

Strategic Directions



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March 21, 2023

To: Mayor & Council Duane Lawrence CAO

From: Gordon McIntosh

Subject: STRATEGIC PRIORITY SETTING SESSION

The Strategic Priority Setting Sessions during March were for council with senior staff to identify STRATEGIC TOPICS for discussion; explore each strategic topic as a STRATEGIC POSSIBILITY; and determine STRATEGIC PRIORITIES along with actions for implementation.

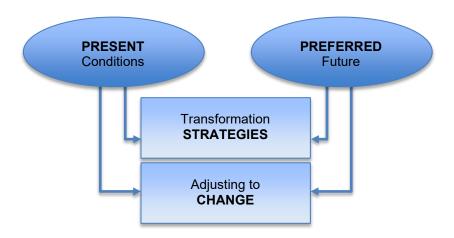
This memo summarizes the outcomes of Strategic Priority Session as follows:

- Strategic Process overview
- Strategic Topics for discussion
- Strategic Possibilities for potential implementation
- Strategic Priorities for NOW, NEXT and LATER attention
- Strategic Matrix
- **RECOMMENDATIONS** for follow-up

STRATEGIC PROCESS

The priority setting process started by looking at **present** conditions - issues and opportunities. The emerging strategic topics were explored with a preferred **future** - desired expectations in mind. It is in the transformation stage where the present/future gap is closed by defining achievable **strategies**. Effective priority setting involves making strategic choices consistent within the District's mandate and capacity.

A critical important element of an ongoing strategic priority process is adjusting to **change**. Strategic priorities should be regularly monitored and adapted to changing external conditions and internal capacity using the 'one page' *Strategic Priorities Chart*. Once priorities are completed, NEXT items can take their place.



STRATEGIC TOPICS

The priority setting process began by looking to the future. Participants engaged in a 'Community Check-up' (*See attachment 1*) discussing the five distinct areas of a sustainable community:

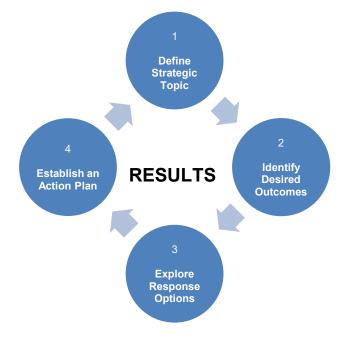
- Environment healthy and natural environment through responsible use and protection
- · Infrastructure well maintained infrastructure and facilities that meet community needs
- · Economy capacity to attract, support and retain businesses and residents
- · Social community engagement to improve the well-being and diversity of the community
- Governance sustainable government focused on strategic decision-making

Councillors and staff identified issues and opportunities facing the organization and community and short listed those of interest for strategic attention (*see Attachment 2*). It was agreed that the following strategic topics warranted discussion:

1.	Affordable Housing & Affordability	7.	Sustainable Economy
2.	Aging Infrastructure	8.	Community to Community
3	Asset Management		Collaboration
4.	Service Delivery Capacity	9.	Recreation Opportunities
ч. 5.	Fiscal Responsibility	10.	Environmental Protection
6.	Emergency Management Services		

STRATEGIC POSSIBILITIES

Participants 'unpacked' each topic utilizing a four-step Solution Seeking process.



Participants began by clarifying the strategic topic, then identifying desired outcomes if it was successfully addressed. Next, options to achieve the desired outcome were explored as **Strategic Possibilities** (*next page*).

