



COUNCIL REPORT

To: Mayor and Council

Date: January 26, 2021

From: Paul Gipps, CAO

Subject: **Council's 2021 – 2022 Strategic Priorities**

RECOMMENDATION

THAT Council direct staff to post the attached draft of Council's *2021 – 2022 Strategic Priorities* for public input, prior to staff finalizing the document for Council's consideration and adoption, in conjunction with the 2021 Budget and 5-year Financial Plan process.

STRATEGIC AREA(S) OF FOCUS

Invest in Infrastructure

Economic Growth and Prosperity

Strengthen our Community

Foster Safety and Well-being

BACKGROUND

In fall 2019, Council outlined their 2019 Strategic Priorities that determined the corporate direction, objectives, priorities and resource alignment to accomplish their goals. Having completed the first year of the four-year term, Council sought to update their strategic priorities for the remaining 2020 – 2022 term.

In fall 2019, staff retained Neilson Strategies Inc. to facilitate two workshops with Council and develop an updated strategic priorities document based on Council's current direction. Four key pillars were identified along with initiatives and projects reflecting Council's priorities from 2020 through 2022.

At the January 28, 2020 regular Council meeting, Council adopted their *2020 – 2022 Strategic Priorities* and staff subsequently planned and implemented the operational plan and budget that continues to move these priorities forward today amid an unprecedented COVID-19 pandemic. The CAO has been providing Council and the community with progress updates, regular Reports to Council and Quarterly Reports as we benchmark our collective progress to deliver Council's mandate.

Staff has also provided a Year in Review Summary and video at the January 26, 2021 regular Council meeting highlighting just some of the key investments and accomplishments as Council reflects back on 2020, and moves forward with continued investments 2021 and beyond.

DISCUSSION

In late fall 2020, staff along with Neilson Strategies Inc. held a workshop with Council for their annual review and update of their strategic priorities. Attached is the draft of the *2021 – 2022 Strategic Priorities* document based on the outcome of that workshop.

Subject to further input from Council at the January 26, 2021 regular Council meeting, staff would subsequently post the draft *2021 – 2022 Strategic Priorities* document for public input that aligns with the annual budget engagement process. The final *2021 – 2022 Strategic Priorities* of Council would subsequently be posted to the City's website, which is anticipated to occur this spring.

CONCLUSION

At Council's direction, staff would post and seek community input into the draft *2021 – 2022 Strategic Priorities* for Council's consideration prior to adoption that aligns with the 2021 budget process.

REVIEWED BY

Sandy Webster, Director of Corporate Initiatives

APPROVED FOR THE AGENDA BY

Paul Gipps, CAO

Powerpoint: Yes ☐ No ☒

Attachments:

1. 2021 – 2022 Strategic Priorities (DRAFT January 2021)