



City of
Prince Albert

Strategic Plan 2023-2025





MAYOR
Greg Dionne



COUNCILLOR
Tony Head



COUNCILLOR
Terra Lennox-Zepp



COUNCILLOR
Dawn Kilmer



COUNCILLOR
Blake Edwards



COUNCILLOR
Charlene Miller



COUNCILLOR
Ted Zurakowski



COUNCILLOR
Don Cody



COUNCILLOR
Dennis Ogradnick

Message from City Council

Your Prince Albert City Council and senior managers met to discuss priorities for this Council's term with a focus on how we can best support the growth, change, and evolution of our city.

We reviewed where we have been and set a vision for our community's future – a statement of what we see as success over this term. From there, we looked at aligning our mission to key concepts in order to achieve this vision. Lastly,

we determined the fundamental values we will use as guiding principles to accomplish the goals of the community we serve.

We are proud to live in Prince Albert, and we know that we can continue to progress our community for the people who already live here, those who might choose to call Prince Albert home, and for the community groups, businesses, and industries that support our local economy.

The City of Prince Albert is on the cusp of prosperity and growth and we are excited for what the future holds. This plan will be our guide over the course of our term as we continue to build on to our city's momentum.

This plan speaks to a journey and we look forward to what lies ahead for our great city.

Mayor Greg Dionne and members of City Council



Vision

Prince Albert is an innovative, welcoming, diverse, and healthy City of opportunity.

Mission

Through excellence in service, The City of Prince Albert enhances the quality of life for residents and creates opportunity for community and businesses.

Values

VALUE	WHAT IT MEANS
Accessibility	We ensure all residents are given opportunities for meaningful interaction and the ability to contribute to the growth of our City in their own way.
Accountability & Leadership	We lead by example so we maintain the trust of the community we serve.
Diversity & Respect	We seek out and integrate the perspectives and lived experiences of our community members as we work to meet our community's needs.
Engagement & Communication	We are committed to robust discussion with sectors involved prior to making decisions and will maintain engagement throughout implementation.
Innovation & Creativity	We embrace new ideas and are open to change that benefits our diverse community's needs.

Strategic Priorities

The plan on the following pages identifies what the City will be working on over the course of the next two years. It is divided into Strategic Priorities, Areas of Focus, and Council Direction, all of which support each other.

LEVEL OF THE PLAN

WHAT IT MEANS

Strategic Priority

Area of major concentration for City Council over the term of this strategic plan. The foundational elements of the strategic plan that support the achievement of the defined Vision of City Council.

Area of Focus

Change over time that is supported by City Council. This becomes the answer to 'what does the City want to achieve?'

Council Direction

Expected activity in support of the Area of Focus to answer the question 'how does the City achieve the Area of Focus?'

In this strategic plan, the Strategic Priorities and Areas of Focus are governance related. How these get achieved is through Council Direction augmented with Administration's expertise. These Directions become building blocks of the City's corporate business plan.



STRATEGIC PRIORITY

Building a Robust Economy

The City of Prince Albert supports a stable and resilient economy.

AREA OF FOCUS

COUNCIL DIRECTION

Economic Diversity and Stability

CREATE an equitable taxation structure that promotes community growth.
CREATE flexible incentive programs to attract new business.
CREATE new, and support existing, partnerships to leverage the strengths of Prince Albert.
DEVELOP and maintain new and existing amenities and infrastructure.
IDENTIFY and accommodate the needs of new and existing industries, businesses, and professionals in Prince Albert.

Downtown Revitalization

CREATE flexible incentive programs for increased economic opportunities downtown.
DEVELOP a strategy to prepare for the implementation of the Central Avenue Streetscape Design.

Economic Growth

DIVERSIFY the range of businesses that call Prince Albert home.
STRENGTHEN relationships with surrounding Rural Municipalities and First Nations to promote economic development.
WORK closely with the Prince Albert Regional Economic Development Alliance (PAREDA) to support economic growth in the region.
PARTNER with Prince Albert Tourism to develop ways to promote Prince Albert.

Population Growth

CREATE a wide range of property and housing options to accommodate people who choose to relocate to Prince Albert.
DEVELOP ways to effectively promote Prince Albert's amenities, assets, and other improvements.
PROMOTE the positive economic development outcomes generated through this plan so new residents will be attracted to Prince Albert.



STRATEGIC PRIORITY

Promoting a Progressive Community

The City of Prince Albert embraces our inclusive, healthy, and diverse community; one in which all citizens can express themselves as they choose.



AREA OF FOCUS

COUNCIL DIRECTION

Community Safety

DEVELOP a strategy to support the fire department in meeting industry standards for safe and effective deployment, response, and damage mitigation.

