

The Town of Okotoks
DRAFT 2018 - 2021 STRATEGIC PLAN

1. MANAGE COMMUNITY GROWTH

The Town of Okotoks will build a complete community that provides economic, social, and environmental sustainability for people to live work and play.

- 1.1 Provide new innovative neighbourhoods that embrace complete neighbourhood design, including diversified housing options for all lifestyles at all stages of life.
- 1.2 Provide a variety of mobility options including active transportation and local transit that meet citizen's needs.
- 1.3 Okotoks has distinctive character and identity that is identified in our built form.

2. FOSTER ECONOMIC VITALITY

The Town of Okotoks will facilitate a healthy economy where quality jobs and business opportunities are abundant.

- 2.1 Contribute to an environment necessary for the business community to grow at a rate that is faster than residential growth.
- 2.2 Improve the ease of doing business in the Town of Okotoks by progressive policies, demonstrating a can do attitude with alternative solutions, and streamlined processes.
- 2.3 The downtown is a destination used by a wide range of people and for an increasing range of activities

3. PROVIDE QUALITY COMMUNITY INFRASTRUCTURE

The Town of Okotoks will strategically manage, invest and plan for municipal infrastructure to meet the community's current and future needs.

- 3.1 Secure water and wastewater upgrades to meet community growth needs.
- 3.2 Okotoks is a regional hub that helps the community to flourish.
- 3.3 We engage, promote and assist in seeking alternate infrastructure funding to meet the needs of arts, culture, recreation, sports and non-profits.

4. PROMOTE ENVIRONMENTAL EXCELLENCE

The Town of Okotoks will be the leader in environmental protection and preservation in the Province of Alberta.

- 4.1 Expand on Okotoks' identity/reputation with new bold, innovative initiatives that demonstrate we are the leaders in environmental stewardship.
- 4.2 Promote and provide incentives for environmental related businesses to move and/or locate pilot projects in Okotoks.
- 4.3 Promote and provide incentives for new environmental initiatives for both residential and commercial.

5. PROVIDE STRONG GOVERNANCE

The Town of Okotoks will provide strong governance including fiscal responsibility, open communication, public participation and strong inter-governmental relationships.

- 5.1 Ensure that the Town's fiscal health is defined and communicated.
- 5.2 Increase understanding of the issues various diverse Okotokian audiences have and adjust practices to ensure that Okotoks is known as a respectful and inclusive community.
- 5.3 Be active participants in regional governance, planning and partnership opportunities
- 5.4 Develop a clear understanding of the Town's Strategic plan and vision for the future; promote and inspire actions that contribute to, and enhance that vision throughout the community.

6. MAINTAIN A HEALTHY AND SAFE COMMUNITY

The Town of Okotoks will strengthen our social fabric and enhance the health and safety of our residents.

- 6.1 Promote community accountability where residents actively contribute to the safety, health and wellbeing within their neighbourhood and their community in a variety of ways
- 6.2 Develop strategies to incorporate the legalization of cannabis into Okotoks policies and practices to ensure a continued healthy and safe community.

7. ENHANCE ORGANIZATIONAL EXCELLENCE

The Town of Okotoks will be recognized as leaders in public service.

- 7.1 Regularly review Town services and service delivery options to determine sustainable community service delivery and gain a better understanding of needs vs wants
- 7.2 Review internal sustainability to develop a staffing and resourcing plan that meets the vision, while creating a resilient and agile Administration that anticipates and responds to a rapidly changing environment
- 7.3 Continue to expand strategic conversations between Council, Administration and the community to ensure we continue to work together to advance the quality of life for all Okotokians.