

Q2 - 2024



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

ESTABLISHED,  
FURS,  
HATS & CAPS  
CARPETS  
&  
HOUSE  
FURNISHINGS

## 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 and well-being plan steering committee established, engagement process underway. Construction underway for 16<sup>th</sup> Street North transitional housing. Proponent shortlisted for 12<sup>th</sup> Street North property to meet net zero homelessness goal.



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

Design of sobering centre underway to align with provincial funding realities. RFP for operator underway.



## Strategy #3: Ensure the safety of people

Most Brandon Police Service staff completed “Managing Unconscious Bias” course, with a deadline to have all staff completed by September 30<sup>th</sup>.



## 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**

While residential greenfield continues, risk lies with the timely completion of the 34<sup>th</sup> St southwest lift station project and the water distribution model assessment both currently underway. Serviced land in the industrial area continues to be a challenge. The water distribution study is intended to provide clarity and compliment the industrial cost charge study.





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

First Reading approved in July, Public Hearing to proceed in August.



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

Downtown market housing incentive approved. Offer pending for Princess Development site. Pacific land sale for pickleball facility approved. Library/Arts renovation approved by Council, proceeding with grant funding application.



## 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

Parking fee increase is complete. Vacant building bylaw review and fees complete. Development cost charge review, including industry consultation, is complete and final recommendation to Council is pending. Initial review of storm water pay-for-service program is complete and temporarily on hold. Sanitation pay-for-service review has not started. General fee review happens by department annually.



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

Efforts of asset management continue with the engagement of a consultant. The asset management task force is currently focused on criticality and service definitions. An initial state of the infrastructure report should be available for 2025. The 2025 Capital Plan is currently under development with the guidance of general asset management principles.



## 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 feasibility study has been completed. The facility is not included in the City of Brandon's 10-year capital plan; however, administration will continue to seek out capital funding opportunities for this facility.



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

The trails around the Riverbank Discovery Centre approved in the 2024 budget have now been completed.



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

This project is still ongoing. The maps have been updated. As of September 6<sup>th</sup>, Brandon University 4<sup>th</sup> year nursing students will be joining the project as part of their course requirements, to assist in addressing the gaps in recreation facilities and amenities from a community health perspective. The final report to council is expected in December 2024.



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

Progress of the vision zero task force struggles to advance. While some initiatives have been identified, the momentum and action of members is lacking. A strong champion at the department head level is required.





## 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

Corporate Communications focus is on critical communications areas with less focus on day-to-day communications needs because of reduced budget and staffing availability.



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

A regular Police Board meeting was held on June 14<sup>th</sup>, 2024. Police Board and City Council informal meeting scheduled for September 9<sup>th</sup> - prior to Police Board budget meetings being held - to provide City Council a chance to provide input.



## 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

Council established a climate action committee who have been meeting regularly. Senior executive team has taken ownership of this important initiative. An internal change team to assist departments has been created.



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

Progress on active transportation initiatives is fair given available resources in the corporation. 26<sup>th</sup> St continues to be a main focus with recent reports to council on progress. A final solution will be presented in 2025 with an intention to advertise this project this year.



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

Project remains on schedule, phase 1 is 78% complete. The focus for the past couple of months has been to review the feedback obtained through the public engagement sessions in May, analyzing data and preparing options for system enhancements. Consultants are currently analyzing ridership data, public and stakeholder feedback and putting together options for council to consider in September. The timeline is on schedule for phase 1 to be completed in full by end of year, with work then beginning on phase 2 shortly after.



## 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.





