

# Corporate Strategy

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In support of the Quest For Quality Initiative launched in 2002, the City of Kamloops has created a Corporate Strategic Plan to identify ways in which the best possible service can be provided to residents, businesses and visitors. A commitment has been made to foster the provision of municipal services based on collaboration, accountability and progressiveness to create a healthy and balanced community.

Principles identified as a means to achieving this goal on a corporate level include: trust, health, innovation, openness and pride. Concurrent with those principles, the City has also identified five key objectives it wishes to achieve in striving for quality in municipal government. These objectives are:

- Tournament Capital - to fulfill the challenge of being the Tournament Capital of Canada.
- Infrastructure - to invest in the long-term financial stability of the City's assets and to improve the overall infrastructure standards of the City.
- Economy - to diversify and strengthen our economy.
- Livability - to ensure Kamloops maintains a high quality of life while meeting the challenges of a growing community.
- Good Government - to be nationally recognized for "Excellence in Public Service".

The North Shore Neighbourhood Plan has strived to meet this Corporate Strategy by creating policy and supporting regulations that are not only embraced by the community, but that also directly correlate to the principles and objectives laid out in the 2006 - 2008 City of Kamloops Corporate Strategic Plan.

Table 1: Corporate Strategy

Corporate Strategic Plan	North Shore Neighbourhood Plan
<u>Principles</u>	
TRUST	<ul style="list-style-type: none"> <li>- including a Capital Projects Priorities list in the Plan to show commitment to the policies and the community.</li> <li>- including new zoning regulations to create opportunity for the private sector to benefit from the new policies created.</li> </ul>
HEALTH	<ul style="list-style-type: none"> <li>- including policies and design guidelines that promote a healthy lifestyle in the community including creating inviting and safe environments for pedestrians and cyclists.</li> </ul>
INNOVATION	<ul style="list-style-type: none"> <li>- including a new zoning section that supports innovative, creative and progressive regulations in government and in the development industry.</li> </ul>
OPENNESS	<ul style="list-style-type: none"> <li>- running a planning process that involves constant feedback from the community including open houses, opinion surveys and the use of a volunteer advisory committee.</li> </ul>
PRIDE	<ul style="list-style-type: none"> <li>- sharing the pride of the North Shore with residents and business owners by creating a progressive and innovative Neighbourhood Plan and by creating new supportive zoning regulations.</li> </ul>

(cont...)

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Table 1: Corporate Strategy (cont.)

Corporate Strategic Plan	North Shore Neighbourhood Plan
<u>Objectives</u>	
TOURNAMENT CAPITAL	- providing opportunity in the Neighbourhood Plan to support the Tournament Capital program and creating economic diversity on the North Shore as a spinoff from that program.
INFRASTRUCTURE	- providing the opportunity to install infrastructure where there currently is none but in an environmentally friendly and cohesive manner that is cost-effective for both the City, development community, and property owner to install and maintain.
ECONOMY	- creating new zoning regulations that offer flexibility in uses and land development to promote economic diversity and stability.
LIVABILITY	- creating policy and regulations that help connect neighbourhoods, provide for pedestrian environments and celebrate the diverse identity of the North Shore.
GOOD GOVERNMENT	- creating flexible policies and new zoning regulations that allow for development appropriate to the community, that is environmentally sustainable and that is progressive and innovative in design.

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