

STRATEGIC PLAN

2019-2022

OUR VISION FOR PARKSVILLE



Council and staff envision a community with diverse demographics where citizens can meet their social, economic and residential needs within City boundaries, with premium indoor and outdoor recreational amenities for all ages, and effective and efficient municipal service delivery.



MAYOR'S MESSAGE

On behalf of Council, I am proud to deliver this strategic plan to the citizens of Parksville. Our thanks to those who took time to respond to the survey, attend Roundtable events and provide input to Council on your vision for our City's future.

The purpose of this plan is to provide a roadmap for Council, staff and the community to support implementation of five key strategic priorities enabling residents to live, work and thrive in our remarkable City.

STRATEGIC PRIORITIES



OUR VALUES

Integrity

Teamwork

Fiscal Prudence

Transparent Governance

Public Engagement

Effective Service Delivery

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ROLE OF MUNICIPAL GOVERNMENT



STRATEGIC DIRECTION

During this term of office, Council will focus on five core priorities. It will require discipline on the part of Council to ensure progress is made on these topics within budgetary and human resource constraints.

Maintaining sustainable tax rates is a key principle for Council and many objectives will require several years to implement. Council will monitor implementation on an ongoing basis and continue to update the community on milestones and project completion.

<p>HOUSING</p> <ul style="list-style-type: none"> • Council will proactively work with senior governments and community partners to provide diverse housing options to meet the needs of residents at all stages of life. • Council will explore the donation of City owned land to facilitate affordable and cooperative housing developments. 	<p>HEALTHCARE</p> <ul style="list-style-type: none"> • Healthcare is primarily the jurisdiction of the province, but Council can influence positive outcomes for improved access to healthcare services for residents. • Parksville will invest in partnerships and seek opportunities to support improved access to health care professionals in the region.
<p>RECREATION</p> <ul style="list-style-type: none"> • Council will work with the community to improve indoor and athletic recreational opportunities. • Council will explore the feasibility of constructing a pool and sports multiplex. 	<p>ECONOMIC DEVELOPMENT</p> <ul style="list-style-type: none"> • Council and staff will support enhanced economic development opportunities by streamlining processes and creating service efficiencies. • Council will continue to work with partners in the film, tourism and commerce sectors to support economic growth.
<p style="text-align: center;">COMMUNITY SAFETY</p> <p>The City has already started to make strides in this area. In spring 2019, amendments were made to the Traffic Bylaw to regulate solicitation in the downtown core, supplementary to the provincial <i>Safe Streets Act</i>. Council amended the bylaw compliance policy to facilitate more proactive enforcement of City bylaws and officers regularly patrol in the downtown core and Parksville Community Park.</p>	