

Council Priority Outcomes and Indicators

ECONOMIC DEVELOPMENT

Actions	Strategic Outcome	Performance Indicator
Support business start-ups and growth	Businesses are enabled to easily start and grow	Business growth
		Business satisfaction with licensing and permitting
Increase industrial and business investment	Industrial and business investments expand the City's non-residential taxable assessment base	Real growth in non-residential taxable assessment base
		Growth in non-residential building permits
Leverage arts, culture and sports as economic tourism drivers	Vibrant arts, culture and sports position Edmonton as a premier tourism destination	Hotel occupancy rate
		Venue utilization rate
Increase downtown vibrancy	Robust business and residential growth catalyze downtown's vibrancy	Downtown commercial vacancy rate
		Downtown residential growth

GROWTH MANAGEMENT

Actions	Strategic Outcome	Performance Indicator
Increase new residential and employment in nodes and corridors	Intensification of nodes and corridors expands Edmonton’s residential options and employment opportunities	Land use diversity in nodes and corridors
		New residential units added in nodes and corridors
Enhance mobility networks	Reliable and varied mobility networks ensure safe and seamless movement of people and goods in Edmonton	Travel time reliability (transit and vehicle passenger traffic)
		Travel time reliability (freight traffic)
Focus on renewal while supporting strategic growth	Strategic management of infrastructure bolsters targeted urban growth	Infrastructure Density
		Infrastructure Condition Index
Ensure fiscal resilience and design for redeveloping and developing areas	Planned growth and design foster fiscal resilience and livability	New Residential in Redeveloping Areas
		Residential in Developing Area

SAFETY

Actions	Strategic Outcome	Performance Indicator
Ensure safety in public spaces	Public spaces across Edmonton are safe, fostering a sense of belonging for everyone	Safety incidents in public spaces Sense of safety
Support violence prevention and community safety	Edmonton is a safe city, proactively addressing the incidents and root causes of violent crime	Violent crimes against persons Crimes against property
Continue action on housing options	A diverse and affordable housing spectrum effectively address the core housing needs of Edmontonians	Core housing need Affordable housing grants and private investments leveraged
Address problem properties	Edmonton neighbourhoods are safe and free from the hazards of problem properties	Problem property hazards incidents
Ensure safety on our roadways	Edmonton roadways are safe, reducing fatal and serious injury traffic collisions	Fatal and serious injury crashes

QUALITY SERVICES

Actions	Strategic Outcome	Performance Indicator
Deliver services that respond to growth and public input	Edmontonians experience quality services that align with the evolving needs of the city	Overall satisfaction with City programs and services
Innovate Systems	Advanced technology and innovative systems foster public trust in city services	Ability to access City services
Build and foster civic pride	Edmontonians enjoy a sense of civic pride rooted in strong community connection	Sense of Community

PRINCIPLES

Actions	Outcome Statement	Performance Indicator
Fiscal Sustainability	We ensure strong governance that secures our financial position now and into the future	Leveraged funding
		Revenue diversification index
		Credit rating
		Financial Stabilization Reserve balance
Affordability	We support affordability through City programs, services, policy and infrastructure	Affordable options for City services
		Tax levy per capita
Relationship Driven	We foster trust and transparency to better serve Edmontonians, our partners, and our staff	Trust in the City