



COUNCIL REPORT

To: Mayor and Council

Date: January 23, 2024

From: Paul Gipps, CAO

Subject: **2022 – 2026 Council Strategic Priorities: Annual Review 2024**

Report Prepared by: Sandy Webster, Director of Corporate Initiatives

RECOMMENDATION to Consider and Resolve:

THAT Council direct staff to post and seek public input into the attached updated draft of Council's *2022 – 2026 Strategic Priorities*, prior to staff finalizing the document for Council's consideration of adoption, in conjunction with the 5-year Financial Plan and 2024 Budget process, this spring.

STRATEGIC AREA(S) OF FOCUS

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

Pursue Economic Growth and Prosperity – We will work with stakeholders throughout the region to advocate for and support efforts aimed at helping West Kelowna businesses prosper. With a focus on the future, we will advance opportunities to expand our economy, increase employment, and develop the community in ways that contribute towards prosperity for all.

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.

Foster Safety and Well-Being – We will pursue through direct action, advocacy, and collaboration with local and regional service providers, investments in community health, needs-based housing, emergency preparedness, policing, and other services that foster safety and well-being in West Kelowna.

BACKGROUND

Throughout the first full year of its four-year Term, Council assessed the existing strategic priority pillars and initiatives and undertook reviews of the strategic direction for its 2022 – 2026 Council Term. Concurrently, Council directed staff to retain Neilson

Strategies Inc. to conduct a series of Council and senior management workshops in 2023 that contemplated existing and new strategic priorities for the Council Term.

At the May 9, 2023 Regular Council Meeting, Council adopted its *2022 – 2026 Strategic Priorities* document following public consultation held in April 2023. Subsequently, Council formalized its draft *2022 – 2026 Strategic Priorities* with ongoing reviews and updates aligned with the 5-Year Financial Plan and annual budget process.

The strategic priorities term document, to be updated annually, outlines the corporate direction, objectives, priorities and resource alignment to accomplish Council's goals through 2026. The document also aligns with the annual budget and public consultation process as Council continues to consider community input as the vision, mission and strategic initiatives are delivered for the community. The purpose of this report is to provide Council with the updated draft noted in Attachment 1 and seek Council's continued input and direction as part of its annual review.

DISCUSSION

In fall 2023, staff retained Neilson Strategies Inc. to facilitate three workshops with Council to update Council's *2022 – 2026 Strategic Priorities* document. The four key pillars were assessed and remained unchanged, ongoing initiatives under each pillar were also assessed and modified, new initiatives were considered and some of the more operational initiatives were moved to the operational plan.

Attachment 1 is a culmination of Council's discussions to date that moves West Kelowna forward with continued fiscal responsibility during recent difficult economic years globally and locally. Carry-over and new initiatives that align with Council's 5-Year Financial Plan and 2024 Budget are reflected in this updated draft, subject to further discussion of Council and community input. Initiatives deemed primarily operational have been removed by Council, such as the pavement management plan, which lends a more strategic focus to the document.

Throughout 2023, Administration has been providing Council and the community with progress updates, regular Reports to Council and Quarterly Reports and more based on the strategic direction of Council. Staff has also provided a Year in Review Summary and video at the December 12, 2023 Regular Council meeting highlighting just some of the key investments and accomplishments as Council reflects back on 2023, and moves forward with continued community investments in 2024 and beyond.

Subject to further input from Council at the January 23, 2024 Regular Council meeting, staff would subsequently include the updated draft *2022 – 2026 Strategic Priorities* document for public input that aligns with the 5-Year Financial Plan and 2024 Budget consultation process from January 29 through February 9, 2024. The final Council *2022 – 2026 Strategic Priorities* document would subsequently be posted to the City's website, which is anticipated to occur this spring, subject to consideration of Council adoption with the 5-Year Financial Plan and 2024 Budget.

CONCLUSION

At Council's direction, and subject to amendments to the document from Council, staff would post and seek community input into the attached draft *2022 – 2026 Strategic Priorities* that aligns with the 5-Year Financial Plan and 2024 Budget process.

REVIEWED BY

Corinne Boback, Legislative Services Manager / Corporate Officer

Trevor Seibel, Deputy CAO

APPROVED FOR THE AGENDA BY

Paul Gipps, CAO

Powerpoint: Yes No

Attachments:

- 1) Council 2022 – 2026 Strategic Priorities