

# STRATEGIC PLAN 2022-2025

Status Update



Q1 2024

CITY OF  
**GRANDE**  
prairie

# CONTENTS

- 02 Contents
- 03 Celebrating Success
- 04 Strategic Priority: Quality of Life
- 06 Strategic Priority: Engaging Relationships
- 07 Strategic Priority: Inclusive & Caring Community
- 09 Strategic Priority: Innovative Efficiencies & Economic Readiness

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:



## Recreation & Culture Strategy

- The Recreation & Culture Strategy was developed to ensure the provision of high-quality recreation and culture programs, services, and facilities in our community. The Strategy serves as a guiding document for City Council and Administration, providing essential information for future decision-making.
- A comprehensive engagement program was implemented in 2022 to gather the thoughts from many perspectives in Grande Prairie. This involved conducting two resident surveys and a series of meetings and discussions with user groups, community partners, and stakeholders in Grande Prairie and the broader Region.
- Strategy implementation will occur in phases, aligning with community needs and the priorities set by City Council.
- The Recreation and Culture Strategy was officially adopted by City Council on January 29, 2024.



## Branding & Image Strategy

- Our new brand strategy includes a brand story, key messages, personas, and storytelling framework. Based on robust research, this brand strategy is a dynamic guide built to share Grande Prairie's authentic story with focus on our grander strengths, opportunities, and ambitions.
- The project also saw the creation of a renewed visual identity complete with a gently refreshed City of Grande Prairie logo and a reinvigoration of colours, fonts, and layouts. With a new and modern feel, our new visual identity confidently represents our energetic, confident, trailblazing community.
- Combined, our brand strategy and visual identity provide the pathway to share our compelling story within and beyond our borders. This powerful combination commands the attention of energetic, confident, trailblazing people looking to live, work, and invest in a place where they can afford a home, connect with nature, and enjoy opportunity accessible to all while expanding community pride.

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	Refinement of action items in progress following consultation with internal and external stakeholders.	2024	●	◐
Outdoor Space Enhancement	Several outdoor enhancements funded in 2024. Additional projects being evaluated for 2025 capital budget.	2024	✓	●
Covered Outdoor Spaces	Council deferred to budget 2025 discussions in Q4.	2024	●	◑
Neighbourhood Amenities	Neighbourhood amenities assessment complete. Implementation of new amenities ongoing.	2023	✓	●
Establish Grande Prairie Police Service	Enforcement Services and Mobile Outreach are now under GPPS. Currently recruiting officers.	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	Development of feasibility study and review previous studies.	2024		
Polytechnical Liaison: Training Needs Gap	Will become part of the Regional Workforce initiatives. Meetings to occur in Q2.	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 previous direction and documents.	2024		
Accessibility, Mobility and Connectivity: Review	Report to be presented in Q2.	2024		
Seniors Strategy	Report to be presented in Q2.	2024		
Coordinated Care Campus / Permanent Supportive Housing Project	Phase 3 renovations complete. Occupancy will occur in Q2.	2024		
Coordinated System of Care: Action Plan	Referral pathways are complete. Website will be updated in Q2.	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](http://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	Draft strategy and policies under review.	2024		
Benefit Driven Procurement (Social Procurement)	Analyze and assess the benefits and impacts of Benefit Driven Procurement.	2024		
New Intermunicipal Development Plan (IDP)	Administration to finalize draft policies for Steering Committee review and approval.	2024		
Attraction/Retention of Health Care Professionals: Strategy	Report to be presented in Q2.	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	Additional grant funding considerations to be brought forward in 2024.	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 scheduled for Q2. Report to be presented in 2024.	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](http://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

[cityofgp.com](http://cityofgp.com)

