

# 2017 Quarterly Report

CITY OF  
**Quesnel**

## Third Quarter

JULY 1 - SEPTEMBER 30

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## 2017 WILDFIRES

In the third quarter, wildfires spread throughout the Cariboo Regional District (CRD). The City of Quesnel worked with the provincial government and CRD to provide multiple services in support of the people affected by the wildfires. As you read through this report, you will learn many City departments were affected by the wildfires.

## COUNCIL STANDING COMMITTEES

### Executive Committee

**Members:** Councillor Elliott (Chair), Councillor Paull, Mayor Simpson, and City Manager.

In the third quarter, the Executive Committee reviewed code of conduct complaints against a City Councillor and as a result, it presented a correction of public statements related to the Elliott Street Housing Development made by the Councillor on social media.

### Policy and Bylaws Committee

**Members:** Councillor Roodenburg (Chair), Councillor Thapar, Mayor Simpson, Deputy City Manager/Director of Corporate and Financial Services, and Deputy Corporate Administrator

The Policy and Bylaw Committee continued setting priorities for the policy areas that it would like addressed in the coming year. Topics such as the continuing work on the Official Community Plan, commercial shipping containers, sign bylaw, animal bylaw and single-use plastic bags are ongoing discussion areas for this committee.

### Financial Sustainability and Audit Committee

**Members:** Mayor Simpson (Chair), Councillor Brisco, Councillor Coleman, City Manager, and Deputy City Manager/Director of Corporate and Financial Services

The Financial Sustainability and Audit Committee started the 2018 Budget process with an overview of the framework for the 2018 Budget. The Committee also reviewed and made recommendations to Council regarding permissive tax exemptions and reviewed an amendment to the financial plan for 2017-2021.

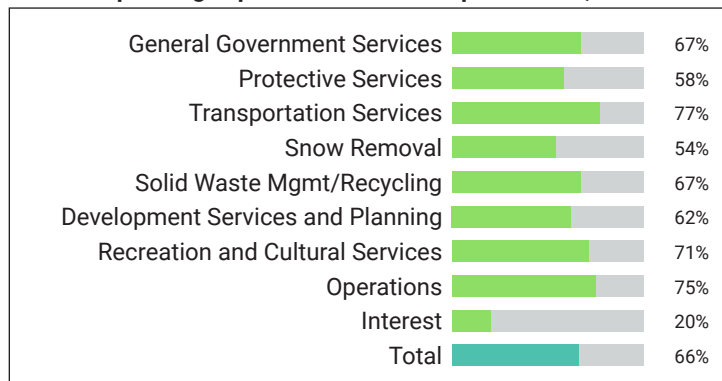
## FINANCE

The Finance Department manages municipal funds and investments, produces annual financial statements, leads the process of preparing the financial plan and performs all financial services within the City. The department is responsible for accounts payable, accounts receivable, maintaining records of tickets and fines, utility billing and tax collection, maintaining cemetery records and for securing all goods and services required by the City.

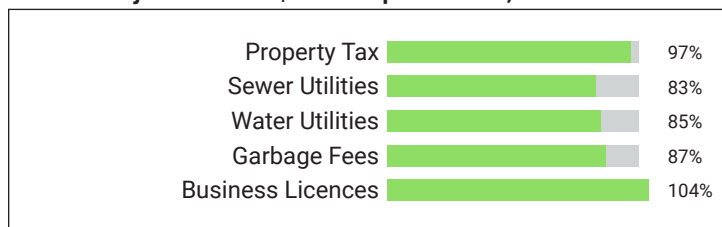
The department also plans and provides timely and accurate financial information to facilitate the decision-making needs of Council, senior management, and external stakeholders.

In the third quarter, the Finance Department processed property tax payments and at the end of July 4, 96% of the current year's taxes had been collected. Each year, more residents are using the online options available for both paying property taxes and utilities, and applying for their Home Owner Grant. In September, the Finance Department started the process of preparing detailed operating budgets with the various departments to take to Council in the fall.

**Chart 1. Operating Expenditures | As of September 30, 2017**



**Chart 2. Major Revenues | As of September 30, 2017**



## COMMUNICATIONS

Communications monitors and posts on the City's social media pages and website. This position also creates and designs documents and advertising for various City departments.

Visits to the City website and social media followers increased due to the public searching for information about the wildfires.

