

Q2 - 2025



2022 - 2026  
**CITY OF BRANDON  
STRATEGIC PLAN**

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## Land Acknowledgment

The City of Brandon is located on Treaty 2 land, the unceded territory of the Dakota, and homelands of the Red River Métis.





## Message From The Mayor

On behalf of Brandon City Council, I am pleased to present the 2022 – 2026 Council Strategic Plan.

This plan is a roadmap for City Council and Administration to guide us as we make decisions to reflect the priorities of our city, community, and future residents.

We are privileged to live in a city, full of opportunities. Like our predecessors, it is our turn to look ahead and ensure our city has as many advantages as possible for future generations. Today, our community faces unprecedented social needs, aging infrastructure, and increased inflation. We also need to address growth challenges and downloading of cost from other levels of government while keeping affordability top of mind.



This Strategic Plan represents City Council's shared priorities for the City of Brandon and focuses in six key areas:

1. addressing social needs
2. economic growth and development
3. affordability
4. community well-being
5. communication and collaboration
6. environmental sustainability

While we are only one level of government, it is up to us to demonstrate the leadership required so that we can all grow and prosper together.

On behalf of Council and Management,

*Jeff Fawcett*

Mayor, City of Brandon



## Background

In October 2022, Council engaged the services of Siere to assist in developing a Council Strategic Plan, intended to outline Council's priorities and strategies over the next four years.

In early December, the newly elected Council along with members of senior administration met. Council had the opportunity to discuss the challenges facing the community and to collectively identify those priorities that would have the greatest impact on the long-term growth and sustainability of the community. As much as Council would have liked to take on everything, they recognized the need to balance this with the fiscal implications of doing so.

This plan supports the overarching themes of financial sustainability, environment / climate change and bold / innovative that was established with the previous Council, demonstrating the overall consistency in themes between Councils.

This strategic plan outlines the key areas of focus (or priorities) over the next four years. City Council and City Administration will use this plan to help guide annual budgeting and resource allocation in order to effectively implement the strategies contained within. These strategies will be disseminated to staff, committees, and other stakeholders to ensure that collectively the community is working together to fulfill them.

The plan is ultimately a living document and will be reviewed on a quarterly basis with an update being provided to the community on the progress.



Financial  
Sustainability



Environment &  
Climate Change



Bold &  
Innovative





# Council Priorities



Work collaboratively to address the evolving trauma-informed opportunities within the community



Foster an environment that supports economic growth and development



Explore alternative sustainable service delivery models



Promote community well-being



Improve the communication and collaboration amongst stakeholders



Address the long-term impact and sustainability of the environment

## Work collaboratively to address the evolving trauma-informed opportunities within the community

Trauma informed social opportunities including drug addiction, poverty, and homelessness put increasing pressure on municipal services, police services, and the private sector, not to mention the impact it has on families in our community. A collaborative approach is required to identify the right solution for Brandon. From lobbying other levels of government, to seeking support from the private sector, Council is invested in dealing with the issues at hand, which may also help to resolve some of the underlying causes.

### Strategy #1: Develop and implement a Net Zero Homelessness Plan

Community Safety & Wellbeing Planning is in the final stages of finalizing the plan key themes and action areas. One of them is Increase Access to Safe Housing & Shelter. Action teams to start work in the fall. JHS transitional housing to be completed Nov 2025 (24 units).



## Strategy #2: Actively lobby for continuum of care treatment

RFP for Mobile Harm Reduction Outreach released and closes July 21. Sobering Centre RFP to go out soon. Community Safety & Wellbeing Plan will address 7 key areas with many having a focus on continuum of care.



## Strategy #3: Ensure the safety of people

BPS is working on rolling out the new Crisis Response Unit (CRU) that will see an officer and a mental health clinician paired up to respond to mental health calls for service in the community.



## Foster an environment that supports economic growth and development

Knowing that current and future residents want to live in a vibrant and growing city, Council looks to foster an environment that supports population and economic growth. A community's vitality is measured by amenities including a variety of retail stores, airline service, expanded job opportunities, recreation facilities, and increasing values of real estate. While growth brings economic prosperity, Council recognizes the need to balance the desire for growth with the associated costs.

### **Strategy #4: Facilitate development opportunities for residential, commercial, and industrial use types in both established (infill) and emerging (greenfield) areas**

Construction of the 34th Street Lift Station continues while the gravity sewer and forcemain near completion. Detailed design has commenced on the 18th Street Lift Station. Water modelling for the first phases of residential development in Brookwood and Bellafield has been completed.





### Strategy #5: Review, adopt and implement the City Plan

Tracking and implementation initiatives moving forward, including Zoning By-law update and development guides.



### Strategy #6: Encourage the redevelopment of downtown

Market housing funding agreements executed for priority development sites on Princess and Pacific Avenues to support the creation of over 150 market units. Environmental testing for former Gas station at 402 Rosser. Pacific pickleball under construction to be opened in fall 2025.