STRATEGIC POSSIBILITIES (Strategic Work Plan) 03.2023

STRATEGIC TOPIC Themes, Related Topics & <i>Expectations</i>	STRATEGIC POSSIBILITY – Short Listed	
 AFFORDABLE HOUSING & AFFORDABILITY Maintain the livability of the community, through the creation of diverse housing options and ensure we meet the future needs of our existing and future residents while managing the impacts of increased tourism and development. Safe worker accommodation Attainable & diverse housing options Supported construction/development industry Managing land & housing speculation Adequate housing supply for residents and workers Encouraging quality & smart design Harmonized land use with neighboring jurisdictions Encourage development of high value business opportunities 	 <u>Residential Development</u> 1. Lot 16 Development 2. Lot 13 Development 3. Minato Bay Subdivision 4. Weyerhaeuser Subdivision 5. Development Process 6. Permit Ready Plans 7. Short Term Rental Bylaw 8. Tourism Accommodation Reg. 9. Worker Housing Options <u>Supportive Housing</u> 1. Supportive Housing Funding <u>Community Planning</u> 1. OCP Review 2. Regional Growth Implications 3. Dev. Application Procedures Bylaw <u>Land Development</u> 1. Vacant Property (Affordable Housing) 2. Subdivision Services Bylaw 	
 INFRASTRUCTURE & ASSET MANAGEMENT Adequately fund, service and maintain existing infrastructure while investing in high quality, resilient infrastructure that supports the future needs of the community. Future funding capacity Reliable services Future growth capacity Invest in preventive maintenance. Design quality, long lasting infrastructure Grant application readiness Regional partnership opportunities 	Funding 1. Establish 5 Year Capital Priorities 2. Develop 20-Year Capital Plan 3. Asset Management: Plan and Policy 4. Asset Management: Inventory Water 1. 1. Water Works Bylaw 2. Water Treatment & Security 3. Works & Services Bylaw Projects 1. 1. Conduct Recreation Hall Study 2. Peninsula Road Design	

EMERGENCY MANAGEMENT SERVICES Ensure the community, residents and District, are prepared for and able to support its residents and visitors during future climate related and general emergencies. • Prevention • Readiness • Active partnerships • Role clarity • Trained responders • Resilient Development	 Fire & Emergency Service Agreements Fire Hall Replacement Emergency Management Plan Emergency Response Development Guidelines West Coast Evacuation Planning Advocate for better Cell Coverage
SERVICE DELIVERY CAPACITY & FISCAL RESPONSIBILITY Provide the right level of service that balances the needs of residents and tourism while working towards balancing the costs of those services between residents and visitors. • Appropriate levels of service • Alternate revenue opportunities • Fiscal accountability • Staff retention & recruitment • Reasonable workloads • Expectations match capacity • Informed public of service expectations	 Service Capacity Review DCC Bylaw Update Alternative Revenue Strategies Fees & Charges Review See also Capital Funding
SUSTAINABLE ECONOMY Create an environment that encourages and is open to the development of high-quality business opportunities. Diversity of businesses Quality job opportunities Economic resilience Investing in ocean-based energy and business opportunities	 Kelp Farming Prospectus Water Security Water Conservation Study & Strategies Marine Business Opportunities Wave Energy Opportunities Economic Resilience Strategy
COMMUNITY TO COMMUNITY COLLABORATION Ucluelet is committed to working with all West Coast communities proactively and collaboratively to ensure growth and development are undertaken	Service Agreements1. Water & Sani Services Update2. Fire & Emergency Service AgreementsLand Use1. Regional Growth PlansLiaison

 purposefully and with understanding of future impacts. Action the Truth & Reconciliation inclusive community rich communication shared resources mutual strategies cultural understanding 	1. Council To Council Meetings		
 ENVIRONMENTAL PROTECTION Understanding and investing in the future of our Natural assets and protecting the lands and waters that surround Ucluelet are essential to the well being of the community. Maintaining natural characteristics of the community Ecological system preservation Protection of the tree canopy Environmental leadership Meaningful actions to reduce emissions 	 Ucluelet Inlet Plan Climate Action Plan: Priority Projects Minato Bay Shoreline Pathway Tree Protection Bylaw Natural Asset Management Wildlife Management and Protection Strategies See Also Water Conservation Study 		
RECREATION OPPORTUNTIES Invest in the development and maintenance of our natural recreation amenities and indoor and outdoor venues, to provide quality and diverse recreation opportunities. • Opportunities for all ages • Active and passive opportunities • Diverse indoor and outdoor venues • Promotion of active lifestyles • Great place to live & play	 Recreation Hall Replacement Parks/Rec. Master Plan Update Safe Harbour Path Development Harbour Master Plan Implementation 		

