



# Strategic Direction 2012 - 2014



# From Strength to Strength

## Vision

- » Innovative Thinking
- » Inspired Results
- » Vibrant Community

## Mission

The City of Red Deer works together to provide leadership and sustainable municipal services for our community.

## Our Strategic Direction

The purpose of the strategic direction is to guide administration in creating organizational change, operational strategy, and work plans to enable the community's vision to unfold.

The strategic direction expresses Council's understanding of the community's vision.

## Six themes of our Strategic Direction

The six themes of the strategic direction support a healthy, vibrant, and sustainable community.

This series of compelling goals aims to:

- » unleash innovation
- » foster creativity
- » invite participation

## Economy

- » Shift our primary economic development focus and activity to within Red Deer.

Our economic development activity within Red Deer diversifies and stabilizes our economy, increases local business and job opportunities, utilizes properties to their potential, and has resulted in appropriate use of land that reflects our identity and community values for the benefit of our taxpayers, community groups, and business owners.

# Red Deer City Council Strategic Direction 2012-2014

## Design

- » Design and plan our community to reflect our character and values.

Our City's planning and urban design has resulted in a welcoming, more walkable and environmentally sustainable community which accurately reflects our character and values. It provides housing options, pedestrian routes, and allows for alternate forms of transportation and deliberate connections to our parks, trails, and well designed public spaces where people can meet and interact and feel a sense of belonging.

## Movement

- » Design for and facilitate integrated movement.

Our deliberate decision to create viable alternatives to single occupant vehicle travel in our transportation network encourages healthy active lifestyles, environmental stewardship, supports safety for people of all ages, increases use of our public and green spaces, and integrates our sidewalks, trails, bike lanes, transit service, rail, and roads with our built environment.

## Identity

- » Identify and promote our Red Deer identity.

Our work to describe our identity has given the community a clear sense of civic pride and ownership, an understanding of who lives here, and how we are connected to this place and to one another. This aesthetic is evident in the way we design and build everything, the way we talk about ourselves and work together... it's in our nature.

## Safety

- » Enable and promote a safer community.

Promoting a safe community through active citizen participation in crime prevention has changed the perception of crime and the downtown, decreased drug trafficking, drug use and related criminal activity, reduced violence, and strengthened relationships and belonging resulting from the elevation of preventative activities.

## Dialogue

- » Engage our community and enhance our relationships.

The City and Council's willingness to listen and have ongoing community dialogue has given us a clear understanding of our community diversity, priorities and values, has created collaborative relationships, has enabled advocacy success with other orders of government, other municipalities, and educational and health organizations, and has allowed us to understand the expectations of the community and work toward its vision.

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