



2023 > 2026

CITY OF PARKSVILLE

STRATEGIC PLAN





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OVERVIEW



OUR COMMUNITY, OUR FUTURE

The City of Parksville is a unique ocean-side village that boasts expansive beaches, majestic coastal views, and inspiring natural environments. The community has a friendly, small-town feel where residents enjoy a quieter pace, safe surroundings and a strong sense of community, while the compact nature of the City contributes to its walkability and accessibility. Parksville is an engaged community with numerous volunteer organizations providing a range of services that contribute to a high quality of life for residents. The community is experiencing positive change with an increasing number of families and remote workers calling Parksville home. This shift in demographics is resulting in more diverse needs, services and amenities and is contributing to Parksville becoming a more balanced community.

As Council looks to the future, we envision a more complete community that offers a variety of housing options to attract a diverse population. Parksville enjoys a vibrant and thriving downtown that has safe and convenient pedestrian access to the waterfront parks and beaches. The community is resilient in the face of climate change and continues to protect and enhance its urban forest and green spaces and provides increased accessibility and connectivity between neighborhoods and community nodes. Health care services and facilities meet the needs of citizens, and a variety of quality recreation facilities support an active and healthy lifestyle.

OUR ROLE AS A COUNCIL

It is our role to be future-looking, to make important land-use and other decisions that contribute to our long-term vision and position future councils for success. We are stewards of the municipality and have an obligation to support and respect our administrative organization and provide adequate resources to deliver services and amenities and maintain our infrastructure. As an elected Council, we represent broad community interests, engage with our citizens, and liaise with the numerous groups and organizations that contribute to our quality of life.

COMMITMENTS

As we carry out our roles and responsibilities as a municipal government, we will strive to build relationships and cultivate trust through:

- Transparency in our deliberations and decision-making
- Thoughtful decisions and actions, considering a range of perspectives
- Proactive and intentional communications to ensure accurate and consistent information is available
- Respectful and considerate language and conduct as we interact with others

PURPOSE

This strategic plan will contribute to our effectiveness by ensuring the municipality remains focused on established priorities. The plan will guide the allocation of financial and human resources, provide clear direction to staff and align decisions and policies of Council with our vision for the future. It will also foster accountability by tracking and measuring our progress over time and communicating our achievements to the community through the municipality's Annual Report.



MESSAGE FROM

MAYOR

DOUG O'BRIEN

Members of Parksville Council came together to adopt a new strategic plan for the City of Parksville. This strategic plan with our six strategic areas as the building blocks, charts our City's way forward through 2026.

Our first important initiative as Council benefitted from a collaborative team approach. Serving as a road map and achieved through consensus, this plan will serve as our strategic direction to guide the delivery of programs and services and define our workplan for our term of office.

It's an ambitious plan and by embracing our quality of life, the natural environment and small-town atmosphere, Council will seek opportunities to ensure Parksville is the destination on Vancouver Island. We look forward to serving our residents and businesses and warmly welcoming the many newcomers to Parksville.

Should you have comments about this strategic plan, please email council@parksville.ca

MAYOR AND COUNCILLORS (left to right)

Sylvia Martin, Adam Fras, Amit Gaur, Mayor Doug O'Brien, Mary Beil, Joel Grenz, and Sean Wood



SIX STRATEGIC FOCUS AREAS





ADVOCACY



**OFFICIAL
COMMUNITY PLAN
REVIEW AND
UPDATE**



**A VIBRANT
AND LIVABLE
DOWNTOWN**



**WATER USE
PLANNING AND
MANAGEMENT**



**COMMUNITY
ENGAGEMENT**



**INVESTMENT
IN RECREATION
AMENITIES**





STRATEGIC FOCUS AREA 1

ADVOCACY

GOAL

To represent and advance the interests of the municipality with federal and provincial government ministries and agencies responsible for providing services in our community, and to define the results, targets and outcomes expected by the community.

WHY?

Our citizens are increasingly experiencing impacts from senior government off-loading or inadequate investment in areas of federal/provincial jurisdiction or responsibility such as affordable housing, mental health, and addictions and health care. The municipality cannot assume financial responsibility for services outside of our scope as we have a responsibility to focus our resources and efforts on our core municipal services.