STRATEGIC PRIORITIES

Based on the application of reality, urgency, and responsibility criteria, five (5) **strategic priorities** were selected to be addressed NOW and placed on the *Strategic Priorities Chart* (*next page*) in **BOLD CAPITALS**. These priorities automatically enter the appropriate operational unit on the chart to align staff work with council direction. Items listed in CAPITALS indicate strategic directions that will be addressed NEXT/LATER when a NOW item is completed or displaced. In addition to council priorities, there are strategic items receiving administration's attention. These operational strategies are noted in regular font.

STRATEGIC DIRECTIONS

Some overarching Strategic Themes and Focus Areas emerged upon examination of the strategic scan - *Vision Check-Up*, review of current initiatives, unpacking of the strategic topics – *Strategic Possibilities List* and determination of short-term priorities, longer term directions, advocacy items and operational strategies highlighted in the *Strategic Priorities Chart*. The resulting *Strategic Directions Matrix (Appendix 3)* captures the major strategic efforts of the organization to realize council's directions for its term. This document does not include the numerous items in operational work plans that also contribute to the achievement of council's strategic expectations.

STRATEGIC PRIORITIES CHART March 2023				
COUNCIL PRIORITIES				
NOW 1. OCP REVIEW: Scope – June 2. PARKS/REC. MASTER PLAN: Terms of Ref - Apr 3. VACANT PROPERTY: Research – June 4. CAPITAL PLAN: Short Term Priorities - April	NEXT (In Progress) • SERVICE CAPACITY REVIEW: Scope • KELP FARMING: Prospectus • RECREATION HALL; Study • WAVE ENERGY: Opportunities			
5. WATER TREATMENT: Options – May <u>ADVOCACY</u> Supportive Housing Funding (Province) West Coast Evacuation Plan (ACRD) Health Centre: Status (Island Health) Cell Coverage (Rogers/Telus) Peninsula Road Redevelopment (MOTI) <u>PARTNERSHIPS</u> <u>Community to Community Meeting (UFN & TOFN)</u> Indigenous Significant Site Protocol (UFN & TOFN) Worker Housing Options: Employers Forum Fire Service Agreements (TOFN, ACRD & UFN) KELP FARMING: Discussion (Industry)	 WATER SECURITY: Options WATER CONSERVATION STUDAY: Strategies SHORT TERM RENTAL BYLAW: Review MINATO BAY SHORELINE TRAIL: Strategy CLIMATE ACTION PLAN: Priority Projects ASSET MANAGEMENT: Plan & Policy LATER (Future Consideration) UCLUELET INLET PLAN: Proposal MARINE EDUCATION: Opportunities TREE PROTECTION BYLAW: Research NATURAL ASSET MANAGEMENT: System ADJACENT GROWTH: DOU Implications LONG TERM CAPITAL PLAN 			
OPERATIO	DNAL INITIATIVES			
 CHIEF ADMINISTRATIVE OFFICER Code of Conduct: Draft – March COMMUNITY to COMMUNITY: Outreach - MAY Collective Bargaining: Mandate – June SERVICE CAPACITY REVIEW: ToR Economic Resilience Strategy: Review COMMUNITY PLANNING OCP: GROWTH REVIEW - JUNE Tourism Accommodation Regulations: Review - June Supportive Housing: Design – June 	CORPORATE 1. Accessibility Committee: Recruitment – May 2. Privacy Management Program: Development – May 3. Major FOI File: Completion – May • Delegation of Authority Bylaw • IT Services Contract: RFP PROTECTIVE SERVICES 1. Fire Hall: RFP – July 2. Emergency Management Plan: Update – August 3. Development Guidelines – May			
DP Application Procedures Bylaw Update Subdivision Services Bylaw Update OPERATIONS 1. WATER TREAMENT & SECURITY: Options – May	Fire Servicer Agreements: Update West Coast Evacuation Planning: Development PARKS & RECREATION 1. PRKS. /REC. MASTER PLAN: ToR – May			
 2. Works & Services Bylaw: Draft – Sept 3. Operational Capacity Development: Program – August ASSET MANAGEMENT PLAN: Inventory Water Works Bylaw: Review 	 REC. HALL REPLACEMENT: RFP – May Accessibility Policy: Draft Policy – June Safe Harbour Path Harbour Master Plan Implementation Review 			
 FINANCE 1. CAPITAL PLAN: 5-YR DRAFT – Sept 2. DCC Bylaw Update: RTC – June 3. Alternative Revenue: Strategies: RTC – May Fees & Charges (Water & Sani): Review 20 Year Capital Plan 	COMMUNICATIONS/HUMAN RESOURCES Sick Leave Policy: Draft – April Website Rebuild: RFP – June Communications Policy: RTC – May Training & Development Policy OH&S Policy			
 CAPTIAL WORKS (In progress) Village Green: Completion - June Victoria Lift Station Bypass: RFP – March Amphitrite House: Demolition – April Major Development Projects (External Party)	 Water Treatment: Scope Review – April Mercantile Creek Water Line: RFP – April Peninsula Road Storm System: Design – April Peninsula Road: RFP – Sept. 			
 Lot 16 – Subdivision Lot 13 – Affordable Housing CODES: BOLD CAPITALS = NOW Priorities; CAPITALS = NEXT Priorities; It 	Minato Bay Subdivision Weyerhaeuser Subdivision			

