

Penticton City Council adopts three strategic priorities

(Penticton, BC – July 3, 2019) – Following the completion of a planning process that began this spring and included gathering feedback from the public in the form of a citizen survey, Penticton City Council has adopted three strategic priorities to steer policy creation and decision making between now and 2021.

Asset and Amenity Management, Community Safety and Community Design each emerged as the three focus areas where Council believes the City's attention is most desired/needed.

- *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.
- *Community Safety* - The City of Penticton will support a safe, secure and healthy community.
- *Community Design* - The City of Penticton will attract, promote and support sustainable growth and development which matches the community's vision for the future.

"The formation of these priorities reflect the aligned feedback of the public, Council and staff. Their establishment brings focus to the strategic direction of the City and create a means for the organization to demonstrate progress with achieving its objectives," said Penticton Mayor, John Vassilaki. "These priorities will also guide staff as they begin developing their 2020 department budgets and business plan initiatives."

Members of the public wishing to learn more about Council's three strategic priorities are encouraged to review the summary document, located on the City's [website](#).

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