

Schedule A to Council Policy C-CG-02 City of St. Albert Council Strategic Plan

**CITY OF ST. ALBERT**

# COUNCIL STRATEGIC PLAN

*Updated April 2024*

# 2022- 2025







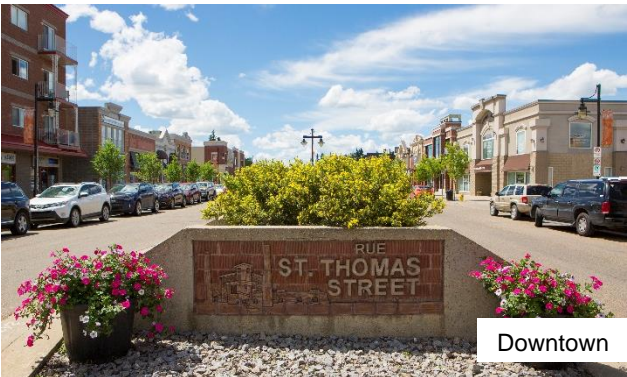
# Introduction

The Strategic Plan (2022-2025) describes the areas which Council will focus on during their term and provides direction to Administration. Administration uses this information to plan and prioritize initiatives in the Corporate Business Plan and to inform the proposed budget.

Development of the Strategic Plan was informed by the Community Vision and Pillars of Sustainability and Municipal Development Plan, as well as input received from the community through formal and informal opportunities.



Erin Ridge North



Downtown

# MESSAGE FROM THE MAYOR



Decisions made during a four-year term on Council live on much longer in the community. Council continues to work together to ensure that St. Albert is fiscally sustainable in the long term while creating a foundational plan that allows our vibrant community to thrive.

The plan was created after taking some time to collectively provide input during Council's strategic planning session at the start of our term. Taking into consideration what we heard from residents, Council will continue to focus on five strategic priorities. The priorities are detailed below, in no particular order as they are all equal:

- **Economic prosperity** will continue to be a priority for Council as we focus on advancing plans for the development of the Lakeview Business District, completing plans for recently annexed lands and creating a positive environment for development.
- We will foster a **vibrant downtown**, where people come to live, gather, celebrate, shop and do business. We will continue to support a variety of community events that help promote our heritage, arts and culture, advance planning and development of Millennium Park and continue to support downtown businesses.
- **Community well-being** is of great importance to Council. We need to ensure that we are responding to changing demographics and continuing to foster a community where everybody has an opportunity to fully participate and feel welcomed. The focus will be on advancing mixed housing choices including market, attainable, and transitional housing types.
- Council recognizes the need for **adapting to a changing natural environment**. Our focus will be on exploring innovative ways to reduce our footprint, protecting waterways and green spaces, and ensuring resilient social systems and infrastructure now and for future generations.
- The City needs to continue to explore opportunities to diversify revenue sources and advance investment in long-term net positive revenue-generating infrastructure to ensure **financial sustainability**. We will also support the realization of efficiencies identified in the Operational and Fiscal Review.

Environmental, social and governance (ESG) risks and opportunities will be taken into consideration as decisions are made.

Strategic planning is about making the best use of resources, providing clear direction to Administration and being transparent with the community. It enables alignment of the City's business plan, resources and budget so that Council priorities are advanced. We truly believe that within this plan we reinforce the Community Vision, Mission, Values and Pillars of Sustainability and as such will continue to create meaningful differences in our community.

I look forward to working together with my Council colleagues, Administration, St. Albert residents, businesses, and community groups to continue to advance and realize these priorities.

A handwritten signature in black ink that reads "C. Heron".

**CATHY HERON**  
Mayor, City of St. Albert  
The Botanical Arts City



# Vision, Mission, and Values

In 2014 and 2015, more than 7,000 St. Albert residents helped to create a vision to guide the City’s planning and decision-making processes for the next 50 years. The Community Vision and Pillars of Sustainability are intended to be a road map to guide the City’s current and future Councils in achieving its short- and long-term goals.

Approved by Council in June 2015, the Community Vision and Pillars of Sustainability are a single shared vision developed for and by the residents of St. Albert and are the foundation upon which all plans and activities are built.

In 2022, Council updated its Mission and Values to reflect how it governs as well as to demonstrate how Council works together to achieve its goals. Each of these key elements is listed below.

