

COUNCIL'S STRATEGIC PRIORITIES 2011

VISION

Airdrie is a vibrant, caring community rich in urban amenities and opportunities for everyone. We value a healthy, sustainable environment connecting people and places.

GOAL

- DESIGN A WHOLE COMMUNITY

We aspire to create a community that is sustainable, healthy and inclusive.

OBJECTIVES

- Protect and enhance natural areas and attractions, recognizing that they contribute to both a healthy environment and healthy bodies and minds.
- Through forward planning and design, ensure that neighbourhoods are walkable, enhancing connectivity and community unity. Safe pedestrian movement is also a priority in commercial developments.
- Enable multi-modal transportation options in community design, including public transit. Considerations could include transit laybys, bike lanes, road diets, linear parks, east-west linkages, separated grade crossings.
- Create interesting places - both built and natural, incorporating creative design and urban art.
- For community initiatives that significantly impact the public, incorporate extensive public consultation as part of the process to educate, hear and address concerns and clarify objectives.
- Collaborate with social agencies to ensure access to services that strengthen the social fabric of the community.
- Complete a successful annexation, and ensure that new lands are appropriately planned for future development.

STRATEGIES

- Preserve ecological hotspots in the course of development (eg. stands of trees).
- Continue strategies to move towards zero waste (eg. 1-bag limit).
- Ensure AirdrieONE and all relevant planning policy incorporates walkability principles.
- Ensure AirdrieONE and all relevant planning policy incorporates multi-modal transportation options.
- Encourage concurrent mixed-use development.
- Incorporate gathering places.
- Foster opportunities for public art in the community.
- Consider incorporating public washrooms in the downtown.

GOAL

- **LOCAL CAREERS AND LIFESTYLE-SUPPORTING JOBS**

The city has a diverse range of employment opportunities so that residents can stay in their community.

OBJECTIVES

- Enhanced economic development with a focus on attracting professional jobs, which in turn will draw people to Airdrie.
- Increase the non-residential assessment by promoting that we're 'open for business'.
- Attract post-secondary education opportunities so that residents have the option to stay in the community.

STRATEGIES

- Continue to implement the next steps in the Economic Development Strategy.
- Partner with Rocky View School Division to explore a community campus concept.
- Send out a request for expression-of-interest to attract post-secondary institutions or specialized educational facilities.

GOAL

- **COMMUNITY PRIDE AND OWNERSHIP**

Airdrie is an engaged community where residents are partners in caring for their city.

OBJECTIVES

- The community comes together to plan community events and gatherings.
- Everyone has a role in helping to keep the community safe.

STRATEGIES

- Continue to partner with the RCMP on community safety initiatives.

GOAL

- **CREATING VIBRANT URBAN LIFE**

Airdrie offers opportunities for residents to gather, celebrate, and enjoy arts and culture within their community.

OBJECTIVES

- Partner with the community to develop a flourishing arts and culture scene in Airdrie.
- Recognizing that community-supported agriculture can occur within the boundaries of a community, explore urban agriculture opportunities and food policy options.

STRATEGIES

- Develop preliminary concepts for future development of performing arts facilities.
- Create the opportunity for farmers' markets, community gardens, and other urban agricultural initiatives in Airdrie.

GOAL

- **ACCESS TO ENHANCED HEALTH CARE OPTIONS**

This continues to be a top concern of Airdrie residents, and the City will continue to be an advocate for 24-hour local access to a range of medical and emergency treatment options within the community.

OBJECTIVES

- Ensure adequate health care options are available to accommodate the needs of residents within the community, recognizing that health care falls under the jurisdiction of the Province.

STRATEGIES

- Continue to advocate to the Province to convey Airdrie's needs with respect to health care options.

GOAL

- ESTABLISH A STRONG PRESENCE AT THE REGIONAL INITIATIVES LEVEL
Continue to build strong relationships with other government partners.

OBJECTIVES

- Be a leader in creating and implementing initiatives flowing out of regional partnerships.

STRATEGIES

- Continued strong involvement in regional planning, servicing, waste and transit initiatives.

GOAL

- SOUND FISCAL STEWARDSHIP

Ensure the fiscal sustainability of the City, recognizing that the economic pillar is one of the three pillars of sustainability (economic, social, environmental)

OBJECTIVES

- Make sound financial decisions that support the customer's service level expectations and minimize tax increases while considering future needs
- Ensure the City maintains a healthy fiscal position, near-term and long-term
- Maximize the useful life of City assets in order to protect the taxpayer's investment

STRATEGIES

- Ensure that the City's fiscal policies support effective internal control measures
- Maintain long-term capital planning that considers the future needs of the community while maintaining manageable debtloads
- Continue the development of an asset management strategy
- Continue to benchmark the City's fiscal results against other Alberta cities
- Incorporate feedback mechanisms from the public in the strategic planning and budgeting processes