



Morinville Strategic Plan 2026-2030





Council Commitment

This Strategic Plan sets the focus for Council's work over this term, highlighting the areas where we will direct our time, attention and resources. It is guided by the Municipal Development Plan, long-term plans and Council policies, while maintaining our commitment to all areas of the community.

At its core, the plan is about strengthening connections to our community, to our place, and to one another. The priorities identified here concentrate our efforts on the areas with the greatest potential to build a connected, vibrant, and resilient Morinville.

Through this plan, Council commits to aligning priorities and resources, making clear, accountable decisions, and tracking progress with transparency.

This plan is a living, active tool designed to guide organizational efforts and support consistent decision-making over time. It is regularly reviewed and updated to remain responsive to changing conditions while staying grounded in Morinville's long-term vision.



L-R, Councillor Nathan Himschoot, Councillor Maurice St. Denis, Councillor Jenn Anheliger, Mayor Simon Boersma, Councillor Lisa Parenteau, Councillor Jayson Wood, Councillor Daryn Duliba

Strategic Focus Areas

Council identified four strategic focus areas that are the most crucial priorities requiring intentional effort and resources. Significant progress in these focus areas over the next four years will ensure Morinville continues to grow as a vibrant, connected, and resilient community.

Our four Strategic Focus Areas for 2026–2030 are:

Community Connection and Well-Being	Downtown Vibrancy
Infrastructure Stewardship	Community Storytelling and Partnerships

Council Decision-Making Principles

Council is committed to making decisions using a disciplined, principle-based approach that supports thoughtful governance and long-term community success. These principles guide how Council evaluates opportunities, manages risk, and prioritizes decisions throughout the implementation of this Strategic Plan.

Municipal Mandate

Strategic direction is informed by the municipality's legislated responsibilities and its role in serving the public interest. Council focuses on actions that align with municipal authority and deliver meaningful value to residents.

Purposeful Governance

Council sets strategic direction to advance meaningful community outcomes aligned with Council priorities, existing policies, and long-term plans.

Community Impact

Council considers the broader implications of decisions on the community, including financial, social, and economic impacts. Strategies are intended to contribute positively to the long-term well-being and prosperity of Morinville.

Balanced Risk

Council evaluates both the opportunities and potential risks associated with strategic actions. Decisions balance urgency with long-term consequences, ensuring risks are understood and managed responsibly.

Practical Readiness

Council advances opportunities that are operationally feasible, fiscally sustainable, and realistic within the organization's capacity. Decisions consider available resources, resource capacity, and the ability to implement and sustain initiatives.



Community Connection and Well-Being

Morinville offers inclusive, welcoming spaces and amenities where residents gather, stay active, and build meaningful connections.

Strategies

- Design and deliver inclusive amenities, spaces, and programs that reflect and respond to the diverse ages, abilities, and interests of the community.
- Intentionally design and activate trails and open spaces to foster belonging and create opportunities for residents and visitors to explore and experience Morinville.



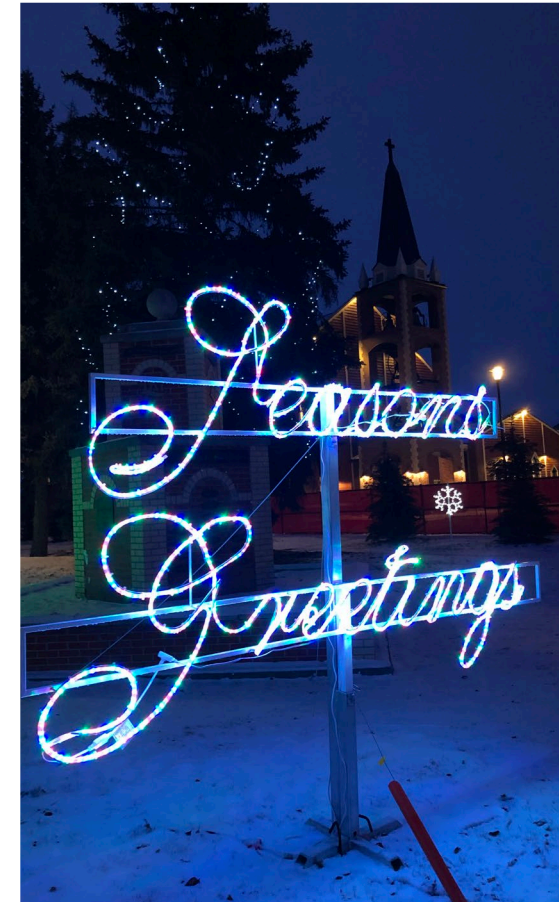


Downtown Vibrancy

Morinville's downtown is a vibrant, welcoming place where residents connect, businesses thrive, and community identity is visible and strong.

Strategy

- Strengthen downtown connectivity and vibrancy through long-term planning and new development, creating a thriving, accessible, and engaging downtown.





Infrastructure Stewardship

Morinville enhances its infrastructure portfolio in a strategic and proactive way to responsibly maintain existing assets, support growth, enable connection, and strengthen the community's economic base.

Strategies

- Develop a comprehensive asset management plan that will guide long-term infrastructure decisions, ensuring resources are allocated effectively and infrastructure is maintained sustainably.
- Plan and prioritize capital infrastructure projects to support sustainable economic growth, ensuring that investments strengthen community services, enable development, and provide long-term value for residents and businesses.





Community Storytelling and Partnerships

Morinville fosters strong community connections and a shared sense of belonging while strengthening collaborative relationships with regional and strategic partners.

Strategies

- Strengthen relationships with community partners and regional neighbours, including Sturgeon County, the City of St. Albert, and Alexander First Nation, to enhance collaboration, align regional priorities, and support shared outcomes.
- Integrate Morinville’s history and community story into proactive and transparent communications, engagement processes, events, and public spaces to foster shared understanding, strengthen trust, and deepen community connection.



Strategic Plan Implementation

This Strategic Plan is implemented through Morinville's annual planning and budgeting processes. Council's priorities are translated into organizational and departmental plans and aligned with operating and capital budgets, ensuring strategic direction is reflected in day-to-day work across the organization.

Progress is reported to Council regularly, providing clear visibility into outcomes, key milestones, and emerging pressures. This supports informed decision-making throughout the term and helps ensure effort remains aligned with Council's priorities. Reporting focuses on both progress and outcomes, helping Council understand not only what is being done, but the impact of that work.

As a living plan, this Strategic Plan will be reviewed periodically over the term of Council. Adjustments may be made to respond to changing conditions, emerging opportunities, or shifts in priorities, while maintaining alignment with Morinville's long-term direction.

MORINVILLE IS GROWING WITH PURPOSE

With a proud heritage and a shared vision for the future, we are shaping a community where thoughtful growth and intentional development create lasting value. We invest in infrastructure, public spaces, and facilities that reflect our character, bring people together, and support economic opportunity—building a stronger, more connected Morinville.

Our vibrant core supports local business and reflects our identity, while our neighbourhoods offer diverse housing and amenities that meet the needs of our residents.

These are places where people build strong relationships, feel supported, and are proud to call home. We're building an inclusive, resilient community. One where current and future generations can thrive.

