



STRATEGIC PLAN
2026-2029


Wetaskiwin
THE CITY WE SHARE.





MESSAGE FROM CITY COUNCIL

On behalf of your City Council, we are pleased to present the City of Wetaskiwin Strategic Plan 2026–2029.

This Plan sets out Council’s priorities for the term and provides clear direction for how the City will deliver services, support community well-being, and plan responsibly for the future. It reflects the values and aspirations of our community and identifies the goals and actions that will guide City decision-making over the next several years.

This Strategic Plan was developed in February 2026 by City Council and with the advice and expertise of the City’s senior leadership team. Together, we worked to confirm the most important areas of focus for Wetaskiwin and to ensure the plan is practical, achievable, and aligned with the city’s long-term needs.

This Plan is organized into four pillars — Governance, Economy, Environment, and Social and Cultural — to reflect the full range of responsibilities carried by a modern municipality. These pillars provide a balanced framework that supports strong leadership, sustainable growth, responsible infrastructure and environmental stewardship, and a safe and welcoming community.

This Strategic Plan will be used to guide City operations, budgeting, policy development, and annual work planning. It will also help ensure transparency and accountability by allowing Council, Administration, and the public to track progress over time and to measure success through clear indicators.

We thank residents, partners, and Administration who contribute to making Wetaskiwin a strong and vibrant community. Council looks forward to working together to advance this plan and deliver meaningful results for our city.

Sincerely,

Wetaskiwin City Council



VISION, MISSION, AND VALUES

With collective foresight, Council has defined the organization’s long-term aspirations through the vision and mission statements. These statements serve distinct purposes focusing on the City of Wetaskiwin’s identity and City Council’s goals.

VISION

Our shared city; safe, welcoming, and promising.

MISSION

We serve Wetaskiwin with excellence by working together to keep our city safe, welcoming, and thriving. We are guided by dedication, respect, and good governance.

This is the city we share.

VALUES

These are the guiding principles that help to define how City Council will operate. As well, value statements are the lens through which Council will make decisions in the long-term best interests of the municipality.

VALUE	WHAT IT MEANS
Uniqueness	We cherish Wetaskiwin’s rich history that has brought us to now, and we look to our shared future known widely as a city that innovates. Wetaskiwin is truly the ‘city we share’.
Growth	We focus on making decisions that enable Wetaskiwin to grow in population and in its ability to provide the programs and services required by those who live here.
Resourcefulness	We use our limited resources wisely and to their best purposes.
Good Governance	We rely on the individual and collective strengths of our City Council team. We are bound by a common and transparent set of rules that bring our values to life.

PRIORITIES FOR 2026-2027

For 2026, City Council has identified a series of four high-priority tactics.

These priorities are associated with the goals that appear in the table below as well as later in the plan. They were chosen based on a combination of the importance of the work and near-term timeliness.

While the priorities listed in the table below are for the first year of the plan, it is likely that they will change over the lifetime of the plan, as work gets completed and other goals move into this space.

In order of how this Strategic Plan is laid out, the priorities for 2026-27 include:

GOAL	PRIORITY TACTIC
Strengthen investment attraction and development readiness	Create an investment attraction plan targeting priority sectors (industrial, rural/agriculture, workforce growth).
Strengthen long-term asset management and sustainable infrastructure funding	Maintain a multi-year asset management strategy and capital plan that incorporates condition, risk, and service priorities.
Build a welcoming, connected, and accessible community for all	Work with the library board to identify a location and design of a new library that is unique to Wetaskiwin.
Council demonstrates professional, respectful, and accountable leadership	Confirm shared expectations through written agreements between members of Council and ongoing commitment to those agreements.

OUR PLAN

This section of the Strategic Plan contains a list of goals, indicators of success, and potential tactics that together express the desires of City Council as they work through the course of this Council term. Together, these goals provide a balanced framework that reflects Council’s leadership responsibilities and the City’s operational priorities.

The specific terms in the section below are defined as:

- **Goal:** Change that City Council is looking to focus on over the course of this Council term and beyond.
- **Indicators of Success:** Measures that will indicate whether the desired change is occurring.

Notes:

- High priorities are bolded within the context of the goals they support through the rest of this Strategic Plan.
- The goals do not appear in order of importance.



Economic Prosperity

The Economy pillar reflects Wetaskiwin's commitment to building a strong, resilient local economy that supports growth, investment, and long-term sustainability.

In this Strategic Plan, Economy focuses on attracting and supporting development, strengthening key municipal assets, reducing barriers to investment, and ensuring the City's financial and tax approach supports services and future community prosperity.

GOAL: STRENGTHEN INVESTMENT ATTRACTION AND DEVELOPMENT READINESS

Indicators of Success:

- A clear investment attraction approach is implemented and actively used.
- Development readiness improves (process clarity, targeted sector focus).
- Increased investment interest and business expansion activity is recorded over time.

GOAL: ENSURE WETASKIWIN'S FINANCIAL STRATEGY SUPPORTS SUSTAINABLE GROWTH

Indicators of Success:

- Long-term financial plans and annual budgets demonstrate alignment with Council priorities and legislative requirements
- Tax policy changes are better understood by residents and businesses.
- Wetaskiwin's regional tax competitiveness improves while still sustaining or improving municipal service levels.

GOAL: MAXIMIZE THE ECONOMIC VALUE OF KEY MUNICIPAL ASSETS

Indicators of Success:

- Key municipal assets contribute measurably to the city's business attraction, retention, or expansion.
- Municipal assets are positioned to support regional economic development.

