

CITY OF QUESNEL

**STRATEGIC
PLAN
2017**

1.

COMMUNITY HEALTH AND SAFETY

STRATEGIC ACTION	PROGRESS
1.1 Develop a Policing Committee of Council with mechanisms to allow public involvement; this may also include community input into all emergency services lead by the City.	
1.2 Housing Initiative - Develop and consult on secondary suite and maintenance bylaws.	
1.3 West Quesnel Land Stability Project	
1.3.1. Develop a plan to lower the ongoing monitoring costs.	
1.3.2. Start a neighbourhood initiative in the study area re: what improvements residents can make.	
1.3.3. Investigate options for financial assistance for impacted homeowners.	
1.3.4. Development permit for hazardous area.	
1.4 Continue to work with the Ministry of Transportation and Infrastructure as the Highway Safety project moves into an action phase	
1.5 Implement recommendations from the Fire Department review.	
1.6 Continue the work with BC Transit to improve the performance of our Transit services while maintaining its cost effectiveness.	
1.7 Marijuana Legalization - manage the local impacts of the pending Federal regulation changes.	

2. FINANCIAL STABILITY OF THE CORPORATION

STRATEGIC ACTION		PROGRESS
2.1	Continue with tax framework, budget analysis and review on a business unit/cost centre basis.	
2.2	Succession planning review considering the medium term (three to five year window) needs of the City for both Exempt staff and key CUPE staff.	
2.3	Continue work on City's procurement policy, including the possibility of incorporating specific Social Procurement policies.	
2.4	Conduct a review of the Airport business model including: consideration of an Airport Improvement Fee, development of a marketing initiative for Airport lands, and rebranding of the Airport.	

3. ECONOMIC STABILITY & DIVERSIFICATION

STRATEGIC ACTION		PROGRESS
3.1	Implement new Quesnel brand, including website redevelopment.	
3.2	Plan and implement an outstanding Canada 150 celebration.	
3.3	Hotel Tax Initiative - complete local signup and submit required documentation to the Province.	
3.4	Implement professional recruitment strategy working with key community stakeholders (Rural Dividend funds dependent).	
3.5	Trails Initiative – inventory of existing area trails.	
3.6	Continue to maximize access to Northern Development Initiative Trust, Cariboo Chilcotin Beetle Action Coalition and Rural Dividend grant funds.	

4.

ENVIRONMENTAL STEWARDSHIP

STRATEGIC ACTION	PROGRESS
4.1 Continue engagement with the Province re: establishing a Quesnel Community Forest.	
4.2 Conduct an in-depth analysis of the City mobile fleet.	
4.2.1. Consider strategies to reduce the environmental footprint.	
4.2.2. Lower the overall cost of ownership.	
4.2.3. Review the replacement and financing strategy for mobile fleet.	
4.3 Landfill Initiatives	
4.3.1. Continue with zero waste initiative.	
4.3.2. Incorporate Albert Johnston Park into new landfill cell, with consideration of traffic and recycling flows to improve efficiencies.	
4.4 Master Parks Plan – continue to look at reducing the costs and environmental footprint of managing and maintaining the City’s parks, greenspaces, flower beds and baskets.	

5.

GOVERNANCE

STRATEGIC ACTION	PROGRESS
5.1 Continue with First Nations recognition / engagement initiative.	
5.2 Continue with the Official Community Plan update.	
5.3 Develop more of a partnership relationship with key agencies such as School District #28 and the Northern Health Authority regarding facilities renewal and replacement planning.	
5.4 Review and formalize governance model for the North Cariboo Joint Planning Committee	

6.

INFRASTRUCTURE RE-INVESTMENT

STRATEGIC ACTION	PROGRESS
6.1 Develop a plan for Downtown redevelopment focused on the 200/300/400 blocks of Reid Street in correlation with Ministry of Transportation planning for throughput improvements.	
6.2 Rationalize the community ball parks, as per the recommendations from the Master Parks Plan, including a plan which considers community ball parks, the old soccer field, Sugarloaf Park, the Rotary ball diamond and Cariboo Field.	
6.3 Water System Sustainability Initiatives.	
6.3.1. Continue building redundancy into water system.	
6.3.2. Take advantage of significant grant opportunities.	
6.3.3. Feasibility study for water treatment.	
6.4 Continue with "grant ready" planning for major facility upgrades.	
6.5 Planning work for major upgrades to the Skateboard Park, Riverfront Trail, and Lewis Drive Rink.	