

STRATEGIC PLAN 2025-2029

MESSAGE FROM THE MAYOR

Council is pleased to continue on an ambitious and transparent Strategic Planning Process, with the 2025-2029 Strategic Plan.

Strategic Planning 2025 offers a new roadmap for how Council prioritizes projects and allocates resources to meet our meet our Community's needs and aspirations.

In addition to advancing Strategic Initiatives, Council must ensure:

- Regulatory obligations are met;
- Core services are delivered; and
- Systems, processes and citizen services are maintained.

“Strategic planning is a core responsibility of Council – it’s fundamental to good governance.”

GOVERNANCE

STRATEGIC DIRECTION

Where are you going?

ALLOCATING RESOURCES

What are you spending tax money and staff time on?

MANAGING RISK

Are you managing & reducing risk to your community?

OVERSIGHT & REPORTING

How is your local government doing?

VISION *(From Official Community Plan 2018)*

Qualicum Beach is a charming coastal village surrounded by rivers, forests and farmland in the shadow of Mount Arrowsmith. Our small town character, walkability, and year-round access to recreational opportunities support a high quality of life for residents and are an attractive destination for visitors. The Town will innovate in response to the social, economic and environmental challenges of the future while holding firm to those qualities that make Qualicum Beach a unique and highly desirable place to live.

MISSION STATEMENT *(Amended from Community Charter)*



- Providing for good government of the community
- Providing for services, laws and other matters for community benefit
- Providing for sound management of the public assets of the community
- Fostering the economic, social and environmental well-being of the community

GUIDING PRINCIPLES FROM COUNCIL'S CODE OF CONDUCT

INTEGRITY

Being honest and demonstrating strong ethical principles.

ACCOUNTABILITY

An obligation and willingness to accept responsibility or to account for one's actions.

RESPECT

Having due regard for others' perspectives, wishes and rights; displaying deference to the offices of local government, and the role of local government in community decision-making.

LEADERSHIP AND COLLABORATION

an ability to lead, listen to, and positively influence others; coming together to create or meet a common goal through collective efforts.

STRATEGIC PLANNING

One of the key objectives of the Strategic Planning Process is to better connect the OCP, Council's Strategic Plan, the Budget and Multiple Master Plans including but not necessarily limited to::

- Waterfront Master Plan
- Age-Friendly Transportation Plan
- Community Climate Change Adaptation Plan
- Urban Forest Master Plan
- Community Wildfire Resiliency Plan
- Asset Replacement Financing Strategy
- Annual Budgets
- Long-range Financial Planning
- Youth and Young Families Retention and Attraction Strategy

Making these connections is a work in progress that will take multiple years and appropriate resourcing to achieve!

How will this alignment support Council to govern more effectively?

- Allows focus of resources (human and financial)
- Creates efficiencies
- Provides information for informed decision-making
- Puts planning work into action



THE TOWN HAS IDENTIFIED THESE FOCUS AREAS FOR THE NEXT FOUR YEARS:

HOUSING



To ensure residents have access to housing alternatives that meet a diversity of needs, lifestyles and income levels.
OCP Sustainability Plan p. 139

GOOD GOVERNANCE



To govern for the public interest of our community while managing competing interests, ensuring availability of transparent and accessible information, fostering respectful public engagement, and demonstrating ethical values.

ECONOMIC PROSPERITY



To pursue economic opportunities based on sustainable growth, development, and investment that meets the needs of the community.
OCP p. 5

COMMUNITY HEALTH & WELLBEING



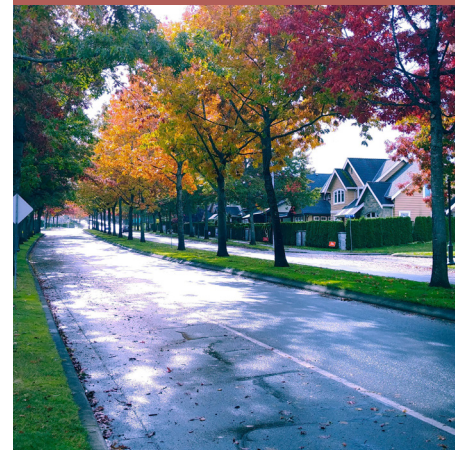
To improve the health and wellbeing of people who live, work, and play in the Town.
OCP p. 7

CLIMATE ACTION



To reduce GHG emissions and energy consumption and promote adaptive mitigative measures to prepare for climate change impacts.
Regional Growth Strategy Goal and OCP p. 6

PROGRESSIVE INFRASTRUCTURE



To ensure infrastructure for energy, water, waste water & storm water, solid waste and multi-modal transportation is efficient and effective at advancing the Town's sustainability goals.
OCP Sustainability Plan p. 146