

STRATEGIC PLAN

2018-2023



Vision

Fort St. John will be a flourishing community, where nature lives, businesses prosper, families are active and diversity is celebrated.

Mission

To facilitate a community that embraces opportunity, diversity and sustainability. We do this through the development of innovative municipal services.

KEY VALUES

Transparency

We are committed to share information with citizens

Responsiveness

We are committed to listen to our citizens and work together

Innovation

We are committed to lead

Integrity

We are committed to high ethical and professional standards

STRATEGIC GOALS

Goal No. 1

Enhance community economic development to provide opportunities and sustainability for Fort St. John.

Goal No. 2

Demonstrate leadership in environmental responsibility through sustainable and effective practices for municipal operations.

Goal No. 3

Build and manage public assets and human resources that support the current and future needs of the community.

Goal No. 4

Initiate and foster partnerships that will benefit Fort St. John. Advocate to decision makers on issues that impact the community.

Goal No. 5

Actualize downtown Fort St. John as a social, vibrant, liveable hub as articulated in the Fort St. John Downtown Action Plan.

Strategic Goal No. 1

Enhance community economic development to provide opportunities and sustainability for Fort St. John



Why it matters.

Community economic development is action by people locally to create economic opportunities that improve social conditions.

The goal is to generate growth, employment and investment opportunities through economic development strategies that reflect the unique character and resources of our community and region.

We will engage with the community to assess the benefits needed to make our community a more liveable city.

We believe it is important to ensure our community is a well-planned and regulated community that provides for managed growth and development.

Related UN Global Sustainable Development Goals (SDG):

SDG No. 08 – Promote Sustained, Inclusive and Sustainable Economic Growth, Full and Productive Employment and Decent Work for all

SDG No. 09 – Build Resilient Infrastructure, Promote Inclusive and Sustainable Industrialization and Foster Innovation

STRATEGIC OBJECTIVES

- 1.1** Develop and implement a 5-year economic development strategy
- 1.2** Develop a social policy framework
- 1.3** Ongoing review of regulatory bylaws
- 1.4** Develop a tourism plan
- 1.5** Promote special events that celebrate Fort St. John's uniqueness
- 1.6** Work with federal and provincial governments to provide financial sustainability for resource communities
- 1.7** Develop an arts, heritage, and culture plan

Strategic Goal No. 2

Demonstrate leadership in environmental responsibility through **sustainable and effective practices** for municipal operations



Why it matters.

We believe our community should take a leadership role to raise awareness of energy options, invest in energy efficient buildings and demonstrate green energy sources in our operations.

As local leaders we will integrate climate change adaptation and mitigation strategies in order to protect our community. In addition, we continue to recognize the critical importance of providing access to clean water and sanitation, solid waste management and recycling.

Urban planning plays a major role in waste reduction and food security through both private and public initiatives.

Related UN Global Sustainable Development Goals (SDG):

SDG No. 06 – Ensure Availability and Sustainable Management of Water and Sanitation

SDG No. 07 – Ensure Access to Affordable, Reliable, Sustainable and Modern Energy

SDG No. 13 – Take Urgent Action to Combat Climate Change and its Impacts

STRATEGIC OBJECTIVES

2.1 Promote and demonstrate Energy Literacy and Fort St. John Energy Capital Branding

2.2 Pursue initiatives and policies that support BC's Climate Action Charter

2.3 Develop and promote policies focused on food security

2.4 Develop and implement plans focused on providing access to sanitary sewer and clean water

2.5 Develop and implement plans focused on solid waste management and recycling

Strategic Goal No. 3

Build and manage public assets and human resources that support the current and future needs of the community



Why it matters.

Ensuring access to clean water, sanitation, safe streets and care of public facilities and assets is a Council key responsibility. Master Plans, quality control and continuous improvements are all aspects of good governance, principles-based urban planning and fiscal sustainability.

Rapid growth has led to a need to plan for these services into the future. We are responsible for improving road safety and to provide our citizens with safe, green public spaces as well as facilities that support an active and inclusive lifestyle. Our plans are built through public participation. It is our citizens' expectation that these plans which they built will be implemented in a fiscally prudent and efficient manner.

