



THE TOWN OF

**Tofield**

Building the Future



**Strategic Plan 2023–2025**







## LETTER FROM TOWN COUNCIL

During the spring of 2023, Tofield Town Council gathered with our senior leadership team to determine the best way to meet the needs of Town residents now and well into the future. This Strategic Plan is made up of our expressed goals for the Town and provides citizens, businesses, organizations, and other community groups with a focus for a bright future. Council and senior leadership then went one

step further and developed a set of priorities to focus on during the coming year.

This plan is the result of what Council has heard from community members who have provided the Town with direction to build its own future over the years of this Council, and beyond.

We know that there will be instances where this strategic plan may have

to change due to events unforeseen. Tofield Town Council will adapt along the way. At this point in time though, it represents our best imagining of what a bright future looks like for the Town of Tofield.

*Sincerely,  
Debora Dueck, Mayor,  
and the rest of Tofield Town Council*

# VISION, MISSION, AND VALUES

Looking towards the future, it is important that Council members agree on what the destination looks like. With this in mind, Council members decided on the ideal long-term future through their Vision and Mission statements.

## VISION:

After a healthy debate and discussion, Council decided on the below vision statement. The vision statement is a future vision of where Tofield is headed in the future.

***Community is at our core, growing towards the future.***

## MISSION:

The mission statement communicates what the Town of Tofield does and who the Town serves. As with the vision, this mission is also concise and easily understood. The mission drives the vision, therefore it is important that both statements are closely linked.

***A town that celebrates as we grow together, honouring the past and building the future.***

## VALUES:

The values expressed here were chosen intentionally by Council and are the guiding principles that determine how the Town of Tofield operates, both in its public facing and internal functions.

| VALUE              | WHAT IT MEANS   |
|--------------------|---|
| <b>Stability</b>   | We are committed to providing our residents with a safe, reliable community for all to enjoy.         |
| <b>Integrity</b>   | We do what we say we are going to do, and we act with respect for all.                                |
| <b>Leadership</b>  | We provide guidance to the community and act as leaders in all that we do.                            |
| <b>Safety</b>      | We provide a safe, welcoming environment for each other, staff and residents.                         |
| <b>Inclusivity</b> | The Town of Tofield is a community with a strong sense of belonging where everyone can be themselves. |





# PRIORITIES FOR 2023-2024

Within the full list of goals that appear in this strategic plan, Tofield Town Council has created a subset of three 'high' ranked tactics that support some of the goals. The items on this list reflect the priorities that Council saw as both important and timely for the coming year.

It is expected that the high priority tactic list will change over time as some high priority items near completion, and new priorities emerge.

As determined by the Town Council and senior Administration, the highest priorities for 2023-2024 are listed below in the order in which they appear in this plan. These high priorities include:

| GOAL   | HIGH PRIORITY TACTIC  |
|--|---|
| <b>Support Regional Expansion and Retention Efforts</b>          | Work with Beaver County Economic Development on initiatives                   |
| <b>Support Regional Expansion and Retention Efforts</b>          | Look into hotel opportunities and tourism                                     |
| <b>Strengthen and Diversify Commercial and Industrial Growth</b> | Meet regularly with the business community to help businesses thrive and grow |

THESE HIGH PRIORITY TACTICS ARE FOUND IN **BOLD** IN THE FOLLOWING PAGES.

# KEY AREAS OF FOCUS, GOALS, AND HIGH PRIORITY TACTICS

The plan below identifies what the Town of Tofield will be working on over the course of the next four years. It is divided into Key Areas of Focus, Goals and High Priority Tactics, all of which support each other.

**KEY AREA OF FOCUS:** Area of major concentration for Tofield Council over the term of this strategic plan.

**GOAL:** Change over time that is supported by Council. This becomes the answer to “what does Council hope to accomplish?”

**HIGH PRIORITY TACTIC:** Expected high priority activity in support of the Goal. This becomes the answer to the question “how will Council achieve the goal?”

