

Economic Prosperity

We will improve economic prospects for new and existing businesses and work to attract new, clean industry that provides high paying jobs to residents. We see revitalization of our downtown as essential to the long-term economic health of our community and will work to increase the number of people living in and visiting our downtown. The Nicola Valley has massive tourism potential and we will work collaboratively to realize that potential.

Priorities include:

1. A vibrant downtown
2. Reducing red tape for businesses
3. Diversification of industry
4. Increasing the residential housing supply
5. Commercialization of the Merritt Airport
6. Establishing a harmonious tourism strategy
7. Attractive and welcoming entrances to the community

How we will measure success:

Sound Government Practices

We will remember the value of your tax dollar and will direct the use of public funds wisely. We plan for the long-term costs of maintaining our critical infrastructure and will proactively seek grant funding. We demonstrate transparency and effective communication with residents, businesses, and community organizations.

Priorities include:

1. Excellent communication with residents
2. Clear and transparent budgeting and reporting processes
3. Asset management
4. Increased reliance on long term plans
5. Growing the City's non-tax revenue

How we will measure success:

An Active and Thriving Merritt

We envision a community where people of all ages and ability have access to diverse spaces, services, recreational opportunities and arts and culture programs that foster health, well-being, and a sense of community. We will recognize and celebrate our City's history, diversity and the people who make our community special.

Priorities include:

1. Robust and affordable sport, recreation, and arts and culture programs for people of all ages and abilities
2. Ensuring that infrastructure meets dynamic community needs and best practices
3. Recognizing Merritt's diverse history and heritage
4. Utilizing an inter-agency approach to service provision

How we will measure success:

A Safe and Resilient City

We want our residents to feel safe wherever they are in the City, whether downtown or in their neighbourhood. We will support this by promoting well-lit roads and public areas, and providing sufficient resources for RCMP and Merritt Fire Rescue. We will strive to better prepare for fire and flood in the face of climate change.

Priorities include:

1. Traffic, pedestrian, and bike safety
2. Flood mitigation projects
3. Emergency Preparedness
4. Providing the necessary fire services to support a growing City
5. Ensuring sufficient RCMP resources and support for the City's Community Policing program
6. Implementation of crime prevention through environmental design (CPTED) measures

How we will measure success:

Infrastructure for the Future

The provision of infrastructure is one of the City's primary responsibilities and we are committed to increasing investment in infrastructure. We will support active transportation and will work to ensure that wherever possible, amenities like streetlights, sidewalks, bike paths, crosswalks and transit stops are secured during the development process.



Priorities include:

1. Narrowing the infrastructure deficit by funding road, water and sewer replacement
2. Accountability for capital projects
3. Securing more and higher quality amenities during development
4. Developing an active transportation network
5. Reducing congestion at high traffic intersections

How we will measure success:

Environmental Sustainability

We believe the Nicola Valley is one of the most beautiful places on earth and will act as stewards to protect our natural environment. We will seek to understand and effectively manage our water resources and will support policy and business that will allow us to maintain our high air quality.

Priorities include:

1. Water Management
2. Air quality
3. Floodplain planning
4. Promotion of green initiatives

How we will measure success:

First Nations Reconciliation

We are committed to First Nations reconciliation and regular communication with our First Nations communities. We will work to earn the trust and confidence of First Nations communities by acting with integrity, acknowledging our shortcomings, and inviting meaningful participation.

Priorities include:

1. Setting up a framework for regular communication with neighbouring First Nations
2. Working together on challenges and opportunities in the Nicola Valley

How we will measure success: