

TOWN OF

**OLDS**

*Alive With Opportunity*

# Strategic Priorities

2022-2027

# Message from Council

*"We, as Council, are honoured to have been elected to serve this community. We embrace this role both seriously and enthusiastically. With this in mind, we have created a new Vision along with four new Strategic Goals and their complementary results.*

*Our Strategic Planning is driven by our commitment to public sentiment and desires and built to demonstrate alignment and articulate performance.*

*We invite everyone to participate in our journey to achieve success within these commitments."*

# Vision

## *Alive with Opportunity!*



# Strategic Goals

1

**Our residents and Town staff actively communicate and engage with us through open dialogue.**

**Overview:** Engaging and communicating with our residents is critical in helping us achieve our shared goals and Vision for the Town of Olds. We are committed to being clear and transparent with our community about the path forward, and in return, we want our residents to help us by sharing their own collective ideas for the community. We will strive to engage our citizens in the decision-making process of Council. This will help us better understand the matters at hand and allow for unique points-of-view to be considered for better solutions. We also want to ensure that our staff, who are critical to our collective success, feel that they are contributing in a meaningful way. Through sound communication and engagement, we will collectively work towards making the Town of Olds a community of choice.

**Intent:** Citizens are involved in the decision-making process of Council; Staff feel they have contributed; Our community wants to engage with us.

# Strategic Goals

2

**Our community is supported and enabled through skillful governance.**

**Overview:** Although often not visible, the behind-the-scenes work of our skilled public professionals and administrators is one of the greatest strengths of our organization. The Town of Olds is continuously supported through strong governance and our unwavering commitment to operational excellence. Council's continued leadership, which includes the setting and confirming key community priorities, continues us on the path to achieving our community's goals and vision. Another key element of strong governance is our administration and as such, we must ensure that our staff have the tools and knowledge needed to serve and innovate. Our commitment to governing and operational excellence will continue to guide our community toward a successful future.

**Intent:** Staff have the tools they require to achieve operational excellence, supported by strong Council leadership and clear priorities. Staff and Council work together as a team to embrace role clarity and improve our organization.



# Strategic Goals

3

**Our thriving community is built on sound and collaborative relationships.**

**Overview:** Relationships are the heart of our community. We will continue to strengthen, promote, and enable the many relationships that support our continued future success. These relationships are found with community partners, external agencies, and regional/provincial governments, as well as within our own organization and the town. We will continue to build strong relationships with all stakeholders, to ensure we are working collaboratively to serve the public. To ensure that our community feels like their best interests are represented, we will promote continuous, respectful collaboration with external partners as a top priority. New relationships will uncover more opportunities to serve our community. Fostering and promoting these new and existing relationships will help us thrive as we discover new ways to advance and grow.

**Intent:** Staff and Council, as part of a team, will collaborate respectfully with our partners and foster new relationships. It is imperative that our community feels their best interests are being well represented.

# Strategic Goals

4

**Sound fiscal practices are balanced with a commitment to prioritizing value for our citizens.**

**Overview:** We recognize the importance of strong fiscal practices. Financial sustainability is a priority and will be balanced with our commitment to provide value for the community. We will promote and encourage a culture of innovation – striving for improvement to reach service delivery excellence so that we can continue with a reliable, predictable standard of service that our citizens can expect. Oversight of our financial resources will continue to be an area of focus, ensuring that we are spending appropriately for both the short and long-term interests of our community. Through strong fiscal leadership, we will strive for improved financial health for both the benefit of our community, as well as our individual residents and families.

**Intent:** Council and Staff contribute to a culture of innovation and a workplace that fosters transparency and accountability. This results in improved financial health for the Town of Olds.

# Priorities

**Priorities are those specific actions that will advance Council's Strategic Goals and Vision. These are updated annually and ranked in priority.**

## **1. Town of Olds Marketing Plan**

- ✓ *Outcome:* A focused promotional campaign that will highlight those essential things that 'Makes Olds Great.'
- ✓ *Timeline:* 2024 – 2026

## **2. Corporate Planning**

- ✓ *Outcome:* A Corporate Planning document, created by Town administration, that establishes how the organization will work toward accomplishing Council's Strategic Goals and Objectives while also carrying out the day-to-day functions of the municipality.
- ✓ *Timeline:* 2024 – 2025

## **3. Project Costing**

- ✓ *Outcome:* An internal mechanism built into operational processes that will allow Council and Administration to make informed financial decisions, manage core service levels, and communicate more effectively with citizens.
- ✓ *Timeline:* 2024- 2026

## **4. Long-term Financial Strategy**

- ✓ *Outcome:* A framework that will allow Council to budget and prioritize spending based on a broad assessment and understanding of the Town's financial position.
- ✓ *Timeline:* 2024 – 2026

## **5. Sustainability Planning**

- ✓ *Outcome:* A holistic strategy that will guide the Town of Olds into the next decade, focusing on the core pillars of municipal sustainability: Governance, Environmental, Cultural, and Social.
- ✓ *Timeline:* 2025 – 2027



# Advocacy

Advocacy to provincial government is a significant activity Town Council undertakes. The intention of these efforts is to lobby for policy changes, highlight problems, and work together on solutions.

## ***Advocacy Area 1: Infrastructure***

- ◆ Restoration of Capital Funding
- ◆ Affordable Housing
- ◆ Water and Wastewater

## ***Advocacy Area 2: Education***

- ◆ Dual Credit Programming
- ◆ Student Housing
- ◆ Trades

## ***Advocacy Area 3: Provincial Downloading***

- ◆ Seniors Housing
- ◆ Health Care
- ◆ Highways 27 and 2A