

# Sustainability Plan

## 2020-2021



**Vision:** People our core, innovation our strength, community our intention.  
**Mission:** An enhanced quality of life by engaging our citizens in building a vibrant community

Our Values	Pillars & Filters	Critical to Vegreville's Success	Sustainability Priorities	Strategic Stretch Priorities	Current SWOT
<p><b>Adaptability</b> Responsive Outside perspective</p> <p><b>Inclusivity</b> Engagement from Citizens Actively listening Sharing information</p> <p><b>Integrity</b> Accountability Transparent Input</p> <p><b>Teamwork</b> Collaborative Effective Communication Empowering</p> <p><b>Vibrancy</b> Successful initiatives Positive &amp; Optimistic Receptive No stagnation</p>	<p><b>SUSTAINABILITY PILLARS:</b></p> <p><b>Social</b> <b>Environment</b> <b>Economic</b> <b>Governance</b> <b>Culture</b></p> <p><b>DECISION-MAKING FILTERS:</b> Does it:</p> <ol style="list-style-type: none"> <li>1. Contribute to community growth or sustainability?</li> <li>2. Positively effect our citizens and/or the community?</li> <li>3. Lead to increased effectiveness or efficiency?</li> <li>4. Fit with our values?</li> <li>5. Allow for risks to be effectively mitigated?</li> </ol>	<ul style="list-style-type: none"> <li>• Connection between citizens and both Administration and Council</li> <li>• Operational capacity and expertise exist</li> <li>• Sustainable funding is in place</li> <li>• Cooperation with neighboring municipalities</li> <li>• Strong relationship with business community</li> <li>• Town is welcoming to both new residents and industry</li> <li>• Effective working relationship with all levels of Government</li> <li>• Vibrant outdoor green spaces</li> <li>• Residents feel safe; and health safeguards are in place</li> <li>• Municipal bylaws are consistently enforced.</li> <li>• Tourism</li> <li>• Our services, operations and activities are environmentally friendly</li> <li>• Facility usage is efficient</li> <li>• An effective communication plan exists</li> <li>• Council members participate in community events</li> </ul>	<p><b>SOCIAL PRIORITIES:</b></p> <ol style="list-style-type: none"> <li>1. Community policing and bylaw enforcement is consistent and meets the needs of the community.</li> <li>2. Town is perceived as welcoming.</li> </ol> <p><b>GOVERNANCE PRIORITIES:</b></p> <ol style="list-style-type: none"> <li>3. Clear roles, responsibilities, accountabilities are in place for Administration Leadership (according to Sustainability Plan).</li> <li>4. A business continuity and risk management/mitigation plan.</li> <li>5. A outcomes-focused process for tracking actions/decisions.</li> </ol>	<p><b>SOCIAL PRIORITIES:</b></p> <ol style="list-style-type: none"> <li>1. Develop outdoor leisure/recreation spaces.               <ol style="list-style-type: none"> <li>a. Private &amp; public partnerships</li> <li>b. Events center</li> <li>c. Playgrounds</li> <li>d. Walking trails</li> <li>e. Green spaces</li> </ol> </li> <li>2. Shovel-ready commercial &amp; industrial land.               <ol style="list-style-type: none"> <li>a. Marketing plan for secondary agriculture &amp; light industry.</li> </ol> </li> </ol> <p><b>ECONOMIC PRIORITIES:</b></p>	<p><b>INTERNAL WEAKNESSES:</b></p> <ul style="list-style-type: none"> <li>• Minimal succession plan exists administratively &amp; operationally</li> <li>• Focus mostly on Ukrainian ties</li> </ul> <p><b>EXTERNAL THREATS:</b></p> <ul style="list-style-type: none"> <li>• Rural community not inclusive of newcomers</li> <li>• Vacant land is not shovel ready</li> <li>• Town not active in transportation infrastructure</li> <li>• Unpredictable provincial funding</li> </ul> <p><b>OPPORTUNITIES:</b></p> <ul style="list-style-type: none"> <li>• Regional initiatives (i.e. Vermillion River Watershed)</li> <li>• Vegreville as regional geographic hub</li> <li>• Offering a small-town lifestyle</li> <li>• Ability to develop vacant land</li> <li>• Airport has potential for commercial and recreational use</li> <li>• Growth of agriculture sector</li> <li>• Proximity to Edmonton</li> <li>• Lower living costs</li> <li>• Value of services for tax levels</li> <li>• Fiber optic connectivity</li> <li>• Available affordable housing</li> <li>• Financial reserves</li> <li>• Local industry is diverse</li> <li>• No business taxes</li> </ul>