



**Corporate  
Strategic Plan  
2010 – 2014**



## MESSAGE FROM MAYOR AND COUNCIL

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In June 2009, the District of Logan Lake Council adopted the Districts' first Corporate Strategic Plan (*Plan*), which outlined Council's vision, values, its aspirations, what it intended to achieve, as well as specific short, medium and long-term goals. The key reasons for developing a strategic plan are:

- to establish a collective vision;
- to plan for the future;
- to maximize and streamline resources, and;
- to communicate priorities

A successful *Plan* requires monitoring, and ongoing evaluation, as well as the ability to adapt the plan to changing circumstances. It gives direction and adequate resources to municipal staff to succeed, and holds staff accountable for getting things done. In that effort, we will continue to make improvements to the *Plan* by reviewing progress on our strategic goals twice each year, and to identify any new issues or opportunities that need to be included in the *Plan*.

We are please to report that in the six months since the *Plan* was adopted, we have completed a number of short term goals, including:

- Recreation Centre upgrades. Thanks in part to grants totaling over \$80,000, the District was able to address long standing deficiencies at the Recreation Centre, including the installation and renovation of the roof, new ease troughs and downspouts.
- Completed a Building Needs Assessment that identifies future municipal and community building requirements and associated costs.
- Implemented a new Communications strategy that improves how we communicate with the public, the media, and also with District staff.

We have also made significant progress in our medium term goals, including;

- Improvements to pedestrian mobility and safety on Highway 97D between Galena and Ponderosa. The BC Ministry of Transportation is planning to undertake significant road improvements in the summer of 2010.
- Establish seniors housing. BC Housing has committed to the construction of 12 units of affordable rental housing for seniors in 2010. To ensure that costs are kept low, the District will lease land to BC Housing for a nominal rent.

With the desire to maintain the low municipal taxes and the high level of municipal services that Logan Lake citizens currently benefit from, Council recognizes the need to be selective in choosing its strategic goals.

In that effort, the District is currently undertaking an update of its Official Community Plan (OCP) and Zoning bylaws that will guide future residential, commercial, and industrial development within the District. As required by recent BC legislation, the updated OCP must include Greenhouse Gas (GHG) reduction policies and targets by March 2010. Following two OCP public open houses in the in the Fall of 2009, a draft OCP has been prepared and is on track to be adopted in the Spring of 2010.

As outlined in the 2010 – 2014 Corporate Strategic Plan, our goals include more seniors housing options, becoming BC's first FireSmart community, providing significant community benefits from the Logan Lake Community Forest Corp., and strategies to brand and market Logan Lake.

We believe that this Corporate Strategic Plan provides Logan Lake with a strong foundation for the future, and will support Council in continuing to provide responsive, high quality, and cost-effective municipal services and programs to citizens, visitors, and the business sector.

Listed below are our Corporate Vision, Corporate Values, Smart Goals, and our Short, Medium, and Long Term Goals for 2010 – 2014.

## CORPORATE VISION

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- *A “Smart Growth” Community that demonstrates a commitment to its financial, environmental and social health and is recognized for its quality of life.*

## CORPORATE VALUES

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Corporate values serve as the “signposts” that govern how we conduct ourselves and our business.

- *Accountable*
- *Open and communicative*
- *Respectful*
- *Honest*
- *Fair*
- *Supports innovation*

## SMART GOALS

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An effective strategic plan is based on SMART goals, which are:

- **Specific** - the goal is clear and precise and standards are identified
- **Measurable** - the goal can be assessed and quantified.
- **Achievable** - the goal has a reasonable chance of being accomplished
- **Relevant** - the goal reflects Council’s core corporate values
- **Time-bound** - the goal is not open-ended, but has an established completion date

By establishing SMART goals in our 2010 – 2014 Corporate Strategic Plan, Council and staff will be better able to monitor and evaluate progress, and communicate results to the public.

## **SHORT TERM GOALS**

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Short Term Goals (to be completed or well under way by the end of 2010):

1. Develop a five year Recreation Centre capital improvement plan.
2. Research 3P partnerships for the development of the Chartrand Commercial property and following engineering design, seek public input on the plans.
3. Complete a branding and marketing strategy.
4. Enhance communication with Interior Health regarding local health care services.
5. Investigate opportunities to utilize Community Forest profits.
6. Investigate improvements to intercity public transportation.
7. Achieve a 'Fire Smart' declaration.
8. Investigate a variety of senior housing options and complete the Alder Street low rent seniors accommodation project.
9. Develop a business attraction strategy.
10. Improve pedestrian mobility/safety and the Chartrand/Meadow Creek intersection.
11. Research a Recreation Master Plan to encompass parks, campground and trails.
12. Utilize Spirit Square funding to commence downtown revitalization planning.
13. Proceed with land development based on sustainable practices, including the Calcite/Daladon lands.

## **MEDIUM TERM GOALS**

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Medium Term Goals: (to be completed or well under way by the end of 2011)

1. Assist the WHY in securing a permanent home.
2. Develop a program of staff succession and training.
3. Examine options for a curbside recycling program.
4. Improve street and highway directional signage.
5. Revisit and revise the Downtown Revitalization Plan.
6. Undertake a comprehensive beautification plan.
7. Consult with the public regarding construction of a community center and pool.
8. Implement a Water, Sewer and Roads Infrastructure Improvement Plan.

## **LONG TERM GOALS**

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Long Term Goals: (to be well under way by 2012)

1. Construct a Community Centre.
2. Expand the community's recreation programs.
3. Incorporate an events promotion strategy with the Communications Strategy.
4. Prepare a business retention strategy.