## Explore alternative sustainable service delivery models

A big part of what makes a community attractive, is how well it is able to continually manage the balance between sustaining existing assets (both above and below ground), meeting the health and environmental standards for things like water and sanitation, making investments in new community assets like recreation, and managing growth, while being aware of the cost of these and the overall impact to residents. To continue to manage this balance it requires a focus on innovative approaches to how services are provided and funded and the collection of information to be able to make sound decisions both in the short and long terms.

### Strategy #7: Explore alternate revenue models

Water and wastewater Development Charges By-law in process to be submitted to the Public Utility Board.



### Strategy #8: Update and advance the Asset Management Plan (AMP)

Kickoff of capital investment planning project. An enhanced approach to prioritize infrastructure investment would be outcome.



## Promote community well-being

Recreation and cultural opportunities are the cornerstones for building a community where everyone is welcome to celebrate shared interests and backgrounds. Council recognizes the role they play in providing the resources to support these opportunities and in ensuring their longterm viability. They also recognize as a growing community, with it comes challenges such as increased traffic and the impact that has on young and old alike. Exploring an approach to work with the community to resolve this challenge will bring about a better understanding, that as a community, we all play a role in ensuring the safety of each other.

### **Strategy #9: Define and implement a path forward for large community recreation and culture facilities**

The outdoor aquatic facility feasibility study has been released to council. We are looking at a reduced scale



### **Strategy #10: Expand the cultural aspects of the community**

The Peter Sawatzky sculpture Park expansion continues with the addition of "Curious Black Bear" beside the walking path running parallel to Conservation Drive



### **Strategy #11: Address recreation and service gaps in neighborhoods**

The creation of updated GIS maps with the recreation gaps continues. The updated information is expected to be ready next quarter.



### **Strategy #12: Implement a Vision Zero strategy approach to traffic and pedestrian safety**

Vision zero group working to finalize strategy recommendations. Role of committee under evaluation as we move forward to implementation phase.





## Improve the communication and collaboration amongst stakeholders

Communication is central to our success as a community. As the City, we need to effectively communicate with our residents about the issues important to them. At the same time, we need to have the mechanisms in place to have collaborative communication. The big part of the challenge in effectively communicating is in determining the correct channel (ie. social media, print, Access 12, mailers, etc.) and in the timeliness of messaging. There is opportunity to improve the overall understanding of our Police Board in the community and to look at opportunity to expand the communication between the City and the Board, to better meet the needs of the community. The better our collective ability to communicate, the better we all are.

### Strategy #13: Improve communication between the residents and the City

We launched the new Brandon.ca website at the end of June, designed with a citizen-first approach to make navigation easier and more intuitive. The site features an enhanced news section with subscription options, real-time alert notifications, and a comprehensive events calendar. We're committed to continuously improving how we connect and communicate with our community.



### Strategy #14: Explore collaboration between the Police Board and Council

There is ongoing collaboration between the police board and city council and having this ongoing dialogue help to keep the lines of communication open.



## Address the long-term impact and sustainability of the environment

As a community, we have experienced firsthand the impact of climate change. The economic impact, never mind the personal impact, for both a municipality and its residents can be devastating. As stewards of our community, it is important for us to do our parts to minimize our impact on our environment and to assist where we can, to create a green community. There is an economic advantage to being “green” and it is in all our best interests to foster an environment that supports and encourages our citizens to act.

### Strategy #15: Adopt the Climate Change Action plan

Internal alignment to implement climate change big moves behind schedule. Incremental progress made in successful tree grant request, promoting efficient buildings, naturalized pond construction, protected areas, and asset management.



Behind

### Strategy #16: Develop and implement an Active Transportation Strategy to improve connectivity in the community

Project planning is underway for development of an AT Strategy. The request for funds will be included in Engineering's 2026 operating budget submission.



At Risk



### Strategy #17: Evaluate the transit system to increase ridership

Project is nearing completion with council receiving the draft master plan in advance of the consultant presentation scheduled for July 28th. Route enhancement options, costing estimates and a multiyear implementation plan are included for council's review and approval in advance of 2026 budget submission.



## Conclusion

The City of Brandon has an exciting future. With so much to celebrate as a community, the opportunities for education, recreation, annual and special events, industries and organizations are endless.

To ensure the community remains vibrant and growing and a place people choose to live, we need to attend to our social issues, plan for growth in residential and industrial lands, enhance our community well-being and look for ways to protect the environment, while keeping affordability top of mind.

There are many opportunities for collaboration with a broad variety of community stakeholders. It is anticipated that as our strategic initiatives move forward, there will also be the opportunity for not only input and feedback, but for the community to have a tangible impact in supporting these strategies.





