



Morinville
2022-2025
STRATEGIC
PLAN
UPDATED 2024





MESSAGE FROM THE MAYOR

On behalf of Morinville Town Council, I am pleased to present our 2022–2025 Strategic Plan. This is a framework that is intended to guide Council and Administration in the decision-making process and to direct our resources to priorities Council has determined for this term.

This plan is not finished, but an evolving process that Council is committed to. We will work over the next few years to further flesh out this plan, work collaboratively with our stakeholders and to identify outcomes and key performance indicators to measure our success.

This roadmap will be used to ensure that the identified priorities, goals, and objectives are met while embracing our mission and vision.

Administration will manage the implementation of these projects, programs, and initiatives, and we will also continue to work with our community partners and public engagement to achieve our goals.

Mayor, Simon Boersma

OUR MISSION

Working together to build a complete community for today and the future through our commitment to the well-being of Morinville.

OUR VISION

Morinville, embracing our past; building pride in our future.

OUR CORE VALUES

Morinville's Council and Administration have endorsed the following core values which govern the way the municipality makes decisions, how we interact with others and how we conduct ourselves:

- Integrity and Respect
- Leadership and Innovation
- Accountability, Transparency and Service Excellence
- Teamwork and Responsiveness
- Partnership and Collaboration



HOW WILL THE STRATEGIC PLAN BE USED?

What we are committed to:

This plan will enable Town of Morinville Council, Administration, residents, businesses and community stakeholders to work collectively to champion the strategic priorities for the community.

For the public, this plan is meant to:

- Communicate a long-term vision for the Town and the related priorities for this term of Council
- Reflect the community's aspirations and input for the services they receive
- Formalize Council's commitment to customer service and satisfaction for all residents of the Town

For businesses and community organizations, this plan is meant to:

- Reflect the Town's commitment to collaborating with regional partners, businesses and community organizations to achieve the Town's long term goals

For Town Council and Administration, this plan is meant to:

- Inform policy, operational, and budget decisions
- Provide a structure to ensure oversight and management of Town programs and services

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COMMUNITY BUILDING



GOAL

Morinville is a mid-sized community with a welcoming “small-town feel” where we live and grow together

OBJECTIVES

- Boards, committees, task forces, community groups, have participants/members representative of Morinville’s diverse population
- Residents and businesses have opportunities to actively engage in, and are informed of, decision-making and planning for our future

COMMUNITY SAFETY & WELLBEING



GOAL

Morinville prioritizes the safety and well-being of all

OBJECTIVES

- Improve safety for intersection at Highway 642 and Grandin for pedestrian and vehicular traffic
- Apply consistent design standards to existing and future crosswalks
- Continue to support, collaborate and educate through a multifaceted approach to community crime prevention, safety, and well-being

FINANCIAL STEWARDSHIP



GOAL

Morinville will improve its financial viability while demonstrating value for money

OBJECTIVES

- Operational **spending** and service levels reflect the principles of relevance, efficiency and effectiveness
- Manage Morinville's current and future **infrastructure** needs with diligent planning and affordable spending
- Continue to seek and obtain additional sources of **revenue** to mitigate the financial impact on residents and businesses

ENVIRONMENTAL RESPONSIBILITY



GOAL

Morinville supports environmental responsibility through regional and local collaboration, innovation, and education

OBJECTIVES

- Continue to support local, community-driven initiatives that protect and promote the environment
- Educate the public on environmental initiatives, risk assessment and disaster preparedness

ECONOMIC DEVELOPMENT



GOAL

Morinville has a diverse economy with thriving businesses, quality jobs, and growing business opportunities

OBJECTIVES

- Grow the proportion of non-residential assessment
- Support the expansion and retention of existing businesses while attracting new commercial and light industrial
- Support and collaborate through a multifaceted approach to leverage resources and opportunities for our business' success

COLLABORATIVE RELATIONSHIPS



GOAL

Morinville is a trusted and valued partner in regional and community collaboration

OBJECTIVES

- Build and strengthen relationships with Indigenous and Metis peoples to collaborate on shared interests, opportunities and concerns
- Identify and implement opportunities with regional partners to achieve cost savings and service efficiencies for both
- Strengthen relationships with community stakeholders through enhanced communication and engagement



MEASUREMENTS & PROGRESS REPORTING

The Town of Morinville is committed to the successful implementation of these strategic priorities, goals and objectives identified in this plan. To achieve this, the Town will undertake the following activities to measure the progress of the strategic plan, as well as to keep the community informed of the goals and results.

DEDICATED TRI-ANNUAL UPDATES

Regular updates on progress against the plan will be highlighted in the Tri-Annual Review. This Review will also provide tri-annual financial reporting.

ANNUAL STRATEGIC PLAN REVIEW SESSIONS

These sessions will be held to provide a formal update from Administration on the identified priorities, the status of each ongoing project/initiative in relation to the Strategic Plan, estimated timelines for project implementation and/or completion and will report on any changes to the Strategic Plan priorities, goals and/or objectives.

MORINVILLE WEBSITE

A Strategic Priorities page on the Town website will house all of the strategic planning information for residents to reference. This page will include a full copy of the Strategic Plan, tri-annual updates (as referenced above), dates for the annual strategic plan review meetings and outcomes from these annual meetings.



Morinville

www.morinville.ca