

April 14, 2009

Council Finalizes 2009-2011 Strategic Plan Details

At its April 7 meeting, City Council unanimously adopted a three-year strategic plan that provides the framework to make Campbell River among the most livable cities in British Columbia.

“Council wants to see Campbell River continue to be a city of choices for residents and visitors, where we can pursue a number of activities in our lifestyle and at work,” says Mayor Charlie Cornfield. *“Built into the plan, the City’s work will reflect our consideration of social, environmental and economic objectives, and this will be a living document with the flexibility to allow us to adapt as the needs of the community evolve.”*

The plan outlines five Council priorities:

- Financial Sustainability
- Living Green
- Improved Community Communications
- Planning for a Livable Community
- Improved External Relations

“Financial sustainability is a major concern for Council, and we intend to pursue everything from securing major industry tax revenue to exploring new revenue streams and ensuring we have financially sustainable policies, with suitable reserves, in place,” the Mayor says.

“Campbell River’s Green City Strategy, developed in keeping with the Provincial initiatives for a carbon neutral British Columbia, gives us an opportunity to be a community leader, and the City is exploring alternative energy systems and improving alternative transportation modes as well as dedicating efforts and support for fisheries projects and watershed protection,” he adds.

“Council also intends to review our policies and improve communications with the community, including offering greater public access to Council. We will also focus our efforts on enhancing relationships with some key stakeholders, especially the local business sector, our First Nations and regional neighbours and the provincial and federal government,” the Mayor confirms.

“Efforts to make the City more livable will include a broad reach of activities to improve healthcare access, revitalize downtown and Campbellton, enhance parks and recreational facilities, improve community safety and security and identify priority capital improvements,” Mayor Cornfield emphasizes.

“This guiding document grew out of a strategic retreat at the end of January, and provides a framework for Council and Staff. It focuses our resources and efforts, with assignments associated with each of the five goals,” Mayor Cornfield sums up. *“People can measure our progress by reviewing the planned steps and assignments associated with those goals.”*

The 2009-2011 Strategic Plan will be posted on the City’s website at www.campbellriver.ca.

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