RECOMMENDATIONS

The following suggestions are offered to sustain the strategic priority setting efforts:

- 1. That Council and management review and modify the *Strategic Directions Matrix* and the *Strategic Priorities Chart* as working documents.
- 2. That the CAO ensure that staff work plans align with the *Strategic Directions Matrix* and the *Strategic Priorities Chart* as working documents
- 3. That Council requests the CAO to update the *Strategic Directions Matrix* and *Strategic Priorities Chart* with staff prior to quarterly council reviews and schedule an annual review.
- 4. That Council requests the CAO to schedule an annual review of the Strategic Directions Matrix and Strategic Priorities Chart.

I trust the forgoing accurately portrays the session outcomes in a manner that facilitates follow-up to the ideas raised. If you have any questions or I can be of any further assistance, please to not hesitate to contact me.

Attachment 1

VISION CHECK-UP March 2023

Pillars	
ENVIRONMENT Community Aesthetics Natural Area Protection Water Source Security Climate Change Public Education	 Commendable efforts to beautify the area Forward thinking re: bicycle and pedestrian traffic Opportunities for alternate energy Climate change on the rise and planning for the future Harbour Trail system growth Tourism management Solar powered washrooms at Tugwell Fields Housing design focused on energy efficiency rather than aesthetics Building is encroaching on natural spaces
ECONOMY Job Creation Growth Management Community Image Business Readiness Sector Diversity	 Housing rolls into all factors Employee housing issues Temporary Use Permits a good idea for staff housing Businesses not being able to staff their businesses Chamber of Commerce a sad situation now – Needs to be addressed somehow Comments about how hard it is to get a business license in this town Influx of remote workers with higher paying jobs Employee housing for those with lower paying jobs Business Licenses – streamline and make the process earlier Attract and retain businesses Affordability ties into attraction and retention of businesses and staff Retaining people who already live here Sustainable tourism Childcare Capitalize on tourism rather than resist it
INFRASTRUCTURE Transportation Utilities Facilities Parks and Trails Service Delivery Modern Communication	 Aging infrastructure Roads, sidewalks etc. Good emergency management BC transit did not come out here – opportunity for regional approach Landfill organics diversion a good thing for the communities Housing – zoning should be higher density to allow for a bigger tax base Quality infrastructure that lasts longer and is easier to maintain More tax base rather than higher tax rates Level of service, level of expectation Less beautification and more focus on infrastructure Infrastructure funding for maintenance Nice to have vs. need to have RMI Use – new opportunities vs maintenance of tourism-based infrastructure Amphitrite house Makes sense to assume the worst and see if that is possible for the community