A healthy workplace ensures we have the human resources needed to grow and manage our physical assets and our community.

Related UN Global Sustainable Development Goals (SDG):

SDG No. 06 – Ensure Availability and Sustainable Management of Water and Sanitation

SDG No. 11 – Make Cities and Human Settlements Inclusive, Safe, Resilient and Sustainable

STRATEGIC OBJECTIVES

- 3.1** Implement and monitor the recommendations from existing Master Plans
- 3.2** Identify, prioritize and establish timelines to develop required master plans
- 3.3** Undertake an Internal Audit Program focused on continuous improvements within the organization
- 3.4** Undertake the construction of new facilities as required
- 3.5** Develop a policy and process for naming of roads, trails and parks
- 3.6** Develop and promote the City of Fort St. John as an inclusive Employer of Choice to potential employees
- 3.7** Develop a Financial Plan to ensure the physical and human assets are in place to support the needs of the growing community in an affordable and sustainable manner
- 3.8** Promote and commit to a safe and healthy workplace to achieve “Zero”. Zero unsafe behaviours, zero unsafe conditions, zero workplace injuries as well as a healthy, professional, productive workplace culture

Strategic Goal No. 4

Initiate and foster partnerships that will benefit Fort St. John. Advocate to decision makers on issues that impact the community to ensure our northern voice is heard



Why it matters.

Council believes comprehensive policies should be developed to address the challenges faced by communities. Council is in a leadership position to facilitate partnerships between the City and other public organizations.

Council has been a strong advocate of partnerships and working in collaboration with others to ensure the needs of the community are met in a sustainable and cohesive manner.

We believe no community is an island onto itself and recognizes the need to work collaboratively with other international communities and to be part of the international municipal movement. We are ready and willing to take a seat at the global table.

Related UN Global Sustainable Development Goals (SDG):

SDG No. 17 – Strengthen the means of Implementation and Revitalize the Global Partnerships for Sustainable Development

STRATEGIC OBJECTIVES

- 4.1** Support partnerships with international communities around sustainable development
- 4.2** Develop a framework for the consideration of Urban Reserves
- 4.3** Maintain a strong leadership role in the Northeast BC Resource Municipalities Coalition
- 4.4** Collaborate on a Comprehensive Development Plan with Area C Director
- 4.5** Maintain partnership in the North Peace Airport to ensure viability and appropriate oversight through the North Peace Airport Society
- 4.6** Identify advocacy areas and related strategies
- 4.7** Continue to develop partnerships with agencies that provide education and health services
- 4.8** Continue to work with Community Development Institute to support the community's social and economic development
- 4.9** Actively participate in local government and professional associations at national, provincial and regional levels

Strategic Goal No. 5

Actualize downtown Fort St. John as a social, vibrant, liveable hub as articulated in the Fort St. John

Downtown Action Plan



Why it matters.

A successful and vibrant downtown with a mix of opportunities to live, work, learn and play is a community's most important amenity and essential to attracting and maintaining residents. The downtown is also key to sustaining a long-term, vibrant and diverse economy.

The citizens want a socially and economically vibrant downtown. It is critical to move from goals to action in order to realize this vision.

This goal supports the community's passion and commitment to improving its downtown.

Related UN Global Sustainable Development Goals (SDG):

SDG No. 11 – Make Cities and Human Settlements Inclusive, Safe, Resilient and Sustainable

STRATEGIC OBJECTIVES

- 5.1** Enhance and maintain civic uses and public events downtown
- 5.2** Prioritize the City's downtown investments in buildings and infrastructure
- 5.3** Create streets and gathering places with a people focus
- 5.4** Encourage and foster downtown living
- 5.5** Support redevelopment of vacant property
- 5.6** Enhance parking availability
- 5.7** Make arts and culture central to the community
- 5.8** Encourage multi-use and variety of functions for buildings downtown: educational, civic, retail, etc.
- 5.9** Implement bylaws, policies and processes that support the Downtown Action Plan



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