

2016 Strategic Priorities



NATURAL AND BUILT INFRASTRUCTURE

Maintain, renew and expand both natural and built infrastructure.



EMPLOYMENT AND TAX DIVERSITY

Promote responsible investment and innovative management of municipal resources to support community prosperity, sustainable economic development, industry diversification and quality of employment opportunities in the Ladysmith area.



WATERSHED PROTECTION AND WATER MANAGEMENT

Be leaders, stewards and advocates for securing and protecting Ladysmith's watershed, delivery of safe drinking water and responsible management of water resources.



PARTNERSHIPS

Enhance connection to the community by broadening and strengthening collaboration. Accelerate delivery of strategic objectives by working with others, building internal and community capacity in the process. Facilitate meaningful citizen involvement.



COMMUNICATIONS AND ENGAGEMENT

Improve community engagement and communications through active collaboration with partners and investment in information technology.

*Wise
Financial
Management*

*Enhanced
Standard of
Infrastructure*

*Effective Land
Use Planning
and Community
Design*

*Supportive
Corporate
Governance*

*A Safe and
Healthy
Community*

*Dynamic
Economic
Development*

*Responsible
Stewardship
of the
Environment*

TOWN OF LADYSMITH

2016 Strategic Priorities



- 1 Ladysmith is Open for Business and Development Investment.** Engage with the development community to streamline application processes and implement best practices for community growth and investment.
- 2 Invest in the Waterfront.** Engage with the community to update the Waterfront Area Plan.
- 3 Support Investment in the Downtown Core.** Continue to provide tax incentives for building investment. Complete sidewalk and crosswalk projects and install amenities.
- 4 Protection of the Watershed.** Establish a Watershed Roundtable with community partners. Complete terms of reference and focus areas, such as signage and security.
- 5 Welcome Visitors.** Continue to direct business licence revenue to fund the Visitor Information Centre at the Ladysmith Chamber of Commerce location. Enhance facilities at Transfer Beach. Complete improvements to expand Aggie Hall parking.
- 6 Leverage Infrastructure Funding.** Prepare project design plans to leverage infrastructure grants from senior governments for infrastructure renewal and expansion. Develop asset management strategy and necessary I.T. related infrastructure to protect investment and enhance infrastructure funding success.
- 7 Working Together with Stz'uminus First Nation.** Continue Naut'sa Mawt Steering Committee Meetings and co-host Council Community to Community event to prepare update to Memorandum of Understanding with SFN. Commence next phase of service agreements (building inspection, water and sewer).
- 8 Invest in Infrastructure to Protect the Environment, and Provide for Sustainable Services in the Future.** Complete Waste Water Treatment Plant to secondary treatment, evaluate and implement options for recycling bio-solids, upgrade the fueling system at Public Works, and initiate water system improvements to provide for adequate and safe drinking water to meet the present and future needs of the Town and its neighbours.
- 9 Water Conservation.** Continue to provide incentives to decrease water consumption and participate in regional water conservation education campaign.
- 10 Working Together to address Community Concerns.** Resolve nuisance property concerns through a multi-agency approach. Establish a Bar Watch Program, with Good Neighbour Agreements.
- 11 Sustainable West Coast Town.** Continue to encourage development of green industries. Continue to implement the Sustainability Action Plan.
- 12 Prompt Communication.** Expand use of technology to deliver timely information while continuing to utilize traditional communication methods.
- 13 Transparency.** Install technology for live-streaming and archiving of Council meetings.
- 14 Working Together with our Neighbours.** Renegotiate water service agreement with Diamond Water District.
- 15 Community Engagement.** Actively engage the community in Town strategies such as the updated Parks, Recreation and Culture Master Plan. Host annual Town Hall meeting.
- 16 Shared Service Delivery.** Implement Information Technology Strategic Plan through municipal partnership.