Newspaper advertisement increased due to career and bid opportunity ads as well as advertising for the West Fraser Centre grand opening.

**Table 1. Communication Analytics | July 1 - September 30**

	2017	2016
www.quesnel.ca - visits	27,438	16,033
Facebook - City of Quesnel - followers	2,455	1,616
Facebook - Arts and Recreation - followers	373	77
Twitter - City of Quesnel - followers	645	391
Newspaper Advertisements	40	20

## PUBLIC WORKS

Public Works is the City's largest department and is divided into the following sections: Water and Sewer (utilities); Mechanical Maintenance; Garbage; Recycling and Landfill (solid waste); Park Maintenance; Road and Street Maintenance; and Transportation Operations (airport and transit services).

During the third quarter, crews continued sweeping, and applied dust suppressant throughout the City's roadways. Gardeners maintained the flowers and plants, and the parks staff maintained the parks throughout the City for residents and visitors to enjoy. The roads crew painted lines, patched pot holes and worked on capital projects.

## CAPITAL WORKS

The updates below cover only a portion of the 2017 capital projects.

### Utility Upgrades (water, sewer and drainage)

- Reid St Redevelopment (water main replacement) This project is in the planning stages. Plans were refined and site furnishings and gateway features were designed.
- Lewis Dr (Storm water replacement, connection and paving)- Healy St to Perry Ave - Construction.
- Pinecrest reservoir and pump station - Construction.

### Roadworks

- Arenas parking, lane and street upgrades - Complete. The parking lot at Barlow Ave and Vaughan St will be completed in Spring 2018.
- Gook Rd - Hydraulic Rd to City boundary - Complete.
- Larch Ave - Complete.
- 700 block McLean St - Project on hold.
- Riverfront Trail paving and barriers - Complete.
- Quesnel Museum parking lot redesign - Planning and preliminary work.

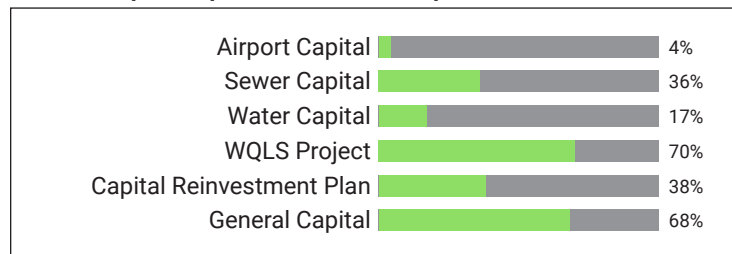
### Miscellaneous

- Accessible Public Washrooms - Complete.
- Hudson Bay Building - Foundation and exterior refresh - Complete.

### Parks

- Playground - South Quesnel - Construction.
- Playground - LeBourdais Park - Complete.
- Biking trails - Construction will begin in Spring 2018.
- Dog Park - Finalized location at Sugar Loaf Park. Construction.
- Green space development at Baker Creek Park - Planning.

**Chart 3. Capital Expenditures | As of September 30**



## WEST QUESNEL LAND STABILITY PHASE II PROJECT

In 2015, the City of Quesnel secured \$7,275,155 in funding for this project through the New Building Canada – Small Communities Fund. The City also budgeted \$1,200,000 for additional road works, sidewalks, and curbing to allow for complete rebuilding of streets and sidewalks impacted by this storm water project.

The pumping wells and horizontal drains monitoring continued throughout the third quarter. The Phase II project was completed in September.

## DEVELOPMENT SERVICES

Development Services provides advice and services related to the regulation of development activity designed to shape future development by ensuring orderly and safe growth within the City.

Development application processing, building inspection, business licensing, and bylaw enforcement are basic services provided by Development Services.

### Housing

Development Services continued advancing several housing applications that will see up to 96 new housing units in the community over the next couple of years. This included reviewing building permit and housing incentive agreements for the two new apartments (38 units) in North Quesnel.

In addition, community consultation on the proposed Elliott Street Supportive Housing Facility was initiated. Council requested that additional information and clarity be provided to the community on the proposed facility requiring the Operational Model, Housing Agreement and Good Neighbour Agreement be established and available to the public for review prior to advancing a new public hearing.

### Sign Bylaw

A new sign bylaw has been drafted by staff to improve the layout, readability and usability of the bylaw. Staff have been consulting with the City's Business Associations to review these changes and determine if the draft layout meets these objectives. The draft bylaw is anticipated to come to Council in the new year for consideration. At that time the bylaw will be made public with opportunity for broader public comment on the draft policy.

