

Strategic Plan

2020

Community Health and Safety

Strategic Action		2020 Goals
1.1	Housing Initiative	
1.1.1	Finalize the Secondary Suite Policy	Operationalize legalization of existing Secondary suites.
1.1.2	Develop maintenance bylaws	Operationalize the maintenance bylaws.
1.1.3	Identify housing opportunities: work with developers, the non-profit sector and funding agencies (BC Housing). Partner with local First Nations bands and Southern Dakelth National Alliance	Continue the work of the Housing Committee, consider how to address housing gaps identified, consider Municipal Housing Corporation
1.1.4	Consider the development opportunities for City-owned lands	Land inventory report to Council with focus on City owned lands
1.2	West Quesnel Land Stability	Consider how to encourage reinvestment in West Quesnel. Staff to further investigate homeowner's insurance difficulties in the slippage area, and potential for funding from Province to impacted homeowners
1.2.1	Develop a policy-based approach to guide further development in the study area	The City to work with Ministry of Transportation and Infrastructure (MOTI) to re-engage the Quesnel public on the Interconnector. Consideration of synergies where City and the Province can work together on this project. Work with Province on Moffat Bridge issues
1.3	Continue to work with the Ministry of Transportation and Infrastructure to move the Interconnector project forward	

1.4	Emergency Services	The Director of Emergency Services will focus on advertising and will consider a recruitment video. Continuation of junior firefighter program in senior high school
1.4.1	Maintain quality and quantity of Volunteer Fire Fighters	The City is working to achieve the maximum community benefit from the resources which were added this year. Bylaw and RCMP to assist with public health enforcement regarding COVID-19
1.4.2	Increased RCMP / Bylaw enforcement	Test several scenarios this year: Quesnel River Bridge offline, and full-scale Quesnel evacuation
1.4.3	Evacuation Planning	Community evacuation plan updated with input from community partners

Community Development

Strategic Action		2020 Goals
2.1	Age-Friendly Initiative – develop an Age-Friendly Plan for Quesnel	The City will continue to support the North Cariboo Seniors Council (NCSC) with grant administration and application support. The Coordinator role will continue to mid-year, the Age-Friendly Committee will end in 2020. City to work with Age-Friendly Committee to ensure seniors are getting the services they need
2.2	Child Care Planning	Review the needs analysis being completed by SPARC BC. Consider next steps which could include consideration of how to bring the grant funding for new Child Care Spaces to Quesnel
2.3	Gymnastics Facility	Working with the Joint Planning Committee. develop a fully costed, conceptual plan for a gymnastics facility located adjacent to the Arts and Recreation Centre. Seek funding for same
2.4	Community trails development	Develop a comprehensive strategy for maintaining trails and a 5 year development plan for new trails. Formalize partnership with First Nations
2.5	Develop and Implement a new process for recognizing and energizing volunteers	Determine the appropriate community recognition of volunteer and implement. Plan and implement a post COVID-19 community celebration to re-engage volunteers

Environmental Leadership

	Strategic Action	2020 Goals
4.1	Complete a strategic review of landfilling and recycling practices	Develop zero waste goals and objectives with action plan
4.2	Develop a climate change strategy	Develop the strategy and action plan, Council to formally approve

Governance

Strategic Action		2020 Goals
5.1	First Nations recognition and partnerships	Work with local First Nations and Southern Dakelh Nation Alliance (SDNA) to develop business partnerships and other projects

Infrastructure Reinvestment

Strategic Action		2020 Goals
6.1	Water system sustainability initiatives	Complete infrastructure review and management policy; Water treatment planning; and, water conservation update

Economic Development & Transition Planning

Strategic Action		2020 Goals
7.1	Destination Development	
7.1.1	Institute a Municipal Regional District Tax (MRDT) to fund tourism marketing initiatives	Follow up with hoteliers to gain support for MRDT
7.1.2	Trail Marketing	Launch trail marketing, including video and map. Regroup with trail stakeholders
7.1.3	Focus on Economic Development through hosting events and tournaments	All hosting stood down due to COVID-19 event, and the re-direction of economic development to business support activities
7.1.4	Plan waterfront development including First Nations Cultural Centre	Plan specific projects from Waterfront Plan, including old Public Works yards, and Riverfront Trail from footbridge to hospital
7.1.5	Wayfinding	Complete Phase 1, including vehicular wayfinding and gateway signage. Implement phase 2, including trail wayfinding and interpretive signage once Casino funding is made whole, or an alternate source of funding
7.2	Innovative Resource Industries	
7.2.1	Agriculture sector development	Build and launch Food Hub
7.2.2	Mining Sector	Hold Minerals North and work to strengthen relationships with the mines in the region. Minerals North cancelled due to COVID-19

7.3	Resident & Investment Retention and Attraction	
7.3.1	City brand development	Continue Explore Quesnel social media campaigns, newsletter, website, "Whats Happening Quesnel" project, and Spirit Centre development

Forestry Initiatives

Strategic Action		2020 Goals
	Community Forest	Advance community forest agreement application
	FireSmart and the Community Wildfire Protection Plan (CWPP)	Continue CWPP implementation; continue centre of excellence for fuel management; continue with extensive private land strategy
	Landscape Management and Ecosystem Restoration	Continue with support for Land Management Strategy and the Forest Landscape Planning Pilot (implementation phase scheduled for Jan 2024); continue to work with academic partners on landscape level research (Silv@21 to run from 2020-2025); utilize Forestry Innovation Centre as a hub for research
	Labour Force re-development	Continue working with training partners, industry and professional associations on curriculum and programming and on youth attraction strategies
	Manufacturing analysis and business case development	Continue to enable manufacturing innovation in Quesnel
	Increasing Forestry Initiatives Program Strength and Resilience	Raise the profile of the Forestry Initiatives Program among key target audiences; continue a fund development strategy; encourage work-life balance and support for the physical and mental well-being