




February 2010

Emerging Issues for a New Decade

Mayors Caucus

2010

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Outline

- A Look Back at Alberta: 2000-2010
- Environmental Scan: PEST
 - Political
 - Economic
 - Social
 - Technological
- Questions
- Thank you

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A Look Back at Alberta: 2000-2010

- **2000** Alberta's economy surpasses B.C.'s for first time
- **2001** Experts reject Keir's view of Kyoto's impact
- **2002** Young adults seeking jobs move to booming Alberta
- **2003** High marks for Canada on green front; environmental group gives failing grade to Alberta
- **2004** Alberta's rapid growth worries federal government
- **2005** More mad cow found in Alberta
- **2006** Alberta's economic miracle spills over to other provinces
- **2007** Alberta's population boom starting to slow
- **2008** Temporary foreign workers see exponential growth in Alberta
- **2009** Alberta Premier Ed Stelmach plunges in poll
- **2010** Wildrose gains momentum: should you care?

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Environmental Scan: Pest

- External environmental scanning provides a quick snapshot of what is happening in the world which may impact Alberta's municipalities and their association.
- Communities do not operate in a vacuum—they are influenced by the external world.
- Identifying external forces and their influences increases flexibility and survival.
- A PEST analysis is an external environmental scan that categorizes forces into one of four categories:
- **P**olitical, **E**conomic, **S**ocial, and **T**echnological.



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PEST

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Political

1. PC party's popularity is at its lowest in the last 17 years – Wild Rose Party has been challenging the PC's and may be part of the party's decline in popularity.
2. Recent cabinet shuffle resulted in a new Minister of Municipal Affairs, Health, Energy etc.
3. Stelmach government seems to be putting more stock in public engagement – e.g. response to public out cry over Health cuts and expanded use of social media/web
4. Alberta's environmental reputation may be damaging to Alberta's international reputation and economy and may cause conflict with US

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Economical

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1. Alberta is in a deficit for the first time in 15 years
2. The Provincial budget has introduced spending cuts.
3. The economic conditions in the US and Canada are improving slowly; however, the latest unemployment statistics and measures of growth have not been as strong as was hoped— "recovery" expected to be slow.
4. There has been some improvement and some signs of recovery in the oil and gas industry in late 2009 and early 2010.
5. Health system in Alberta is facing a \$1 billion dollar deficit.

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PEST

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Social

1. Alberta's population growth for 2009 was 2.58% and unemployment is at 6.7% which is the lowest in the country (Statistics Canada)
2. The Alberta government has approved an ambitious plan with a \$3.3-billion price tag to eradicate homelessness by 2019.

Technology

1. SuperNet – not so new – still not used municipalities and is not likely to be adopted because it is cost-prohibitive
2. Limited internet access continues to be an issue for rural communities

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Questions

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1. Which unforeseen event/issue caused your community the most hardship this past decade?
2. What issues are of most concern to your community right now?
3. What do you think will be the most important issue for your community in the next decade?
4. Which issues/areas would you most welcome help from the AUMA for the next decade?
5. What kind help/support would you like to see from the AUMA?

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Thank-you

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- AUMA has represented the interests of local government since 1905 and we rely on your input.
- Questions? Comments?

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