

Using the challenges
of today to create
opportunities to
thrive tomorrow



Strategic Plan

2022-2025



VISION
A vibrant, resilient, and
connected community that
fosters the wellbeing of land and
people; a community to call home



Responsibly Managed Growth

*We have flourishing
spaces for all*

- › Improve diverse housing options for individuals and families
- › Achieve a supplemental water supply
- › Review additional revenue generation opportunities to meet the needs of a growing community



Strong Local Economy

*We are the easiest place to
do business in Alberta*

- › Focus on arts and culture as economic drivers
- › Enhance the diversification of the tax base
- › Review and update processes that may be barriers to businesses choosing Okotoks
- › Develop downtown to attract new business



Enhanced Culture & Community Health

*We are ready to
welcome everyone*

- › Enhance community dialogue and engagement with residents and organizations
- › Take meaningful steps to address the Truth and Reconciliation Commission's calls to action
- › Increase sport and recreational opportunities
- › Provide timely access to relevant programs and services that support health and well-being



Demonstrated Environmental Leadership

*We do things differently
to thrive tomorrow*

- › Work towards achieving Municipal Development and Climate Action Plan targets for:
 - › Climate Change Resilience
 - › Greenhouse Gas Emissions
 - › Water Conservation
 - › Energy Efficiency
 - › Land and Biodiversity



Organizational Excellence

*We lead with passion and are
focused on multidisciplinary
collaboration, fostering creativity
and innovation, allowing us to be
agile and creative in serving our
vibrant Town*

- › Become the Employer of Choice
- › Operationalize Asset Management
- › Create a technology roadmap to advance access to data and information, improve client experience and decision-making

VALUES

A Citizen Focus
A Committed Town Team
A Regional Focus
Partnering for Success
Transparency & Accountability
Financial Responsibility
Excellence and Prosperity
Respect for the Planet
Diversity, Equity, Inclusiveness and Accessibility