ENSURE bylaws are understood, implemented, and enforced.

SUPPORT ongoing training that meets the technical skills required for firefighters.

SUPPORT the Prince Albert Police Service with its community safety initiatives.

Social Equality

EXAMINE options for stimulating shared problem ownership and collaborative solution building for Prince Albert’s social issues.

RECOGNIZE, and to the greatest extent as reasonably possible accommodate, the unique needs of the City’s various social sectors.

REVIEW the Homelessness Action Initiative report in detail and develop a strategy to implement the recommended tangible and actionable solutions.

Culture Action Plan

DEVELOP a reporting framework to address the Calls to Action set out by the Truth and Reconciliation Commission that relate to municipalities.

IDENTIFY opportunities to remember, honour, and celebrate Prince Albert’s heritage and history.

INTEGRATE department resources and approve an annual budget in support of the initiatives outlined in the Culture Action Plan.

PRIORITIZE initiatives that highlight Prince Albert’s diversity.

Cultural and Community Events

ALIGN City resources to assist community partners to coordinate events which promote Prince Albert as a vibrant and diverse City.

PROMOTE Prince Albert as an Event Hosting destination that contributes to the Business and Tourism Economy.

IDENTIFY and invest in infrastructure improvements with the goal of increasing Prince Albert’s event hosting capacity.



STRATEGIC PRIORITY

Investing in Infrastructure

The City of Prince Albert commits to supporting long-term growth and sustainable services through strategic investment in new and existing infrastructure.

AREA OF FOCUS

COUNCIL DIRECTION

Urban Transportation

CONTINUE to develop an efficient transportation network through the implementation of the 2017 Transportation Master Plan.

STRIVE to meet the needs of City transit users.

Nature Area Planning

CONTINUE to prioritize and support the recommendations identified through the annual reporting of the State of the Parks & Playgrounds Improvement Plan, Little Red River Park Master Plan, and the Urban Forestry Management Plan.

DEVELOP and implement a City Beautification Plan in conjunction with community partners and integrated department work plans.

ENFORCE and encourage the compliance of maintenance standards for private properties in accordance with current bylaws.

ENSURE that Forest Fire Safety Standards are established.

INVEST in disaster mitigation and prevention strategies within the Nisbet Forest.

Infrastructure Management

CONTINUE to follow through with the recommendations within the 2015 Water Hydraulic System Analysis, 2016 Sewer Hydraulic System Analysis and the 2016 Storm Hydraulic System Analysis.

CREATE a cross-departmental asset management plan that identifies infrastructure needs, replacement timelines, and funding options.

ENSURE necessary water treatment and distribution infrastructure is built, maintained, and replaced as necessary.

STRATEGIC PRIORITY

Delivering Professional Governance

The City of Prince Albert provides strong, accountable governance and makes informed decisions while engaging the community in the creation and delivery of City Council’s strategic priorities.

AREA OF FOCUS

COUNCIL DIRECTION

**Engaged
Government**

- CREATE an environment where residents and other stakeholders can engage with the City and know that their voices are heard.
- INCREASE teamwork, trust, and communication between and amongst City Council and Administration.
- IDENTIFY sensitive issues in advance and implement thorough quality communication.
- STRENGTHEN relationships with external organizations to share information and collaborate on projects and services.

**Technology
Advancement**

- ADOPT a digital governance strategy to simplify service delivery and create a seamless customer experience.
- IMPLEMENT the ten-year Information Technology Capital Plan.
- INTEGRATE information technology systems to maximize efficiency.
- INVEST in security systems and safeguards that protect City systems.

**Organizational
Effectiveness**

- DEVELOP timely and relevant internal financial reporting.
- ENSURE that all Council committees assist in achieving our corporate goals.
- IMPLEMENT long-term budget planning to create predictability in decision-making.
- PROMOTE succession planning, leadership training, and clear human resource management processes.
- SUPPORT masterplan strategies.



Conclusion

The City of Prince Albert's 2023-2025 Strategic Plan provides a roadmap for elected officials and senior administration to follow. It is important that Council and Administration use this plan to guide decision making while considering the annual budget and while determining work plan priorities.

The environment in which the City operates is always shifting. As with any plan, we must commit to using, reviewing, and updating our performance measures in order to achieve the success we desire.

To keep our priorities aligned, Administration will ensure

Council is kept informed through semi-annual progress reports that clearly indicate the work being accomplished and the work in progress. It is an ambitious plan, but one that we are fully committed to achieving.





City of
**Prince
Albert**





City of
**Prince
Albert**

1084 Central Avenue
Prince Albert, SK S6V 7P3
www.citypa.ca