

Town of Westlock

Vision and Goals

February 9, 2015

Vision

A Community with SPIRIT!

Goals & Success Indicators

Westlock is a Community that People are Proud of.

This goal speaks to achieving a feeling of community connectivity and spirit with an emphasis on the livability, quality of life and the look and feel of the community. Through the programs and services offered by the Town, there will be a focus on continual improvements to the amenities and aesthetics, such as parks, benches, trails, sidewalks, traffic lights, etc., and a focus on enhancing and increasing the use of recreational facilities provided by the Town.

Success Indicator: Community enhancement Projects are in the budget.

This annual indicator provides the measure to ensure we are advancing the Town in aesthetics and facilities to enhance our community.

Success Indicator: Measured increase in facility use.

The Town's facilities are for people to enjoy and utilize. Increased usage indicates the proper programming is in place and our citizens are fully utilizing their investment in the facilities.

Success Indicator: Develop a program to celebrate community pride.

Citizens/teams/businesses/organizations that achieve something significant needs to be recognized. A program that formally recognizes and informs our citizens strengthens this goal.

Success Indicator: 2 Major community events where attendance increases annually

Pride in the community is also shown through our events and celebrations. This success indicator will recognize the achievement of establishing two major events that are enjoyed by the residents.

Westlock is Ready for the Future.

This goal is about achieving financial sustainability for the Town by undertaking planning and implementation work that positions the Town to take advantage of economic opportunities that may be available.

Success Indicator: Asset Management Plan is completed.

To ensure the Town can be prepared for the future; a comprehensive asset management plan is needed to identify future infrastructure projects and their costs.

Success Indicator: Town Census is complete.

To plan for the future we need to know where we are today. A census provides the Town an accurate growth rate to plan for future costs, grant amounts and land requirements.

Success Indicator: Financial plan is complete.

With an asset management plan complete and an accurate census, the Town can develop a long term financial plan to ensure our long term viability.

Westlock has Increased the Assessment Base and Achieved its Growth Targets.

This goal speaks to the Town's pursuit of sustainable, balanced growth, with an emphasis on industrial and commercial development. A key driver is the pursuit of economic development and growth for the Town.

Success Indicator: Increase in assessment base of 2-5% annually for new development, emphasis on commercial/industrial.

The achievement of this indicator will show our growth has surpassed historic levels and that the Economic Development Strategy is working.

Success Indicator: Population increase (1%) based on census data.

As with assessment growth, this indicator will verify that the growth plans are working.

Success Indicator: Land Development: The Town has an inventory of serviced land for development.

To achieve this goal, land must be available for growth. This indicator represents that need.

Westlock is a Leader in Building Relationships.

The achievement of this goal means that the Town will have a good reputation, being recognized as a leader in the work that it does and how it does it. There is a particular emphasis on building strong relationships with a variety of partners (provincial, municipal, educational, community groups) to improve the broader regional community and efficiency in delivering services. The ultimate aim is for the Town to be both a community of choice and employer of choice through its expertise and desire to innovate.

Success Indicator: Council/Community engagement presentations.

It is important to establish a strong relationship with citizens and businesses. Achieving this success indicator will be by having established engagements plans and events.

Success Indicator: Develop and implement Policy on Town's relationship with non-profits – include agreements, accountability, and reporting mechanisms.

Non-profit groups are vital to the community and the Town's relationship with them will be improved by a formal policy.

Success Indicator: Agreements with Regional partners.

Regional collaboration is important for effective and efficient operations. Achieving formal agreements with regional partners will verify that the Town is achieving this.

Success Indicator: Provincial Relationships are strong.

The Town's operations are greatly influenced by the Province by grants, legislative requirements and partnerships such as highway development. Achieving strong Provincial relationships will help the Town grow and allow greater opportunities.