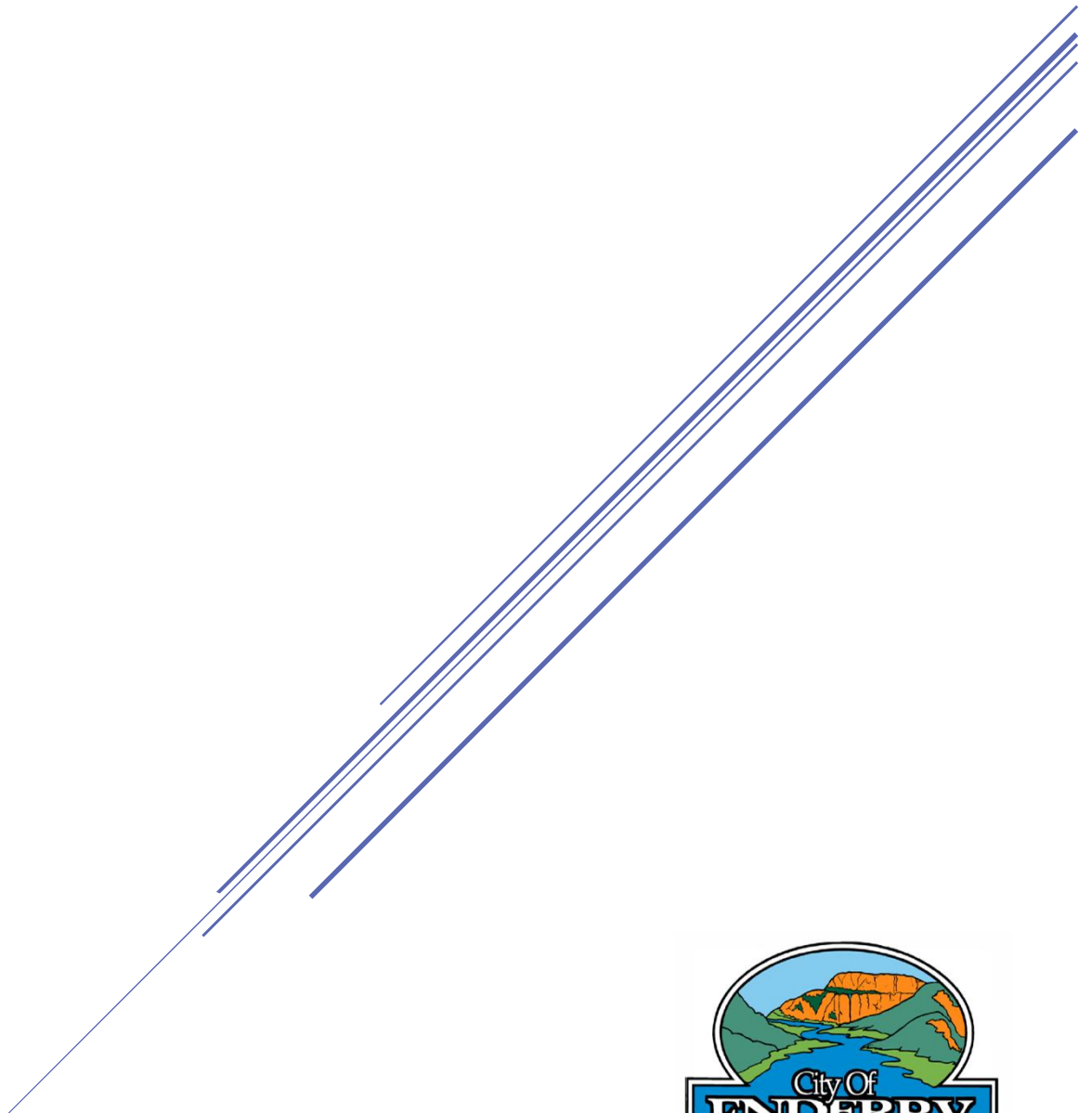


CITY OF ENDERBY

STRATEGIC PLAN 2023-26

UPDATE 2025



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 creates efficiency and effectiveness by providing clarity and alignment on decision-making and resource allocation throughout the municipal corporation.

A strategic plan is a group of prioritized objectives flowing from the strategic priorities set by Council. The strategic priorities are informed by the Council's values, mission, and vision.