### Development Applications

The third quarter saw a drop in overall development applications with one application for a zoning amendment to permit additional commercial buildings on the new Starbucks lot in South Quesnel. This application is expected to come to Council in the fourth quarter. In addition, a number of sign permits issued increased.

**Table 2. Development Applications | July 1 - September 30**

	2017	2016
Rezoning	1	0
Subdivision	0	1
Permits (DP, DVP, BOV, other)	7	1
<b>Total</b>	<b>8</b>	<b>2</b>

### Building

Although the number of building permits was lower in 2017, the overall value of construction exceeded that of 2016. This was primarily due to the commercial developments occurring on Rita Rd. Residential construction values remained steady even though there was only one new housing start compared to four for this quarter in 2016. The building envelope renovation of an apartment on Front Street contributed to maintaining the construction values for residential development in this quarter.

**Table 3. Building Permits | July 1 - September 30**

	2017	2016
Building Permit Fees	\$22,252	\$27,244
Building Permits Issued	18	31

**Table 4. Building Construction Values | July 1 - September 30**

	2017	2016
Residential	\$1,035,550	\$1,701,366
Commercial	\$2,233,500	\$34,000
Other	\$176,000	\$169,000
<b>Total</b>	<b>\$3,445,050</b>	<b>\$1,904,366</b>

## Bylaw Enforcement Updates

In addition to other bylaw tasks, the department spent considerable energy working on nuisance properties and business licencing in the third quarter.

Bylaw officers were also busy over the summer months enforcing water sprinkling regulations and noted 55 visits in addition to the much appreciated efforts of the Water Ambassadors.

Smoking regulations have created some issues for Bylaw Enforcement Officers. Most people are compliant when reminded that Spirit Square is a non-smoking area however; the area still appears to be problematic and a more direct enforcement approach will be taken.

There has been an impressive drop in the number of animal control complaints this quarter. The bylaw officers have worked hard over the last few years in educating the public on responsible pet ownership and hope that the trend will continue.

**Table 5. Bylaw Complaints & Occurrences | July 1 - September 30**

	2017	2016
Dogs	55	107
Noise	3	22
Nuisance	79	79
Sign	3	21
Municipal tickets issued	24	7
Parking complaints	57	16
Parking tickets issued	66	105
<b>TOTAL</b>	<b>303</b>	<b>357</b>

## Business Licences

Business licences have increased this quarter due to the requirement for multi-family residential properties to now have business licences.

A list of paid business licences is available at [quesnel.ca](http://quesnel.ca).

**Table 6. Business Licences Issued | July 1 - September 30**

	2017	2016
New Licences Issued ( <i>approved</i> )	35	10
Total Current Licences ( <i>paid</i> )	955	822

# COMMUNITY SERVICES

The Community Services Department includes the management and delivery of a wide range of community based services including: North Cariboo Recreation and Parks Service, Quesnel Regional Airport, Quesnel Transit, and Quesnel and District Museum and Archives. The Department also provides civic building maintenance for numerous City-owned facilities. The North Cariboo Recreation and Parks Service is a regional recreation service provided to

residents in partnership with the Cariboo Regional District (CRD) and managed by the City that includes: Arts and Recreation Centre, Arena 2, West Fraser Centre, Alex Fraser Park, Indoor Soccer Complex and various parks and community halls in the region.

The following is an overview of significant programs, projects, and initiatives of the department in the third quarter:

## Airport

### Airports Capital Assistance Program Grant

The City issued the tender and awarded a contract to purchase a new snowplow truck for the Quesnel Regional Airport. The new snowplow truck was funded entirely by the Federal Airport Capital Assistance program. The new snowplow truck is expected to arrive in January 2018.

### Fire Operations Base

At the request of the Forests, Lands, Natural Resource Operations & Rural Development, the City of Quesnel made the Airport available to operate a Base Command Fire Camp during the summer wildfire season. This was a free lease with the City making every effort to ensure a smooth setup and operations. At its peak operation, the camp housed 340 firefighting personnel.

In the third quarter, aircraft movement significantly increased due to the wildfire aircraft using the airport as their base. Passenger aircraft was able to keep to their regular scheduled departures and arrivals despite the wildfire aircraft.

