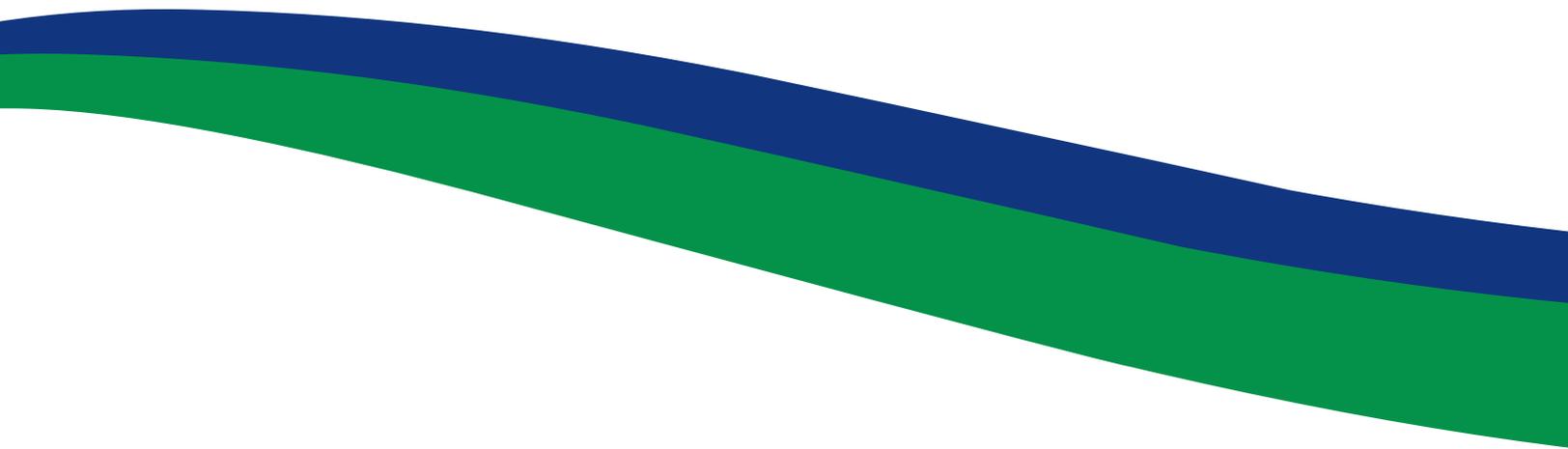




Priority Based Business Plan

2021-2024



Message from the CAO

I am excited to present the Town of Westlock's Business Plan to execute on the direction given by Town Council through its Strategic Plan.

Through the Business Plan, the Town's Leadership Team sets out an integrated roadmap for delivering Council priorities and services to Westlock's residents, businesses and visitors, and for effectively and creatively responding to the opportunities and challenges facing Westlock.

The ultimate goal of the Westlock Business Plan is to collaboratively create a clear and actionable plan that addresses the current and future needs of the Town. Our Business Plan is the way in which we report back to Council, staff and the community on our progress.

I'm proud of the work being done across the Town to advance our long-term strategic goals and to deliver the services, facilities and infrastructure that are the foundation of our wonderful community. To achieve all we do requires a dedicated and collaborative approach and an inspired, inclusive workforce. I encourage all staff to read this Business Plan to understand how your work contributes to achieving our Council's priorities and advancing progress on the Town's long-term strategic goals.

The Town of Westlock Administration looks forward to engaging with businesses, residents and community organizations while we work towards achieving Council's strategic goals through the execution of the Business Plan.



Simone Wiley

Chief Administrative Officer
Town of Westlock

Administrative Excellence Goal

“ *We continuously seek ways to provide the most value possible to our community.* ”



What is the Administrative Excellence Goal?

This goal was created through clear direction from the community, a series of well-understood goals by Council, and what we commit to as an administrative team.

Our Values



TEAMWORK

Our cooperative efforts are always grounded in the interest of maximizing our community's well-being.

Complementary Values: Dependability, Trust, Commitment, Success



FUN

We will look for creative ways to ensure there is a sense of pride and joy when working together.