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.

Achieving a priority may require a particular type of action from Council. The action types are classified as **PROVIDE**, **PARTNER**, **FACILITATE**, and **ADVOCATE**.

- **PROVIDE** is an action where the City is the lead entity.
- **PARTNER** is an action where the City works with other entities.
- **FACILITATE** is an action where the City brings together other entities.
- **ADVOCATE** is an action where the City encourages other entities to take action.

Green text indicates an objective that has been accomplished or completed.

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

UPDATE 2025

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	ACTION
Enhance public communications on the City of Enderby Mission, Vision, and Values.	Important	2023	Provide
Re-evaluate existing public art in conjunction with the Enderby & District Arts Council.	Important	2024	Partner
Replace and add new banners to City streets and Highway 97A.	Desirable	2024	Provide
Assess opportunities to implement a volunteer engagement and coordination program that will increase the annual volunteer hours contributed to the community.	Desirable	2025	Partner
Host "Coffee with Mayor & Council" events.	Desirable	2025	Provide
Increase recognition of community volunteers.	Desirable	2025	Provide
Commission at least one new design for community recognition cards.	Desirable	2025	Provide
Approve an implementation plan for public art.	Important	2025	Provide
Enhance community entrance signs.	Desirable	2026	Provide

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	ACTION
Propose to the Ministry of Health a pilot project to create and retain rural health practitioners by investing in local residents.	Important	2023	Advocate
Review and adopt a Council Code of Conduct.	Critical	2023	Provide
Review available lands for the suitability of establishing a dog park.	Important	2023	Provide
Support the establishment of a local or regional Accessibility Committee.	Critical	2023	Partner
Explore enhanced hours for the Enderby branch of the Okanagan Regional Library.	Desirable	2024	Facilitate
Increase engagement with owners of vacant commercial buildings to address safety concerns.	Important	2024	Provide
Support regional initiatives to create or enhance ball diamond infrastructure.	Important	2024	Partner
Partner with the Garden Club or another community organization on at least one food security initiative.	Desirable	2025	Partner
Complete construction of a new pool.	Critical	2026	Partner
Develop a vision for the future use of the old pool location.	Important	2026	Partner

STRATEGIC PRIORITY #3 - ECONOMIC PROSPERITY

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

OBJECTIVES

COMMITMENT	PRIORITY	YEAR	ACTION
Support coordination of the Highway 97A and rail-trail planning processes at the technical and policy levels to ensure positive outcomes for Enderby.	Critical	2024	Facilitate
Continue to enhance holiday lights at City square intersection.	Important	2025	Provide
Explore with the Area F Director opportunities to enhance collaboration and partnership.	Important	2025	Partner
Hold at least one Community to Community meeting with Splatsin to explore opportunities to enhance collaboration and partnership.	Important	2025	Partner
Hold at least one meeting with School District #83 officials to discuss public use of school facilities and joint use agreements.	Important	2025	Partner
Support Community Futures' Rail-Trail business readiness initiative.	Important	2025	Partner
Develop a new catch-phrase or slogan to strengthen the City's brand.	Desirable	2026	Provide
Plant 10 semi-mature trees by 2026.	Desirable	2026	Provide

STRATEGIC PRIORITY #4 - ATTAINABLE AND AFFORDABLE HOUSING

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

OBJECTIVES

COMMITMENT	PRIORITY	YEAR	ACTION
Align Official Community Plan and Zoning Bylaw with Interim Housing Needs Report.	Critical	2025	Provide

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	ACTION
Evaluate need for additional staff and implement plan.	Important	2024	Provide
Continue to invest in asset management annually.	Critical	2025	Provide
Create a grant-ready expansion and upgrade plan for the Water Treatment Plant.	Critical	2025	Provide
Complete construction of a replacement Reservoir #1.	Critical	2025	Provide
Develop a grant-ready plan for improving community fire flows.	Important	2025	Provide
Fulfill the requirements for the City to be eligible under the Province's allocation-based FireSmart funding model.	Important	2025	Provide
Evaluate viability and grant opportunity to provide lighting to the Riverwalk.	Desirable	2026	Provide
Commence engineering and financial planning for the paving of the gravel portion of Brickyard Road.	Important	2026	Provide

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.