

Village of Fruitvale 2015-2018 Strategic Plan on a Page

Guided by the community vision and goals for the future from the Official Community Plan, Village of Fruitvale Council and staff worked together to articulate strategic directions and key deliverables to guide and focus our efforts and resources over the next four years. We will use this plan for decision-making, refer to it to assess progress, and revisit it annually – adjusting it as necessary to ensure it continues to be relevant, realistic, and responsive to changes in the community and the external landscape.

Where we're going

Vision: The Village of Fruitvale will be a visually appealing, well-designed, warm-hearted, family-oriented community where residents of all ages can feel safe, and where lifestyle is enriched by common access to cultural, recreational and life services. Fruitvale recognizes that natural resources are finite, and will strive to develop the community in a sustainable and responsible manner.

Goals: See next page for goal statements describing where we're going in more detail.

How we're going to move forward

The strategic directions (bold items) and associated key deliverables below were developed and agreed to by Village of Fruitvale Council and Administration as a way to guide and focus efforts and resources over the next four years. They will be pursued as resources permit and as opportunities arise. They may also be adjusted as new information becomes available.

Infrastructure	Land Use and Housing	Protective Services, Education, Health and Food Security	Arts, Culture and Recreation	Economic Development	Natural Environment and Resources	Governance and Corporate Capacity
<p>Plan and secure funding for infrastructure upgrades and replacement.</p> <ul style="list-style-type: none"> > Develop an asset management plan. > Commission an engineering study and 'Class C Estimate' of Davis/Eastview road and storm sewer system reconstruction. > Conduct a sewer collection system assessment. 	<p>Encourage the development of the former Beaver Valley Middle School site.</p> <ul style="list-style-type: none"> > Work with the owner to support development of the site, considering potential uses such as a trade school, training facility. <p>Encourage residential development and renovations, focusing on infill rather than greenfield whenever possible.</p> <ul style="list-style-type: none"> > Identify and inventory land for potential development opportunities. 	<p>Lobby other orders of government for the development of a forest fire management plan to mitigate risk in the interface zone around Fruitvale.</p>	<p>Work toward an acceptable fee structure solution that enables equitable access to recreation services in the region.</p> <p>Develop and improve recreation activities</p> <ul style="list-style-type: none"> > Review resident priorities from the Beaver Valley recreation survey for more/improved recreation activities, and pursue opportunities as they arise. <p>Develop and attract programs and events that increase the use of Village facilities and generate revenues</p> <ul style="list-style-type: none"> > Market the Memorial Hall as an entertainment venue > Coordinate programming with other organizations in the region to bring programs and events to Fruitvale. <p>Maintain existing social programs.</p> <ul style="list-style-type: none"> > Secure commitments for multi-year funding. 	<p>Encourage and support increased diversity of the local economy.</p> <ul style="list-style-type: none"> > Identify potential RV park locations and development models. > Off-road tourism development – Secure access to the necessary land and trail system for off-road recreation activities. > Encourage and support the development of a weekend music festival to help attract visitors to the community. <p>Work with partners to explore establishing an economic development fund for the BV.</p> <p>Contribute to the retention and support of local businesses.</p> <ul style="list-style-type: none"> > Meet with local businesses to identify the support they need and how the Village can assist. 	<p>Protect the water quality of Beaver Creek.</p> <ul style="list-style-type: none"> > Upgrade the wastewater effluent treatment system. > Examine the potential liability of and shared responsibility for the former landfill site. > Negotiate a contract with the RDKB to operate the Beaver Valley water service. 	<p>Lobby to secure equitable/historical share of revenue from Waneta Dam for the Beaver Valley.</p> <p>Develop closer relationships with neighbouring communities, the provincial government and other partners and funders.</p> <ul style="list-style-type: none"> > Convene an event or multiple events to strengthen relationships with other local governments in the Lower Columbia. > Issue invitations to regional partners to attend select local events. <p>Develop and maintain the capacity and skills of Village staff and Council</p> <ul style="list-style-type: none"> > Develop a succession and training plan. > Support Council to attend training and conference opportunities.

Where we are now

Strengths: Strong stable population; community pride; local amenities and commercial services; community/social programs

Weaknesses: Aging infrastructure; limited tax base; limited financial reserves; limited economic diversity in Fruitvale and the region; upcoming staff retirements

Opportunities (external): Government and other sources of funding

Threats (external): Trail boundary expansion and potential impact on BV recreation revenues; regional collaboration challenges

Where we're going (more detail)

Vision: The Village of Fruitvale will be a visually appealing, well-designed, warm-hearted, family-oriented community where residents of all ages can feel safe, and where lifestyle is enriched by common access to cultural, recreational and life services. Fruitvale recognizes that natural resources are finite, and will strive to develop the community in a sustainable and responsible manner.

