



FORT ST. JOHN

The Energetic City

2023 - 2027
Strategic Plan





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Message from Council

We are proud to share our 2023 - 2027 Strategic Plan, which outlines our vision for the city's future. We are committed to promoting sustainable economic development, managing our assets effectively, building strong relationships and advocating for our city's interests, fostering a vibrant community, and achieving operational excellence.

Our goal is to attract new businesses, retain existing ones, and create job opportunities for our residents. We recognize that our assets, including infrastructure, facilities, and resources, are critical to our success, and we will prioritize their efficient management.

We will work tirelessly to build strong relationships with key stakeholders and advocate for our city's interests at all levels of government. We believe that a vibrant community is a healthy community, and we will strive to promote cultural diversity, support local initiatives, and provide accessible and inclusive services.

Finally, we are committed to achieving operational excellence by looking for innovative solutions, prioritizing health and safety, and optimizing our resources to deliver quality services for our community.

We are excited about the opportunities ahead and look forward to working with you to make Fort St. John a great place to live, work, and play.



From left to right: Councillor Jim Lequiere, Councillor Byron Stewart, Councillor Gord Klassen, Mayor Lilia Hansen, Councillor Trevor Bolin, Councillor Sarah MacDougall, Councillor Tony Zabinsky

Role of the Strategic Plan

The City of Fort St. John has numerous guiding documents that, together, provide the foundation for the delivery of all City services and programs and set the long-term course for Fort St. John. These documents are created with extensive community input and feedback.

OFFICIAL COMMUNITY PLAN

This overarching plan outlines the values and vision for the future of our community and is updated every five years.

LONG-RANGE PLANS

These are comprehensive community development plans that provide guidance on topics such as transportation, land use, and recreation.

FINANCIAL PLAN

Each year, departments create budgets based on anticipated activities and Strategic Plan priorities. To improve the understanding of the Five-Year Financial Plan or Budget, we split it into two sections, operating and capital.

CITY BYLAWS

A City Bylaw is a law made by City Council. These laws only apply within the city boundary and are enforced by various City staff.

STRATEGIC PLAN

This plan, approved by Council, translates the vision of the Official Community Plan into a clear framework of initiatives to be undertaken by City staff.

The City of Fort St. John's Strategic Plan is split into five interconnected pillars:



Guiding Statements

Our Vision, Mission, and Key Values are guiding statements that lead City Council and staff during the day to day corporate operations of the City of Fort St. John.

Vision *(from the Official Community Plan)*

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

Mission

To deliver excellent public services.

Key Values

SAFETY

We are committed to safe and healthy environments.

INTEGRITY

We are committed to high ethical and professional standards.

TRANSPARENCY

We are committed to sharing information.

RESPECT

We are committed to inclusivity.

INNOVATION

We are committed to looking for opportunities to improve.

RESPONSIVENESS

We are committed to understanding and working together.





Vibrant Community

Invest in community safety, social, cultural, and recreational programs.

Strategic Objectives

Develop, celebrate and promote arts and the culturally diverse history and heritage of the community.

Provide and support robust, affordable, and accessible wellness and recreation opportunities for the whole community.

Foster community pride and sense of belonging.

Why it matters

We believe that investing in our community safety, recreational, cultural, and social programs creates a community where residents are proud to call home.

Our community is diverse, and we recognize the importance of celebrating and honouring that diversity through a range of cultural, social, and recreational programs.

Through our investments in community safety, social, cultural, and recreational programs, we aim to create a vibrant, engaged community that fosters a sense of belonging and encourages residents to participate in the activities and events that enhance their quality of life.

We are committed to working with our community partners to identify and prioritize the programs that will have the greatest impact on our residents, and we look forward to building a stronger, more connected community together.



Relationships & Advocacy

Initiate and foster relationships and advocate to decision makers on the issues that impact our community and our neighbours.

Strategic Objectives

Strengthen relationships with First Nations and Métis communities.

Develop partnerships with agencies that provide education, health, and public safety services.

Liaise and engage with local, regional, provincial, and federal governments, as well as industry to ensure sustainability for resource communities.

Why it matters

Recognizing that comprehensive solutions are needed to address the challenges faced by our community and our neighbours, it is imperative that we build strong relationships and partnerships with other agencies and organizations.

We also recognize the importance of addressing the calls to action from the Truth and Reconciliation Commission. We value the significant contributions of Indigenous Peoples who have lived and worked on the land for time immemorial and are committed to meaningful reconciliation to continue building a future based on relationships and mutual respect, beginning with acknowledging, reflecting and learning the truths. *Read the Truth and Reconciliation Commission Reports and the Calls to Action at www.nctr.ca.*

We are committed to taking the necessary steps to build these partnerships and work collaboratively towards achieving our shared goals.



Economic Development

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

Strategic Objectives

Develop an economic development strategy.

Implement and monitor the Downtown Action Plan.

Promote and demonstrate energy literacy.

Why it matters

We will engage with community members to identify the most pressing economic needs and challenges facing our city. By working together, we will develop community economic development strategies that reflect the unique character and resources of our community and region. These strategies will be designed to promote managed growth and development that is consistent with our vision of a livable and sustainable city.

Our goal is to build a robust and sustainable economy that provides ample opportunities and promotes a high standard of living for all members of our community. We firmly believe that by working collaboratively with our existing businesses and creating new opportunities, we can establish a thriving economy that not only enhances social well-being but also fosters growth and attracts investments.



Organizational Excellence

Provide a healthy workplace that is inclusive and builds on our diversity, engagement, and sense of community.

Strategic Objectives

Attract and retain the people that support the current and future needs of the community.

Provide an environment where the safety, health, and wellness of our employees is prioritized.

Invest in continuous learning and development.

Why it matters

Safe and healthy workplaces promote productivity, foster employee satisfaction and retention, and positively impact the quality of services provided to the community.

Inclusivity and diversity create an environment that acknowledges and respects differences, leading to enhanced creativity, innovation, and a broader perspective when solving problems. Continuous learning and development ensures that our workforce is better equipped to serve the needs of our community.

Engagement and a sense of community build stronger relationships between employees and the community, leading to better collaboration, understanding, and trust.

Overall, a safe, healthy, and inclusive workplace is vital for the City of Fort St. John's success and growth.



Managing Assets

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

Strategic Objectives

Invest in building, improving, and maintaining physical and digital assets.

Embrace environmental responsibility through sustainable and effective practices.

Ensure accountable, transparent, and responsible financial management focused on value.

Why it matters

Our responsibility to the community is to create a sustainable and resilient environment that meets the needs of present and future generations.

This includes ensuring access to essential services such as clean water, sanitation, and safe streets, as well as maintaining and improving public facilities and assets.

To achieve this, we prioritize good governance, principles-based planning, and fiscal sustainability. We develop long-term community plans, maintain quality control, and continuously improve our services. Further, we are committed to providing safe public spaces and facilities that support an active and inclusive lifestyle.

As our community continues to grow, we must plan for future needs of our residents and businesses.

