

Council's Focus Areas for 2020-2022

The following are the focus areas for Council for the 2020-2022 implementation of the Strategic Plan:

- **Sustainable Growth** – Rapid growth has put financial pressures on our city. This Council will establish a fiscal sustainability framework to ensure a prudent and sustainable growth. We will also work with our regional partners to identify areas where we can collaborate to plan and deliver amenities and services for residents.
- **Prosperity** – A focus on non-residential growth continues to be a Council priority, in particular a focus on supporting industrial growth through a land strategy, and determining our broadband strategy.
- **Community Living** – Ensuring our residents have access to recreational, leisure and cultural amenities to meet the needs of a growing population will continue to be a key focus for Council. We will need to make a decision about our waste management program and ensure our transit service can mature in a sustainable way.
- **Transparency and Resident Communication** – Good governance requires listening to residents, who have asked for more transparency from Council. Improving our communication with residents is very important to Council, as well as streamlining ways residents interact with the City and Council.

The ongoing implementation of the Strategic Plan is realized through the ongoing efforts of City staff and through new initiatives that are brought forward each year for funding through the three-year Corporate Plan. Council's focus areas assist in the prioritization of initiatives that should come forward in the 2020-2022 cycle. Council identified the following initiatives or activities, mostly already underway or planned, which are integral for the tangible realization of their focus areas:

Sustainable Growth

- Ascertain the offsite levy model for recreation facilities.
- Provide financial measures at the start and during projects, and the effect of a project on overall financial viability.
- Optimize existing assets.
- Update of the sanitary sewer and transportation master plans.

Prosperity

- Continue implementation of the 2017 Economic Development Strategy.
- Develop the industrial strategy to bring on new lands and attract employers.
- Develop a brand strategy to promote Spruce Grove as a growing, vibrant and dynamic city.
- Develop a strategy to become a Smart City. (This is a new initiative).

Community Living

- Decide on regional waste management delivery.
- Establish transit service levels.
- Review recreation facilities needs in the context of possible regional partnerships.
- Decide on the event centre/arena complex proposed project.

Transparency and Resident Communication

- Increase government transparency (open data, Council expenses, recorded votes, crime map).
- Develop a customer service strategy – streamlining resident interactions with the City. (This is a new initiative).
- Develop a strategy for better communicating with the public – short, medium and long-term plans.