**Table 7. Aircraft Movement | July 1 - September 30**

	2017	2016
Aircraft Movement	6,294	1,573

**Table 8. Passenger Airlines | July 1 - September 30**

	2017	2016
Total Passengers	5,068	4,702
Scheduled Flights	217	219
Actual Flights	211	224

## Transit

### U Pass

The new U-Pass program began in September 2017 at the Quesnel Community Campus. The program provides registered students of UNBC and CNC with unlimited use of transit and with a pass to use the drop-in programs, swimming pool and gym at the Arts and Recreation Centre. The program is a partnership between the City, BC Transit, UNBC and CNC school administration, and student unions.

**Table 9. Transit Ridership | July 1 - September 30**

	2017	2016
Conventional Ridership	19,054	20,150
HandyDART Ridership	2,016	1,911
<b>Total Ridership</b>	<b>21,070</b>	<b>22,061</b>

### Service Changes

In September 2017, Quesnel Transit implemented a revised service schedule. The new schedule provides weekday evening service on our two most popular routes, as well as earlier service on the West Quesnel route on Saturday mornings. Schedules were adjusted to better align with Quesnel Community Campus class times to coincide with the implementation of the U-Pass Program. The service schedule changes also included reductions in service to some lower utilized routes and the streamlining of some routes to improve efficiencies within the system.

### Museum and Heritage

The wildfires and the closure of the highway had a significant impact on the Museum's attendance figures. The loss of tourist traffic was partially offset by evacuees using the museum as a relatively inexpensive drop-in centre to keep children entertained and by local residents taking advantage of the free admission offered prior to the Theatre Royal performance for evacuees in LeBourdais Park. Revenue from admissions and gift shop sales was down approximately 55% in July and August compared to 2016 and was up marginally for September.

Staff kept busy reviewing and relocating the collection in preparation for the renovation of the exterior exhibit spaces and the archives. New metal cabinets for the storage of the map collection were installed and work began on the design of a photo mural recording the recreational activities and community celebrations which have taken place in LeBourdais Park during the past 100+ years.

**Table 10. Admissions | July 1 - September 30**

	2017	2016
Total Admissions	1,865	2,478

### Hudson's Bay Building

The upgrade of the Hudson's Bay Building was completed in the third quarter. The project included the replacement of the foundation with a strip concrete footing and treated wood foundation, replacement of the porch canopy, repainting of the building and removal of the balcony.

The project was funded 100% through the Federal Gas Tax program.

### Museum Exterior Display Areas

A contract was awarded to upgrade the exterior of the museum in LeBourdais Park by replacing the metal cage display areas with glass and wood timber support posts. The project also includes painting the interior of the display areas and new lighting. The display areas will be highly visible from the street and the park and will allow the museum to feature exhibits with large artifacts year round. The glass display cases will also prevent birds and debris from entering the display areas. Exhibits are being developed now for installation in the spring. This project is part of a larger initiative that includes upgrades to the archival areas inside the museum, the installation of new exterior doors, and the display of a photo mural on the back wall of the museum facing into the park.

The project was funded in-part by the Provincial Canada 150 program.

### North Cariboo Recreation and Parks

#### Arena Replacement Project

The West Fraser Centre opened on September 16 and 17 with a grand opening event that included a concert featuring Canadian rock

icons 54-40 and a Vancouver Canucks Alumni hockey game. The weekend event also had an official ribbon-cutting, and a community tail-gate party which included live entertainment, food vendors, public skating, facility tours, and activities.

### Funding Applications

The City, on behalf of the City and Cariboo Regional District, submitted grant applications for 100% funding for two projects: an upgrade to the Arts and Recreation Centre and construction of a new gymnastics facility. The Arts and Recreation Centre upgrade project would provide much-needed improvements to the aging facility and provide a foundation for a future expansion and major renovation of the building. The Gymnastics Facility project would include the construction of a new gymnastics centre at the site of the soccer complex on Anderson Dr, expanded storage areas and improved lobby space for the soccer facility, as well as additional community space for an indoor playground and climbing wall.

### Arts and Recreation Centre

During the third quarter, the facility bookings increased significantly due to hosting Emergency Social Services for wildfire evacuees.

