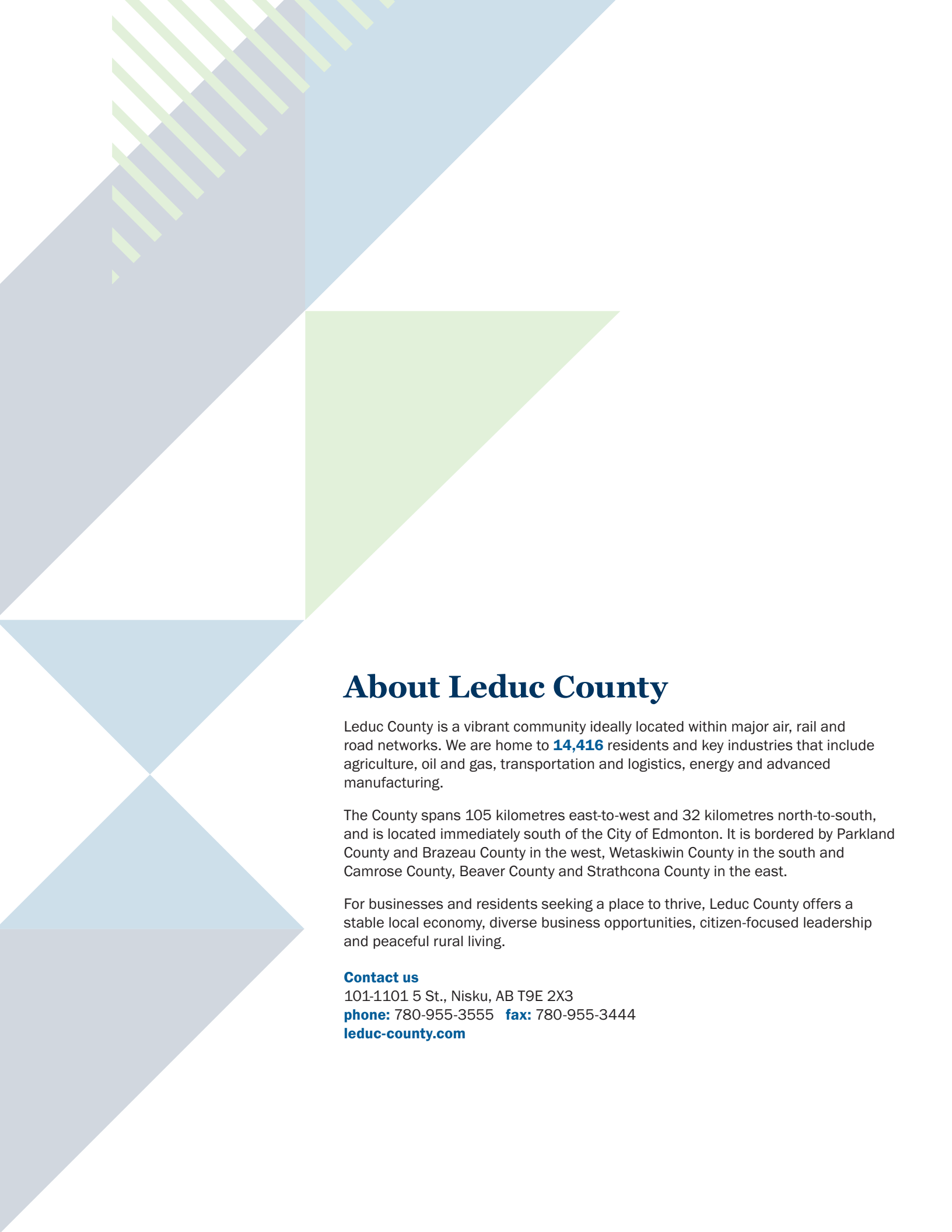




Leduc County 2022-2025

Strategic Plan

Revised October 2024



About Leduc County

Leduc County is a vibrant community ideally located within major air, rail and road networks. We are home to **14,416** residents and key industries that include agriculture, oil and gas, transportation and logistics, energy and advanced manufacturing.

The County spans 105 kilometres east-to-west and 32 kilometres north-to-south, and is located immediately south of the City of Edmonton. It is bordered by Parkland County and Brazeau County in the west, Wetaskiwin County in the south and Camrose County, Beaver County and Strathcona County in the east.

For businesses and residents seeking a place to thrive, Leduc County offers a stable local economy, diverse business opportunities, citizen-focused leadership and peaceful rural living.