KEY AREA OF FOCUS:

# Investing in our Environmental Future

As we look forward to the future of the Town of Tofield we fully understand the need to look after the physical assets we currently have. We also recognize that our infrastructure must remain reliable and safe through various climate events or under heavy usage. The Goals in this section allow Council to focus on ensuring that Town assets are properly maintained, repaired, or replaced if necessary.

**GOALS:**

## Ensure Water Supply Meets Future Growth

Tactics:

- Investigate options for water supply to industrial park area
- Identify cost to twin the water line
- Update the infrastructure area
- Harvest rain water to use in a meaningful manner
- Create a storm water mitigation plan

## Develop a Capital Asset Management Plan

Tactics:

- Review the capital plan on a regular basis
- Complete a life cycling assessment on Town facilities
- Look into solar energy options

## Protect our Environment through Recycling Programs

Potential Tactics:

- Ensure there is substantial green bins for residents to utilize

| GOAL   | PERFORMANCE MEASURES                           |
|--------|--|
| Goal 1 | The local water supply is increased by Q4 2025 |
| Goal 2 | An asset management plan is created by Q4 2025 |
| Goal 3 | A recycling program is started by Q4 2025      |







KEY AREA OF FOCUS:

# A Vibrant and Welcoming Community

The Town of Tofield is rich in history and strong in community. To ensure that we honour our past and make the best of our future, Tofield will honour its vibrant community.

Tofield offers a small-town feel, with access to city amenities. Tofield creates a welcoming, warm feel for everyone.

## GOALS:

Ensure Medical Transportation Needs of the Community Are Met

Potential Tactics:

- Seek out grant funding to support a community handivan to offer residents trips to larger communities
- Seek out provincial and federal funding for medical transportation

Create Opportunities for Attainable and Accessible Housing

Potential Tactics:

- Engage with housing developers
- Create and administer a development permit process
- Seek out partnerships for shared facilities and community needs

Create a Youth Centre

Potential Tactics:

- Investigate a space in Town that may be used for a youth centre
- Partner with the Library to expand space and offer more programming

| GOAL   | PERFORMANCE MEASURES   |
|--------|--|
| Goal 1 | Grant funding is sought by Q4 2025                               |
| Goal 2 | A housing partnership is created within the community by Q4 2025 |
| Goal 3 | The creation of a youth centre is started by Q4 2025             |

KEY AREA OF FOCUS:

## Growth and Economic Stability

Keeping the Town of Tofield vibrant and economically sustainable is fundamental to maintaining a strong community now and well into the future. The following goals provide a pathway to stronger partnerships, innovation, and an awareness of all Tofield has to offer – these factors all lay a foundation for the community to thrive.

### GOALS:

Strengthen and Diversify Commercial and Industrial Growth

Potential Tactics:

- Review tax incentive program for effectiveness
- Obtain land for rezoning for commercial and industrial growth
- Expedite development opportunities
- **Meet regularly with the business community to help businesses thrive and grow**

