



STRATEGIC PLAN

Town of Battleford

The strategic plan is to guide Council and Administration in their decision making to achieve Council's short and long-term objectives for the Town.

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Town of Battleford: Strategic Plan

INTRODUCTION

The purpose of the strategic plan is to guide Council and Administration in their decision making to achieve Council's short and long-term objectives for the Town. The strategic plan provides transparency for the public to see where Council is going and how they are doing. The components of the 2017 – 2020 strategic plan include:

- **Vision:**
 - complimenting the vision in the Official Community Plan, the vision statement identifies how Council sees the future of Battleford during their term in Office.
- **Mission:**
 - The mission statement outlines the why the corporation of the Town exists.
- **Values:**
 - These are the guiding principles that will help establish the culture for the Town.
- **Council Leadership:**
 - Identifies how Council will lead the Town and govern itself.
- **Administration's Purpose:**
 - Outlines the scope of Administration's responsibilities.
- **Objectives:**
 - The strategic priorities to achieve Council's vision for Battleford.

VISION

Learning from the past, growing for tomorrow.

MISSIONS/PURPOSES

Facilitating a safe, family friendly, and multicultural community.

Building an inclusive, diverse, and economically vibrant community.

The Town will be effective, efficient, and sensitive to community needs.

VALUES

1. **Fiscally Responsible:** the effective use of taxpayer money to ensure the ongoing sustainability of Battleford.
2. **Transparent:** Council and Administration make and implement their decisions in an open manner and are accountable to the public.
3. **Business Friendly:** creating an environment for businesses to start, grow, and mature
4. **Communication:** to exchange information with residents.
5. **Engaged Community:** all organizations and individuals build ongoing relationships creating a healthy community and fulfilled individuals.
6. **Governance:** Council manages itself to make effective decisions for Battleford that are implemented by Administration.

COUNCIL LEADERSHIP

Vision: Council determines what Battleford is to be today and in the future.

Budget: Council allocates resources to achieve its vision and holds administration accountable for the achievement of Council's vision.

Bylaws: Council uses bylaws to facilitate its vision.

Community Relations: Council is a link between residents and administration ensuring the right services are being delivered at a level of service between resident expectations and fiscal responsibility.

Inter-Governmental Relations: Council manages relations with other jurisdictions at all levels to achieve Council's vision and support community goals.

Policies: Council uses policies to equip Administration to achieve Council's vision

ADMINISTRATION'S PURPOSE

Administration is to support, advise and assist Council during their deliberations through the provision of timely apolitical information and advice. Administration is responsible for implementing the budget, bylaws, and policies of Council.

STRATEGIC PRIORITIES

1. **Safety:** The Town of Battleford is a safe and friendly community addressing neighbourhood concerns.
2. **Sustainable Infrastructure:** Ensure the Town's infrastructure is reliable and sustainable sustaining Battleford's quality of life, facilitating economic success, and remaining competitive.
3. **Organizational Effectiveness:** Town elected and appointed officials are professional and knowledgeable who are trusted to be wise stewards of Town resources.
4. **Economic Development:** To ensure the ongoing socio-economic vitality of Battleford.
5. **Quality of Life:** The Town of Battleford facilitates opportunities for individuals and groups to be fulfilled.

SAFETY

Objective:

The Town of Battleford is a safe and friendly community addressing neighbourhood concerns.

GOALS:

1. To ensure residents have confidence in our emergency responders, both professional and volunteer, to effectively and efficiently manage incidents.
2. Bylaws and policies are to be updated and maintained.
3. Work with the RCMP to mitigate risks and identify concerns.
4. Ensure Town facilities are secure and sound.

SUSTAINABLE INFRASTRUCTURE

Objective:

Ensure the Town's infrastructure is reliable and sustainable sustaining Battleford's quality of life, facilitating economic success, and remaining competitive.

GOALS:

1. Development of an Asset Management Plan (AMP) and Long-Term Capital Plan (LTCP)
2. Ensure all neighbourhoods have access to adequate water and waste water
3. Update bylaws to prolong the life of Town assets.
4. Modernize bylaws to ensure resources are available to sustain infrastructure.

ORGANIZATIONAL EFFECTIVENESS

Objective:

Town elected and appointed officials are professional and knowledgeable who are trusted to be wise stewards of Town resources.

Goals:

1. Council is knowledgeable about their legislative and community responsibilities using good governance to make decisions for the whole community.
2. To increase the capacity of Town staff.
3. To increase the utilization of new software resulting in effective and efficient use.
4. To identify and implement best practices at a reasonable price.
5. To ensure clear communication both internally and externally.
6. Battleford's government is open, responsive, and accountable delivering excellent goods and services at a reasonable price.

ECONOMIC DEVELOPMENT

Objective:

To ensure the ongoing socio-economic vitality of Battleford.

Goals:

1. To facilitate the recruitment, retention and expansion of local businesses for the prosperity of Battleford and the region.
2. To diversify the local tax base by increasing the commercial and industrial businesses in Battleford.
3. To strengthen the Town's position as a tourist destination.
4. To strengthen the Town's position supporting the regional resource economy.

QUALITY OF LIFE

Objective:

The Town of Battleford facilitates opportunities for individuals and groups to be fulfilled.

Goals:

1. To ensure residents have access to good health, education, and environment for a healthy lifestyle.
2. To ensure residents have access to healthy leisure and social activities.
3. That the Town of Battleford is clean and beautiful.
4. That Battleford is easy to move around for vehicles, cyclists, and pedestrians.