Strategic Plan: Strathcona County 2030 – *Powering our new tomorrow*

Goal #1: Strategically manage, invest and plan for sustainable municipal infrastructure
Outcome: The County economy is supported by sustainable infrastructure that is optimally utilized and provides the services residents and businesses value.
Result Area - Infrastructure

Goal #2: Increase and diversify the petrochemical business
Outcome: A diversified energy sector is leveraged through Strathcona County's advantages, providing a resilient tax base, innovative opportunities and a variety of jobs.
Result Area – Economy

Goal #3: Increase public involvement and communicate with the community on issues affecting the County's future
Outcome: Strathcona County's culture enables inclusive engagement and confidence in the community's leadership.
Result Area - Governance

Goal #4: Advance the community's interests by developing and maintaining strong relationships with our neighboring municipalities and civic organizations to ensure long-term prosperity
Outcome: Strathcona County is a collaborative and valued partner and leader, maximizing effective and efficient services for our community and the region.
Result Area - Governance

Goal #5: Increase and diversify agricultural business
Outcome: Strathcona County supports primary agricultural opportunities, while fostering an environment for innovative and value-added agricultural business.
Result Area – Economy

Goal #6: Promote Strathcona County locally, nationally and internationally as a place that is open for business and investment
Outcome: Continuous investment and business growth in Strathcona County reflects its standing as a competitive and attractive business environment.
Result Area – Economy

Goal #7: Build strong neighborhoods/communities to support the diverse needs of our residents
Outcome: People live in inclusive communities that foster personal commitment, connectedness and a sense of belonging.
Result Area – Social

Goal #8: Provide a climate of safety for individuals in homes, neighborhoods and public places
Outcome: People feel safe living, gathering and moving about.
Result Area – Safety

Goal #9: Improve the efficiency of resource usage; minimize the volume of waste and its impact on the community
Outcome: Environmental considerations are foundational to all planning, decisions and actions made in Strathcona County.
Result Area – Environment

Goal #10: Conservation of representative ecosystems (Environmental Sustainability Framework)
Outcome: Ecosystems in Strathcona County are conserved and remain healthy and diverse.
Result Area – Environment

Goal #11: Facilities and activities are available, accessible and used by residents
Outcome: People are connected in the community through active and healthy lifestyles.
Result Area – Social

Goal #12: Define and strengthen the community's identity and heritage
Outcome: People feel a strong shared community identity and sense of pride for Strathcona County.
Result Area - Culture

Our Vision
Strathcona County, located in the heart of Alberta, is an energetic and thriving community. A **leader** in North America's petroleum industry and a **champion** for advancing diverse agricultural business, we use our energy to **power** our new tomorrow. **We are a specialized municipality**, and work cooperatively with our urban and rural residents to govern as a single municipality. **Proud** of our distinct governance model, we promote and demonstrate our achievements. **We are a welcoming** place to live and **attract** people of all ages, cultures and walks of life to join us. Families thrive in our dynamic, caring and safe community. **We strive** to be a model of ecological integrity, protecting our environment and preserving our agricultural heritage. **Investment** in infrastructure, quality services, cultural and recreational programs and facilities is a priority and sets us apart. **We are Canada's most liveable community.**