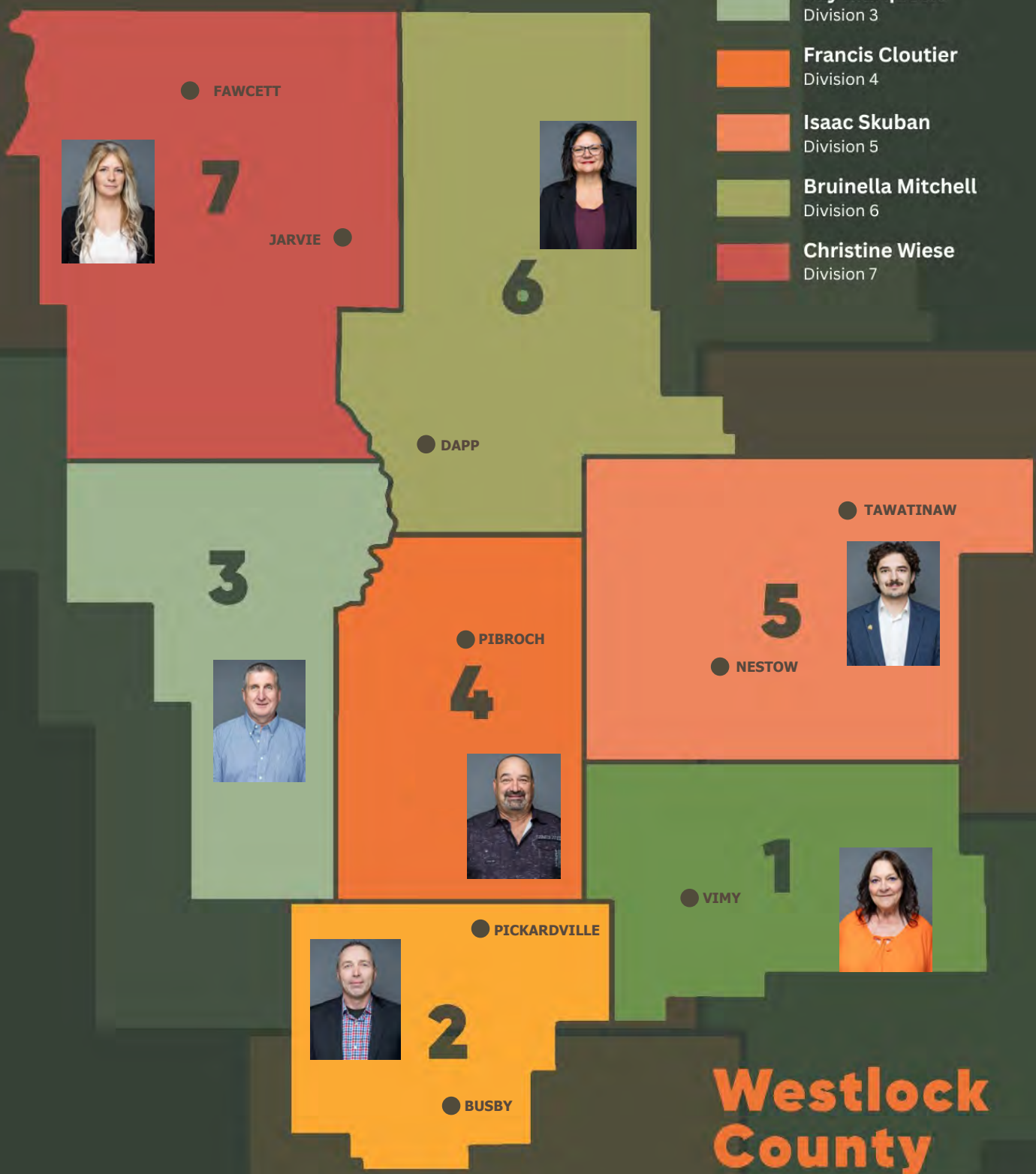


STRATEGIC PLAN 2026-2030



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Westlock County



Message from Council



The Strategic Plan is a guiding document outlining priorities and the expressed goals for the County. It identifies the areas of focus for Council over the course of our term and establishes the direction and actions needed to realize our Vision. The priorities were identified through our conversations with the County's residents, businesses, and other community stakeholders.

In collaboration with senior managers, County Council set out to determine how best to meet the needs of those who live and work in Westlock County. Together, we identified a number of goals and outcomes we want to achieve over the course of the plan; these will be realized by deploying specific tactics, or action steps. The Strategic Plan provides the County with direction to build its own future over the years of this Council and beyond.

We live and operate in an everchanging environment, often influenced by forces and events outside of our control, and know that there will be instances where this plan may have to be adjusted. Westlock County Council will be flexible and adapt along the way making necessary adjustments to this framework so we can realize success today and into the future.



Vision, Mission, and Values

Westlock County is undergoing an important transition, moving forward during a time of both opportunity and challenges. Council is united in our approach to manage and adapt to change. This approach is informed by our Vision, Mission, and Values.

VISION:

The vision presents the County's aspirations for the future. It serves as a guiding statement for continuous organizational improvement and adaptability, all while maintaining excellence in our core work.

WHERE AGRICULTURE, INDUSTRY, AND COMMUNITY COME TOGETHER—HONOURING OUR ROOTS WHILE BUILDING A FUTURE READY FOR INVESTMENT AND GROWTH.

MISSION:

The mission statement communicates what Westlock County does and who the County serves.

ROOTED IN OUR RURAL HERITAGE AND STRENGTHENED BY PARTNERSHIPS, WESTLOCK COUNTY STRIVES TO BUILD A SAFE, VIBRANT, AND RESILIENT COMMUNITY.

