

STRATHCONA COUNTY 2023-2026

Strategic Plan Indicators

OCTOBER 2022



STRATHCONA
COUNTY

strathcona.ca



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DEFINITIONS

INDICATOR (Theme): Qualitative interpretation of what this is “indicating” and information we need to know to answer if we have been successful in reaching our goal and priorities.

WHY WE WANT TO MEASURE THIS INDICATOR:

What this is telling us about our community in relation to our Strategic Plan goals and priorities.



Economic Prosperity

GOAL:

Strathcona County is a prosperous community that capitalizes on the strength of its industrial, agriculture and business sectors while advancing economic diversity and growth.

2023-2026 PRIORITIES:

- Collaboration with industrial partners that promotes innovation and growth opportunities
- Development of emerging sectors that supports innovation, economic diversification and tourism
- Promote a diverse agricultural market that supports the local economy
- Attraction and retention of small and medium-sized businesses that fosters economic growth

Measures for Consideration:

| INDICATOR (THEME) | WHY WE WANT TO MEASURE THIS INDICATOR |
|---|---|
| Community Prosperity | Tells us how well the people in our community are doing regarding economic prosperity. |
| Economic Development | Tells us how well the local economy is doing. |
| Economic Diversification | Tells us how well the County is maintaining its financial position by pursuing economic diversification in the areas of tourism, value-added agriculture, transportation and logistics and, advanced manufacturing. |
| Diverse Agricultural Market | Tells us how well the County is supporting the agricultural sector to promote sustainability and value-added options. |
| Small and Medium-Sized Business Retention and Attraction | Tells us how well the County is doing at retaining and attracting businesses to support diversity in the local economy and supporting community prosperity. |



Healthy and Safe Community

GOAL:

Strathcona County is a safe and supportive community that is healthy, active, connected and thriving.

2023-2026 PRIORITIES:

- A diversity of housing options that addresses affordability, aligns with community needs and responds to changing demographics
- Indigenous relations that advance reconciliation
- A diverse, welcoming, inclusive, and accessible community for all
- Social supports that enhance community well-being and safety, and build community connection

Measures for Consideration:

| INDICATOR (THEME) | WHY WE WANT TO MEASURE THIS INDICATOR |
|--|--|
| Diverse Housing Options | Tells us how well the County is doing at providing diverse housing options to reduce risk, vulnerability and harm in people's life. |
| Community Affordability and Social Supports | Tells us how well affordability and social programs, services and amenities are supporting people in the community. |
| Advancing Reconciliation | Tells us how well the County is responding to the Truth and Reconciliation Commission of Canada: Calls to Action and demonstrating leadership in fostering reconciliation. |
| Community Connections | Tells us how people are feeling connected to their community in the County. |
| Safety and Well-Being | Tells us how well the County is doing at fostering a safe community and how safe residents feel. |



Responsible Development

GOAL:

Strathcona County is an innovative community that encourages sustainability and respects the environment.

2023-2026 PRIORITIES:

- Growth and development that prioritizes community well-being and economic benefits
- Investment in our infrastructure that supports development and complete communities
- Environmental stewardship that addresses climate change and demonstrates responsible use of land and natural resources

Measures for Consideration:

| INDICATOR (THEME) | WHY WE WANT TO MEASURE THIS INDICATOR |
|--|--|
| Community Growth | Tells us how well the County is fostering sustainable long-term planning that balances the needs of today with the needs of the future, advancing planning and development processes and fostering responsible growth. |
| Investment in Complete Communities | Tells us how well the County is meeting the basic needs of the community through integrated land use planning and community design. |
| Investment in Infrastructure and Assets | Tells us how well the County is fostering sustainable asset management. |
| Environmental Stewardship | Tells us how the County is doing at fostering the preservation and protection of the environment and addressing climate change. |



Municipal Excellence

GOAL:

Strathcona County is a leading municipality that moves the community forward through service excellence delivered by engaged and empowered employees.

2023-2026 PRIORITIES:

- Optimal use of resources that meets the community's needs
- Relationships with all levels of government and key stakeholders that are strategic, purposeful and productive
- A workplace culture that is connected, inclusive, diverse, and promotes employee development

Measures for Consideration:

| INDICATOR (THEME) | WHY WE WANT TO MEASURE THIS INDICATOR |
|--|--|
| Service Excellence | Tells us how well the County is doing at aligning service levels with fiscal considerations as well as providing accessible municipal services and amenities. |
| Use of Resources | Tells us how well the County is doing at fostering organizational capacity and workload management to support community growth, changing demographics and technology advancement. |
| Meeting Community Needs | Tells us how well the County is doing at meeting the needs of the community. |
| Relationships | Tells us how well the County is doing at fostering relationships with municipal, provincial and federal partners while advancing County interests. |
| Diverse, Inclusive and Connected Work Culture | Tells us how well the County is integrating diversity and inclusion values and practices into organizational operations, as well as fostering a connected culture. |
| Engaged and Empowered Employees | Tells us how well the County is doing at supporting employee decision-making that is aligned with roles and level of expertise, and creating an engaged workforce. |
| Employee Development | Tells us how well the County is doing at supporting the development of employee knowledge, experience and competencies to help navigate complex municipal issues and offer innovative solutions. |