

## Well-Managed Growth

With the recent annexation, the City has a unique opportunity to be the architects of Airdrie's future development. Guided by AirdrieONE, the City will proactively design and plan annexed lands to ensure a well-planned community that will be sustainable, healthy and inclusive.

- **S1:** Sequence provision of infrastructure to annexed lands to support commercial and industrial development as a priority.

## Customer Service

Provide focused customer service, meeting the customer's needs in the most effective ways possible.

- **S2:** Increase web-based options to enable our citizens and businesses to conduct their business needs with the City, saving our customers the time and expense of in-person transactions.
- **S3:** Ensure that staff responds to all types of customer concerns and requests within two business days, recognizing that they may not be resolved in that time but initiating contact.

## Fiscal Balance

Ensure the fiscal sustainability of the City through responsible investments and good governance.

- **S4:** Consistent with the City's focus on fiscal responsibility, continue to educate residents regarding the fiscal impacts and true costs of services, infrastructure and programs.
- **S5:** Maximize operational efficiencies within the City to ensure that property taxes are fair relative to the services provided.
- **S6:** Develop and implement an asset management strategy to maximize the cost-effective life of the City's assets, incorporating energy conservation and water management strategies.

## Social Sustainability

Access to health care options and issues related to schooling continue to be top concerns of Airdrie residents. The City will continue to be a strong advocate for the health, well-being and social needs of the community.

- **S7:** Develop an advocacy strategy directed toward senior levels of government for community issues that fall outside local government's mandate to ensure ongoing quality of life for Airdrie citizens.
- **S8:** Continue to explore opportunities with stakeholders and potential business partners for increasing access to post-secondary and specialized learning options in Airdrie.

## Economic Prosperity

Enhance the economic resiliency of Airdrie by attracting a broad range of employment opportunities.

- **S9:** Increase the proportion of non-residential assessment through strategic investment attraction, investigation of incentives for attracting business, and through marketing opportunities.

## Arts and Culture in Motion

The unique arts, cultural and recreational aspects of Airdrie contribute to its overall identity, sense of place and quality of life.

- **S10:** Continue to support community-grown-and-led arts and cultural events to enhance our citizens' quality of life.

## Environmental Stewardship

Looking at ways to be more energy-efficient in the City's own buildings reduces our environmental footprint. Reducing the amount of waste in municipal landfills is also important for sustainability.

- **S11:** Investigate energy-saving measures for civic buildings, and report back on measurable savings.
- **S12:** Reduce the amount of waste per household that goes to landfill in 2014 versus 2013 levels.

*Note: Icons indicate alignment with an AirdrieONE Sustainability Plan goal*

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