Support Regional Expansion and Retention Efforts

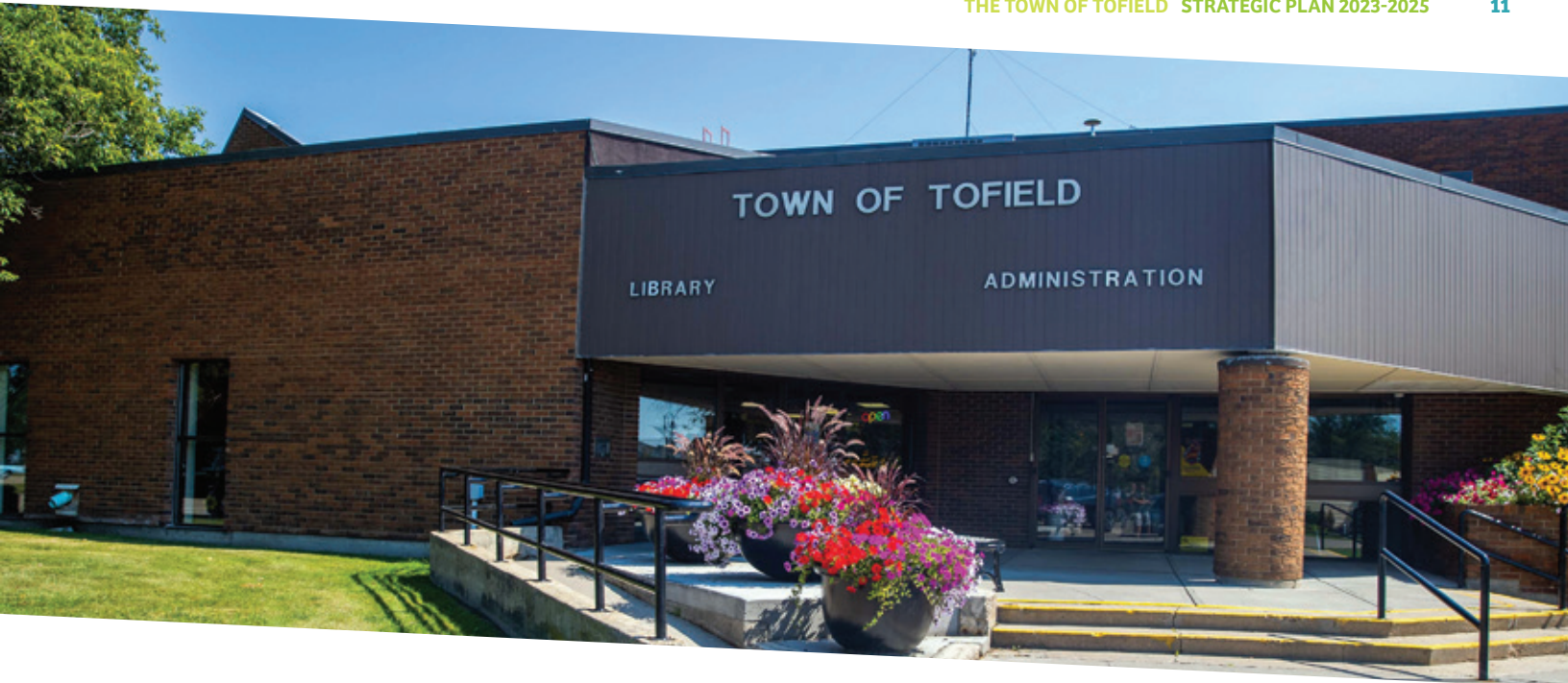
Potential Tactics:

- **Work with Beaver County Economic Development on initiatives**
- Ensure regular communication with local industries
- Explore residential development opportunities to support business expansion
- **Look into hotel opportunities and tourism**

### GOAL PERFORMANCE MEASURES

- |               |   |
|---------------|---|
| <b>Goal 1</b> | Industrial growth increases by 5% by Q4 2025                                    |
| <b>Goal 2</b> | An partnership in economic development is created with Beaver County by Q4 2025 |





KEY AREA OF FOCUS:

# Effective Leadership & Governance

At the Town of Tofield, we are dedicated to serving our residents, businesses, and community organizations through the lens of our values.

Town Council, our senior leadership team, and our staff genuinely want to see our community thrive with residents and businesses happy with day-to-day life in the community.

## GOALS:

### Leadership through Strong Governance

Potential Tactics:

- Ensure a succession plan is in place for Council
- Ensure a succession plan is in place for administration
- Ensure proper documents, such as policies and plans are regularly updated and kept current
- Encourage and expand public advisory committees

### Increase Communication with other Governments

Potential Tactics:

- Continue regional cooperation and communication
- Advocate to the provincial and federal governments
- Expand regional relationships
- Expand regional joint Council collaborations

## GOAL PERFORMANCE MEASURES

**Goal 1** Ensure succession plans are in place for Council and Administration by Q4 2025

**Goal 2** Being advocating to different levels of government by Q4 2025

## CONCLUSION

The Town of Tofield’s 2023-2025 Strategic Plan provides a roadmap that was developed by Council members and our senior leadership team. It is important that both Council and administrative leaders work together to achieve the priorities outlined in this plan.

Also important is the recognition that the external environment in which the Town operates may shift. In response, this strategic plan also may have to shift to remain relevant. As with any plan, regular reviews and updates will be important.



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