Complementary Values: Humour, Enthusiasm, Inspiration



RESPECT

We celebrate and value every individual's effort towards achieving our team goals.

Complementary Values: Commitment, Authenticity, Honesty, Dependability

Our Strategic Goals



Westlock is a municipal leader in community resiliency and prosperity.



Westlock is a Health Service Centre of Excellence.



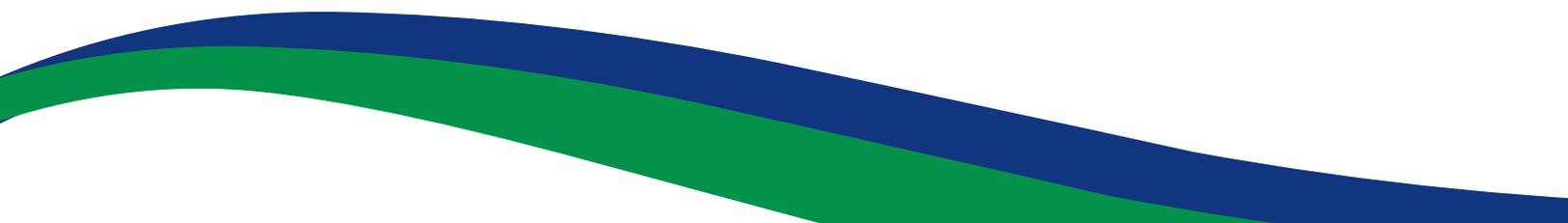
We are a regional destination of choice for recreational amenities.



The Town of Westlock asset management plan is the foundation of infrastructure investment decision making.



Our reputation for excellence in providing great governance and a commitment to community is widely recognized.



Priority Based Business Plan Initiatives

Based on strong direction from council, these are initiatives that administration believes align best with the goals in the next four years.

Regional Incident Management Team (IMT) - Ongoing

Development and retention of a tri-municipal Incident Management Team between the Town of Westlock, Westlock County, and Village of Clyde. This program will result in a formal IMT staffed between the three municipalities for the management of emergencies and disasters within the region.

There are currently discussions taking place on the feasibility of a regional emergency management system.

Leadership Development Program - Ongoing

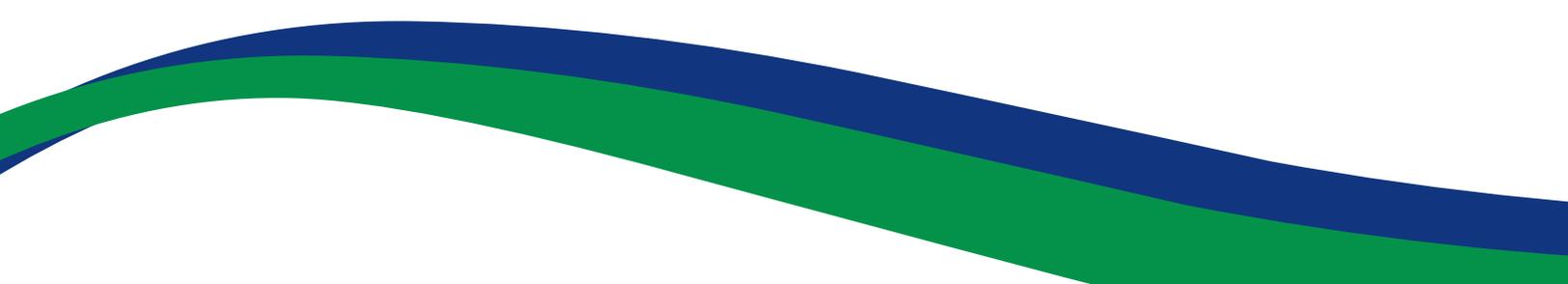
Building a program, unique to our team, around our values and how we expect leaders to function in our municipality. Thought would be given to how to make this meaningful for all levels of the organization. Linkages to our strategic goals will inform an experiential learning opportunity.

