THE CITY OF WHITE ROCK

2012 - 2014 Corporate Priorities

December 2012

WHITE ROCK
My City by the Sea!

Summary of 2012 - 2014 Corporate Priorities

The 2012-2014 Corporate Priorities, identifies and documents the priorities of the City of White Rock for the 2012 – 2014 term of Council and lays the foundation for the development of more detailed work plans.

The plan gives Council and staff a clear roadmap. It helps focus energies on what is most important, ensures proper allocation of resources to different priority areas in a balanced way, and provides direction to employees on how they contribute to the plan. This plan will be re-evaluated regularly during the term to monitor and assess results and performance.

Within this document, a checkmark ✔ beside an item indicates the completion of that task or priority. A dot ●

next to an item indicates the year it will be addressed. Some items are ongoing, which is indicated by dots under more than one year.

The 2012-2014 City of White Rock Corporate Priorities includes:
- Corporate Mission
- Corporate Vision
- Corporate Values
- 2012-2014 Strategic Priorities

Progress towards the City of White Rock's goals are reported each year in the Annual Report.

Mission

Building community excellence through effective stewardship of all community resources.

Corporate Vision

White Rock will provide for all its citizens a high quality of life where:

- Our high quality environment is protected and nurtured for current and future generations.

- The community feels safe, secure and friendly.

- Opportunities exist for our businesses to prosper.

- Arts and culture flourish and our heritage is celebrated.

- Municipal boundaries are less important than a strong sense of pride in and connectedness to our community.

- We all can live, work and play in an enjoyable atmosphere.

Corporate Values

Excellence - always striving for improvement.

Respect - building trust and respect within our sphere of influence.

Integrity - honestly striving for equity and fairness in all that we do.

Responsibility - always mindful of our responsibility to current and future generations and our environment.

Accountability - taking seriously the stewardship role our electors have bestowed on us, and communicating why we are doing what we are doing so that transparency of decision making is maximized.

Value - adopting innovative approaches to service delivery that assure the most value (return) for the least (investment) net cost to taxpayers (note: this is not the same as always picking the least expensive approach).

Community Participation in Government - maximize inclusivity and involvement in public decision making.

Strategic Priorities

STRATEGIC PRIORITY: CULTURAL / SOCIAL/ WELLBEING

The City of White Rock desires to continue to distinguish itself from others through development and support of unique social, cultural and recreational opportunities.

KEY PRIORITIES	2012	2013	2014
Set strategic direction for Leisure Services department	✓		
Develop and implement a fire and trip & fall prevention program for older adults	✓		
Work with our strategic partners to continually enhance the Centre for Active Living program	●	●	●
Develop a Cultural Strategic Plan		●	
Enhance public art in the city as guided by the Public Art Advisory Committee		●	●
Better use of green space to encourage walking and accessiblity to the waterfront		●	●
Position White Rock as a healthy community		●	●

The City of White Rock │ 2012 - 2014 Corporate Priorities

STRATEGIC PRIORITY: TOWN CENTRE

A healthy and sustainable Town Centre area is seen as crucial to economic well-being, sustainability and overall quality of life in White Rock.

KEY PRIORITIES	2012	2013	2014
Review density bonus policy	●	●	
Complete a density analysis for lower Johnston Road		●	
Develop a plan to increase the density along North Bluff Road		●	
Enhance White Rock's four commercial areas		●	●
Increase density in the Town Centre		●	●

STRATEGIC PRIORITY: WATERFRONT

A vibrant and active waterfront is recognized as a key element of White Rock's character. Ready access, safety and quiet enjoyment is a central focus for the City of White Rock.

KEY PRIORITIES	2012	2013	2014
Review and update the parking strategy	✓		
Finalize promenade regulations	✓		
Make improvements to beautify the waterfront	●	●	●
Develop and enhance waterfront attractions		●	
Amend OCP to permit commerce on the waterfront		●	
Develop a plan for underground wiring		●	
Prepare a plan for parking structure on the waterfront			●

STRATEGIC PRIORITY: SERVICE DELIVERY

Service delivery is essential to the City of White Rock and we will continue to work to enhance our community programs.

KEY PRIORITIES

2012 | 2013 | 2014

Actively work towards meeting Metro Vancouver Regional District's solid waste diversion targets

● ● ●

Develop a plan for solid waste utility and associated user fees

●

STRATEGIC PRIORITY: PROTECTION OF PERSONS AND PROPERTY

Programs to address the protection of persons and property is a fundamental City function. The City of White Rock will seek to continuously improve emergency preparedness.

