

CITY OF BRANDON STRATEGIC PLAN Q4 2025 SUMMARY

OVERVIEW OF GOALS AND INITIATIVES FOR CITY GROWTH



STRATEGIC PLAN OVERVIEW

LONG-TERM ROADMAP

The plan guides decision-making based on community priorities and growth expectations through 2026.

ADDRESSING CHALLENGES

It recognizes social needs, aging infrastructure, financial pressures, and governance responsibilities.

COMMITMENT TO RESILIENCE

The plan promotes a resilient, inclusive community with transparency, accountability, and adaptability.

SUSTAINABILITY AND INNOVATION

Focus on financial sustainability, environmental responsibility, and innovative governance.



Photo by: Tara Kurtenbach

SIX PRIORITY FOCUS AREAS

ADDRESSING SOCIAL NEEDS

Prioritizing social support systems to improve quality of life and meet community welfare demands.

ECONOMIC GROWTH AND DEVELOPMENT

Fostering a vibrant economy through business growth, job creation, and sustainable development.

MAINTAINING AFFORDABILITY

Ensuring housing and essential services remain accessible and affordable for all residents.

PROMOTING COMMUNITY WELL-BEING

Enhancing health, safety, and social cohesion to foster a thriving community.

IMPROVING COMMUNICATION AND COLLABORATION

Strengthening dialogue and partnerships among citizens, government, and organizations.

ENVIRONMENTAL SUSTAINABILITY

Promoting stewardship of natural resources to ensure long-term environmental health.

ADDRESSING SOCIAL NEEDS

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



- COMMUNITY SAFETY & WELLBEING PLAN TO BE PRESENTED TO COUNCIL.
- JHS TRANSITIONAL HOUSING (24 UNITS) TO BE OCCUPIED.
- GAMBLER FIRST NATION TRANSITIONAL HOUSING SITE (50 UNITS) TO BE SUBMITTED TO FEDERAL GOVERNMENT FOR FUNDING.
- CITY-OWNED RIDEAU TRANSITIONAL HOUSING SITE TO BE MADE AVAILABLE LATER IN 2026.

ADDRESSING SOCIAL NEEDS

Strategy #2: Actively lobby for continuum of care treatment



- PROPONENT FOR MOBILE HARM REDUCTION OUTREACH ENCOUNTERING FUNDING CHALLENGES (FROM OTHER SOURCES) DELAYING IMPLEMENTATION.
- SOBERING CENTRE RFP TO GO OUT FOLLOWING DIRECTION FROM PROVINCE.
- UPDATE ON NEXT STEPS AND IF THERE IS MORE FUNDING FOR SOBERING CENTRE ANTICIPATED SOON.
- COMMUNITY SAFETY & WELLBEING PLAN WILL ADDRESS 8 KEY AREAS, WITH MANY HAVING A FOCUS ON CONTINUUM OF CARE.
- INITIAL PROPOSAL TO THE PROVINCE FOR FUNDING FOR A SERVICE NAVIGATION CENTRE UNSUCCESSFUL.

ADDRESSING SOCIAL NEEDS

Strategy #3: Ensure the Safety of People



- THE NEW CRISIS RESPONSE UNIT (CRU) CONSISTING OF 2 BPS OFFICERS AND 3 MENTAL HEALTH PROFESSIONALS HAS BEEN FULLY DEPLOYED.
- THE UNIT WORKS 7 DAYS A WEEK, 12 HOURS A DAY AND HAS WELL OVER 100 INTERACTIONS WITH CITIZENS IN CRISIS SINCE ITS INCEPTION ON OCTOBER 13, 2025.



ECONOMIC GROWTH & DEVELOPMENT

STRATEGY #4: FACILITATE DEVELOPMENT OPPORTUNITIES FOR RESIDENTIAL, COMMERCIAL, AND INDUSTRIAL USE

- Commissioning of the 34th Street Lift Station is ongoing and nearing completion
- Detailed design is nearing completion on the 18th Street Lift Station.
- Water modeling for south growth area is also nearing completion.
- Approximately \$150 million in permit construction value with 400 residential units issued in 2025.



ECONOMIC GROWTH & DEVELOPMENT

STRATEGY #5: REVIEW, ADOPT AND IMPLEMENT THE CITY PLAN

- Implementation of growth strategy moving forward, including aligning capital planning with growth projections.
- Zoning By-law update and development guides to proceed in 2026.



STRATEGY #6: ENCOURAGE THE REDEVELOPMENT OF THE DOWNTOWN

- Market housing funding agreements executed for priority development sites on Princess and Pacific Avenues to support the creation of over 150 market units anticipated to start construction in 2026.
- Tank removal at 402 Rosser to proceed in 2026.



ECONOMIC GROWTH & DEVELOPMENT

STRATEGY #7: EXPLORE ALTERNATE REVENUE MODELS

- Water and wastewater development charge submission under final review prior to submission to PUB.



STRATEGY #8: UPDATE AND ADVANCE THE ASSET MANAGEMENT PLAN (AMP)

- Reviewing criteria for prioritizing capital investment internally.
- Incremental approach for 2026 capital building on criteria used in 2025.
- Final asset management plans for transportation and underground utility infrastructure are being reviewed.
- Additional funds for AMP's were included in the proposed budget for 2026 to allow for formal plans to be developed for Facilities.



