



COUNCIL REPORT

To: Mayor and Council

Date: May 9, 2023

From: Paul Gipps, CAO

Subject: **Council's 2022 – 2026 Strategic Priorities**

Report Prepared by: Sandy Webster, Director of Corporate Initiatives

RECOMMENDATION to Consider and Resolve:

THAT Council adopt the City of West Kelowna 2022 – 2026 Strategic Priorities.

STRATEGIC AREA(S) OF FOCUS

Invest in Infrastructure
Pursue Economic Growth and Prosperity
Strengthen our Community
Foster Safety and Well-being

BACKGROUND

At the April 11, 2023 Regular Council Meeting, Council directed staff to seek public input into Council's DRAFT *2022 – 2026 Strategic Priorities* prior to further consideration. From April 17 to 28, the public was invited to provide input into Council's DRAFT Strategic Priorities through the OurWK.ca engagement portal along with an open house held on April 26.

Staff created awareness of the engagement process by combining the use of print and electronic advertising, news releases, public service announcements, social media advertising and posts, e-updates to our subscribers, street reader boards, hosting an open house with display boards, surveys and handout material, conducting media interviews and more throughout the consultation period.

During this two-week consultation period, three topics were discussed:

- 1) Council's DRAFT 2022 – 2026 Strategic Priorities
- 2) Proposed Economic Development Corporation
- 3) Boucherie Multi-use Pathway Construction Information

This report is focused on Council's Strategic Priorities (the first topic). For the proposed Economic Development Corporation (the second topic), staff are preparing a report slated for this June, which will include a number of technical documents along with that consultation summary report. For the third topic, feedback received from the public to minimize the temporary inconvenience of construction for the Boucherie Multi-use Pathway has been provided to the Engineering and Operations project team for their consideration.

DISCUSSION

The updated DRAFT *2022 – 2026 Council Strategic Priorities* presented at the April 11 Regular Council Meeting is noted in Attachment 1 for Council's consideration. The infographic outlined in Attachment 2 highlights who we heard from, how we connected and our social media interaction summary. That consultation summary report also contains Appendix A and B to provide Council with all comments submitted.

Appendix A describes the results for all feedback forms completed online through the OurWK.ca/Council portal (44 online submissions). Additionally, 10 paper copies were submitted for a total of 54. The average rank column that begins on page two reflects the most important priority at the top (for example, on page two Municipal Water ranks as the highest priority), based on how participants ranked the order of importance to them.

Appendix B describes all comments from the online and paper feedback forms combined.

This consultation process informs and engages the community seeking continual input to guide annual budget planning and sets Council's strategic priorities both in the short and long-term. Based on the outcome of this process and Council's ongoing consideration of community input, staff is seeking direction to finalize the *2022 – 2026 Strategic Priorities* document for the first year within the current Council Term.

FINANCIAL IMPLICATIONS

As noted in the April 11 Report to Council, the financial considerations for carry-over and new projects are contained within the 5-Year Financial Plan whether partially or fully funded, or not yet currently funded (as reports will be forthcoming based on the order of Council advancing its strategic priority initiatives).

COUNCIL REPORT / RESOLUTION HISTORY

Date	Report Topic / Resolution	Resolution No.
April 11, 2023	THAT Council consider the DRAFT Council 2022 – 2026 Strategic Priorities document and provide further input and amendments; and THAT Council direct staff to seek public input into the amended DRAFT and report back to Council at the May 9 Regular Council Meeting for Council’s review, amendments and subsequent consideration of adoption. <u>CARRIED UNANIMOUSLY</u>	C167/23

CONCLUSION

Based on the outcome of the strategic planning process and Council’s ongoing consideration of public input, staff is seeking direction from Council for its consideration for adoption of its *2022 – 2026 Strategic Priorities*.

REVIEWED BY

Corinne Boback, Legislative Services Manager / Corporate Officer

APPROVED FOR THE AGENDA BY

Paul Gipps, CAO

Powerpoint: Yes No

Attachments:

- 1) City of West Kelowna 2022 - 2026 Strategic Priorities
- 2) Consultation Summary Report May 2023
- 3) Appendix A: Feedback Summary Report May 2023
- 4) Appendix B: Feedback Form Responses May 2023