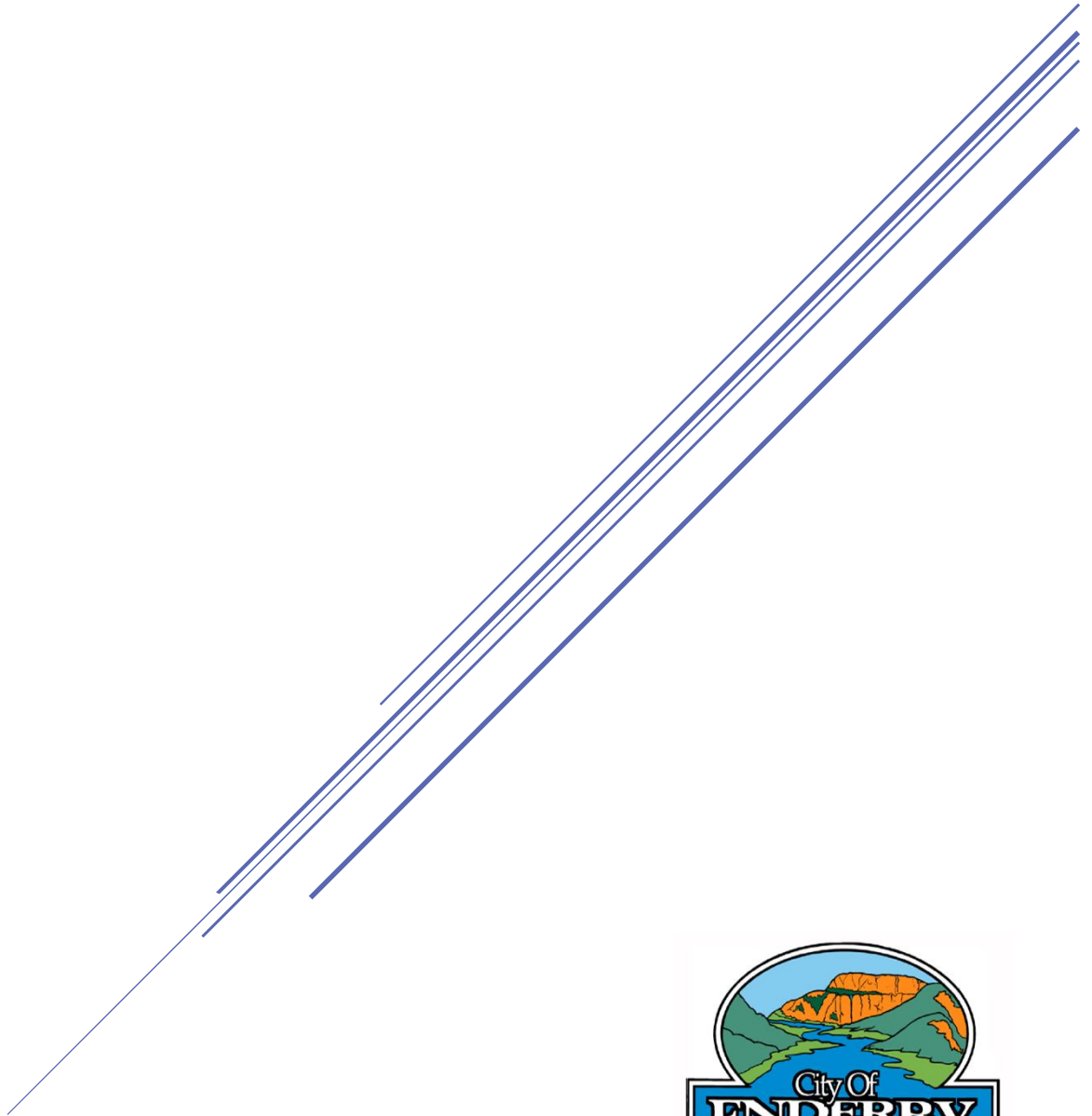


CITY OF ENDERBY

STRATEGIC PLAN 2023-26



ABOUT THIS STRATEGIC PLAN

As municipal services are funded largely through taxes, a strategic plan provides direction so that the resources are spent on the right objectives at the right time. A strategic plan also creates efficiency and effectiveness by providing clarity and alignment on decision-making and resource allocation throughout the entire municipal corporation.

