

STRATEGIC INITIATIVE AND UPDATE**'Mission to Mars' Staff Goal Setting****Report Purpose**

To provide an update to Priorities Committee on the goals for the Mission to Mars project.

Our Strategic Goals

Goal 4 - Municipal Excellence

Goal 4 Priority - A workplace culture that is connected, inclusive, diverse, and promotes employee development

Report

In 2023 and 2024, peer nominated employees came together to collaboratively develop recommended "big hairy audacious goals" for Strathcona County. This Mission to Mars team confirmed two recommended top goals:

- People goal: Strathcona County is the employer of choice by 2030.
- Energy Transition goal: By 2030, Strathcona County is the global leader in both the production and use of hydrogen.

People Goal:

The Mission to Mars team identified the People Goal of "Strathcona County is the Employer of Choice by 2030". An employer of choice is an organization that people want to work for – candidates seek to be part of the organization and employees desire to pursue a long-lasting, rewarding career with the organization.

An Employer of Choice means aligning with what employees care about which includes and is not limited to culture, competitive pay and benefits, career development, work environment and purpose. Strathcona County has invested in all these areas and recent top employer awards demonstrates the County's commitment to an employee's experience. In February 2024, Strathcona County was recognized as one of Canada's Best Employers 2024 by Forbes.com. This award gathered feedback from not only employees but people who know the organization through friends, family, or industry connections. In June 2024, Strathcona County received national recognition from the Canadian Association of Municipal Administrators (CAMA) for the Municipal Inspiring Workplace Award for the People Plan and the Environmental Leadership and Sustainability Award for the HodgePodge Lodge.

Ultimately, as an Employer of Choice, Strathcona County will be able to attract and retain highly competent and engaged employees which leads to better results. Engaged employees yields boosted productivity and outcomes and generates innovation; all leading to an elevated experience for residents and becoming Canada's most livable community.

A top employer attracts top talent and fulfilled top talent will go above and beyond for residents, customers, and clients. We will continue on the path to becoming "Employer of Choice by 2030."

Energy Transition Goal:

The Mission to Mars team identified the Energy Transition Goal of "By 2030, Strathcona County is the global leader in both the production and use of hydrogen".

Priorities Committee Meeting_Jul09_2024

The evolution of this goal is rooted in a community that has made investments in the energy section globally, for decades. With an emphasis in petrochemical industrial investment through past strategic plans, the Mission to Mars team wanted to emphasize that the energy section is an important composition factor to our community. Hydrogen though, provides a unique opportunity to leverage resources that are in abundance here, while also positively impacting our environment.

Economic Development & Tourism (EDT) and supports across the County have been working diligently to attract new investment within our industrial sector, but also working with partners to illustrate the unique viability hydrogen has to offer.

Strathcona County has also made initial investments into hydrogen technology to both leverage and learn how municipalities can benefit from hydrogen as a fuel source for our community.

Being a leader in new technology does require strategic partnerships, dedication, and some calculated risk. Managing those is a commitment that our staff want to see Strathcona County succeed in, be a global leader in, and be "Canada's Most Livable Community".

Other Impacts

Policy: n/a

Financial/Budget: n/a

Legislative/Legal: n/a

Interdepartmental: n/a

Master Plan/Framework: n/a

Enclosure

1 Mission to Mars Staff Goal Setting presentation