



## COUNCIL REPORT

To: Mayor and Council

Date: April 20, 2021

From: Sandy Webster, Director of Corporate Initiatives

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

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### RECOMMENDATION

**THAT** Council consider and resolve to adopt its *2021 – 2022 Strategic Priorities* document as attached.

### STRATEGIC AREA(S) OF FOCUS

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

### BACKGROUND

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

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 Council's *2021 – 2022 Strategic Priorities* document based on the outcome of that workshop, Council's feedback at the January 26, 2021 regular Council meeting and public input during budget consultations.

Staff 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. Information on Council's strategic priorities remain available on the City Hall section of our website.

Staff included the draft *2021 – 2022 Strategic Priorities* document as part of the 2021 Budget and 5-year Financial Plan consultations completed in February 2021.

Subsequently, a completed version of the document for Council's consideration and recommended adoption is attached.

## **DISCUSSION**

Following the January 26, 2021 regular Council meeting, staff conducted the draft 2021 Budget and 5-year Financial Plan public consultations that included Council's draft *2021 – 2022 Strategic Priorities*. This annual consultation process informs and engages the community that guide the capital and operating budgets in addition to guiding Council's priorities. As the draft 2021 Budget consultation process has been included in the CFO's budget reports the detail is not repeated here.

Despite the unprecedented challenges with the COVID-19 pandemic, Council's updated priorities position West Kelowna for success with ongoing and new initiatives aligned with continued fiscal responsibility.

Council's direction to staff for the 2021 year and beyond reflects increased infrastructure investments (including roads, sidewalks and bike lanes), increased advocacy for social housing investments and health care services, advancing the Official Community Plan and other community development initiatives, and strengthening partnerships with Westbank First Nation and others who contribute to a vibrant Greater Westside community, among other priorities identified in the attached document.

### **Public Feedback on Council's draft 2021 – 2022 Strategic Priorities**

Between February 16 and 25, 2021, a total of 19 responses regarding Council's strategic priorities were submitted by the community and their comments are attached. Community input continues to reflect Council's direction under all four of its Council's strategic priority pillars and staff sincerely thank those who provided their input.

## **FINANCIAL IMPLICATIONS**

No additional budget is currently required.

## **CONCLUSION**

Staff has aligned Council's priorities with the 2021 Budget and 5-year Financial Plan and staff are subsequently seeking Council's adoption of its *2021 – 2022 Strategic Priorities*.

## **REVIEWED BY**

Paul Gipps, CAO

**APPROVED FOR THE AGENDA BY**

Paul Gipps, CAO

Powerpoint: Yes ☐ No ☒

**Attachments:**

- 1) 2021 – 2022 Strategic Priorities
- 2) Public Consultation Feedback Summary