### COMMUNITY VISION

A vibrant, innovative, and thriving city that we all call home, that sustains and cherishes its unique identity and small-town values.

We are the Botanical Arts City.

### PILLARS OF SUSTAINABILITY



**Social** – We are a friendly and inclusive community of passionate equals, where everyone feels a sense of belonging. We believe that community starts with the person next door.



**Economic** – We prosper and excel through a strong and diverse economy that is supported by forward-thinking commerce, outstanding local businesses, and a dynamic downtown core.





**Built Environment** – We build our community towards the future to sustain balanced development, with a reverent eye to the past, honouring our unique settlement history and distinct identity.



**Natural Environment** – We protect, embrace and treasure our deeply-rooted connections with the natural environment through championing environmental action.



**Culture** – We are proud of our storied history that has fed and nurtured our festive and culturally-rich community.

### **COUNCIL'S MISSION**

Represent the residents of St. Albert, make decisions in the best interest of the entire community, and ensure the corporation delivers results that will help sustain a high quality of life for St. Albertans.

### **COUNCIL'S VALUES**

These are the guiding principles that determine how Council operates, both in public and privately

- **Community:** We consider and recognize the best interests of all.
- **Courage:** We try new things with a focus on making St. Albert better.
- **Diversity:** We recognize there is strength in bringing our unique skills and backgrounds together to make our community the best it can be.
- **Flexibility:** We encourage all to try new approaches to address problems and opportunities.
- **Integrity:** We do what we say we will do.
- **Trust:** We listen respectfully and speak honestly.



# Council's Strategic Priorities

St. Albert Council has identified five strategic priorities which will receive focus during the term of this strategic plan. Listed in no particular order of importance or priority, these priority areas were selected based on community feedback, long-range plans, current service information, and a thorough understanding of the challenges and opportunities that lie ahead. For each strategic priority, an outcome is described and specific strategies that Council would like to focus on.

## STRATEGIC PRIORITY ONE: ECONOMIC PROSPERITY

Support an investment positive environment that encourages economic growth and the development of new and existing sectors.

Strategies:

- Expand opportunities for employment and economic growth with land development that attracts a mix of industries and businesses. This strategy includes advancing the development of Lakeview Business District and completing the plans for the recently annexed lands.
- Support plans and agreements that foster development in St. Albert, including mature neighbourhoods, and build affordability in all new development. This strategy includes an update to the Land Use Bylaw and completion of the Infill Strategy.



International Children's Festival of the Arts



## STRATEGIC PRIORITY TWO: DOWNTOWN VIBRANCY

Foster a downtown where people come to live, gather, celebrate, shop and do business.

Strategies:

- Support review and planning for the Downtown Area Redevelopment Plan (DARP).
- Promote our heritage, arts and culture by providing a variety of community events and gathering places that build connections and bring people together downtown. This strategy includes advancing the planning and development of Millennium Park.
- Facilitate and support the downtown business community to leverage collaborative opportunities and promote businesses that help create a vibrant downtown.



St. Albert Farmers' Market



Pride Crosswalk Painting

## STRATEGIC PRIORITY THREE: COMMUNITY WELL BEING

Respond to changing demographics, accommodate the diverse needs of residents and continue to foster an inclusive community where everyone has an opportunity to fully participate and feel welcomed. This includes communicating and engaging in meaningful and transparent ways with the community.

Strategies:

- Support development of mixed housing choices including market, attainable, and transitional housing types. This strategy includes advancing development on 22 St. Thomas Street and youth transitional housing.
- Advance the planning for a community amenities site that is in alignment with the Recreation Facilities Needs Assessment.
- Continue to support and collaborate on Indigenous-led initiatives to better develop meaningful relationships, honour truth, and action reconciliation.
- Foster a cohesive community that supports the physical and psychological well-being of all residents.

## STRATEGIC PRIORITY FOUR: ADAPTING TO A CHANGING NATURAL ENVIRONMENT

Build resiliency that allows the City to prepare for and respond to climate change and ensure the vitality of our land, river, natural resources, and resilient infrastructure for future generations.

Strategies:

- Explore innovative practices that protect waterways and green spaces and reduce our environmental footprint.
- Develop long-range strategies that support adaptation to a changing environment and include environmental and climate risk considerations in all plans and policies.

