



STRATEGIC PLAN 2026-2030

COUNTY OF WETASKIWIN

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OUR REEVE AND COUNCIL



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INTRODUCTION



What is a Strategic Plan?

A Strategic Plan brings Council, Administration, and the Public together around one clear direction. It guides decisions, keeps efforts aligned over the four-year term, and outlines the County's priorities, growth opportunities, and next steps toward our shared vision. This plan is designed to provide residents, businesses, and our various other stakeholders with an understanding of the future we are working towards as a community.

Progress reports will be delivered three times a year to Council from Administration to track progress on our strategic goals. The Strategic Plan will be reviewed annually to determine if any goals need to be re-evaluated, adjusted, or refined to better align with Council's vision and mission.

Not all service levels are included in the Strategic Plan. The County also maintains a Service Level Inventory as a repository for all municipal services provided year-round; this repository functions as a supporting document to the Strategic Plan. Together, the Strategic Plan and Service Level Inventory capture the County's goals, initiatives, and commitment to quality services.



OUR VISION

Rural Communities Growing for Tomorrow

OUR MISSION

We deliver transparent governance and allocate resources responsibly to provide quality services to our residents while fostering innovation and strategic investment for a prosperous future.

OUR VALUES

Our values direct every decision we make and define how we serve our community.

1 EXCELLENCE

Ensure and promote integrity, transparency, respect, honesty and accountability in all our dealings.

2 SAFETY

A shared commitment to the health, safety and wellbeing of our community and those who serve it.

3 PEOPLE-FOCUSED

Listen to our residents, understand their needs, and deliver services reliably, effectively and efficiently.

4 PARTNERSHIPS

Building strong, collaborative relationships that strengthen our local economy and community.

OUR PILLARS

Our pillars guide our goal setting; they help us evolve intentionally.

Leadership & Governance

Leadership & Governance

We provide transparent governance and proactive leadership to the municipality to manage resources and strategically plan for the future. We demonstrate accountability and innovative solutions with our actions.

Strong Communities

Strong Communities

We invest in strong, vibrant, and safe communities, enhancing quality of life for all residents.

Municipal Asset Management

Municipal Asset Management

We will maintain and develop municipal infrastructure in a way that is compliant, fiscally sustainable and environmentally responsible.

Communication & Collaboration

Communication & Collaboration

We are committed to open communication and working collaboratively with our community, neighbours and stakeholders to achieve shared goals.

Fiscal Responsibility

Fiscal Responsibility

We strive for diverse, sustainable funding for municipal services, allocate resources to invest in our future, and demonstrate accountability in our use of municipal resources.

OUR GOALS

Our goals align with specific pillars to ensure accountability.

Economic Development

Foster a thriving and diversified local economy through targeted advocacy and investment while balancing the protection of rural values, natural assets, and quality of life.

What We Will Do

- » Support and attract the development of commercial and industrial investment along the highway corridors.
- » Prioritize attraction efforts on target sectors that align with our assets.
- » Facilitate shovel-ready land and streamline development processes to encourage investment.
- » Promote recreation and tourism by enhancing local attractions.
- » Provide concierge-style support to businesses, helping to create a positive and seamless experience for those operating within the County.
- » Strengthen advocacy efforts with provincial and federal partners to support economic development initiatives.

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Core Service Delivery

Prioritize core municipal services while delivering the best value to residents, ensuring high-quality and responsive services.

What We Will Do

- »» Maintain a Service Level Inventory annually reviewed and approved by Council.
- »» Identify efficiencies in the way we deliver core services through continuous research, investment in technology, and collaboration with stakeholders.
- »» Use a people-focused lens when implementing and improving core services levels, prioritizing the needs of our residents.
- »» Gather public input on significant changes to core service levels that impact their quality of life.
- »» Deliver responsive, customer-focused municipal services that reflect community priorities.

Leadership & Governance

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Infrastructure

Invest in innovative infrastructure and sustainable solutions that support a strong community.

What We Will Do

- » Explore regional water solutions to ensure safe, reliable water access for our communities, agriculture, and future growth.
- » Support the development of alternative waste management facilities to reduce reliance on landfills.
- » Explore durable, cost-effective alternatives in road construction and maintenance.
- » Increase investment in the Bridge Program to ensure a sustainable bridge network.
- » Secure funding through advocacy with provincial and federal governments for infrastructure development.

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Community Engagement

Strengthen relationships with neighbours and residents through respectful, transparent, and proactive engagement.

What We Will Do

- » Continue meaningful communication with residents to maintain transparency and trust.
- » Seek community input through a variety of engagement methods to inform decisions, initiatives, and service level enhancements.
- » Foster collaboration with neighbouring municipalities on shared services and regional priorities.
- » Provide grant funding to support thriving communities and build strong social connections.

Strong
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Communication
& Collaboration

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Financial Sustainability

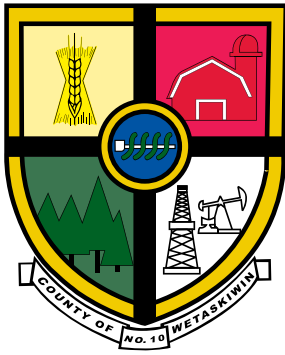
Ensure long-term financial sustainability through prudent planning, stable taxation, and strategic investments.

What We Will Do

- »» Optimize external funding and grant opportunities to support key infrastructure and community projects.
- »» Contribute to long-term reserve strategies to plan for future capital and operational needs.
- »» Maintain a stable residential tax rate.
- »» Diversify revenue streams to support infrastructure and community investments.
- »» Explore reductions to non-residential tax rates to promote growth.

Strong
Communities

Fiscal
Responsibility



County of **WETASKIWIN**

Rural Communities Growing for Tomorrow

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