**Table 11. Facility Bookings | July 1 - September 30**

	2017	2016
Number of Facility Bookings	397	182
Facility Hours booked	5078	1796

**Table 12. Admissions | July 1 - September 30**

	2017	2016
Single Admissions	6,714	6,673
Membership Admissions	14,409	13,634

### Quesnel Arenas

Single admissions were down this quarter due the construction surrounding the arena and public skating started later than usual.

**Table 14. Admissions | July 1 - September 30**

	2017	2016
Single Admissions	367	413

## VISITORS' CENTRE

The Visitors' Centre is managed by the Quesnel and District Chamber of Commerce under contract with the City of Quesnel.

The amount of visitors in the third quarter was significantly lower compared to 2016. This is due to the wildfires, road closures and fire bans within the region.

Student employees assisted at Emergency Social Services and worked in shifts to assist the volunteers as well as greet the evacuees.

**Table 15. Number of Visitors | As of September 30**

	2017	2016
Number of Visitors	3916	7340



**Table 16. Visitors Origin | July 1 - September 30**

	2017	2016
Quesnel and Area	875	943
British Columbia	929	1718
Alberta	41	137
Canada	59	90
USA	102	296
Europe	204	444
Asia/Australia	37	47
Other	12	9

## FIRE AND RESCUE SERVICES

The third quarter saw the Quesnel Fire Department (QFD) respond to 139 fire calls. During that period, three active fires took place, two involving vehicles and one involving the Pace Setter Mills.

The month of July and August saw the fire department being deployed to various locations within the Cariboo Regional District in support of the wildfires. The department was also deployed in Clinton to assist with the protection of the town and the local sawmill north of Clinton. In total, the QFD was deployed for 37 days with 21 members taking part in those deployments.

Due to wildfire deployments, the fire inspection office was only able to conduct a few inspections. The businesses that did not get inspected will be inspected in the fourth quarter.

**Table 17. Property Values | July 1 - September 30**

	2017	2016
Property at Risk	\$274,000	\$910,000
Loss of Property Due to Fire	\$28,250	\$300,000
Property Saved from Damage	\$269,000	\$610,000

**Table 18. Fire Inspections | July 1 - September 30**

	2017	2016
July	43	110
August	23	126
September	70	108

## RCMP SERVICES

The statistical information summary below is based on reported incidents of offence and are subject to change as investigations develop.

**Table 19. Calls for Service | July 1 - September 30**

	2017	2016
Number of Foot Bridge/River Walk Calls	39	50
Number of Panhandling Calls	3	3

**Table 20. RCMP Visits | July 1 - September 30**

	2017	2016
Number of Street Checks	47	31
Number of School Visits	0	0

**Table 21. Crime Type Statistics | July 1 - September 30**

	2017	2016
Break and Enter - Residence	57	52
Break and Enter - Commercial	14	13
Theft FROM Vehicle	64	72
Theft OF Vehicle	35	50
Fatal Collisions	1	0
Injury Collisions	30	32
Collisions	112	112
Alcohol/Drug Related Collisions	4	9
Impaired Drivers	33	28
Drug Offences	146	151
Robbery	0	4
Domestic Violence Offences	87	70
All Assaults	135	112
Crimes Against Persons	269	257
Shoplifting	24	54
All Property Offences	593	610

## ECONOMIC DEVELOPMENT

Economic Development focuses on activities that support business retention and expansion, resident, visitor, and business attraction, workforce development and attraction, and occasional sector specific projects.

### Business Retention and Expansion

Mitigating the impact of the wildfires on our business community was the focus in the third quarter. The Economic Development Officer worked with the British Columbia Economic Development Association to follow up with all businesses who reached out to the help line during the wildfires. The City has worked with other local governments in the Cariboo to request and receive funding for Wildfire Recovery efforts. A Wildfire Recovery team will be building and implementing a plan to address the impacts of the 2017 wildfires.

Love Quesnel continues to encourage people to shop locally. This program is funded by Northern Development Initiative Trust and is administered by the City's Economic Development Intern.

**Table 22. Love Quesnel | July 1 - September 30**

	2017
Love Quesnel businesses	92
Love Quesnel Facebook page likes	1,403

### Resident, Visitor, and Business Attraction

The Spirit Centre opened in the third quarter, providing public, accessible washrooms as well as a meeting space for non-profit organizations. The Quesnel Downtown Association and Barkerville Historic Town and Park also have offices in the building. There is also space for organizations to promote upcoming events in the community. The water bottle refill station is an indicator that the space is being well-used already: 654 refills!

