

# STRATEGIC PLAN 2022-2032



# MESSAGE FROM COUNCIL

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Being a municipally elected official is an honour, as well as a commitment. Our community has placed their faith in this Council to make decisions for today and for the future. This is not something we take lightly and we have taken an oath to do what is in the best interests of our community.

In order to ensure that the Town of Athabasca continues to prosper, we spent time going over all our residents have communicated to us, as well as what we have learned about the workings of a municipality. From this information, we have crafted a strategic plan to carry us forward into the next ten years.

This plan illustrates the hopes and dreams of our municipality and reflects our priorities and values. Whether it is creating a place where we respect the natural world around us, where citizens feel safe, or a place where people want to do business, this plan touches on the heart of what it means to live in Athabasca.



Each goal we have set and prioritized will take Council and the citizens of the Town of Athabasca confidently into the future.





# INTRODUCTION

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In May 2022, Town Council met to create a new strategic plan. Council and administration discussed the vision for the community. Through this collaborative process, including considering all what was heard from the community during the 2021 election, four prioritized goals were established.

## GOALS

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Each strategic goal highlights a different aspect of life in the Town of Athabasca. The goals are designed to encompass future developments or opportunities. After each goal, there is a description that elaborates on what the Council had in mind for the goal. These points provide a way of measuring to see if they are moving closer to accomplishing the goal.

## PRIORITIES

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These are the top four out of a myriad of priorities. Ranking goals provides our administration with absolute clarity on where the most value exists when building business plans and budgets.

## REVISIONS

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It is important to realize that this strategic plan is a living document, not a rigid plan to be followed unquestioningly. If opportunities or challenges arise that change the focus or priority of these goals, they can be adjusted without throwing out the whole document.

This strategic plan should be reviewed and updated to keep it current and helpful to both the administration and Council.



# VISION STATEMENT

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*"The River Community  
of  
Endless Opportunities"*



# STRATEGIC GOALS

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**INFRASTRUCTURE**



**WELL-BEING**



**LEADERSHIP**



**COMMUNITY**



# INFRASTRUCTURE

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- We will plan and prioritize long-term infrastructure decision-making.
- Have an asset management plan.
- Asset decisions are made using evidence and subject matter expertise.
- Community has confidence in our infrastructure.
- Our assets enhance community beautification.

Investing in assets for the community is a critical job of Council. As such, we place an emphasis on acquiring infrastructure that aligns with what our citizens see as important. We must also keep a keen eye on what the future holds for communities. We will attempt to secure grant dollars to maximize value and continue to move towards responsible energy management.



# WELL-BEING

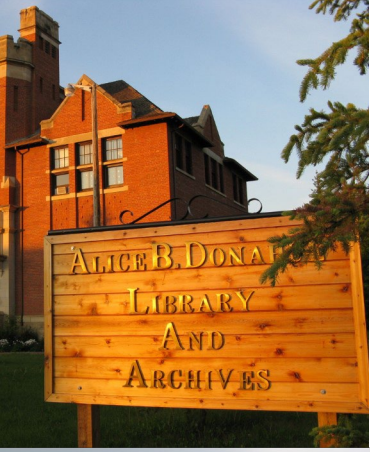
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Our role as stewards in championing community well-being is easily recognized.

- Our financial reserves are healthy.
- We are an attractive community for business, residents and visitors.
- Our citizens have a sense of safety.

When we were strategic planning we started by asking ourselves why does a municipality exist. For Council, our job is to provide the best long term well-being for our community and its citizens. We are determined to have a great conversation with the community about how we are doing in this regard.





# LEADERSHIP

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We are committed to strong governance through building community leadership.

- Clarity in Council roles and responsibilities.
- Assessment growth.
- Population growth.
- Increase housing capacity.
- Proactive agreements with other orders of government.
- The community feels they have had an opportunity to contribute.

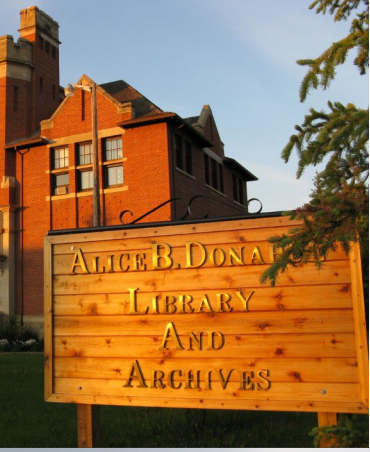


Elected officials are chosen to represent their community. A big part of demonstrating leadership is to work with all stakeholders to grow the community. Our critical relationships moving forward continues to be with community and regional partners. We see tremendous opportunities that will achieve mutual benefit. All of this comes with being deliberate about transparency and embracing the role we can play as the governing body.

Council is committed to increasing the Town's population to 3,200 by 2032.







# COMMUNITY

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We have an engaged and inclusive community rich in partnerships, agencies, organizations and volunteers.

- Enhance our success in community building.
- Our community is proud to live here.
- We have numerous welcoming community events.

We work together to leverage our strong relationships throughout the community. The pride shown in this community will be an anchor for building the community of the future.