

Strategic Planning Process for City of Parksville

The City of Parksville's strategic planning process took a non-traditional approach this year. Two meetings were held in September and a third in October during which Council reviewed a new strategic planning approach designed to better align Council's goals and objectives, the OCP's community vision and the ongoing operational requirements of the City.

Rather than the traditional approach of identifying specific projects, tasks and services needed to move a community towards its stated goals and objectives, Council chose to adopt a process-oriented approach. Under the umbrella of the "three pillars of sustainability," Council will apply to all issues brought before Council for their consideration, the specific considerations or "themes" identified by the OCP community vision as well as Council's own personal beliefs as important to the community.

Rather than the strategic plan being outcome oriented in terms of specific services, programs, projects developments and tasks, it will be a decision-making process oriented towards weighing the costs or benefits to the community as determined by evaluating the positive or negative impact the issue, whether operational, community, or land use, will have in relation to each of Council's stated "themes". The end result will be decisions that lead to outcomes in line with the strategic goals.

No longer just goal oriented, this new strategic planning process will enable Council to make decisions by weighing factors against the themes. Other benefits of this new process include:

- Clearly outlined Council priorities.
- Consistently focuses decision making back to strategic goals and themes.
- Public will understand the criteria and information used by Council to evaluate decisions.
- Staff will understand the criteria to be used to evaluate operational decisions.
- Can be used to help differentiate the subjective versus objective roles of Council and staff.

In determining their strategic themes, Council took into consideration the principals of the three pillars of sustainability, the community's needs as determined by the recently completed OCP and their own personal views and values.

The full document, [2014 Strategic Planning Process](#) may be viewed on the City's website. Council welcomes comments from the public, please send to communications@parksville.ca.

###

For more information:

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