An updated brochure and relocation guide are underway, featuring the City's new brand and improved messaging. The brochure will be available before the end of the year and the relocation guide will launch in early 2018. Since the launch of the City's new website, 21 relocation packages have been requested through the "Moving to Quesnel" page.

The City's tourism website redesign is currently underway and will be launched in the fourth quarter. More than 50% of users are accessing the website from a mobile device, yet the current site is not mobile-friendly. The new site will be highly responsive, and will be consistent with Quesnel's brand.

The North Cariboo Trails Inventory and Master Plan project continued in quarter three. The project will rely on the input of local trail users to build a complete inventory and master plan for trails in the Quesnel area. It'll help in the marketing of trails for tourism and resident attraction, and create plans to improve or maintain the current trail system while noting the potential for destination trail development.

## Grant Applications

**Table 23. City Grant Applications | as of September 30**

Project	Grant	Application Amount	Status	Amount Awarded
Well Project	Building Canada	1,000,000	D	
Façade Improvement	NDIT - Façade Improvement	20,000	A	20,000
Grant Writing Support	NDIT - Grant Writing	8,000	A	8,000
Economic Development Capacity	NDIT – Economic Development Capacity Building	50,000	A	50,000
Local Government Intern	NDIT - Pine Beetle	35,000	A	35,000
Carbon Tax	UBCM – Climate Action Revenue Incentive Program	36,000	A	36,000
Soccer Facility Fan Improvements	NDIT - Community Halls and Recreation	15,000	A	15,000
Professional and Skilled Trade Recruitment	Rural Dividend	100,000	A	100,000
Resident Recruitment Project	NDIT – Marketing Initiatives	9,600	A	9,600
Trails Inventory and Master Plan	Rural Dividend	10,000	A	10,000
	Cariboo Chilcotin Beetle Action Coalition	25,000	A	25,000
Lewis Drive Rink Improvements	NDIT – Community Halls and Recreation	30,000	A	30,000
	NDIT – Pine Beetle	30,000	D	
Arena 2 Upgrades	NDIT – Community Halls and Recreation	30,000	A	30,000
	NDIT – Pine Beetle	14,324	D	
Drinking Water Supply and Storage	Infrastructure Canada – Clean Water and Wastewater Fund	2,994,640	A	2,994,640
Primary Water Trunk Main	Infrastructure Canada – Clean Water and Wastewater Fund	3,899,340	D	
Museum Renovations	BC Canada 150	50,000	A	50,000
Museum Storage	Canadian Heritage	24,833	A	24,833
Grey Trail	Bike BC	87,189	A	87,189
Airport snow plow	Airport Capital Assistance Program	264,660	A	264,660
Seniors Resource Guide and Fair	New Horizons	25,000	P	
Place-making Project	Rural Dividend	100,000	A	100,000
First Nations Cultural Centre Plan	Rural Dividend	10,000	A	10,000
	CCBAC	10,000	A	10,000
#ExploreCariboo	Destination BC	18,936	A	18,936
Gymnastics Centre	UBCM Strategic Priorities	6,000,000	P	
Asset Data Upgrades	UBCM Strategic Priorities	100,000	P	
Arts & Recreation Centre upgrade	UBCM Strategic Priorities	5,987,586	P	
Wildfire Recovery	Emergency Management BC	150,000	A	150,000
<b>Total</b>		<b>\$21,135,108</b>		<b>\$4,078,858</b>

P Pending  
A Approved

D Denied  
NDIT Northern Development Initiative Trust

UBCM Union of British Columbia Municipalities  
CCBAC Cariboo Chilcotin Beetle Action Coalition

## Marketing Initiatives

### Digital advertising

Through grant funding, the City has contracted a Social Media Coordinator to increase the frequency and quality of posts on the Explore Quesnel Facebook and Instagram page. These pages aim to attract visitors and residents to Quesnel. Keep an eye out for posts using these hashtags #explorequesnel and #itsinournature.

### Print advertising

Central Mountain Air in flight magazine and Explore the North (PG Citizen tourism guide) ads were booked in the third quarter.

## Workforce Development

The Red Carpet Coordinator has continued to work with major employers to assist with the recruitment and settlement of new professionals and skilled trade workers in Quesnel. Networking events aimed at helping newcomers to make connections for better retention are being planned for the fourth quarter and in 2018.