups using the Truth and Reconciliation Commission’s calls to Action as a guiding document.
- Increase sports and recreational opportunities.
- Better housing options for individuals and families of all economic backgrounds and compositions.
- Provide Okotokians with timely access to relevant programs and services that support their health and well-being.
- Continue to implement the Environmental Master Plan and Climate Action Plan to achieve targets established in Okotoks’ Municipal Development Plan.

# Town of Okotoks

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

**Vision** - A vibrant, resilient, and connected community that fosters the wellbeing of land and people; a community to call home.

### Our Values

- A Citizen Focus
- A Committed Town Team A
- Regional Focus
- Partnering for Success
- Transparency & Accountability
- Financial Responsibility
- Excellence and Prosperity
- Respect for the Planet
- Diversity, Equity, Inclusiveness and Accessibility

### Organizational Excellence

- The Municipality is fiscally stable, has well-managed assets, strives for service excellence and works in the best interests of its environment, residents and businesses.

### Strategic Priorities

#### 2022

- Review and update current human resource practices to attract and retain the best people
- Review municipal technology needs and data access to enhance communication and service delivery
- Review municipal compliance processes to promote transparency and accountability