

CITY OF GRANDE PRAIRIE

Strategic Plan 2022–2025

STATUS UPDATE

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Council's 2022–2025 Strategic Plan outlines projects and initiatives that align with four strategic pillars consisting of Quality of Life, Innovative Efficiencies & Economic Readiness, Inclusive Caring Community, and Engaging Relationships. Many successes have occurred to-date, including the completion of the following projects and initiatives:



ROAD STRUCTURE REVIEW

- A comprehensive technical review of the City's road structure was completed in 2023.
- This project reviewed the pavement performance of various roadways throughout in the City including local, collector, and arterial roadways.
- The City will be implementing various recommendations to improve the lifespan and durability of our roadways.
- Roadways paved in the City can incorporate up to 30% recycled asphalt material, reducing the cost and environmental impact.
- Arterial roadways in the City consist of nearly $\frac{3}{4}$ of a meter of gravel and asphalt.

SPORT TOURISM FUNCTION: BUSINESS CASE

- Municipal investment in sport tourism has proven to have significant direct and indirect economic and social impacts on communities while fostering youth sport development.
- An updated Grande Prairie Sports Tourism Strategy is required to provide relevant strategic direction to the future development of sport tourism initiatives.
- An updated Sport Tourism Strategy will guide how the City will grow the sport tourism industry as a significant economic, social, and cultural driver for the community.
- Council has directed the pursuit of several major sporting events, which has led to the successful bidding on the 2024 Alberta Winter Games, 2024 National Aboriginal Hockey Championships, the 2025 Special Olympics Alberta Summer Games and 2026 Wrestling National Championships.

Additional projects and initiatives completed include Land Inventory Gap Analysis, Cyber Security Strategy, Bike Park Construction at Crystal Lake, Transit Redesign, Public Security Unit Proposal, Current State of Policing Assessment, Stormwater Utility Model Options, Enterprise Resource Planning system implantation, and Rent Affordability Options.

For additional details on various other projects and initiatives achieved in 2022, please view our [2022 Annual Report](#).



Strategic Priority: **Quality of Life**

- ✓ Completed
- In Progress / On Track
- On Hold / Delayed
- Not Started

AREAS OF FOCUS:



Fierce Community Pride



Active Lifestyle



Safety





Projects and Initiatives	Next Step	Project Completion Target (Year)	Status	% Progress
Establish Grande Prairie Police Service	Recruitment of key positions for the transition is underway.	2027	●	100%
Recreation & Culture Strategy	Consultant to develop strategy document.	2023	●	100%
Outdoor Space Enhancement: Strategy	Evaluating feedback from beatification workshop with Council.	2023	●	100%
Soccer Field House: Request	Community engagement to be scheduled.	2023	●	100%
Liveable Neighbourhood: Land Use Policy	To be addressed through MDP Review.	2023	●	100%
Covered Outdoor Spaces	Report to be brought back to Council with alternative locations and designs.	2023	●	100%
Neighbourhood Amenities	Neighbourhood amenities assessment complete. Implementation of new amenities ongoing.	2023	✓	100%
Winter City Strategy	Refinement of action items in progress following consultation with internal and external stakeholders.	2024	●	100%

Guiding Documents

- [Police Commission Bylaw C-1455](#)
- [Grande Prairie Area Joint Recreation Master Plan](#)
- [Parks and Open Space Master Plan](#)
- [Municipal Development Plan Bylaw C-1237](#)
- [Neighbourhood Association Policy 217](#)



Strategic Priority: Innovative Efficiencies & Economic Readiness

-  Completed
-  In Progress / On Track
-  On Hold / Delayed
-  Not Started

AREAS OF FOCUS:





























Strategic Growth



Innovation



Attraction

Projects and Initiatives	Next Step	Project Completion Target (Year)	Status	% Progress
New Intermunicipal Development Plan (IDP)	Steering Committee to review draft policy and determine next steps.	2024		
Attraction & Retention of Health Care Professionals: Strategy	Report outlining full strategy to be brought forward to appropriate Standing Committee.	2023		
Comparative Energy: Study Review	Study Review is complete. Awaiting results of Hughes Lake report to proceed.	2023		
Stormwater Utility Model: Implementation	Stormwater Utility Bylaw to be brought forward to appropriate Standing Committee.	2024		
Municipal Development Plan (MDP)	Final policy drafts to be brought forward to the appropriate Standing Committee.	2023		
Hughes Lake Servicing Study	Servicing Study is complete. Recommendations to be brought forward to appropriate Standing Committee.	2023		
Tourism Strategy: City Expectations	The organization will focus on filling vacant positions in the new year, after which next steps, can be determined.	2024		
Labour Market Study: Recommendations	Regional Labour Market Partnership has been approved to proceed.	2023		
Beautification & Entrance Landscaping Projects: Proposal	Tree grove planting and entrance landscaping is underway.	2023		
Road Structure: Review	Review complete. Recommendations to be integrated into the Design and Construction Standards Manual.	2023		
Bear Creek Corridor: Slope Stability Study	The review is complete. Engagement sessions to be scheduled.	2024		
Sport Tourism Function: Business Case	Report was presented to Committee and received for information.	2024		
Business Incentive: Assessment and Options	Policy 318 and 356 to be brought forward for review by the appropriate Standing Committee.	2023		