A strategic plan is a group of prioritized objectives flowing from the strategic priorities set by Council. In turn, the strategic priorities are informed by the corporate values, mission, and vision, which are also determined by Council.

In this plan, Council priorities are classified as **CRITICAL**, **IMPORTANT**, or **DESIRABLE**.

- **CRITICAL** priorities are essential objectives for which it is not possible to change the timeline – meaning that resources may need to be drawn from other objectives in order to complete the task.
- **IMPORTANT** priorities are also objectives that provide significant positive value, but it is acceptable to extend the timeline in order to keep the resource costs fixed.
- **DESIRABLE** priorities also provide positive value, but it is acceptable for both resources and timeline to be adjusted to balance the demands of higher priorities.

The City of Enderby Strategic Plan expresses one important part of the total activities of the City, as prioritized by Council. There are other initiatives, department-level strategic plans, and ongoing operational objectives that are outside of the scope of this plan.

A strategic plan is a commitment by Council on behalf of the municipal corporation of the City of Enderby. It is a commitment to the taxpayer, to the public, and, most importantly, to the future of Enderby.

CITY OF ENDERBY

STRATEGIC PLAN 2023-26

VALUES

Our values are:

1. Integrity
2. Respect
3. Accountability
4. Leadership and Collaboration

MISSION

Our mission is to deliver high quality and affordable services to enhance a healthy and sustainable, inclusive community for today and tomorrow.

VISION

Our vision is to be a local government that delivers affordable and sustainable services while considering social, economic, and environmental values.

STRATEGIC PRIORITIES

Our commitments are:

1. Promoting CITIZEN ENGAGEMENT to increase community pride, ownership, and participation.
2. Fostering HEALTH AND WELL-BEING to create a happy, safe, and resilient community.
3. Creating an environment that enhances ECONOMIC PROSPERITY for residents and businesses.
4. Supporting ATTAINABLE AND AFFORDABLE HOUSING that complements our community and supports the aspirations of those who live here.
5. Providing WELL-MANAGED INFRASTRUCTURE that supports the needs of our community in a fiscally responsible way.

STRATEGIC PRIORITY #1 - CITIZEN ENGAGEMENT

WE ARE COMMITTED TO PROMOTING **CITIZEN ENGAGEMENT** TO INCREASE COMMUNITY PRIDE, OWNERSHIP, AND PARTICIPATION.

OBJECTIVES

COMMITMENT	PRIORITY	YEAR	RESPONSIBILITY
Host "Coffee with Mayor & Council" events.	Desirable	2023	Council
Increase recognition of community volunteers.	Desirable	2023	Council
Replace and add new banners to City streets and Highway 97A	Desirable	2023	Staff
Enhance public communications on the City of Enderby Mission, Vision, and Values.	Important	2023	Staff
Host a citizen and community group recognition event.	Desirable	2024	Council
Re-evaluate existing public art in conjunction with the Enderby & District Arts Council	Important	2024	Council
Assess opportunities to implement a volunteer engagement and coordination program that will increase the annual volunteer hours contributed to the community.	Desirable	2025	Council
Create a grant-ready design for a band stand.	Desirable	2026	Staff
Enhance community entrance signs.	Desirable	2026	Council

STRATEGIC PRIORITY #2 - HEALTH AND WELL-BEING

WE ARE COMMITTED TO FOSTERING **HEALTH AND WELL-BEING** TO CREATE A HAPPY, SAFE, AND RESILIENT COMMUNITY.

OBJECTIVES

COMMITMENT	PRIORITY	YEAR	RESPONSIBILITY
Review and adopt a Council Code of Conduct.	Critical	2023	Council
Support the establishment of a local or regional Accessibility Committee.	Critical	2023	Council
Increase engagement with owners of vacant commercial buildings to address safety concerns.	Important	2023	Staff
Propose to the Ministry of Health a pilot project to create and retain rural health practitioners by investing in local residents.	Important	2023	Council
Review available lands for the suitability of establishing a dog park.	Important	2023	Staff
Explore enhanced hours for the Enderby branch of the Okanagan Regional Library.	Desirable	2024	Staff
Support regional initiatives to create or enhance ball diamond infrastructure.	Important	2024	Council
Complete construction of a new pool.	Critical	2026	Staff
Develop a plan to improve lighting along the Riverwalk.	Desirable	2026	Staff
Develop a vision for a new skateboard park.	Important	2026	Council

STRATEGIC PRIORITY #3 - ECONOMIC PROSPERITY

WE ARE COMMITTED TO CREATING AN ENVIRONMENT THAT ENHANCES
ECONOMIC PROSPERITY FOR RESIDENTS AND BUSINESSES.