VALUES AND WHAT THEY MEAN



OPPORTUNITY AND GROWTH

We are ready for opportunity. We support agriculture, welcome new industry, celebrate all businesses, and create conditions for sustainable growth.



PROACTIVE ADVOCACY

We speak up for Westlock County. We actively advocate for fair provincial and federal funding and represent the interests of our residents, landowners, and businesses with clarity and confidence.



ACCOUNTABILITY AND COMMITMENT

We take responsibility for our decisions, actions, and use of public resources. We listen to our community, make informed and ethical choices, and follow through on our commitments. We are transparent in how we operate and accountable to the people we serve, earning trust by doing what we say we will do.



COMMUNITY CARE

We put people and place first. We listen, support our hamlets and residents, and make decisions that strengthen community well-being today and into the future.



FREEDOM

We work through a lens of ensuring Westlock County residents can enjoy a more self-sufficient rural lifestyle with limited and purposeful government.

Pillars, Goals, and Strategies

The strategic plan outlines organizational priorities for Westlock County from 2026-2030. These priorities are represented through a system of Pillars, Goals, and Strategies.

PILLAR:

Area of major concentration for Westlock County Council over the term of this Strategic Plan

GOAL:

An identified outcome Council plans to achieve

STRATEGY:

Action plan in support of the Goal. These strategies will be supported by tactics and actionable items to be detailed in Administration's Corporate Plan



Economic Readiness and Opportunity

Capitalizing on opportunities in our agriculture and business sectors, and advancing economic diversity and growth will provide the foundation for our communities to flourish.

GOALS:

REVIEW LAND USE BYLAW AND MUNICIPAL DEVELOPMENT PLAN FOR GROWTH OPPORTUNITY

STRATEGIES:

- Update the Municipal Development Plan (MDP)
- Update the Land Use Bylaw (LUB)

REVIEW AND UPDATE ASP FOR HAMLETS AND HIGHWAY COMMERCIAL CORRIDORS

STRATEGIES:

- Open discussions with Southern Hamlets to Inform Subsequent ASPs
- ASPs for Busby, Pickardville, and Vimy
- ASP for Clyde Corner
- ASP for Expanded North Sky Business Park
- ASP for Westlock Municipal Aerodrome

PRIORITIZE INFRASTRUCTURE INVESTMENT IN OUR HAMLETS

STRATEGIES:

- County-wide Discussions to understand how to best to support the Agricultural Industry
- Undertake Servicing Capacity for 'Opportunity Areas'
- Continue to work with Climate Adaptation Plan
- Continue with Asset Management Work



Thoughtful Infrastructure Investment

We respect the natural environment and recognize development must occur in a responsible and sustainable manner

GOALS:

MAINTAIN COUNTY- CONTROLLED INFRASTRUCTURE

STRATEGIES:

- Asset Management Work
- Develop Business Cases for 'Opportunities' linked to Strategic Goals and Priorities

PURSUE INNOVATIVE APPROACHES TO INFRASTRUCTURE INVESTMENT

STRATEGIES:

- Environmental Sustainability through Asset Management Work
- Identify Economic Development opportunities in Alternative Energy Infrastructure Solutions

DEVELOP AND PRIORITIZE RECREATION FACILITIES AND OPPORTUNITIES AS PER RECREATION MASTER PLAN

STRATEGIES:

- Establish Recreation Advisory Committee
- Create a 10-year Capital Plan for the RMP, Undertake Infrastructure and Amenity Improvements



Support Local Communities Through Partnership

Westlock County strives to be safe, thriving, and welcoming community. Through community programming, thoughtful development, and a focus on safety, we aim to produce healthy and happy communities for both current and prospective residents.

GOALS:

SUPPORT AND GROW COMMUNITY HUBS AND COMMUNITY GROUPS

STRATEGIES:

- Build Relationships with Community Groups
- Promote and Attend Community Events
- Build a Business Directory and Support Program

ANNUAL RECOGNITION OF WESTLOCK COUNTY VOLUNTEERS AND COMMUNITY BUILDERS

STRATEGIES:

- Develop Recognition Program for Volunteers and Community Builders and Establish a Task Force

ENSURE THAT COUNTY HAMLETS ARE BEAUTIFUL, SAFE, AND SUSTAINABLE

STRATEGIES:

- Support Hamlet Beautification and Safety
- Assess Current Community Enforcement Needs



Effective Leadership through Collaborative

Westlock County Council is future-focused and will continuously seek out, develop, and implement best practises that delivery responsible and effective program delivery and service excellence.

GOALS:

CONTINUE TO STRENGTHEN RELATIONSHIPS WITH NEIGHBOURING COMMUNITIES AND HIGHER ORDERS OF GOVERNMENTS

STRATEGIES:

- Work with the Village of Clyde to explore Partnership Opportunities
- Establish a Formal Partnership Agreement with Alexander First Nation

RESPONSIVE AND ACCOUNTABLE LEADERSHIP

STRATEGIES:

- Continue to Support Advocacy

EFFECTIVE MUNICIPAL OPERATIONS

STRATEGIES:

- Pursue Recognized Awards for County Work
- Continue to Build Effective Communication Protocol for Internal and External Parties



Conclusion

Westlock County's 2026-2030 Strategic Plan provides a roadmap that was developed by Council and Senior Administration. It is important that both Council and Administration continue to work together to achieve the priorities that are outlined in this plan.

It is also important to note that the external environment in which the County operates will shift. In response, this Strategic Plan also may have to shift to remain relevant. As with any plan, regular reviews and updates will be important.