Strategic Priority: Innovative Efficiencies & Economic Readiness

- ✓ Completed
- In Progress / On Track
- On Hold / Delayed
- Not Started

AREAS OF FOCUS:



Strategic Growth



Innovation



Attraction

Projects and Initiatives	Next Step	Project Completion Target (Year)	Status	% Progress
Corporate Asset Maturity: Plan	Consultant will review draft strategy and determine next steps.	2024	●	100%
Benefit Driven Procurement: Review	Meet with Council to determine next steps.	2024	●	100%
Advocacy Initiatives Related to Innovative Efficiencies & Economic Readiness*				
Railcar Access	Electricity Distribution and Transmission Costs: Reduction			
Industry Attraction: Grant Funding to Attract Key Industries	Local Government Fiscal Framework			
Attraction & Retention of Health Care Professionals: Advocacy				

*For additional advocacy initiatives undertaken by the City, please visit the Advocacy Priorities webpage on the City's website located at: cityofgp.com/city-government/mayor-city-council/advocacy-priorities

Guiding Documents

- Industrial Attraction Strategy
- **Intermunicipal Development Plan Bylaw C-1248**
- **Municipal Development Plan Bylaw C-1237**
- **Hughes Lake Area Structure Plan Bylaw C-1367**
- **Grande Prairie Transportation Master Plan**
- Design and Construction Standards
- **Storm Drainage Master Plan**
- **Parks and Open Space Master Plan**



Strategic Priority: Inclusive Caring Community

- Completed
- In Progress / On Track
- On Hold / Delayed
- Not Started

AREAS OF FOCUS:



Housing



Youth to Seniors



Multicultural

Projects and Initiatives	Next Step	Project Completion Target (Year)	Status	% Progress
Seniors Strategy	Stakeholder holder engagement and environmental scan to occur.	2024		
Coordinated Care Campus/Permanent Supportive Housing Project	Phase 1 & 2 of renovations are complete with tenants occupying the facility. Phase 3 renovations to occur.	2023		
Truth and Reconciliation: Report	Indigenous Relations Framework endorsed by Council. Annual progress report will be presented to appropriate Standing Committee.	2023		
Coordinated System of Care: Action Plan	Digital mapping and referral pathways for community programs is in progress.	2023		
Affordable Housing Action Plan	Draft Housing Needs Assessment is complete and waiting for approval at the appropriate Standing Committee.	2023		
Accessibility, Mobility and Connectivity: Review	Will be addressed through the MDP and the subsequent review of Design and Construction Standards.	2023		
Housing Strategy	Report to be brought forward to appropriate Standing Committee.	2024		

Advocacy Initiatives Related to Inclusive Caring Community*

Daycare Shortages

Provincial and Federal funding for Housing Needs

*For additional advocacy initiatives undertaken by the City, please visit the Advocacy Priorities webpage on the City's website located at: cityofgfp.com/city-government/mayor-city-council/advocacy-priorities

Guiding Documents

- [Municipal Development Plan Bylaw C-1237](#)
- [Grande Prairie Transportation Master Plan](#)
- [Homelessness Strategy for Grande Prairie](#)
- [Social Sustainability Framework](#)
- [Affordable Housing Action Plan](#)
- Design and Construction Standards



Strategic Priority: **Engaging Relationships**

- ✓ **Completed**
- **In Progress / On Track**
- **On Hold / Delayed**
- **Not Started**

AREAS OF FOCUS:



Reputation Management



Culture & Pride



Marketing & Communication

Projects and Initiatives	Next Step	Project Completion Target (Year)	Status	% Progress
Branding & Image Strategy	Brand strategy and visual identity refresh in final stages.	2023	●	100%
Explore Entertainment & Recreation District Concept	Deferred to 2024 Budget Deliberations.	2024	●	0%
Polytechnical Liaison: Training Needs Gap	To be explored as part of the future work through Regional Workforce Partnership.	2024	●	0%

Guiding Documents

- **Crystal Centre Expansion Master Plan**



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GRANDE
prairie

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