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 Ponoka  
**Strategic Plan**  
2023-2027

## Letter from Town Council

During the spring of 2023, Ponoka 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 three priorities to focus on during the coming year.

This plan is the result of what Council has heard from community members, and provides a path forward for the Town 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 unforeseen events. Ponoka 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 Ponoka.

*Kevin Ferguson, Mayor,  
and Ponoka Town Council*



# Vision, Mission, and Values

**VISION:**  
To be a thriving community with a hometown feel

**MISSION:**  
The Town of Ponoka will provide an accessible and responsible local government, delivering quality services within a safe and healthy environment. We are building for a sustainable future.

**VALUES:**  
**Accountability** / We are committed to openness and accountability to our residents. We continually strive to improve and innovate using best practices.

**Awareness** / Through enhanced communication we will provide meaningful opportunities for resident input. We listen and respond to concerns and issues affecting our community.

**Diligence** / The Town of Ponoka provides an excellent quality of life for residents. We are committed to advocate and lobby other orders of government to ensure long term sustainability.

**Leadership** / We are elected to provide service excellence to our citizens every day. Through strong governance practice and policy, we will continue to meet the needs of our community now and into the future.

**Performance** / Town Council will govern through integrity, transparency, and fairness. Residents can rely on a Council that is collaborative, responsive and makes decisions for the greater good of our community.



# High Priorities for 2023-2024

The items on this list reflect the priorities that Council saw as both important and timely for the coming year. Within the full list of goals that appear in this Strategic Plan, Ponoka Town Council has created a subset of three ‘high’ ranked tactics that support priority goals for 2023-2024.

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
MAINTAIN SAFE AND RELIABLE TOWN INFRASTRUCTURE	Determine the condition of the wastewater facility and identify potential environmental opportunities to manage or reduce the volume and impact of wastewater.
BUILD PONOKA’S WELLNESS CENTRE	Propose and solidify agreements of support from regional, provincial, and federal partners.
PROVIDE LEADERSHIP THROUGH STRONG GOVERNANCE	Review utilities operations and rates to ensure they provide needed services at an economical cost.

*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 Ponoka 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 Ponoka Town 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 INFRASTRUCTURE AND OUR ENVIRONMENT

As we look forward to the future of the Town of Ponoka, 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:

MAINTAIN SAFE AND RELIABLE TOWN INFRASTRUCTURE

#### High Priority Tactic:

Determine the condition of the wastewater facility and identify potential environmental opportunities to manage or reduce the volume and impact of wastewater.

REDUCE PONOKA’S OVERALL CARBON FOOTPRINT

PROTECT OUR NATURAL ENVIRONMENT





**KEY AREA OF FOCUS:**

## A VIBRANT COMMUNITY

The Town of Ponoka is rich in history and strong in community. To honour our past and live by the values that we have inherited from our ancestors, Council will continue to focus on the people who contribute to our lively community.

While the Ponoka Stampede may be what we are known for, Ponoka offers so much more in terms of excellence in quality of life. The Goals listed below further our commitment to a strong, vibrant community.

**GOALS:**

BUILD PONOKA'S WELLNESS CENTRE

**High Priority Tactic:**

Propose and solidify agreements of support from regional, provincial, and federal partners..

ENHANCE OPPORTUNITIES FOR ATTAINABLE AND ACCESSIBLE HOUSING

IMPROVE SOCIAL CONNECTIONS WITHIN OUR COMMUNITY

**KEY AREA OF FOCUS:**

## GROWTH AND ECONOMIC HEALTH

Keeping the Town of Ponoka 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 Ponoka has to offer – these factors all lay a foundation for the community to thrive.

**GOALS:**

STRENGTHEN AND DIVERSIFY OUR TOWN'S ECONOMY

SHARE PONOKA'S STORY

KEY AREA OF FOCUS:

# EFFECTIVE LEADERSHIP AND ADVOCACY

At the Town of Ponoka, we are dedicated to serving our residents, businesses, and community organizations through the lens of our values – Accountability, Awareness, Diligence, Leadership and Performance.

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 here. Within our organization we have the expertise to serve the Town well, and while we may have limited capacity to be everything to everyone, we continually strive for excellence, and commit to providing responsive communication and strong governance practices.

GOALS:

PROVIDE LEADERSHIP THROUGH STRONG GOVERNANCE

**High Priority Tactic:**

Review utilities operations and rates to ensure they provide needed services at an economical cost.

STRENGTHEN REGIONAL RELATIONSHIPS

INCREASE HEALTHCARE ADVOCACY TO OTHER ORDERS OF GOVERNMENT

PROVIDE ORGANIZATIONAL EXCELLENCE

CONTINUE TO ENHANCE STRONG ENGAGEMENT WITH CITIZENS



## Conclusion

The Town of Ponoka's 2023-2027 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.



TOWN OF PONOKA

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