

# COUNCIL PRIORITIES

## 2020-2022



### VISION

*A vibrant, innovative, healthy waterfront city focused on sustainability, community and economic opportunity.*

### MISSION

*Penticton will serve its residents, businesses and visitors through good governance, partnership and the provision of effective and community focused services.*

## ASSET & AMENITY MANAGEMENT

The City of Penticton will ensure the services we provide to our residents and visitors are reliable and cost effective by proactively investing into our natural and built assets.

### Strategic Initiatives and Actions

- Identify service levels and costs for all community owned assets and services.
- Review our amenities and investigate ways to maximize their usage and value while exploring innovative service delivery options with regional and other partners.
- Review agreements and determine fee structures to reflect the fiscal realities and affordability for users of services.
- Promote continuous improvement on our Asset Management processes.
- Modernize the DCC Bylaw to reflect current growth and appropriate distribution of infrastructure costs.

## COMMUNITY SAFETY

The City of Penticton will support a safe, secure and healthy community.

### Strategic Initiatives and Actions

- Engage Criminal Justice system through collaborative approaches to reduce the impact of prolific offenders on the community.
- Continuing engagement with BC Housing and Interior Health to reduce or mitigate the effect of health issues in the community.
- Enhance safety through partnerships with other service delivery agencies.
- Improve resident and visitor confidence through engagement, protection, prevention and enforcement.
- Invest in appropriate human assets and technology to keep our community safe and secure.

## COMMUNITY VITALITY

The City of Penticton, guided by the Official Community Plan, will promote the economic wellbeing and vitality of the community.

### Strategic Initiatives and Actions

- Support the community in economic recovery from the impacts of the COVID-19 health crisis.
- Attract and promote sustainable growth and development.
- Expand and invest in safe multi-modal transportation options including the 'Lake to Lake' connection.
- Utilize best management practices and strategies related to climate change adaptation and mitigation activities.
- Encourage environmentally sustainable development including renewable energy initiatives.
- Continue Downtown revitalization focused on cleanliness, safety, vibrancy and sustainable infrastructure.