OBJECTIVES

COMMITMENT	PRIORITY	YEAR	RESPONSIBILITY
Support coordination of the Highway 97A and rail-trail planning processes at the technical and policy levels to ensure positive outcomes for Enderby.	Critical	2023	Staff/Council
Enhance lights on the feature tree on Cliff Avenue.	Important	2023	Staff
Build and strengthen partnerships with Splatsin, Area F, and School District #83.	Important	2023	Council
Implement a plan to enhance business retention and expansion.	Important	2024	Staff
Meet with the Minister responsible to discuss community forest opportunities prior to an apportionment decision.	Important	2025	Council
Develop a community greening assessment and plan for the City that increases the number of trees in the community.	Desirable	2026	Staff
Develop an engagement plan for downtown businesses to ensure that Enderby presents a welcoming and aesthetically pleasing business core.	Desirable	2026	Staff

STRATEGIC PRIORITY #4 - ATTAINABLE AND AFFORDABLE HOUSING

WE ARE COMMITTED TO SUPPORTING **ATTAINABLE AND AFFORDABLE HOUSING** THAT COMPLEMENTS OUR COMMUNITY AND SUPPORTS THE ASPIRATIONS OF THOSE WHO LIVE HERE.

OBJECTIVES

COMMITMENT	PRIORITY	YEAR	RESPONSIBILITY
Undertake a council workshop to review available social supports to determine the types of housing best suited to the community and capable of providing the best outcomes for occupants.	Important	2023	Council

STRATEGIC PRIORITY #5 - WELL-MANAGED INFRASTRUCTURE

WE ARE COMMITTED TO PROVIDING **WELL-MANAGED INFRASTRUCTURE** THAT SUPPORTS THE NEEDS OF OUR COMMUNITY IN A FISCALLY RESPONSIBLE WAY.

OBJECTIVES

COMMITMENT	PRIORITY	YEAR	RESPONSIBILITY
Complete construction of a replacement Reservoir #1.	Critical	2023	Staff
Continue to invest in asset management annually.	Critical	2023	Council
Create a grant-ready expansion and upgrade plan for the Water Treatment Plant.	Critical	2023	Staff
Develop a grant-ready plan for improving community fire flows.	Important	2025	Staff
Develop a grant-ready plan for improving drainage in the northern catchment basin.	Desirable	2026	Staff
Create a grant-ready expansion and upgrade plan for the Wastewater Treatment Plant.	Important	2026	Staff

EVALUATING THE PLAN

WE ARE COMMITTED TO MEASURING OUR PROGRESS AND DEMONSTRATING OUR COMMITMENT TO CREATING POSITIVE OUTCOMES FOR OUR COMMUNITY.

By making the objectives of this strategic plan measurable, we make a commitment to our community to show how our initiatives produce results.

Every December, a Scorecard will be prepared that reports the progress and outcomes of this strategic plan. The Scorecard will be presented on a public Council agenda.

REVIEWING AND AMENDING THE PLAN

WE ARE COMMITTED TO THIS STRATEGIC PLAN BUT WE WILL BE FLEXIBLE WHEN EMERGING ISSUES OR EXTRAORDINARY OPPORTUNITIES ARISE THAT ADVANCE THE VISION.

Every January, this strategic plan will be reviewed to ensure that it continues to meet the evolving and emerging priorities of Council and the broad community.

If an Emergency Issue or Extraordinary Opportunity arises in the meantime, an elected official must provide a notice of motion on a Council agenda describing the proposed objective and requesting that staff prepare a report analyzing the commitments and the impact to existing objectives. After considering the report, Council may vote to amend its strategic plan.