

March 7, 2023

## COUNCIL ADOPTS 2023–2026 STRATEGIC PLAN

Five pillars, each with three focus areas, will guide Council decision-making.

The 2023 to 2026 Strategic Plan is a road map that will help realize Council's vision for the future of Campbell River. The plan outlines five strategic priorities with three focus areas attributed to each, which will drive Council decision-making and provide direction for City staff over the next four years.

The 2023–2026 Strategic Priorities and their focus areas are:

- Organizational Capacity
  - Fiscal Responsibility
  - Workplace Culture
  - Effective Governance
- Community Growth
  - Future Planning
  - Asset Management
  - Economic Vitality
- Healthy and Safe Community
  - Downtown Revitalization
  - Crime Reduction
  - Livability
- Housing
  - Future Growth
  - Attainable Housing Supply
  - Infrastructure Readiness
- Collaboration
  - Indigenous Relationships
  - Strengthen Partnerships
  - Advocacy

Council will review the 2023 to 2026 Strategic Plan quarterly during regularly scheduled Council meetings. A Strategic Priorities Chart will be shared that highlights specific action items that tie into each priority and sub-theme. The City will also review and report on the Strategic Plan and Strategic Priorities annually through the publication of the Annual Report.

*"Since being elected in October of last year, Council has focused on identifying five priority areas that we would like to address during our four-year term. The strategic plan helps us, and city staff, remain disciplined in addressing these pressing issues facing our community,"* says Mayor Kermit Dahl. *"We encourage residents to get in touch with us at any time to reflect on our goals and the steps we are taking to achieve them."*

*"The Strategic Plan is an important document that guides City staff in all of the work we do,"* says Elle Brovold, City Manager. *"Council has given clear priorities and staff will work to ensure key initiatives going forward are in support of the identified priorities and sub-themes. The Draft 2023–2032 Budget is a primary example of the importance of the Strategic Plan as it will be referenced and guide budget deliberations in the coming week."*

[View Council's Strategic Priorities](#) and [review the Draft 2023 Budget](#). The Draft 2023–2032 Financial Plan will be deliberated by Council from March 7 to March 10, 2023. [Watch budget deliberations live on the City website.](#)

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