Infrastructure (OCP section 5, 11 and 14)	Land Use and Housing (OCP section 6, 7, 8)	Protective Services, Education, Health and Food Security (OCP section 10, 12, 15)	Arts, Culture and Recreation (OCP section 13)	Economic Development (OCP section 16)	Natural Environment and Resources (OCP 9)	Governance and Corporate Capacity (OCP Values)
<p>Overall</p> <ul style="list-style-type: none"> -Plan and provide for cost effective infrastructure upgrades. -Continue to upgrade and expand municipal services and infrastructure to allow for managed growth and economic development of the Village. -Ensure all utilities are provided for in an efficient, economic and environmentally sensitive manner. <p>Energy/GHG – Reduce energy use and GHG emissions, and promote air quality improvements and energy conservation.</p> <p>Transportation – Maintain roads, reduce vehicle dependency, enhance public transit, and create a pedestrian friendly community that includes multi-use trails and urban sidewalk system.</p> <p>Water System</p> <ul style="list-style-type: none"> -Protect the environment and public and private property from storm water damage. -Protect the environment and strive to improve treatment of all sanitary sewage. -Expand the sanitary sewer system and storm water system. -Ensure drinking water quality. <p>Communications (new)</p> <p>Support and promote improvements to communication systems, such that they are up-to-date, affordable and reliable.</p> <p>Materials and Waste (new)</p> <p>Move toward zero waste through responsible purchasing choices and cost-effective waste diversion services that are convenient and affordable for residents.</p>	<p>Development and Growth Management</p> <ul style="list-style-type: none"> -Promote managed growth that respects economic efficiency, a reduced ecological footprint and a balance of new development and revitalization of the Village Core. -Promote infill and intensification of all built areas over greenfield development. - Support new land development for residential, commercial, institutional and industrial use. <p>Character</p> <ul style="list-style-type: none"> -Maintain a small town character that integrates environmental integrity, social responsibility and protects and enhances community liveability, while allowing managed growth and economic development. -Improve the aesthetic appeal of the community in both public and private properties. -Integrate new development into the natural environment through the use of parks, trails and the protection of open space. <p>Housing</p> <ul style="list-style-type: none"> -Create diverse housing opportunities for people in different family types, life stages and income levels. -Increase density and forms of housing that respect efficient development and community sustainability. 	<p>Overall</p> <ul style="list-style-type: none"> -Provide for institutional and community facilities that will support a host of needs for local residents. -Recognize the importance of protective services, education and healthcare for maintaining quality of life. <p>Safety</p> <p>Promote a safe and secure environment for all to enjoy.</p> <ul style="list-style-type: none"> -Protect life and property from natural hazards. <p>Age-Friendly</p> <p>Incorporate age friendly policies throughout the Official Community Plan.</p> <p>Food</p> <ul style="list-style-type: none"> -Support opportunities to purchase local food. -Protect agriculture industry and support production at any scale suitable for the urban environment. -Protect and enhance agricultural lands for food security, employment and for use as an urban containment boundary. 	<ul style="list-style-type: none"> -Support and expand local arts, culture and recreation opportunities. -Ensure the supply of park land, trails systems, walking paths and open spaces meet the current and future needs of Fruitvale residents. -Foster the growth of art and culture in Fruitvale. 	<p>Overall</p> <ul style="list-style-type: none"> -Create a vibrant local economy that can help Fruitvale sustain itself as an independent community. -Provide employment within Fruitvale to make the community one where residents can work, live and play. -Diversify the community's economy and employment opportunities. -Support local business retention and enhancement, recruit new commercial development and employment generators. -Foster positive business and economic relationships <p>Commercial and Industrial</p> <ul style="list-style-type: none"> -Encourage and accommodate clean and sustainable industrial activity within the Village. -Provide a full range of commercial facilities and services for the convenience of residents and visitors and to benefit the local economy. -Maintain and grow public institutional and service facilities that will contribute to local economic development in Fruitvale and area. <p>Village Centre Goals</p> <ul style="list-style-type: none"> -Create a Village Centre that will serve as the heart of Fruitvale, focusing on business, institutional and cultural activities. -Continue to enhance the Village Centre/Core area with a mixture of commercial and higher density residential uses. -Ensure aesthetically pleasing commercial areas. <p>Tourism</p> <ul style="list-style-type: none"> -Promote tourism development that is based on the draw of the natural beauty of the area, outdoor recreation, sports and local events and festivities. 	<ul style="list-style-type: none"> -Protect the natural environment and resources of the Fruitvale area. -Maintain the natural beauty in and around Fruitvale. -Enhance and protect the Beaver Creek corridor. -Protect the integrity of the community watershed. -Promote an environmentally responsible Community 	<p>Governance</p> <ul style="list-style-type: none"> -Put people first with respect for the Community -Provide open, honest and ethical response to the needs of our citizens -Demonstrate fiscal responsibility -Adapt to the changing needs of our Community -Create positive partnerships and collaborate¹ with others toward mutually beneficial goals -Communicate openly and engage residents meaningfully in decisions that affect them <p>Corporate Capacity</p> <ul style="list-style-type: none"> -Provide a work environment focusing on safety, respect and empowerment for employees -Enable quality performance and improvement -Encourage initiative, communication and teamwork -Encourage innovation -The costs of operating and maintaining amenities and infrastructure are planned for and shared equitably within the community, with assistance from other levels of government. -Staff and Council are skilled, motivated and supported to deliver excellent service to the community.

Goals

¹ Collaboration describes the intent to work together to achieve mutually beneficial goals/objectives. It describes the nature of the process – it does not prescribe the outcome, which may end with win/win results, but may also not end with a positive outcome for both parties.