

Town of OLDS

Alive With Opportunity



Strategic Plan 2022-2032

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



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.

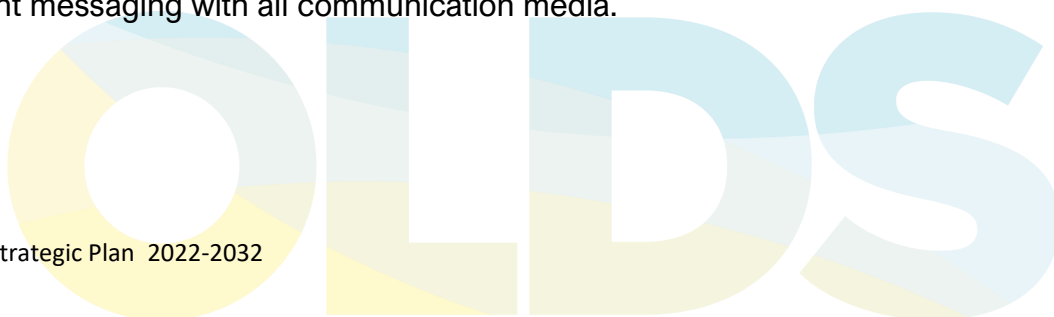
PRIORITY: CREATE AND IMPLEMENT A COMMUNICATIONS AND MARKETING PLAN

Details:

- Communications refers to both internal and external efforts.
- Engagement is a key element.
- Marketing and promotion represent the same activities.

Outcomes:

- Demonstrating clear responsibilities for external communications.
- Consistent messaging with all communication media.



Strategic Goals



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.

PRIORITY: BUILDING CORPORATE AND DEPARTMENTAL BUSINESS PLANS

Details:

- Better planning will strengthen internal processes and communication.
- Identifying and breaking down silos to build better interdepartmental understanding and collaboration.

Outcomes:

- Improvement in staff collaboration and morale.
- Priorities and expectations are clear and understood by all staff.
- Greater organizational accountability.



Strategic Goals



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.

PRIORITY: ENGAGE WITH OUR COMMUNITY AND REGIONAL PARTNERS ON A CONSISTENT AND MEANINGFUL BASIS.

Details:

- Volunteers are fundamental to the success of our community and the Town will do a better job of listening and engaging with these groups.
- Our business community provides invaluable benefit to the town and region and partnering with them is necessary to grow our economy.
- Olds College continues to be the primary driver of our Town's diverse social and economic opportunities and we must forge a stronger working relationship between our two institutions.
- Olds is the largest community and economic hub for our region; We require close and cooperative relationships with our municipal neighbors - a stronger region means stronger individual communities.

Outcomes:

- Volunteers feel heard and their contributions are recognized.
- Local businesses feel supported by the Town.
- Through stronger relationships, the Town and our region are prepared for economic success.

Strategic Goals



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

PRIORITY: CREATE SERVICE LEVEL STANDARDS

Details:

- Core Services include but not limited to street maintenance, snow clearing, mowing, bylaw enforcement, sports field maintenance, and recreation facilities.
- Clear Key Performance Indicators will be developed.

PRIORITY: ESTABLISH POLICES THAT STRENGTHEN CAPITAL RESERVES

Details:

- Strong capital reserves are an indicator of financial health.
- Capital reserves are focused on the replacement and rehabilitation of such assets as buildings, equipment, roads, utilities, and recreation facilities.

Outcomes:

- Improved financial health.
- Better long-term financial planning.
- Stronger capital assets that help grow our community.