SOCIAL	Ukee Days has always been great				
Citizon / Property Sefety	Reconciliation signs was so great				
Citizen / Property Safety Healthy Lifestyles	 Concerns about the drug use with the children 				
Health Service Access	 High quality network of social activities Volunteer recruitment People want to know about the history 				
Welcoming Community					
Heritage, Arts & Culture					
	Seniors won't live here because a lack of health services				
	 What does it take to get kids into the systems 				
	 Maintain our sense of community and commitment to volunteering 				
	Degree of localism and tribalism and it can undermine new residents				
	There's us and them mentality				
	• Value of small interactions - bump into neighbours when you go to the post office				
GOVERNANCE					
GOVERNANCE	Marketing the role more to ensure that people know what is				
Policies & Strategies	Public knowledge of the role of council and the role of staff				
Fiscal Stewardship	Public has little understanding of the process of the District				
Role Clarity	Policy updates				
Agency Liaison	New staff working well				
Public Communication	Community asking council why they are 'not working' on Sundays				
	Understanding the governance process				
	Senior staff is crucial				
	Role clarity - takes time to develop				
	Fiscal Stewardship - improving the process				
	 Collaboration - being on different boards helps to understand the role 				
	 Positive working relationships with council and staff 				
	 Levels of service - what can we do and what is 'nice' to do 				
	Regional services				
	 Provincial downloading - Privacy/ accessibility programs 				
	External pressures will continue and makes it difficult to plan for the future				
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ATTACHMENT 2 ISSUES/OPPORTUNITIES LIST March 2023

ITEM (Bold = Strategic Topic)	Council	Staff	Total
Affordable Housing	37	31	68
Aging Infrastructure	22	24	46
Asset Management	16	11	27
Affordability	15	26	41
Stable / Sustainable Economy	14	0	14
Emergency Support Services	14	5	19
Environmental Sustainability	13	0	13
Indigenous Collaboration / Communication	12	9	21
Sprawl / Densification	10	6	16
Transit	10	8	18
Fiscal Responsibility	8	22	30
Service Delivery / Levels Capacity (Internal)	2	29	31
Alternate Revenue	9	13	22
Tourism Burden	9	11	20
Managed Growth	9	0	9
Managing Tourism	8	15	23
Streamline Development Publication Process	8	0	8
Staff Housing	8	0	8
Regional Growth Management	7	12	19
Childcare / Staffing	7	9	16
Accessibility Regional Collaborations	7	0	7
Healthy Lifestyle	7	0	7
Health and Medical Access	6	6	12
RMI Flexibility	6	0	6
Chamber of Commerce	5	0	5
Managing Public Expectations	4	17	21
Non-Profit Support	4	2	6
Advocacy / Lobby	4	1	5
Economic Diversity / Attract Development	2	17	19
Wildlife Management	2	0	2
Community Character	1	6	7
Hard Sport Surface	1	4	5
Multiplex	1	3	4
Natural / Wild Space Protection	1	0	1
Climate Change	0	15	15
Reconciliation	0	13	13
Public Communications / Engagement	0	11	11
Fire Hall Replacement	0	10	10
Long Term Planning	0	9	9

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Integrity of Community	о	9	9
Lower Taxes	0	9	9
Highway 4 Cell Coverage	0	8	8
System Development	0	7	7
Active Transportation	0	7	7
Supportive Housing	0	6	6
Information Infrastructure and Security	0	6	6
Peninsula Road	0	5	5
Inner Harbour Trail	0	4	4
Land Needs	0	3	3
Team Composition and Culture	0	2	2
Volunteerism Burnout	0	2	2
Goals Alignment	0	1	1
Food Security	0	0	0
Community Inclusive & Diversity	0	0	0
Water Treatment Plant	0	0	0
Wastewater Plant	0	0	0
Storm Water Replacement	0	0	0
Grant Management / Acquisition	0	0	0
DCC Update	0	0	0
Works and Services Update	0	0	0
Flood Risk	0	0	0
Legal Liability Development	0	0	0
Privacy Protection	0	0	0
Code of Conduct	0	0	0
Community Score Card	0	0	0
Accessibility	0	0	0
Alternate Energy	0	0	0
Business Licenses	0	0	0
Quality Over Quantity	0	0	0
Communication of Roles	0	0	0
Layers of Belonging	0	0	0
Form and Character Guidelines	0	0	0
Succession Planning	0	0	0
Attraction of Industry	0	0	0
Youth Support	0	0	0
Harbour Development	0	0	0
Employee Retention	0	0	0
Big Picture	0	0	0
Delegation of Authority	0	0	0
Illegal Camping	0	0	0
Cannabis	0	0	0