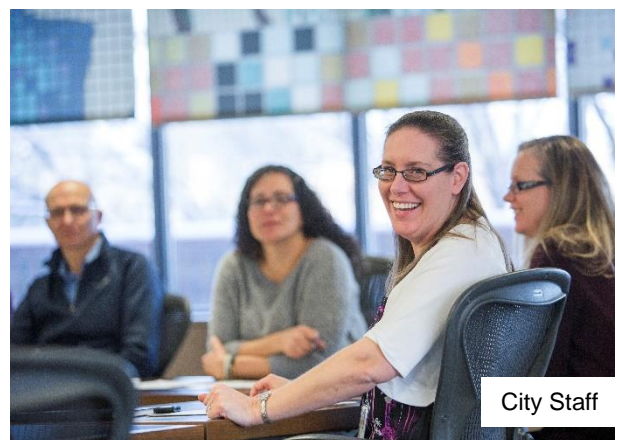


## STRATEGIC PRIORITY FIVE: FINANCIAL SUSTAINABILITY

Ensure responsible and transparent fiscal management, decision making and long-term financial sustainability that allows the City to respond to changes to revenue sources.

Strategies:

- Continue to explore opportunities to diversify revenue sources, advance investment in long-term, net positive revenue-generating infrastructure and support alternative service delivery.
- Continue to ensure efficiency in City service delivery with a focus on long-term financial sustainability. This strategy includes the implementation of opportunities identified in the Operational and Fiscal Review and the implementation of audit recommendations.
- Consider environmental, social and governance (ESG) opportunities and risks when making decisions.







# Key Indicators

In 2023, Council participated in the performance measurement workshops to identify performance measures that will help track the progress towards achieving outcomes in the Strategic Plan. The following performance measures were identified.

This section is still under development and will therefore continue to evolve.

Strategic Priority	Results	Performance Measures
Economic Prosperity	Accessible shovel ready land is available for development	Number of shovel ready sites
		Serviced land inventory
		Ratio of raw land to serviced land to developed land
	Housing options enable more people living and working in St Albert	Building permits
		Number of people living and working in St. Albert
		Housing inventory
	St Albert is the preferred community of choice for investment	Number of new business starts
		Construction permit value
		Annual business satisfaction survey: how satisfied are you with your business in St. Albert.
Downtown Vibrancy	Businesses thrive downtown	Vacancy rates
		Business hours in downtown
		New building permits
	Downtown amenities support downtown vibrancy	Number of pedestrians at key downtown intersections
		Number of people living downtown
		Satisfaction with downtown amenities
	People are drawn to our downtown	Number of total pedestrians downtown
		Frequency of visits to downtown: number of times a resident came downtown
		Perception of downtown

Community Well Being	The City supports development of mixed housing	Percent of each type of housing
		Living wage amount in St. Albert
		Number of new residents
	The City has meaningful working relationships with Indigenous partners	Number of Indigenous events (non-City events) attended by City officials at their invitation
		Number of joint initiatives planned with Indigenous partners
	Residents have access to community spaces, programs, and services that respond to evolving community needs related to mental, social, and physical wellbeing	Community satisfaction survey: percent of residents that indicate high quality of life
Community satisfaction survey: resident satisfaction with City of St. Albert services, facilities, and programs		
Adapting to a Changing Natural Environment	The City conserves and protects natural resources	Percent net change in natural areas
		Percent change of maintained wildlife-use steppingstones
		River water quality index
		Tree canopy
	Resilient built infrastructure is in place for future generations	Asset maturity ranking
		GHG emissions for City operations and facilities
		Community-based GHG emissions
	The City adapts to changes in climate	Number of wetlands
		Percent of City critical assets maintained through extreme weather events
Financial Sustainability	The City manages its reliance on property taxes	Expenses per capita
		Percent of residential to non-residential assessment
		Number of improvements completed under the Program and Service Review Council Policy and resulting from recommendations of third parties
	Residents have confidence in City's financial decision-making	Percent of residents ranking value for tax dollars high
		Percent of residents that are satisfied with the communication regarding budget and other financial information
		Number of long-range strategies under development





# Conclusion

The Strategic Plan signals to residents, the business community, community organizations, and other stakeholders where St. Albert is headed over the next four years, with the long-term in mind.

It provides a foundation for the initiatives in the Corporate Business Plan, which ensures that strategies identified in this Plan are realized.

An annual review of the plan will occur, with progress reported quarterly through the Corporate Quarterly Reports.



St. Albert Place