



2018 Strategic Plan



Community Health and Safety

STRATEGIC ACTION

1.1	Housing Initiative
1.1.1	Finalize the Secondary Suite Policy
1.1.2	Develop maintenance bylaws
1.1.3	Identify housing opportunities: work with developers, the non-profit sector and funding agencies (BC Housing).
1.2	West Quesnel Land Stability
1.2.1	Start a neighbourhood initiative in the study area (improvements residents can make).
1.2.2	Investigate options for financial assistance for impacted homeowners
1.2.3	Explore options for development permits for hazardous areas as part of the Official Community Plan (OCP) work.
1.2.4	Work with an engineering consultant to develop the next steps for West Quesnel Land Stability Area.
1.3	Continue to work with the Ministry of Transportation and Infrastructure as the Highways Safety project moves into an action phase and lobby for long-term improvements such as the interconnector route.
1.4	Marijuana legalization - Develop policy to regulate retail distribution, public consumption and local production of Cannabis.
1.5	Age Friendly Initiative – develop an Age Friendly Plan for Quesnel

Financial Stability of the Corporation

STRATEGIC ACTION

2.1	Continue succession planning efforts, with consideration of Human Resource best practices to maintain the City as a preferred employer. Continue departmental reviews to ensure the effectiveness of operations stays strong.
2.2	Conduct a review of the airport business model
2.2.1	Develop a marketing initiative for airport lands
2.2.2	Apply the City brand to the airport.
2.3	Further develop the 5 year Capital Plan to allow more effective asset management.

Economic Stability and Diversification

STRATEGIC ACTION

3.1	Complete the Hotel Tax initiative local sign-up and submit it to the province
3.2	Focus on Economic Development through hosting events and tournaments
3.3	Focus on multi-use trail development utilizing Quesnel as the starting/stopping point to drive tourism to new clientele.
3.4	Continue to maximize access to funds through Northern Development Initiative Trust, Cariboo Strong and BC Rural Dividend.
3.5	Engage in partnerships with Northern Health and School District 28 as key facility replacement plans are developed.
3.6	Continue to implement the City brand through resident recruitment, marketing and way finding initiatives.
3.7	Develop and document the Economic Transition Strategy for the City of Quesnel.
3.8	Economic Development and Community Development projects:
3.8.1	Plan water front development including a First Nations Cultural Centre
3.8.2	Continue the Wildfire Recovery Initiative
3.8.3	Continue the Signage Strategy
3.8.4	Support the agriculture sector through the development of the business case for the Agriculture Centre and the Food Innovation Hub.
3.8.5	Upgrade the Arena Precinct to improve event hosting capacity

Environmental Stewardship

STRATEGIC ACTION	
4.1	Continue engagement with the province with the goal of establishing a Quesnel Community Forest, as well as request approval and funding assistance to complete the Community Wildfire Protection Plan (CWPP).
4.2	Landfill initiatives
4.2.1	Complete a strategic review of landfilling and recycling practices.



Governance

STRATEGIC ACTION

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| 5.1 | Continue with the City's First Nations recognition and engagement initiative |
| 5.2 | Finalize the OCP and zoning update. |
| 5.3 | Ensure that a comprehensive Council Orientation Program is ready for new Council members subsequent to the 2018 General Municipal Election. |

Infrastructure Re-Investment

STRATEGIC ACTION

6.1	Manage the rebuild of the 200/300/400 blocks of Reid Street and the 100/200 blocks of Barlow Avenue with an efficient and timely construction process. Work with the Quesnel Downtown Association with the goal of minimizing commercial disruption except where necessitated by the construction process.
6.2	Water system sustainability initiatives
6.2.1	Continue building redundancy into the City water system and continue with the Environment Assessment Exemption application.
6.2.2	Take advantage of significant grant opportunities with the replacement of the North Quesnel water main as the next target.
6.3	Modernization / Rethinking of recreational facilities in Quesnel
6.3.1	Continue with “grant ready” planning for major facility upgrades
6.4	Achieve elector assent for the Public Works Facility borrowing during the 2018 General Municipal Election. Prepare a condition assessment of existing facility, and options if a new facility is not approved.
6.5	Complete the rebuilding of major City playgrounds
6.5.1	Rebuild the Skateboard Park and Patchett Street Park in 2018.