

Strategic Plan

2020 - 2030

updated 2024





**Westlock,
A vibrant
community
where life
connects**

The Town of Westlock has taken a proactive approach to strategic planning, driven by its mission to provide residents with the highest quality of life possible. The town's strategic plan is crafted to ensure clarity and attainable objectives to serve as a decision-making and planning roadmap to achieve all manner of community goals.

An integral aspect of the strategic planning process involved Town Council and administration working together through community feedback and a comprehensive review of existing and identified services and initiatives. Through this process, it was necessary to define values, identify areas for improvement, and determine methods to measure and evaluate the success of each goal's implementation. With these thoughts underpinning the entire exercise, Town Council and administration ensured the community's well-being was

central to all discussions. The resulting strategic plan, its goals and measures ensure the community's needs, today and in the future, are considered in every service level discussion and decision.

In developing the comprehensive corporate business plan, the town's administrative team used an innovative tool that involved a detailed value identification system. Programs and projects are comprehensively assessed based on their results and attributes, ensuring that each initiative is aligned with strategic objectives and contributes meaningfully to the resident's well-being.

The Town of Westlock is recognized for maintaining its commitment to good governance and service delivery excellence. Westlock is dedicated to building on its reputation as a vibrant community where life connects.





Strategic Framework

What do our community stakeholders see in their ideal Town of Westlock?

Community's Future



What goals does Council feel best moves us towards our ideal Town of Westlock?

Strategic Plan
2024 - 2030



What programs and projects does Town administration feel best supports achieving success in our goals?

Corporate Business Plan
2021 - 2024



What activities are required in departments to provide the most value in our programs and projects?

Department Operational Plans
Master Plans & Frameworks



What resources are required in what areas to maximize the value for our community?

Operating and Capital Budgets

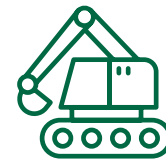
Strategic Goals



Westlock is a municipal leader in community resiliency and prosperity.



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



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



Westlock is a Health Services Centre of Excellence.



We are a regional destination of choice for recreational amenities and cultural activities.





Goal:

Westlock is a municipal leader in community resiliency and prosperity.



Community Development

Westlock is a municipal leader in community resiliency and prosperity.

We aim to expand our understanding of growth in the Town beyond population numbers. We know that a prosperous community needs a diverse set of businesses and services to ensure citizens can access what they need to be happy and healthy. The existing businesses and services in Westlock work together to maintain and increase community well-being in the Town, and we recognize them as the benchmark for incoming business owners. We will not only attract new and entrepreneurial business owners, but the next generation of Westlock will see they don't have to go to the big city to jump-start their careers.

Our measures of success

- Citizens and businesses choose to stay in Westlock.
- Citizens feel they are connected to the right community supports.
- Our assessment base has grown in both size and diversity.
- Our youth choose to be engaged in the community.
- We have various higher education opportunities available.





Goal:

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



Relationships

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

The goals in this strategic planning year begin with a healthy governing body. To ensure we are always working towards the same goal, we will enhance the relationship between council and administration and ensure that lines of communication are open and transparent. With a strong council and administration, we can role model our achievements to the rest of the region, and beyond.

Recognizing that a pillar for good governance is listening to citizens to inform critical decisions, we cannot forget to sustain the rich dialogue between citizens, community organizations, and the administration and council to ensure a cohesive vision for bettering our community.

Our measures of success

- Town staff and Council consider each other part of a team.
- Working for the Town of Westlock comes with recognizing and embracing the role of public servants.
- We have numerous proactive agreements with many municipal partners.
- We are active members in many regional, Provincial, Federal groups/broads/commissions/committees.
- Our community feels their best interests are well represented by their Council.





Goal:

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



Community Infrastructure

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

Infrastructure decisions are made using evidence and data we have confidence in. Our vision for community well-being includes the ways that we plan our built and natural environments. With health and happiness in mind, we want the community's input to be heard and for that sentiment to empower the process. Through meaningful consultations with those who will be most affected in the community, we envision any new infrastructure to come to Westlock to promote a high quality of life.

Our measures of success

- Achieve environmental sustainability through financial measures.
- Our infrastructure asset management plan informs our business plans and budgets.
- Our assets achieve or exceed their maximum useful life.
- Citizens feel satisfied with the state of our community's assets.





Goal:

Westlock is a Health Service Centre of Excellence.



Health Care

Westlock is a Health Service Centre of Excellence.

As public health remains at the forefront of everyone's priorities, all citizens of the Town of Westlock deserve access to equitable and high- quality healthcare in their community. By working to position ourselves as the ideal location for new and seasoned physicians to establish a practice, we can create a diverse health practitioner network to serve our Town.

Our measures of success

- Our community feels their health-related needs can be fulfilled locally.
- New specialty services have been established.
- Retention and expansion efforts for health professionals have been successful.





WESTLOCK ROTARY SPIRIT CENTRE

Goal:

We are a regional destination of choice for recreational amenities and cultural activities.



Recreation and Culture

We are a regional destination of choice for recreational amenities and cultural activities.

We are a town with big-city amenities. Westlock facilities have hosted large events and we are poised to continue doing so. Westlock Aquatic Centre and Westlock Rotary Spirit Centre are prepared for sports and events. With neighbouring towns and cities often saturated during busy sports and event seasons, Westlock looks forward to being the go-to option in the region.

We are proud to market our resources broadly and help the Town continue to attract those seeking a first-class recreational experience. The more successful we are the better off our community is when it comes to our facilities.

Our measures of success

- Our utilization rate of our rentable space is high.
- Our facilities are accessible to all.
- The Town's recreation facilities have a growing list of programming opportunities and new uses.
- Enhance the liveliness and energy of the facilities.





TOWN OF

Westlock

MORE CONNECTED

