



CITY OF WEST KELOWNA 2020-2022 STRATEGIC PRIORITIES

January 28, 2020



**INVEST IN
INFRASTRUCTURE**



**ECONOMIC GROWTH
AND PROSPERITY**



**STRENGTHEN
OUR COMMUNITY**



**FOSTER SAFETY
AND WELL-BEING**

MESSAGE FROM THE MAYOR

On behalf of the City of West Kelowna Municipal Council, it is my privilege to present the City of West Kelowna's *2020-2022 Strategic Priorities*.

The residents and businesses of West Kelowna look to the City to provide important local government services and to set a course for the future development of the community. Residents and businesses trust the City to use public dollars wisely, making sure to maximize through fiscal discipline, careful planning, and collaborative partnerships the return to the community.

City Council understands and takes seriously its responsibilities to the community. Council's strategic priorities, and the process through which they were developed, underscore the care with which Council approaches its role as West Kelowna's local governing body.

The strategic priorities presented in this document are organized and presented under four distinct pillars:

- > Invest in Infrastructure
- > Economic Growth and Prosperity
- > Strengthen Our Community
- > Foster Safety and Well-being

These pillars and the priorities were developed by Council, with input from senior staff, over the course of two facilitated strategic planning workshops in the fall of 2019. Taken together, the pillars and priorities reflect Council's sense of future challenges and

opportunities, and speak to a shared vision of West Kelowna as a vibrant and resilient community. Strengthening Council's partnership with Westbank First Nation is also important to our way forward. The pillars and priorities reflect Council's commitment to building an inclusive, engaged community of individuals and families who work together to prosper and who care for one another.

Every year Council will review the *Strategic Priorities* to reflect on outcomes and challenges, and to consider adjustments in course. All outcomes, challenges, and adjustments will be identified in annual progress reports.

I wish to thank all Council members and staff who participated in the strategic planning workshops, and who helped to develop this *2020-2022 Strategic Priorities* document for West Kelowna. Progress on the priorities set out in this document will help to achieve Council's vision, and will position the community for continued success and prosperity.



Gordon Milsom
Mayor

VISION

The City of West Kelowna is a responsive, solution-oriented local government that works in partnership with the community and others to create opportunities for growth and prosperity.

MISSION

To plan for the future while taking care of today as the city develops and operates as a modern, urban city that retains its rural character.

PILLARS

The City of West Kelowna Municipal Council has identified four pillars to help guide the use of city resources, and to organize the city's strategic priorities.



**Invest in
Infrastructure**

We will invest in building, improving and maintaining quality infrastructure to meet the needs of, and to provide a high quality of life for, current and future generations.



**Strengthen Our
Community**

We will provide opportunities for the residents of West Kelowna to build connections, celebrate successes, embrace the community's strengths and diversity, address shared needs, and contribute to shaping the community's future.



**Economic Growth
and Prosperity**

We will advance opportunities to expand our economy, increase employment, and develop the community in ways that contribute towards prosperity for all.



**Foster Safety and
Well-being**

We will pursue through direct action, advocacy, and partnerships with Westbank First Nation and local service providers, investments in community health, needs-based housing, emergency preparedness, policing, and other services that foster safety and well-being in West Kelowna.



INVEST IN INFRASTRUCTURE

We will invest in building, improving and maintaining quality infrastructure to meet the needs of, and to provide a high quality of life for, current and future generations.

COUNCIL PRIORITIES

We will invest in annual capital programs that maintain core assets, extend sidewalk and active transportation networks, improve roadways, provide parks and recreation opportunities, and support numerous other infrastructure needs.

In addition to these ongoing investments, we will pursue the following priority projects this term:

- Rose Valley Water Treatment Plant
- Major Roadworks (Gellatly Rd, Glenrosa Rd, Shannon Lake Rd and Stevens Rd/Bartley Rd Roundabout)
- Public Works Yard
- Fire Hall #32
- Plan for City Hall



ECONOMIC GROWTH AND PROSPERITY

We will advance opportunities to expand our economy, increase employment, and develop the community in ways that contribute towards prosperity for all.

COUNCIL PRIORITIES

We support initiatives that promote the community's livability, local business growth, agriculture, wineries, natural beauty, amenities, rich culture, and other attributes that position West Kelowna as a place to live, invest, work and play.

This term, we will focus on initiatives and efforts aimed at achieving:

- Increased vitality in core city and neighbourhood centres
- Growth in local businesses
- Quality, innovative urban development
- Policies and advocacy to enhance economic prosperity
- Continued growth in tourism



STRENGTHEN OUR COMMUNITY

We will provide opportunities for the residents of West Kelowna to build connections, celebrate successes, embrace the community's strengths and diversity, address shared needs, and contribute to shaping the community's future.

COUNCIL PRIORITIES

Council supports efforts to engage residents of all ages and backgrounds in community programs, long-term visioning, and long-term community planning.

This term, Council will focus resources on developing and supporting:

- Community building partnerships with Westbank First Nation, local governments and organizations in the region, and strengthening our Federal and Provincial partnerships
- Events and festivals in West Kelowna community parks
- Community Visioning
- Official Community Plan Update
- Mayor's Youth Council



FOSTER SAFETY AND WELL-BEING

We will pursue through direct action, advocacy, and partnerships with Westbank First Nation and local service providers, investments in community health, needs-based housing, emergency preparedness, policing, and other services that foster safety and well-being in West Kelowna.

COUNCIL PRIORITIES

Council supports efforts, taken in collaboration with provincial ministries, Interior Health, BC Housing, Westbank First Nation, non-profit societies, and others, aimed at creating a safe and healthy community for all residents.

This term, Council will direct resources to support the following priorities:

- Influence increased access to health care services and networks, including advocating for an urgent and primary care centre
- Advocate for social housing facilities, including subsidized and seniors housing, and services to reduce homelessness
- Wildfire mitigation measures
- Review and enhance protective services
- Fostering a culture of environmental stewardship, including review of the climate action charter



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