

city of

# Wetaskiwin

## PRESS RELEASE

### **Wetaskiwin's 50-Year Community Vision results released**

*More than one thousand Wetaskiwinites contributed to the long-term Community Vision*

April 22, 2021

(Wetaskiwin, Alberta) - The results of Wetaskiwin's 50-Year Community Vision were released today and can be viewed online at [whatifwetaskiwin.ca](http://whatifwetaskiwin.ca).

The #Wetaskiwin2070 community visioning initiative was undertaken between September 2020 and February 2021 and included feedback from roughly 1,150 people—comprising almost 10 per cent of the city's entire population.

"I am so encouraged to see the number of people in our community who took part in helping shape our future," stated Mayor Tyler Gandam. "Without this vision of where we would like to be in 50 years, it's hard to know what we need to do today to get us there. As we work together in our City, we will build a community we're proud to call home."

The Community Vision—both ambitious and comprehensive in its entirety—was condensed into the following core pillars (which can be explored in-depth at [whatifwetaskiwin.ca](http://whatifwetaskiwin.ca)).

- **Make safety a priority**

Wetaskiwinites rate crime as the most important issue we need to address. Additionally, isolated, media-hyped events in recent years have also skewed external notions of our city as a dangerous place to visit.

- **Ensure financial stability**

From provincial funding caps and regulatory changes to home-grown issues like low growth and high tax rates, financial challenges abound. We need to be increasingly resourceful in stewarding our fiscal policies while pursuing new opportunities.

- **Support business growth**

The Vision acknowledges that there are abundant opportunities for development, employment, open spaces, cultural attractions, and vibrant streets in the heart of our community. It is also apparent that we have some work to do.

- **Unite the community**

Generational bias and ingrained fear of those who are different continue to create lines of division across the community at large. For us to move forward in a meaningful way, we must do so together—and divisive mindsets must be left behind.

- **Commit to the Vision**

With the City's pervasive social issues and lack of growth, the community feels discouraged. It will take time and effort to regain the trust of the community and work

together to implement vision-aligned initiatives. An unwavering commitment to the Vision is essential to this effort.

Community values are an important component of achieving the vision. The visioning results show that, as a community, we value:

- Respect for all our neighbours
- Relationship with the land
- Diversity and inclusivity
- Connecting through arts and culture
- Many generations of history

“Your values and priorities for a better future were foundational in creating this 50-Year Vision,” said City Manager Sue Howard. “The City of Wetaskiwin is committing to using this community-built Vision to guide strategic planning and decision making.”

To ensure an unwavering commitment to the community’s long-term vision, City personnel crafted an internal roadmap to help determine which City processes need to be changed to align with the community’s 50-year vision. Each City employee will also be required to sign a community vision pledge stating they will keep the vision forefront of mind in all they do while serving the Wetaskiwin community.

The City of Wetaskiwin thanks community members for their participation in this monumental project, and encourages citizens to continue sharing thoughts and ideas on how we can create a better future together.

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### **About the City of Wetaskiwin**

Wetaskiwin is a secure, connected, and inclusive community home to a diverse population of 12,655 people. Located only 30 minutes south of the Edmonton International Airport, the City of Wetaskiwin provides a high quality of life through ample recreation opportunities, diverse cultural activities, and a modernized, business-friendly downtown.

### **For More Information:**

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