Infrastructure & Environmental Sustainability

The goals associated with Infrastructure and Environment refer to how Wetaskiwin plans for, maintains, and invests in infrastructure.

In this Strategic Plan, it includes responsible asset management, long-term infrastructure funding, environmental stewardship in planning decisions, and practical improvements that enhance the appearance, function, and resilience of public spaces and systems.

GOAL: STRENGTHEN LONG-TERM ASSET MANAGEMENT AND SUSTAINABLE INFRASTRUCTURE FUNDING

Indicators of Success:

- Capital planning is proactive, risk-informed, and transparent.
- Infrastructure gaps are identified early and addressed strategically.
- The City's Asset Management program is current and informs annual budget decisions.

GOAL: ENHANCE ENVIRONMENTAL STEWARDSHIP THROUGH PLANNING AND COMMUNITY INITIATIVES

Indicators of Success:

- Planning documents reflect strong environmental outcomes and adherence to sustainability priorities.
- Environmental impacts are consistently considered in land-use decisions.
- Increased community use and support for additional natural spaces and local environmental initiatives.

GOAL: IMPROVE THE CITY'S APPEARANCE, MAINTENANCE, AND ACCESSIBILITY OF PUBLIC SPACES

Indicators of Success:

- Roads, visible infrastructure, and public spaces show visible improvement in cleanliness and maintenance.
- Stormwater management priorities are clearly reflected in maintenance schedules and capital planning.
- Unplanned drainage-related service disruptions decrease over time.





Social & Cultural Life

The Social and Cultural pillar reflects the people in Wetaskiwin, including safety, inclusion, connection, and quality of life.

In this Strategic Plan, the Social and Cultural pillar focuses on strengthening community safety and readiness, supporting vulnerable residents, fostering a welcoming and diverse community, and improving walkability and accessibility so Wetaskiwin is a city where residents feel safe, supported, and proud to belong.

GOAL: BUILD A WELCOMING, CONNECTED, AND ACCESSIBLE COMMUNITY FOR ALL

Indicators of Success:

- Pedestrian safety improves with mindful use of crosswalks, lighting, and accessibility infrastructure.
- Residents report stronger sense of belonging and inclusion.
- Sidewalk and trail gaps are reduced, and key connections are improved.

GOAL: STRENGTHEN COMMUNITY SAFETY THROUGH PREVENTION AND PARTNERSHIPS

Indicators of Success:

- Community safety initiatives are coordinated and measurable.
- Safety outcomes improve across neighbourhoods, as measured by reduced incidents and repeat calls in priority areas.
- There is increased community participation in safety programs and initiatives.

GOAL: IMPROVE SUPPORTS FOR VULNERABLE RESIDENTS AND PREPAREDNESS FOR EMERGENCIES

Indicators of Success:

- Clear plans and roles exist for sheltering and emergency supports.
- Emergency response coordination improves between city and regional partner agencies.
- Wetaskiwin is better prepared for unhoused-related emergencies and extreme weather events.

Inspiring Governance

Governance refers to how City Council leads the municipality through clear decision-making, accountability, transparency, and respectful working relationships.

In this Strategic Plan, Governance focuses on building public trust, strengthening Council and administration alignment, improving communication, and ensuring the City has the policies, systems, and leadership practices needed to serve Wetaskiwin effectively.

GOAL: COUNCIL DEMONSTRATES PROFESSIONAL, RESPECTFUL, AND ACCOUNTABLE LEADERSHIP

Indicators of Success:

- Council conduct and decision-making align with legislation, and City bylaws and policies.
- Council meetings demonstrate consistent professionalism, preparation, and respectful debate.
- Public confidence in Council improves over the term, as measured through citizen satisfaction feedback.

GOAL: BUILD STRONG RELATIONSHIPS AND TRANSPARENT COMMUNICATION WITH RESIDENTS AND PARTNERS

Indicators of Success:

- Council and Administration demonstrate stronger alignment on priorities and communication.
- Growing timeliness and clarity in public-facing communications.
- Stakeholders report improved clarity and trust in City decision-making.

GOAL: STRENGTHEN GOVERNANCE SYSTEMS, ROLE CLARITY, AND ORGANIZATIONAL EFFECTIVENESS

Indicators of Success:

- Council and Administration report improved role clarity and fewer governance misunderstandings.
- Governance decisions become more consistent and less reactive over time.
- Key internal processes are updated and clearly documented.



CONCLUSION

The City of Wetaskiwin Strategic Plan 2026–2029 provides a clear roadmap for Council and Administration to work together toward a strong, sustainable, and welcoming community. It outlines the priorities that will guide decisions over the coming years and establishes a shared understanding of what success looks like for Wetaskiwin.

This plan is built around four pillars: those being Governance, Economy, Environment, and Social and Cultural, reflecting the broad responsibilities of municipal government and the importance of balancing community well-being, economic opportunity, responsible stewardship, and effective leadership. Each pillar includes practical goals, measurable indicators of success, and clear example tactics to support implementation.

Most importantly, this Strategic Plan is intended to be used and updated regularly. As progress is made and community needs evolve, Council and Administration will use the plan to guide annual priorities, budgeting decisions, and departmental work planning. Regular review of progress will help ensure transparency, accountability, and continued alignment with what matters most to residents, businesses and community organizations.

Through the actions outlined in this Plan, the City of Wetaskiwin will continue to strengthen services, build community trust, and invest in a future that supports all who live, work, and visit here.





