

Strategic Plan (2022-2025) "Plan on a Page"



Vision

Offering a rich tapestry of historical, cultural, and natural experiences, Sturgeon County is a municipality that honours its rural roots and cultivates desirable communities. Uniquely situated to provide world-class agricultural, energy, and business investment opportunities, the County prioritizes responsible stewardship and dreaming big.



Our Guiding Principles

Collaboration	Safety
Accountability	Future Readiness
Flexibility	Affordability
Excellence	Innovation

Key Strategies and Plans Annual and Long-Term Plans

- Council's Strategic Plan
- Administration's Corporate Business Plan
- Municipal Development Plan, Land Use Bylaw, and Community Plans
- Master Plans (Infrastructure, Economic Development, etc.)
- Operating and Capital Plans and Budget
- Alberta Industrial Heartland Association Strategic Plan
- Edmonton Metropolitan Region Growth Plan
- Metropolitan Region Servicing Plan
- Edmonton Global Strategic Plan
- Edmonton Regional Hydrogen HUB Plan
- **Municipal Government Act**

Monitoring and Reporting on Progress

- Semi-Annual Reporting to Council
- Service Catalogue and Service Level Inventory



Community Outcomes

Sturgeon County's Council has identified five community outcomes to serve as goal statements for the organization, with corresponding strategic priorities. These outcomes guide strategic decision-making to ensure the community is evolving in an intentional way.



Planned Growth

- Internationally competitive to attract, grow, and sustain diverse business
- Modern broadband and digital capabilities
- Reliable and effective infrastructure
- Low cost, minimal red tape regulations
- Comprehensive land use and infrastructure planning
- Agricultural preservation and supports
- Tenacious focus on new growth and innovation



Thriving Communities

- Beautiful, surprising places with high standards
- Engaging cultural, historic, and civic amenities
- Integrated natural spaces and trail systems
- Safe, welcoming, and diverse communities
- Small community feel and personal connections
- Commitment to high quality of life
- Strong community identity and pride
- Healthy and resilient



Environmental Stewardship

- Clean air, land, and water
- Carbon neutral municipal practices
- Adaptive to climate and weather patterns
- Conservation of natural areas and agricultural lands
- Safekeeping ecosystems
- Circular economy opportunities
- Enhanced greening and biodiversity
- Sustainable development
- Partnerships with industry and others to drive emission reductions



Collaborative Governance

- Predictable and stable external relationships
- Meaningful connections with Indigenous communities
- Transparent and action-oriented decision making based on sound rationale
- Ongoing community consultation and engagement
- Respectful and informed debate
- Volunteer partnerships
- Clear and supportive governance processes



Operational Excellence

- Engaged and effective people - Council, Administration, and Volunteers
- Quality, cost-effective service delivery
- Robust procurement and operational practices and policies
- Positive culture within the municipal organization
- Continuous learning and improvement mindset

- Nimble and bold, with strong leadership
- Future focused thinking to proactively respond to emerging opportunities and challenges
- Asset management and performance measurement
- Alternative revenue generation and service delivery models
- Long term financial planning and sustainability
- Careful debt and reserve stewardship
- Integrated strategic and business planning

Strategic priorities for the next four years (and beyond)

Diverse Business Hub

Reinforce Sturgeon County as an internationally competitive and supportive municipality to locate and conduct business

Safe, Beautiful Communities

Cultivate safe, beautiful, and complete communities

Carbon Neutral Municipal Operations

Achieve carbon neutral municipal operations by considering benchmarks that reflect environmental, social, and governance (ESG) measures

Modern, Adaptive Administration

Prioritize municipal workforce and process and policy modernization that supports a productive and future-ready organization

Diversified Revenue and Partnerships

Realize opportunities for alternative revenue generation and shared efficiencies through innovative new models and partnerships

Meaningful Community Connections

Acknowledge and celebrate Sturgeon County's history and relationships with Indigenous and other communities

Clean Energy Economic Systems

Support long-term transition to a low carbon economy, prioritizing hydrogen and other clean energy production

Sustainable, Thoughtful Decisions

Embed thoughtful long-range financial and operational planning into decision-making processes

Reliable, Effective Infrastructure

Enhance local broadband, emergency, transportation, and recreation infrastructure

Economical, Desirable Services

Ensure residents will be offered cost-effective and highly valued services