

## Council Approves 2012-2016 Strategic Plan

On May 28, 2012, Parksville Council adopted the 2012-2016 City of Parksville Strategic Plan. The strategic plan provides the framework for direction, work plans and allocations of resources for the next three years.

Over the past several months, Council members have worked together to create a strategic plan to communicate priorities and goals to staff and to the community. The document is a result of those efforts and is presented to residents to foster understanding of Council's goals and objectives for the coming year. Council reviewed the draft 2011 strategic plan's five main goals as well as the vision and mission statements to determine their relevance going forward and to provide direction to staff and the community with respect to delivery of services and public expectations for those services.

"The City's strategic plan will provide a focus to our efforts to deliver the greatest value of services and infrastructure which are most important to Parksville residents while we continue to manage the ongoing challenges and opportunities of our City," said Mayor Chris Burger.

The plan is based on input from Council discussions, workshops, past strategic plans, resident surveys and was developed in conjunction with the 2012-2016 financial plan as the strategic direction articulated by the goals and objectives will drive staff's initiatives and Council's funding decisions.

The 2012-2016 strategic plan may be viewed on the City's website at <http://parksville.ca/cms.asp?wpID=431>

###

**For more information:**

Mayor Chris Burger	250 954-4661
Fred Manson, Chief Administrative Officer	250 954-4666