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Message from Council

Leduc County's 2022-2025 Strategic Plan provides a roadmap for our success over the next four years.

In spring 2022, we met to develop our plan and began by identifying key themes for the duration of our term. Some of these themes came from what we heard when we were seeking re-election. We heard from numerous residents, businesses and community organizations about what was important to them, and we wanted to ensure this feedback was represented in our strategic plan.

Our strategic plan provides direction for both Council and administration to align our vision for the County, and we believe it will help us achieve our goals and priorities.

Each member of Council is proud to live in Leduc County, and we are dedicated to making it the best it can be in every aspect, including economic development, agriculture, industry and culture.

In the pages that follow, you will see our collective ideas for making the County a centre of industry and agriculture, and a place that people are proud to call home.

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Vision, mission and values

Vision

An organization's vision provides a long-term picture of where or what it wishes to be. Leduc County's vision gives purpose and direction to the activities of Council, administration and volunteers.

- ▶ *A caring and growing community at the centre of industry and agriculture.*

Mission

A mission statement shares what type of business an organization is. Leduc County's mission statement lets Council, administration, residents and other stakeholders know what Leduc County does.

- ▶ *Leading the way for people and business to thrive.*

Values

Leduc County's values guide how Leduc County operates.

Accountability

- ▶ We look after the best interests of Leduc County citizens.

Integrity

- ▶ We follow through on our commitments.

Passion

- ▶ We believe in the good that local government can provide and will carry out our roles in a way that shows the importance of local government.

Responsiveness

- ▶ We act quickly to provide local programs, services, facilities and amenities that our citizens require.

2024-2025 priorities

We have identified three high-priority strategies for 2024-2025. It's important to note that these high-priority strategies may change over time as items are completed and as new priorities emerge.

2024-2025 high-priority strategies

Goal	High-priority strategy	Success measures
Maintain a safe County (goal 1.1)	Provide and maintain safe transportation infrastructure.	2.7.1 - Continue to make capital and operating investments in Leduc County's transportation network. Continue to measure and maintain acceptable rural roads and paved roads network ratings as per the Engineering operational plan and key performance indicators. Enhance communication with residents regarding the financial investments made by the County into the road network.
Maintain a safe County (goal 1.1)	Enforcement of the Urban Standards Bylaw.	Review levels of service provided by Leduc County's Enforcement Services through an evaluation of the Community Peace Officer Performance Plan. Advocate to the federal and provincial governments to increase police resources in the County.
Create an engaged community (goal 3.1)	Increase regular communication to residents on County initiatives, services, projects and programs.	Increase communication to residents through a monthly County Chronicle.

Pillars, goals and strategies

The following plan identifies what the County will be working on throughout the next four years. It is divided into pillars, goals and strategies, which each support one another.

Pillar

- Area of major concentration for Council throughout its 2022 to 2025 term.

Goal

- An aim or desired result that is supported by Council.

Strategy

- Expected activity in support of the goal.



Strategic pillars

The 2022-2025 Strategic Plan's goals, strategies and priorities are based on the following three strategic pillars:

1. DEEP COMMUNITY CONNECTIONS

- ▶ Youth
- ▶ Seniors
- ▶ Culture
- ▶ Recreation
- ▶ History
- ▶ Social interactions

2. A ROBUST ECONOMY

- ▶ Diversification
- ▶ Zoning
- ▶ Agriculture
- ▶ Energy
- ▶ Transportation

3. STRONG LEADERSHIP

- ▶ Council
- ▶ Partnerships
- ▶ Customer service
- ▶ Bylaws
- ▶ Policies

1. Deep Community Connections

Leduc County is home to many communities, localities, hamlets and summer villages. People choose to live in the County for a variety of reasons, such as for the well-being of their families or for economic or social opportunities.

Leduc County is a safe place for people of all ages to live, and meets people's historic, cultural and recreational needs.

Goals

- 1.1 — Maintain a safe County.
- 1.2 — Work with community partners to meet the needs of County seniors.
- 1.3 — Develop recreation opportunities within the County.
- 1.4 — Promote the historic roots of Leduc County.

Success measures

- ▶ 1.1.1 — Citizen Satisfaction Survey results show improvement in the area of community safety.
- ▶ 1.2.1 — Increased satisfaction with seniors services.
- ▶ 1.3.1 — The Recreation and Parks Master Plan is complete and implemented.
- ▶ 1.4.1 — Complete an inventory of all notable historical people, sites and structures within the County.