Water Leak Detection Program - 2022

The Town's water distribution system currently records a water loss of approximately 19% annually due to possible leaks throughout the system. As water distribution systems age, water leaks will occur over time. Many leaks take years before they become noticeable. Ecologics has partnered with Bell Mobility Canada to provide a permanent monitoring system that will detect and pinpoint existing leaks, monitor the system, and warn when leaks develop. The City of Medicine Hat has installed this system and have greatly reduced their water losses by developing a proactive maintenance program from the data the Ecologics system provides.

Water Distribution System Valve Replacement - 2022

As the Town's water distribution system ages, the potential for water main valves and service valves breaking or seizing and starting to leak increases. Valves are essential to the distributions system for when isolation is required to deal with water main breaks or to clean the system.



Fire Department Volunteer Employer Recognition Program - 2022

This program will recognize those employers in the Town who have volunteer firefighters on their staff. This program will offer public recognition through various means of advertising as well as other forms of personal recognition such as shirts, plaques, or other appropriate items. Further, an 'Employer Day' will be developed, whereas employers will be able to partake in a full-day training session and dinner.

Pedestrian Planning Program - 2023

To move towards a more active and pedestrian-friendly community, we need to plan. Integration of human movement into the bigger transportation network, which includes vehicles, is key. Proactive planning when building new roads, sidewalks, and paths is important.

Public Art Plan - 2023

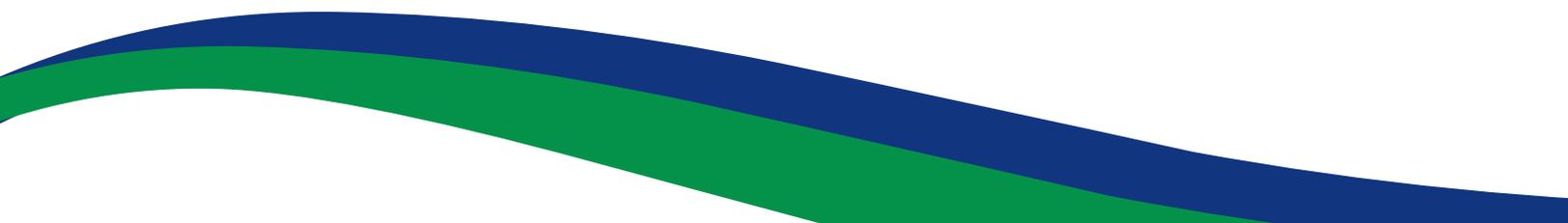
In addition to the existing improvement plan, public art can be installed within the Town to help enhance a vibrant way of life. This project will engage community organizations that are passionate about the arts. The project will include a public mural as well as public art installation.

Facility Advertising Program - 2023

The Town has two large recreation facilities that have many advertising opportunities. The Town needs a well-laid plan for advertising spaces within these facilities. The advertising program will provide advertisers a description of location, size, terms and pricing. Facility naming/sponsorship will also be included in the program.

Marketing Campaign - 2023

Work with a contractor to develop and launch a strategic public marketing campaign. Campaign will work alongside Economic Development initiatives to promote the Town.



Sports Memorabilia Collection Management - 2023

Showcasing history of sports items from the Westlock Area. Determine location and process of displaying items.

Regional Hazardous Materials Response Team - 2024

We are seeing an increase in the amount of dangerous goods being transported by ground and rail through the Westlock region. This program develops and retains a specialized Regional Dangerous Goods Response team made up of members from the tri-municipal area. This team is trained and equipped to respond to the most common types of dangerous goods transported and/or stored within our region.

Equity, Diversity and Inclusion Program (EDI) - 2024

A program to ensure the Town is fully aware of EDI expectations across the team. Proactively creating a program specific to the Town's unique set of circumstances. Integrating EDI into our strategic planning efforts going forward.

Regional Technical Rescue Team - 2024

This program will see the development and retention of a specialized technical rescue team, made up of fire department members in the tri-municipal area. This team will respond to surface/ice water rescue incidents, high-angle/rope rescue incidents, trench and building collapse rescue, confined space rescue, and any other rescue situation that requires specialized resources.

Facility Preventative Maintenance Program - 2024

Implementation of a tracking program for maintenance of town-owned buildings. The program will track the preventative maintenance items required on a daily, monthly, quarterly and annual basis.