Public Hearing	0	0	0
Visitor Experience	0	0	0
Holistic Community Involvement	0	0	0
Social Equity	0	0	0
Policy / Bylaw Modification	0	0	0
Service Agreement	0	0	0

ATTACHMENT 3

COUNCIL STRATEGIC DIRECTIONS MATRIX 03.19.2023

THEME – Focus Areas	NOW	PENDING	Future Consideration
COMMUNITY WELL-BEING To have inclusive community by ensuring our amenities and services support	Council PARKS/REC. MASTER PLAN: Terms of Ref RECREATION HALL: Study		
livability and accessibility for all ages & interests	Advocacy/Partnerships Supportive Housing Funding (Province)		
Focus Areas RECREATION OPPRTUNITIES	Operational Accessibility Policy: Draft Policy		
COMMUNITY RESILIENCE To maintain the character and liveability of our community while managing the tourism impacts, promoting economic diversity and protecting the environment	Council VACANT PROPERTY: Research OCP REVIEW: Scope	KELP FARMING: Prospectus WAVE ENERGY: Opportunities SHORT TERM RENTAL BYLAW: Review CLIMATE ACTION PLAN: Priority Projects MINATO BAY SHORELINE: Strategy	 MARINE EDUCATION: Opportunities UCULUET INLET PLAN: Proposal TREE PROTECTION BYLAW: Research NATURAL ASSET MANAGEMENT: System ADJACENT GROWTH: DOU Implications
Focus Areas COMMUNITY FUTURE	Advocacy/Partnerships Worker Housing Options: Employers Forum	KELP FARMING: Discussion (Industry)	
HOUSING FOR ALL ENVIRONMENTAL STEWARDSHIP	<u>Operational</u> Supportive Housing: Design Tourism Accommodation Regulations: Review	Economic Resilience Strategy: Review DP Application Procedures Bylaw Update Subdivision Services Bylaw Update	
SERVICE EXCELLENCE	Council	SERVICE CAPACITY REVIEW: Scope	
To enhance the effectiveness of our services and our advocacy efforts by fostering strategic collaboration and partnerships with our neighboring communities Focus Areas	Advocacy/Partnerships Health Centre: Status (Island Health) Cell Coverage (Rogers/Telus) Peninsula Road Design (MOTI) Community to Community Meeting (UFN & TOFN) Indigenous Significant Site Protocol (UFN& TOFN)		
PARTNERSHIPS INDIGENOUS RELATIONS	Operational Communications Policy: RTC Alternative Revenue: Strategies: RTC		
ASSET MANAGEMENT	Council CAPITAL PLAN: Short Term Priorities WATER TREATMENT: Options	WATER SECURITY: Options WATER CONSERVATION STUDAY ASSET MANAGEMENT: Plan & Policy	LONG TERM CAPITAL PLAN
To adequately maintain our existing services and infrastructure, while planning for future growth Focus Areas	<u>Advocacy</u> West Coast Evacuation Plan (ACRD) Fire Service Agreements (TOFN, ACRD & UFN)		
WATER SECURITY CAPITAL PLANNING	<u>Operational</u> Fire Hall: RFP DCC Bylaw Update: RTC Works & Services Bylaw: Draft	Water Works Bylaw: Review ASSET MANAGEMENT PLAN: Inventory 20 Year Capital Plan	
Guiding Principles – Indigenous Relation	onships, Collaborative Approach, Climate Change M	litigation, Community Engagement, Environmen	tal Protection & Capacity Impact Analysis