Key Priorities	2012	2013	2014
City staff will receive updated training in emergency preparedness	✓		
Improve public safety by adding one additional RCMP officer	✓		
Continue to review RCMP dispatch contract to maximize efficiency and effectiveness of the service	●	●	●
Update Fire Bylaw/ Standards/Cost Recovery	●		

STRATEGIC PRIORITY: INTERNAL / CAPACITY / DIRECTION

There are a variety of requirements for organizational improvements in order to provide for efficient and effective governance and improved information and access for citizens and businesses alike. The City wishes to prioritize these and set realistic and achievable work plans to resolve these issues.

KEY PRIORITIES	2012	2013	2014
Fill vacant senior City management positions	✔		
Continue to implement an enhanced Occupational Health and Safety Program	●	●	●
Implement an improved electronic information system	●	●	●
Review and update key policies and bylaws	●	●	●
Review the effectiveness and efficiency of bylaw and parking enforcement functions and its ability to meet current and future demands	●	●	●
Pursue opportunities to enhance Council's governance	●	●	●
Complete collective bargaining (CUPE/IAFF Contracts)		●	

STRATEGIC PRIORITY: INFRASTRUCTURE

Robust municipal infrastructure is fundamental to quality of life. The City of White Rock wants to continue to make appropriate strategic investments to maintain or replace public assets as required.

KEY PRIORITIES	2012	2013	2014
Review Facilities Master Plan to guide future improvements	✓		
Complete inventory of public trees	✓		
Complete an Asset Management Plain for sanitary sewer and storm drainage	✓		
Review and formulate an action plan regarding City Hall and renovate	●	●	●
Complete major roads/intersections/sidewalks projects	●	●	●
Continue to review landscaping standards and develop a sustainable maintenance program, including intersection site line visibility	●	●	●

STRATEGIC PRIORITY: COMMUNICATIONS / COMMUNITY RELATIONS

The City of White Rock wishes to seek to continuously improve communications between the City and the community as well as enhance internal communications.

KEY PRIORITIES	2012	2013	2014
Review current tourism services delivery model	✓		
Continue to enhance external communications program	●	●	●
Continue to enhance communications and relationships with our community partners	●	●	●
Maintain internal communications between staff	●	●	●

STRATEGIC PRIORITY: PUBLIC TRUST

The City of White Rock values open, inclusive and friendly governance processes. The City will continue to strive to be a leader in developing and fostering relationships with, and within, the community.

KEY PRIORITIES

2012 | 2013 | 2014

Continue to embrace openness, inclusiveness and friendliness as a hallmark of our service delivery programs

●　　●　　●

Continue to encourage civic engagement as part of our public process

●　　●　　●

Develop a plan to bring forward video streaming of Council Meetings

　　●

Let's Talk!

The City of White Rock is continually looking for ways to increase two way communications.

Online:
Website – www.whiterockcity.com
E-Newsletter – www.whiterockcity.com/newsletter
Facebook – www.facebook.com/whiterockcity
Twitter – www.twitter.com/whiterockcity
LinkedIn - www.linkedin.com/company/city-of-white-rock

Committees:
The City of White Rock Council has Committees, Task Forces and other advisory bodies to ensure opportunities for input from specified groups or members of the general public. To learn more about the committees or to volunteer to serve on a committee, contact the Clerk's Office at 604.541.2127, or clerksoffice@whiterockcity.ca.
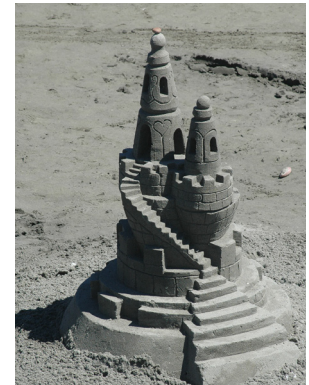
Community Forums:
White Rock City Council holds quarterly community forums to gain public input on specific topics. In 2012 these forums discussed the Uptown design plan, waterfront improvements, arts as an economic generator and major capital projects.

Council Meetings:
The City of White Rock Council meetings are held twice a month on Monday nights at 7:00 p.m. in Council Chambers, except for August, when no meetings are scheduled. Attending Council meetings is an excellent way to learn more about what's happening in your community. Council meetings are televised on Tuesday of Council meeting weeks at 9:00 p.m. on Shaw Cable 4.

White Rock City Council can also be contacted through e-mail at whiterockcouncil@whiterockcity.ca or individually at firstinitiallastname@ whiterockcity.ca (example: wbaldwin@whiterockcity.ca).

MAYOR
WAYNE BALDWIN

COUNCILLOR
AL CAMPBELL

COUNCILLOR
HELEN FATHERS

COUNCILLOR
LOUISE
HUTCHINSON

COUNCILLOR
BILL LAWRENCE

COUNCILLOR
GRANT MEYER

COUNCILLOR
LARRY ROBINSON

15322 Buena Vista Ave.
White Rock, BC V4B 1Y6

Phone: 604.541.2100
www.whiterockcity.ca

WHITE ROCK
My City by the Sea!