COMMUNITY WELL-BEING

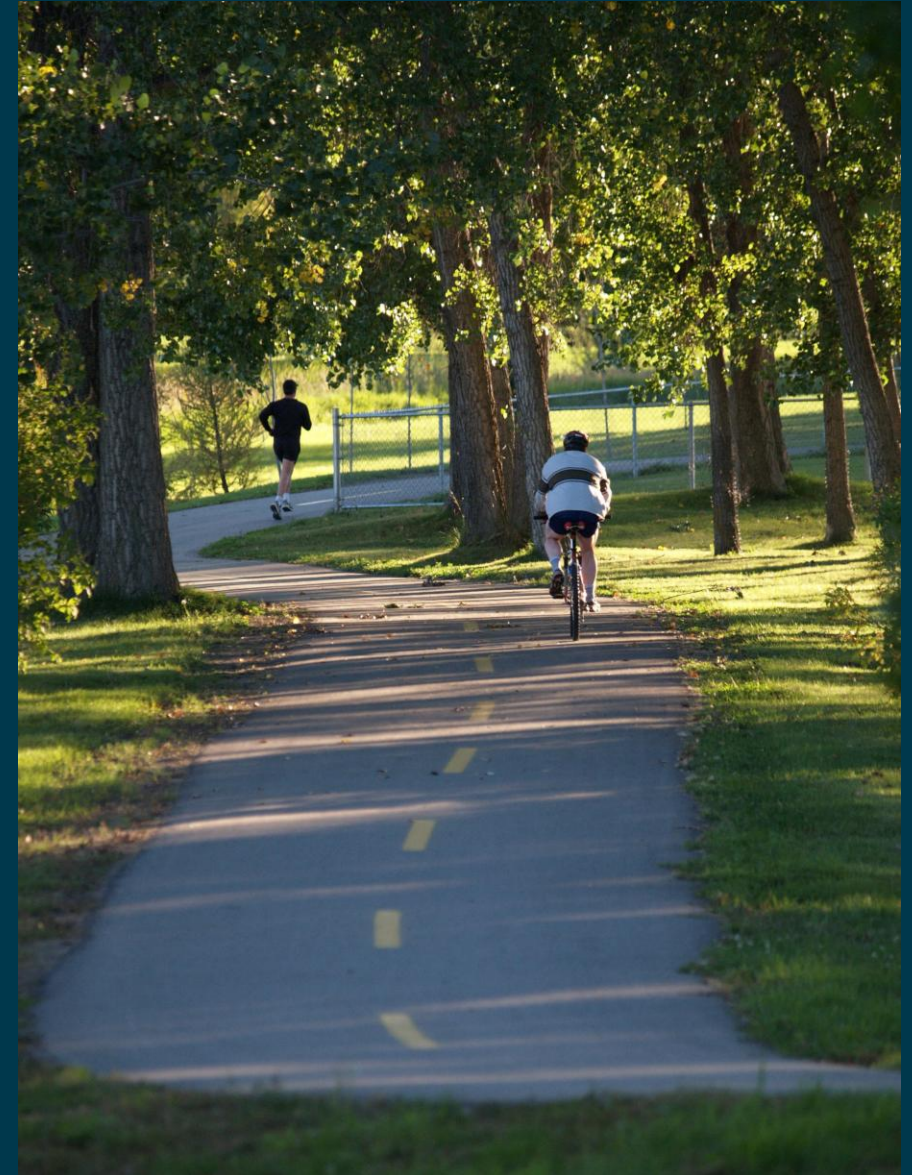
STRATEGY #9: DEFINE AND IMPLEMENT A PATH FORWARD FOR LARGE COMMUNITY RECREATION AND CULTURE FACILITIES

- Council has approved funds for design of a new Outdoor Aquatic Centre in 2026.
- Administration is preparing Request for Proposal documents for the design of the facility.



Strategy #10: Expand the cultural aspects of the community

- Administration is engaged in trail design, in consultation with partners.



COMMUNITY WELL-BEING

STRATEGY #11: ADDRESS RECREATION AND SERVICE GAPS IN NEIGHBORHOODS

- The final report is being refined to ensure it reflects the most accurate, up-to-date information for future planning of Recreation amenities.



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

- The Vision Zero working group has finalized its strategy recommendations.



COMMUNICATION & COLLABORATION

STRATEGY #13: IMPROVE COMMUNICATION BETWEEN THE RESIDENTS AND THE CITY

- We are seeing results from our efforts to encourage residents to use the news feed, as we now have 1,404 subscribers.
- Our snow clearing updates were positively received, and by using both the snow event alert banner and the news feed, we were able to share more detailed information.



STRATEGY #14: EXPLORE COLLABORATION BETWEEN THE POLICE BOARD AND COUNCIL

- The police board has undergone a significant change in members and long tenured members of the board along with BPS Executive have been spending time developing collaboration between the Board and Council.



ENVIRONMENTAL SUSTAINABILITY

STRATEGY #15: ADOPT THE CLIMATE CHANGE ACTION PLAN

- Positive incremental progress including, installation of electric vehicle charging stations, efficient lighting upgrades in city buildings, naturalized pond construction.



STRATEGY #16: DEVELOP AND IMPLEMENT AN ACTIVE TRANSPORTATION STRATEGY

- An Active Transportation strategy has been proposed within the 2026 budget submission.



ENVIRONMENTAL SUSTAINABILITY

STRATEGY #17: EVALUATE THE TRANSIT SYSTEM TO INCREASE RIDERSHIP

- The completed Transit Master Plan is scheduled to be presented to City Council.

