

# Strategic Goals and Priorities

*The City of Colwood is a spectacular seaside community set apart by its outstanding natural setting and exceptional quality of life.*



# Strategic Goals & Priorities 2014-2018

Each year, Council reviews its priorities to ensure they align with citizen needs expressed through the citizen satisfaction surveys and are responsive to new information and changing conditions. The following is an overview of the strategic goals and priorities that guide City projects and initiatives.

## Community Goals



Colwood's *waterfront* is a gently-enjoyed, world class destination for residents and visitors alike.

People and *nature* are exceptionally well-connected.

Family friendly neighbourhoods provide *housing choices*.

Residents have realistic *transportation choices*.

Vibrant streets & *public spaces* promote community connections.

Colwood is carbon neutral, energy positive, water smart and *prepared* to adapt to a changing world.

## Strategic Priorities

### *Community Well Being*

We promote a safe, attractive and active community. We inform and involve residents in decisions that affect them, promoting shared responsibility and strong, connected neighbourhoods. We advocate for the availability and affordability of housing and public services.

### *Community Planning*

Our city is planned and designed to maximize livability while maintaining affordability and protecting air, land, water, green spaces and forests. The City's Official Community Plan, Land Use Bylaws and Transportation Plans work together to create a vibrant community.

### *Economic Diversity*

Colwood provides a strong, sustainable economy with a wide range of business and investment opportunities. Careful management and active promotion create the environment for businesses to succeed. We proactively invest in economic growth and quality of place.

### *Infrastructure Management*

We focus on building resilience and long term stability by ensuring our natural and man made infrastructure and assets are maintained and funded over the long term. We prepare for future expenditures by planning proactively.

### *Sound Governance*

We build community capacity to prevent future problems and expenditures. Careful management, fiscal responsibility, innovation, monitoring and community involvement create the environment, infrastructure, services and workforce required to succeed.