

Council's Strategic Plan

The development of Council's Strategic Plan is among the most important and impactful initiatives we complete as a municipality. The Strategic Plan provides the direction that cascades into our Corporate Business Plan and a number of operational plans that collectively shape policies, plans and programs. The development of Council's Strategic Plan only happens once in a decade, below are Council's draft principles and goals we hope to garner broad feedback on.

DRAFT PRINCIPLES

- **Innovative** – We encourage and support new ideas and solutions, wherever they come from. When something does not work, we have the courage to change.
- **Resilient** – We build capacity to deal with unanticipated change. Each decision about what we build and how we build it has an impact on the environment, on the beauty of our city, on our economy and our culture, and on the health of Edmontonians.
- **Inclusive** – Everything we most love and admire about Edmonton we build together, as a community. We create with and serve all citizens, and each other, with respect, openness and curiosity. We welcome, we help, we connect, we uplift.
- **Connected** – We serve people first and foremost, and care about the quality of our work and the impact it has on all the people we touch – citizens, employees, business partners and communities.
- **Stewardship** – We are grateful and recognize where we come from. We honour those who come after us by building a legacy and the future we wish to leave to them.

DRAFT STRATEGIC GOALS

- **Healthy City** – Edmonton is a city that thrives, where every member of our community has equitable opportunity to be healthy and fulfilled.
- **Urban Shift** – Edmonton is a city with infrastructure design, smart land use, transportation options and public spaces that enable the population to live safe and healthy lives.
- **Regional Economic Resilience** – The Edmonton Metro Area has a robust, diversified economic system founded on ingenuity, regional collaboration and shared economic prosperity.
- **Energy and Climate** – Edmonton is a low-carbon city with smart energy options and innovative energy delivery systems. Our infrastructure is resilient to shocks and disturbances from climate change.
- **Open and Effective Government** – The City of Edmonton government is open, transparent and accountable to Edmontonians.

In 2050...

We are an uplifting city that embodies the spirit and intent of Treaty No. 6, where prosperity is shared and enjoyed by all, whether your ancestors date back 8000 years or you just arrived last week. We deeply believe that when every Edmontonian thrives, Edmonton thrives. This is a city for all, connected and cooperative – a we city, not a me city.

We are the most family-friendly big city in Canada; a safe and inclusive city that's free from racism. No one lives on the street, and no one is trapped in poverty. Our children have access to education that drives a workforce that is the most creative in the country. Our food, festivals, and culture reflect the diversity and creativity of our community and invite anyone to participate. We embrace outdoor activity year round – particularly in our river valley – which contributes to a healthier population that is more productive and experiences fewer chronic diseases.

The Edmonton Metro Region is a global powerhouse in the areas of technology, life sciences, design, manufacturing, food, and logistics. This is because our business-friendly environment has nurtured new companies and helped established industries to adapt and grow despite ferocious competition and disruption. Our entrepreneurs compete with

confidence, exporting their ingenuity far and wide to solve some of the world's most pressing challenges. The wealth and prosperity that our resilient economy generates helps Edmonton to achieve its vision.

Housing is affordable here and – whatever their life stage – Edmontonians have choices throughout the city on where they live. That means when people move around their neighbourhoods, they meet and are enriched by a diversity of others. Edmonton is interconnected and efficient thanks to higher density near key locations and roadways, and to a transportation system that adapts to changing technology, and gives options – from transit to biking to walking – to commuters to safely move past big-city traffic congestion. All of this adds up to greater vibrancy and connectedness across the city.

Edmonton lives up to its reputation as a leader in open and transparent governance. It tackles bigger problems, more effectively delivers services and projects, and continually seeks new areas for improvement.

Recognizing that the land and nature sustains us and must also sustain future generations, our air and our water are clean, we are resilient to a changing climate, and biodiversity thrives; we leave things better than we found them.