

STRATEGIC PLAN 2022-2032



MESSAGE FROM COUNCIL



The newly elected Council has placed great emphasis on understanding what our community and citizens want for their future well-being. As a local government, we recognize the very impactful ways in which we can support these aspirations. We have delivered a Strategic Plan that we feel provides to our administrative team absolute clarity so they can best allocate their time, resources, and effort to achieve the most value possible for all community stakeholders.

We invite any and all to be very curious about this Strategic Plan. Engagement in the future will be an important part of our ongoing successes.

INTRODUCTION



In February of 2022 Council spent time with their senior administrative team to grasp future community aspirations in the most meaningful way possible. They discussed their vision for their community and its assets. Taking into consideration all of these points, as well as the history and work done by prior councils, they established four goals.

GOALS

Each strategic goal highlights a different aspect of life in Lethbridge County. The goals are designed broadly enough to encompass future developments or opportunities. After each goal, there is a description that elaborates on what the council had in mind for that goal.

Council also explained what success in each goal would look like if the goals were met. These points provide a way of measuring to see if they are moving closer to accomplishing the goal.

PRIORITIES

Each goal is listed in priority order. However, this does not mean that if a goal is number two or three, it is not important. These are the top four priorities. Ranking goals provides our administration with absolute clarity on where the most value exists when building business plans and budgets.

REVISIONS

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.

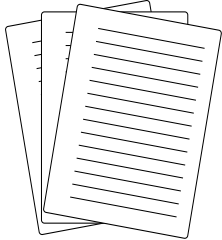
This strategic plan should be reviewed and updated to keep it current and helpful to both the administration and Council.

VISION STATEMENT



*Lethbridge County
is Canada's most
innovative rural
community.*

STRATEGIC GOALS



Governance



Relationships



Region



Prosperity

GOVERNANCE



The Governance goal is about providing responsible governance, including policies that guide operations to enhance the County.

- Our public understands our policies.
- Our public is aware of our policies.
- Council has demonstrated due diligence both in the development of policies and maintenance of current policies.
- We demonstrate wise and practical solutions.
- Our community feels their best interests are well represented by Council.

Our commitment to great governance is to not only guide our internal operations and ensure efficiency and effectiveness but to recognize the impact that responsible governance also has on the greater community.

We will represent our community through thoughtful policy development while ensuring that challenges or issues are met with wise and practical solutions. Our focus will also be on better communication and education about the policies we develop, enhance or revise to help ensure consistent application throughout the community.

Clear and concise policies to guide decision-making will ensure the long-term success of our organization and the community as a whole. We will strive to ensure that our policies are both current and relevant for our community.

RELATIONSHIPS



Building strong relationships with our internal and external stakeholders strengthens the broader community.

- We are active participants in joint development and ventures.
- We are actively involved with our community partners.
- We have partnerships within regional boards and committees that are mutually beneficial.
- We have current positive initiatives with the Provincial and Federal governments.

Relationships are important to us. Through active participation with our community partners, we strive to work towards common goals to support our residents. We will work to maintain current positive relationships, while also focusing on forging new ones.

Our reputation as a trusted partner is important to us. A strong region with supportive partners will help us seize new opportunities and work together for enhanced program and service delivery, to the benefit of all residents.

We strive to partner with all levels of government, boards, and agencies in support of our community and search for opportunities to support each other in mutually beneficial ways.

REGION



We are a versatile region where all stakeholders are able to thrive.

- Our public feels informed.
- Opportunities, including social, business, and employment are available to allow the public to flourish.
- We are flexible in our pursuit of new enterprise.
- There are a variety of ways for our public to engage in the community.

The health and viability of our region are a priority to us. This goal focuses on ensuring the viability and success of the region, as a whole, while also focusing on how we engage and communicate with our residents.

We will work to provide and promote a variety of social, business, and employment opportunities; we want our residents to succeed and flourish in all aspects of their lives.

We strive to promote a variety of public engagement opportunities so our residents can feel heard through mediums that they are comfortable with. By doing so, we hope to achieve successful two-way communication, so that residents are informed and educated on our programs and services. Their valuable feedback is critical for us to learn and progress.

PROSPERITY



Lethbridge County fosters an environment that will encourage investment in innovation and technology.

- Investment in our community has grown.
- We support new manufacturing capacity.
- Our infrastructure is capable of new industry.
- We have a plan to attract, expand and retain diverse businesses.

Lethbridge County is 'open for business'. We continue to support our local businesses while in pursuit of new opportunities to help grow our economy.

Diversification is a key priority as we look to attract new businesses that help grow our innovation and technology sector. We strive to increase new manufacturing capacity, and we recognize that foundational infrastructure needs to be in place and we are ready to do so successfully.

We also recognize the importance of foundational planning to help guide us in the retention and expansion of current businesses.

REVISIONS



Date	Changes
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