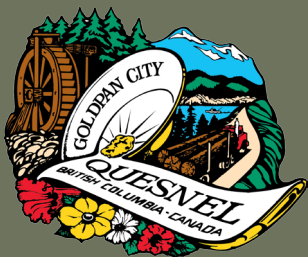


2016 STRATEGIC PLAN



The City of Quesnel has reaffirmed the key strategic goal areas for the corporation. These are the guiding directions for the Corporation.

COMMUNITY HEALTH AND SAFETY

STRATEGIC ACTION

Housing Initiatives

Update the housing needs assessment numbers.

Develop a comprehensive housing strategy to encourage investment across the housing spectrum, with a key focus on housing gaps identified in the needs assessment.

Develop and update bylaws to support our housing strategy (business licensing updates, building maintenance bylaw, and a secondary suites bylaw).

Consider Development Cost Charges exemptions/226 Tax Exemptions to help encourage developers to invest in Quesnel.

Consider City land for allocation to housing initiatives to help encourage housing investment.

West Quesnel Land Stability Project

Minimize the environmental impact of the extra storm water drainage due to the enhanced collection system.

Complete the large infrastructure Phase II project, and the associated paving required.

Work with the WQLS Committee to engage residents in next steps for reducing their impacts on ground water.

Work with BC Transit and stakeholders, as they conduct a service review of transit operations.

Work with the Ministry of Transportation and Infrastructure to focus on safety and throughput improvements along the highway corridor for motor vehicles and cycling traffic.

Continue to work towards improving accessibility outcomes for all residents by continuing the capital program and develop an accessible downtown washroom facility.

Review the City relationship with the RCMP to ensure the Municipality is making full usage of its contractual authority under the Municipal Policing Unit Agreement. Take advantage of best practices resulting from the recent work of the Auditor General for Local Government.

FINANCIAL STABILITY OF THE CORPORATION

STRATEGIC ACTION

Continue cost cutting initiatives to free up funding for capital infrastructure replacement. The Financial Sustainability and Audit Committee will bring a continued emphasis on increasing efficiencies and cost effectiveness of operations.

ECONOMIC STABILITY AND DIVERSIFICATION

STRATEGIC ACTION

Reposition the community image through a marketing and re-branding initiative.

Focus on local purchasing initiatives to enhance the local economy, including the use of job fairs for large projects and development of a local procurement policy.

Address the equity issues related to the taxation model used by the City of Quesnel. Of particular concern is the tax disincentive which has developed in the heavy and light industrial tax class.

Engage the hospitality providers with the goal of the municipality administering a Municipal Regional District Tax (Hotel Tax) for Quesnel.

Investigate a living wage policy for the City of Quesnel.

ENVIRONMENTAL STEWARDSHIP

STRATEGIC ACTION

Review landfill and recycling practices to work towards zero waste.

Continue to engage the Province on the development of a Community Forest for Quesnel.

Conduct an analysis on the City mobile fleet with the goals being to reduce the carbon footprint, improving the life cycle costs of equipment ownership and a review of how the equipment is funded.

Utilize sensitive areas inventory information in our land use planning (upcoming Official Community Plan refresh).

GOVERNANCE

STRATEGIC ACTION

Engage local First Nations at a more meaningful level, this effort could include community to community forums, creation of a joint First Nations Relations Committee, seeking out of recognition opportunities and the development of communications protocols.

Complete the refresh of the City committee structure.

Improve community awareness and engagement through more strategic communications, including Bylaw of the Month, a new quarterly reporting structure and development of a new website.

Continue to work the North Cariboo Directors of the CRD to improve equitable service delivery.

Engage the community, specifically meeting with Neighbourhood Associations, Business Associations and other stakeholders to further update the City's Official Community Plan.

INFRASTRUCTURE RE-INVESTMENT

STRATEGIC ACTION

Replace the existing public works yards. In 2016, develop plans and communicate to the community before moving to a referendum.

Implement the Parks, Green Spaces and Outdoor Recreation Master Plan. This will include implementation of the Active Transportation Plan, further work on rationalizing ball parks in the community, a review of the parks amenities and playgrounds offered at City parks and a review of City land holdings.

Implement a Wide Area Augmentation System (WAAS) for the Quesnel Regional Airport to increase the number of scheduled flights landing at the airport and to provide greater reliability for air ambulance transports.