OBJECTIVES

1.1

Undertake financial modelling to identify and articulate costs to the community from federal/ provincial off-loading or inattention; establish specific targets and expectations to be achieved and measured.

1.2

Partner with neighbouring communities on coordinated approaches to advocacy efforts.

1.3

Provide leadership and political support to organizations that have shared interests or mandates in related sectors.

1.4

Proactively communicate the municipality's advocacy efforts to stakeholders and community at large.





STRATEGIC FOCUS AREA 2

OFFICIAL COMMUNITY PLAN REVIEW AND UPDATE

GOAL

To review and update the City's OCP to address current and future demands and realities including the effects of climate change, population growth, changing demographics, an evolving economic environment and community values.

WHY?

The current OCP has been in place for a decade and needs to be reviewed and updated to ensure that future growth and development remains sustainable and reflective of community values and expectations.

OBJECTIVES

2.1

Undertake comprehensive review and update of the OCP, with consideration of strategic goals and input from public consultation and engagement processes.

2.2

Integrate updated OCP with other Parksville plans and planning processes (e.g. strategic plan, asset management).





STRATEGIC FOCUS AREA 3

A VIBRANT AND LIVABLE DOWNTOWN

GOAL

To support the viability of existing and new businesses by making decisions that support a vibrant downtown that connects with and compliments the adjacent Parksville Community Park and recreation facilities.

WHY?

The beach and adjacent Parksville Community Park are a unique brand for Parksville and improved vehicle management and traffic calming on Highway 19A, combined with safe pedestrian connectivity, will attract more visitors and residents to the area and contribute to liveability by creating a strong sense of place.

OBJECTIVES

3.1

Review and update the existing “Downtown Revitalization Strategies for the City of Parksville, 2006” to address matters such as Crime Prevention through Environmental Design (CPTED), designing safe and welcoming public spaces, place-making, public art and beautification.

3.2

Develop a plan for traffic calming for Highway 19A, downtown parking, and alternative transportation options to enhance pedestrian connectivity from downtown to the Parksville Community Park and improve the overall downtown user experience.

3.3

Continue to support increased residential density in the downtown core and edge.





STRATEGIC FOCUS AREA 4

WATER USE PLANNING AND MANAGEMENT

GOAL:

To ensure a sustainable potable water supply for the community through a sound understanding of water sources, storage opportunities and long-term availability, future requirements and infrastructure options to support reliable drinking water for the community.

WHY?

Population growth, uncertainty about the effects of climate change and the current capacity to extract from surface and well water sources pose risks to the safety and sustainability of the community's water supply if not appropriately managed.

OBJECTIVES

4.1

As a priority, undertake a comprehensive assessment of the City's potable water sources including capacity to meet future demands for potable water, storage options and strategies to preserve water quality.

4.2

Develop a water use master plan to identify and make recommendations to address current and future risks, including population growth and the impacts of climate change on Parksville's water system.

4.3

Engage residents in the process and promote greater community understanding of water use, conservation and management issues.





STRATEGIC FOCUS AREA 5

COMMUNITY ENGAGEMENT

GOAL:

To build trust and foster a connected community by enhancing our efforts to inform, consult, engage, involve, and collaborate with our citizens and businesses and other government agencies.

WHY?

It is important the community has timely and accurate information on important issues and it is valuable for Council and staff to receive and consider a range of perspectives when making decisions.

OBJECTIVES

5.1

Develop a comprehensive community engagement strategy and consolidate all existing engagement policies.

5.2

Explore the need to add future staffing capacity to guide and support the engagement activities of the municipality and encourage active public participation.





STRATEGIC FOCUS AREA 6

INVESTMENT IN RECREATION AMENITIES

GOAL:

To invest in new recreational amenities to support a growing population and encourage people of all ages to choose Parksville as their home.

WHY?

Access to high quality recreational amenities promotes a healthy and diverse community and supports the local economy. Recreational amenities should be designed for universal accessibility and multi purpose use where possible.

OBJECTIVES

6.1

Explore the opportunities to build a new aquatic recreation centre in Parksville.

6.2

Support the development of and upgrades to regional amenities that benefit Parksville residents and build on the goals of existing master plans and needs assessment studies.



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