

# 2015-2017 Strategic Priorities Summary



## WELL-MANAGED GROWTH

- Desired Outcome:** A healthy economy is essential to support the quality of life in our community. The City can contribute to this goal by ensuring an adequate land base and maximizing the use of existing infrastructure to support additional industrial/commercial growth.
- Goal:** To give Council options to best ready lands for industrial/commercial development, including investing in infrastructure and additional planning methods.
- Actions:** Complete the northeast servicing study.  
Complete northeast Community Area Structure Plan.  
Work with regional neighbours on future growth strategies.



## SUSTAINABLE TRANSPORTATION

- Desired Outcome:** The sustainable transportation focus is on how we can move people, goods and vehicles in a way that improves sustainability, safety and convenience. In addition to adequate capacity for City roadways and regional linkages, improved Highway 2 access is essential for economic competitiveness, and for the safe and efficient movement of people and goods.
- Goal:** Improve Highway 2 access through construction of another interchange.
- Actions:** Increase Airdrie's presence at the legislature to advocate for improvements.  
Engage developers in lobbying efforts.  
Determine whether engaging a professional lobbyist could assist efforts.



## ECONOMIC PROSPERITY

- Desired Outcome:** For Economic Prosperity, the focus is on how we can create strong, resilient, adaptive businesses that support the community in moving towards sustainability.
- Goal:** Aggressively pursue means to advance industrial business development in order to more equitably distribute the tax base and to create local employment opportunities.
- Actions:** Explore the use of strategies and/or incentives to attract targeted businesses and institutions.  
Market the plan for the annexed lands, conveying that industrial business development is a high priority for Council and Administration.  
Investigate the potential for a business incubator project in MainStreet Square.



## FISCAL RESPONSIBILITY

- Desired Outcome:** Sustainability requires us to look at short and long-term implications of our decision-making. To achieve success, the City can ensure ongoing fiscal stewardship through long range financial planning, responsible asset management and sound budgeting practices.
- Goal:** Establish a fiscal sustainability framework.
- Actions:** Determine key principles and approach to risk mitigation.  
Review and update existing financial policies.  
Identify and create any new policies required (e.g. tax stabilization policy).



## ENVIRONMENT

- Desired Outcome:** Our environmental focus is on how we can ensure long-term supply of high quality water, protect our natural ecosystems, and promote the efficient use of water, while we continue to reduce waste and work toward a zero-waste environment.
- Goal:** To promote environmental stewardship through waste diversion and water conservation.
- Actions:** Provide direction on curbside recycling approach.  
Educate and implement water conservation initiatives.

*Note: These priorities are not Council's only goals for the community. They are deemed to be the areas of highest priority today that will best position Airdrie for the future.*