

Council Priorities

Community Building

Community building views the City as a whole and focuses on the investment in services and infrastructure, which are fundamental to quality of life.

Economic Vitality

Economic vitality refers to the city's economy, economic development and creating policy that promotes investment and economic sustainability.

Environmental Sustainability

The way we operate has an impact on the environment. The City is committed to integrating environmental and sustainable practices into policy development.

Social Development

Social development encompasses principles of social equity, social well-being, citizen engagement, and support of a healthy community and quality of life for all.

Good Governance

Good governance refers to the system of municipal government in its role as a democratic institution, a public policy maker and a provider of public services.

Fiscal Sustainability

Fiscal sustainability refers to the City's ability to maintain programs and services while funding its infrastructure commitments and future growth.

Community Building

- Ensure that long term planning and development is aligned with the Official Community Plan
- Ensure City services are customer focused, sustainable, effective and relevant
- Invest in the long term planning of indoor and outdoor parks and recreational infrastructure
- Invest in attractiveness, streetscape and beautification of the community
- Establish a long term active transportation strategy

Economic Vitality

- Develop the Penticton event and vacation City brand and community destination marketing strategy
- Fully develop Penticton's event hosting potential beyond peak season
- Develop business and investment friendly policies, processes and initiatives
- Develop policy that supports business development, attracts investment and diversifies our economy
- Invest in the development of strategic partnerships locally, regionally with First Nations, governments, industry and the business community

Environmental Sustainability

- Ensure the sustainability of the environment and the ecosystems within our community
- Integration of environmental and socioeconomic values in decision making processes
- Establish energy monitoring systems and emissions reduction strategies in line with direction from the City's Corporate and Community Climate Action Plans.

Social Development

- In partnership we advocate for youth, families, seniors, health services, education and affordable housing
- Advocate for those impacted by homelessness, poor mental health and addictions
- Remove physical and social barriers which impede the full participation of all citizens in every aspect of community life

Good Governance

- Provide services that support quality of life, protect our health enhance public safety, and promote economic and the social well-being of our community
- Engage with the community in the major decisions or development of policies that impact the interests of residents and stakeholders
- Employ management principles to enhance service delivery, reduce processing times and costs
- Enhance performance measurement and reporting to Council and the community
- Further develop the City communications strategy internally, externally and regionally
- Implement workforce development and succession plans

Fiscal Sustainability

- Ensure City Services are delivered in an economical and sustainable manner
- Align Council's priorities with a sustainable long term financial planning
- Undertake asset management to ensure the sustainability of municipal infrastructure
- Identify opportunities to increase revenues from non-taxpayer sources
- Establish a long term balanced fiscal strategy i.e. grants, Permissive Tax Exemptions, Nominal Lease

