

# 2024–2026 Council Priorities

**VISION:** Penticton is a connected, resilient and healthy waterfront city focused on safety, livability and vibrancy.

**MISSION:** Penticton will serve its residents, businesses and visitors through organizational excellence, partnership and the provision of effective and community focused services.

**CULTURE:** We are committed to open communication, integrity, and professionalism to build public trust through excellence in all that we do. We embrace modernization, innovation and adaptability to meet the evolving needs of our community, fostering a culture of engagement and purpose.



## Safe & Resilient

Enhance and protect the safety of all residents and visitors to Penticton.

### REDUCE CRIME AND ENHANCE SAFETY

- Support a combination of community policing and strategic enforcement actions to reduce crime and enhance public safety.
- Ensure that enforcement is balanced with efforts to maintain vibrant public spaces that encourage positive social interactions and deter criminal activity.

### BALANCED RESPONSE TO SAFETY AND LIVABILITY

- Apply a comprehensive approach to addressing social disorder, which includes both non-enforcement strategies and targeted enforcement actions.
- Promote community initiatives and partnerships alongside enforcement measures to manage issues related to homelessness, mental health, and addiction.
- Create and activate public spaces and pedestrian-friendly areas that contribute to a healthy and attractive environment.

### FACILITATE SUPPORT FOR PUBLIC SAFETY PARTNERSHIPS

- Strengthen partnerships with local organizations to support vulnerable residents, integrating cultural, recreational, and community and economy building activities into these efforts.

### PREPAREDNESS AND RESILIENCY

- Ensure Penticton is prepared for emergencies.
- Asset Management and renewal is focused on long-term sustainable service delivery.
- Build community readiness to emergencies.



## Livable & Accessible

Proactively plan for deliberate growth, focusing on creating an inclusive, healthy, and vibrant community.

### SUPPORT ATTAINABLE AND ACCESSIBLE HOUSING

- Promote housing developments across the entire housing spectrum.
- Integrate supports for youth, seniors, and unhoused residents into policies, ensuring that new developments include amenities and services tailored to their needs.
- Ensure new developments are designed to include communal spaces and amenities, enhancing livability and fostering a vibrant community.

### MINIMIZE ENVIRONMENTAL IMPACT AND ADAPT TO CLIMATE CHANGE

- Implement sustainable development practices in support of climate change response, that also enhance public spaces and community vibrancy.

### SUPPORT COMMUNITY VIBRANCY AND CULTURE

- Advance in recreational, arts, and safety amenities as part of growth to enhance the overall quality of life in Penticton.

### COMMUNITY BUILDING PARTNERSHIPS

- Strengthen partnerships with local organizations, the Penticton Indian Band, and other government entities to support joint initiatives that enhance livability and safety.
- Support initiatives that promote a diverse and thriving economy.

