

Parksville 2019-2022 Strategic Plan

The strategic plan for the City of Parksville was adopted by Council on July 3, 2019. Over the past six months, Council and senior staff worked together to establish a clear vision for Parksville's future.

The City's 2019-2022 strategic plan identifies five core priority categories for the next three years, this Council's term of office. These core priorities are housing, healthcare, recreation, economic development and community safety. At the July 3 Council meeting, the City's chief administrative officer, Keeva Kehler, reviewed the priority list outlining possible direct and indirect actions with Council approving a number of implementation tasks which will provide staff with a baseline work plan.

The 2019-2022 strategic plan may be viewed on the City's website at <http://www.parksville.ca/cms.asp?wpID=431>

The strategic plan will guide the effective and efficient use of City resources, considering both budgetary and human resource constraints to ensure progress is made. Staff will prepare a detailed action plan and the implementation items as approved by Council will be included in 2020 budget deliberations in the fall. This strategic plan will provide direction for the municipality over the next three years and ensure the City's vision and mission are accomplished. Council will monitor implementation on an ongoing basis and continue to update the community on milestones and project completion.

The strategic planning journey began in January with the Mayor's roundtable event; a conversation with residents to determine the priority actions the community wishes Council to focus on during their term of office. A series of Committee of the Whole meetings were held to discuss each core priority and an online community survey received 425 responses. All initiatives were intended to understand what is most important to residents. Survey results are posted to *Let's Talk Parksville* at <https://letstalkparksville.ca/8785/documents/17616>

Quote, Mayor Ed Mayne:

"The City's new strategic plan, unique to Parksville, is a vision for the municipality and the community. The plan confirms Council's five core priorities as being important to Parksville residents. Council appreciates the commitment and effort by staff to the process, for their significant input into the process and for what I know will be a tremendous amount of work going forward."

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For more information:

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