Leduc County is home to many parks and open spaces and offers a variety of recreation opportunities for residents. We support residents through subsidies and preventative programs, and work with community groups to bring events and activities to communities throughout Leduc County.

2. A Robust Economy

Leduc County is ideally located within major air, rail and road networks and is home to the Nisku Business Park, Edmonton International Airport, Capital Power and a vibrant, growing business community.

These key components – combined with our focus on business investment,

attraction and diversification – have allowed the County to grow our business sector and diversify our economy.

We recognize the importance of an economy that can adapt to meet demands, and our informed approach to growth has made us a leading choice

for global industry. We will continue working to grow our economy through collaborative leadership, regional partnerships and strategic development.

Goals

- 2.1 – Increase investment attraction.
- 2.2 – Build economic resilience.
- 2.3 – Enable increased economic growth and diversification with partners' assistance.
- 2.4 – Explore methods of providing increased public transportation.
- 2.5 – Capitalize on agriculture and local food production.
- 2.6 – Create efficient transportation infrastructure that meets community needs.
- 2.7 – Establish an effective transportation network to further advance economic development in Leduc County.

Success measures

- ▶ 2.1.1 – Develop an investment strategy.
- ▶ 2.2.1 – Increase to non-residential assessment base value.
- ▶ 2.3.1 – Create a business resource centre to be an innovative hub and remain a strong regional partner.
- ▶ 2.4.1 – Evaluate public transportation needs within Leduc County and the surrounding region; use proactive solutions to meet changing demands.
- ▶ 2.5.1 – Implement a minimum of one new promotional initiative per year for agricultural producers to highlight their products to local and regional markets and consumers.
- ▶ 2.6.1 – Increase citizen satisfaction with Leduc County's road maintenance programs.
- ▶ 2.7.1 – Continue to make capital investments in Leduc County's transportation network.



Leduc County has a population of 14,416¹ and access to 1.4 million² people in the Edmonton Metropolitan Region. We support a robust and diverse economy with more than 800 businesses. We offer an established business community that can support any new business investment, regardless of their industry sector focus.

1 - Statistics Canada
2 - Statistics Canada

3. Strong Leadership

Leduc County Council works together to make the best decisions for our citizens – decisions that are well-informed, measured and supported through data. We also recognize the importance of transparency in decision-making, and encourage residents and businesses to participate in projects that are important to them.

Goals

- 3.1 — Create an engaged community.
- 3.2 — Demonstrate leadership in regional initiatives and organizations.
- 3.3 — Promote environmental, social and governance principles.

Success measures

- ▶ **3.1.1** — Increase the level of resident participation in Leduc County public participation opportunities.
- ▶ **3.2.1** — Create an advocacy plan to build relationships with other levels of government and external agencies and raise awareness of Leduc County priorities.
- ▶ **3.3.1** — Develop a Leduc County Environmental Social Governance (ESG) strategy.



We work hard to represent the County on a regional level to secure our long-term sustainability and we advocate for Leduc County at provincial and federal levels to make sure our priorities are elevated and achieved.

Appendix A

2022-2023 priorities

We have identified four high-priority strategies for 2022-2023. It's important to note that these high-priority strategies may change over time as items are completed and as new priorities emerge.

2022-2023 high-priority strategies

Goal	High-priority strategy
Engaged community	Increase communication with residents to ensure they are well informed of our services.
Safe County	Develop an urban standards bylaw to set County standards so residents understand what is and isn't allowed on their property.
Recreational opportunities	Develop an updated Recreation and Parks Master Plan.
Engaged community	Further develop the community events strategy and work to honour local culture through community events and initiatives such as Leduc County day.

Appendix B

2023-2024 priorities

We have identified three high-priority strategies for 2023-2024. It's important to note that these high-priority strategies may change over time as items are completed and as new priorities emerge.

2023-2024 high-priority strategies

Goal	High-priority strategy	Success measures
Build economic resilience (goal 2.2)	Develop an economic development-specific marketing strategy to promote the County's value proposition.	Launch economic development marketing strategy by Q4 2024.
Create an engaged community (goal 3.1)	Further develop opportunities for Council to interact with the community and citizens.	Increase the participation rate in Leduc County public participation opportunities.
Maintain a safe County (goal 1.1)	Provide and maintain safe transportation infrastructure.	2.7.1 - Continue to make capital and operating investments in Leduc County's transportation network. 2.6.1 – Increase citizen satisfaction with Leduc County's road maintenance programs. Continue to measure and maintain acceptable rural road and paved network ratings as per the Engineering operational plan key performance indicators.



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