

STRATEGIC PLAN 2022-2025

Status Update



Q2 2024

CITY OF
GRANDE
prairie

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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:



Daycare Shortages

- The Dave Barr Community Centre daycare space has been successfully leased, enabling the daycare to accommodate up to 64 children.
- The City continues to provide letters of support for the Government of Alberta's Space Creations Grant, recognizing and addressing the need for new daycares in Grande Prairie.
- Advocacy efforts to support daycares will be continued, including the Rural Renewal Stream to assist childcare workers and offering concierge support through the Invest Grande Prairie team for newly opened daycares.



Attraction & Retention of Healthcare Professionals: Advocacy

- Launched the 2024-2026 Health Care Attraction & Retention Action Plan, focusing on increasing awareness, offering targeted incentives, and enhancing infrastructure to build a robust healthcare workforce. This plan includes unique incentives for new health professionals, which will be implemented in Q3.
- Our comprehensive strategy for workforce development aims to bolster Grande Prairie's healthcare workforce by raising awareness of local opportunities, providing attractive incentives, and investing in critical infrastructure to enhance the quality of life for residents and support regional growth.
- Continually supporting the Grande Prairie Regional Hospital with physician recruitment; 14 city-wide familiarization tours completed to date, and ongoing integration support for new physicians is provided.
- Council has provided significant support for the Maskwa Medical Centre, ensuring the provision of high-quality healthcare services and supporting the center's development and operation.
- Eastlink Centre passes are offered to residents and medical students training in Grande Prairie to support their health and well-being.

For additional details on various other projects and initiatives achieved in 2023, please view our [2023 Annual Report](#).



STRATEGIC PRIORITY: QUALITY OF LIFE



Active Lifestyle



Fierce Community Pride



Safety

Projects and Initiatives	Next Step	Project Completion Target (Year)	Status	% Progress
Liveable Neighbourhood: Land Use Policy	MDP was adopted in Q1.	2024	✓	●
Winter City Strategy	Strategy to be presented in Q4.	2024	●	◐
Outdoor Space Enhancement	Several outdoor enhancements funded in 2024. Additional projects being evaluated for 2025 capital budget.	2024	✓	●
Covered Outdoor Spaces	Deferred to 2025 budget deliberations.	2024	●	◐
Neighbourhood Amenities	Neighbourhood amenities assessment complete. Implementation of new amenities ongoing.	2023	✓	●
Establish Grande Prairie Police Service	First class of experienced officers graduated. New recruit class to begin in Q3.	2027	●	◐
Recreation & Culture Strategy	Strategy is complete. Opportunities are being explored in preparation of the 2025 budget.	2024	✓	●
Field House: Request	Field House Request at Intermunicipal Collaboration Committee for discussion.	2024	●	◐

✓ Completed

● In Progress / On Track

● On Hold / Delayed

● Not Started



STRATEGIC PRIORITY: QUALITY OF LIFE



Active Lifestyle



Fierce Community Pride



Safety

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

✓ Completed

● In Progress / On Track

● On Hold / Delayed

● Not Started



STRATEGIC PRIORITY: ENGAGING RELATIONSHIPS



Reputation Management



Brand, Marketing &
Communication



Culture & Pride

Projects and Initiatives	Next Step	Project Completion		% Progress
		Target (Year)	Status	
Explore Entertainment & Recreation District Concept	Continuing to explore opportunities.	2024		
Polytechnical Liaison: Training Needs Gap	Will become part of the Regional Workforce Development initiative. Meetings to occur in Q3.	2024		
Branding & Image Strategy	Strategy is complete. Visual identity and brand refresh rollout will be phased.	2024		

Guiding Documents

- Crystal Centre Expansion Master Plan

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



STRATEGIC PRIORITY: INCLUSIVE & CARING COMMUNITY



Multicultural



Youth to Seniors



Housing

Projects and Initiatives	Next Step	Project Completion Target (Year)	Status	% Progress
Housing Strategy	Reviewing opportunities to action Housing Strategy.	2024		
Accessibility, Mobility and Connectivity: Review	Report presented and approved.	2024		
Seniors Strategy	Action plan in development.	2024		
Coordinated Care Campus / Permanent Supportive Housing Project	Phase 3 renovations complete.	2024		
Coordinated System of Care: Action Plan	Website will be updated in Q3.	2024		
Affordable Housing Action Plan	Assess actions from the affordable housing action plan.	2023		
Truth & Reconciliation: Report	Complete a framework for municipal action based on the Truth and Reconciliation Calls to Action.	2023		

Completed

In Progress / On Track

On Hold / Delayed

Not Started



STRATEGIC PRIORITY: INCLUSIVE & CARING COMMUNITY



Multicultural



Youth to Seniors



Housing

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: cityofgp.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](#)

✓ Completed

● In Progress / On Track

● On Hold / Delayed

● Not Started



STRATEGIC PRIORITY: INNOVATIVE EFFICIENCIES & ECONOMIC READINESS



Strategic Growth



Innovation Development



Attraction

Projects and Initiatives	Next Step	Project Completion Target (Year)	Status	% Progress
Corporate Asset Maturity Strategy	Reviewing departmental asset management practices.	2024		
Benefit Driven Procurement (Social Procurement)	Analyze and assess the benefits and impacts of Benefit Driven Procurement.	2024		
New Intermunicipal Development Plan (IDP)	Public engagement scheduled for Q3.	2024		
Attraction/Retention of Health Care Professionals: Strategy	Report presented and approved.	2024		
Comparative Energy: Study Review	Review and analyze study, and prepare options for Council consideration.	2024		
Municipal Development Plan (MDP)	MDP was approved.	2024		
Hughes Lake Servicing Strategy	Assess and evaluate options for Hughes Lake and elsewhere, for Council consideration.	2023		
Labour Market Study: Recommendations	Complete and evaluate Labour Market Analysis and present options for Council consideration. With GP Chamber and Regional Partners. Polytechnical Liaison - Training needs gap.	2023		

Completed

In Progress / On Track

On Hold / Delayed

Not Started



STRATEGIC PRIORITY: INNOVATIVE EFFICIENCIES & ECONOMIC READINESS



Strategic Growth



Innovation Development



Attraction

Projects and Initiatives	Next Step	Project Completion Target (Year)	Status	% Progress
Business incentive: Assessment and Options	Council approved changes to existing grant programs and additional incentives were approved.	2024	✓	●
Stormwater Utility Model: Implementation	Utility models were presented and engagement sessions took place in Q1. Stormwater utility charge will not go forward at this time.	2024	✓	●
Beautification and Entrance Landscaping Projects: Proposal	Evaluate existing beautification programs such as annual flower and tree installations to determine efficacy of focus areas, and to determine what Parks-related improvements can be accomplished for entrance features, including organic rehabilitation.	2023	✓	●
Road Structure Review	Comprehensive review and assessment of pavement structure to obtain options to improve performance.	2023	✓	●
Bear Creek Corridor: Slope Stability Study	Engagement sessions complete. Report to be presented in Q3.	2024	●	◐
Tourism Strategy: City Expectations	The organization will focus on filling vacant positions.	2024	●	◐
Sport Tourism Function: Business Case	Develop a business case for an enhancement of Sport Tourism.	2024	✓	●

✓ Completed

● In Progress / On Track

● On Hold / Delayed

● Not Started



STRATEGIC PRIORITY: INNOVATIVE EFFICIENCIES & ECONOMIC READINESS



Strategic Growth



Innovation Development



Attraction

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](#)

✓ Completed

● In Progress / On Track

● On Hold / Delayed

● Not Started

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