

# THE CITY OF WHITE ROCK 2012 - 2014 CORPORATE PRIORITIES

UPDATED APRIL 2014



## 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 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.*

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 green checkmark beside an item indicates the completion of that task or priority in that year.
- ✓ An orange checkmark indicates the task or priority is in progress during that year.
- A dot next to an item indicates the year it will be addressed.

Some items are ongoing, which is indicated by dots or checkmarks under more than one year.

## 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

Set strategic direction for Leisure Services department

2012 | 2013 | 2014



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 programs



Develop a Cultural Strategic Plan as guided by the Cultural Activity Task Force



Enhance public art in the city as guided by the Public Art Task Force



Better use of green space to encourage walking and accessibility to the waterfront as guided by the Centre Street Road Allowance Improvements Task Force



Position White Rock as a healthy community through community partnerships and initiatives



## STRATEGIC PRIORITY: TOWN CENTRE

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

### KEY PRIORITIES

2012 | 2013 | 2014

Review & implement amended 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 in partnership with Business Improvement Association



- Town Centre
- Lower Town Centre
- East Beach
- West Beach

Increase density in the Town Centre



- The Official Community Plan and zoning has been amended to encourage development.

Town Centre/ Johnston Road concept plan



- Creation of Johnston Road Reconstruction and Beautification Task Force



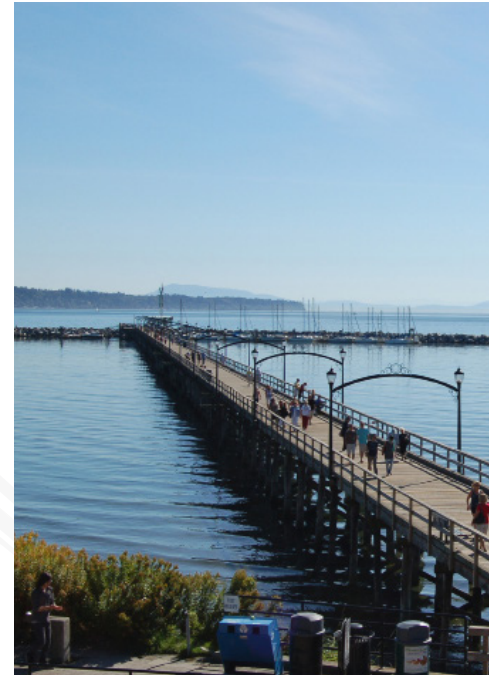
## STRATEGIC PRIORITY: WATERFRONT

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 - Review of foreshore as guided by East Beach Waterfront Improvement Task Force		✓	
Develop and enhance waterfront attractions		✓	
Crossing Safety/Rail Safety matters as guided by the Rail Safety Task Force		✓	
Amend OCP to permit commerce on the waterfront	✓		
Enhance waterfront experience			
■ Introduction of non-motorized water activities	✓		
■ Introduction of food cart program	✓		





## 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



Finalize a plan for solid waste utility and associated user fees



Review potential acquisition of White Rock water utility from EPCOR



Review and implement land-based management system to increase efficiencies



## 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 to allow White Rock Fire Department to improve ability to respond to life safety concerns



Address Medical Marihuana legislation through bylaw



Monitor, review, and evaluate proposed changes to BC Ambulance Service as it relates to service impact on residents of White Rock





## 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 document information system



Review and update key policies



Review and update strategic 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



Negotiate collective agreement (CUPE/IAFF)



## 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 Plan 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



Create more usable landscaping at City Hall



## 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



Enhance external communications program



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. All of statements below are ongoing priorities. 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 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 and implementation of the service



## LET'S TALK!

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

### **Online:**

Website – [www.whiterockcity.com](http://www.whiterockcity.com)

E-Newsletter – [www.whiterockcity.com/newsletter](http://www.whiterockcity.com/newsletter)

Facebook – [www.facebook.com/whiterockcity](http://www.facebook.com/whiterockcity)

Twitter – [www.twitter.com/whiterockcity](http://www.twitter.com/whiterockcity)

LinkedIn- [www.linkedin.com/company/city-of-white-rock](http://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](mailto: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](mailto:whiterockcouncil@whiterockcity.ca) or individually at [firstname.lastname@whiterockcity.ca](mailto:firstname.lastname@whiterockcity.ca) (example: [wbaldwin@whiterockcity.ca](mailto:wbaldwin@whiterockcity.ca)).



MAYOR  
WAYNE BALDWIN



COUNCILLOR  
AL CAMPBELL



COUNCILLOR  
HELEN FATHERS



COUNCILLOR  
LOUISE  
HUTCHINSON



COUNCILLOR  
BILL LAWRENCE



COUNCILLOR  
GRANT MEYER

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

Phone: 604.541.2100  
[www.whiterockcity.ca](http://www.whiterockcity.ca)

**WHITE ROCK**  
*City by the Sea!*