

Environment • Economy • Community • Culture • Governance



Sustainable Opportunities for a Growing Community

2008-2010 Town of Olds Strategic Plan
(Executive Summary)

In keeping with our commitment to sustainability, we are reducing paper use by posting the full Strategic Plan in digital format on the web site at www.olds.ca.



Your partner in sustainable opportunities
www.olds.ca



Executive Summary

2008 – 2010 Town of Olds Strategic Plan

Partner in Sustainable Opportunities

As a key stakeholder in the Olds Strategic Sustainability Plan (OSSP), Olds Council has focused the development and content of its 2008 – 2010 Strategic Plan (The Strategic Plan) on the



guiding principles of the OSSP. In particular, Olds Council has listened to, and incorporated, the input of the more than 200 citizens who participated in the OSSP building process.

The Strategic Plan is the “big picture” roadmap for corporate entity that is the Town of Olds.

Strategic Planning Context

Like many progressive Alberta municipalities, the Town of Olds is challenged by a number of new and different realities – many of which present opportunity yet profoundly impact our Town in a holistic way.

Current and emerging trends that will redefine the way we do business as a municipality, and thrive as a community, include:

- Globalization
- Technology advancement
- Rapid Information transfer

Guiding Vision

As per the vision of success defined by Community members, Olds Town Council recognizes a clear mandate to demonstrate community leadership. This means developing and implementing a comprehensive strategic plan that will position Olds as:

The most desirable community along the Edmonton-Calgary corridor in which to live work and play.



Strategic Plan Content and Structure

The Strategic Plan responds to the Town's Guiding Vision through four key **Strategy Clusters**:

Partner in Strategic Opportunities

Governance and Partnerships
Communications
Learning
Economic Development

Responsible Growth

Transportation
Built Environment
Natural Areas

Healthy, Thriving, Flourishing Community

Recreation and Leisure
Arts, Culture and Heritage
Affordability and Housing
Food
Health and Social

Innovative Service Delivery

Water
Materials and Solid Waste
Energy

The Strategic Plan outlines:

- A **goal** for each cluster
- A **mandate** for each cluster component
- A Community/OSSP **definition of success** for each cluster component
- A Community/OSSP **priority statement(s)** for each cluster component

In turn, each mandate is quantified by how, who and when it will be realized with:

- Council priorities
- The Department responsible for turning priorities into measurable actions
- An estimated project timeline

Responsible Departments will quantify:

- What **Specific Initiatives** will be used to achieve each priority
- How progress will be measured – **i.e. Sustainability Performance Measures** to benchmark and monitor performance

To facilitate public awareness for the “what and how” criteria, **Specific Initiatives** and **Sustainability Performance Measures** will be added as Appendices to the Strategic Plan and posted on the website. As benchmarks are achieved, the site will be updated.



Live, Work and Play with the Town of Olds

Our Vision

Olds is a progressive, sustainable community with substantial cultural, economic, environmental, social and governance opportunities

Our Mission

Our Mission is to create a healthy, flourishing community by providing sustainable programs, services and facilities and a climate for responsible growth



Our Values

- Integrity** *We conduct our business with honesty, integrity, dignity, respect and passion*
- Collaboration** *We team with our partners to build capacity*
- Innovation** *We seek sustainable solutions through flexible approaches*
- Accountability** *We take responsibility for the quality of our decisions*

Partnering in Sustainable Opportunities



Dear Friends:

This is a unique and powerful period in our community’s development. The potential is enormous, as is our collective motivation to realize it. This Strategic Plan is the roadmap that will take us to the vision we have established together.

Through the Olds Strategic Sustainability Plan process, a landscape has been painted for a community that is progressive, healthy, flourishing and sustainable. To keep our picture vibrant, we must pay close attention to the core values that define us. Most important, we must keep sharing and working collaboratively to leverage our skills and optimize the resources that define the Town of Olds as the place to live, work and play.

Her Worship,

Mayor Judy Dahl