

● Draft
 ● Not started
 ● On Track
 ● Behind
 ● Overdue
 ● Complete
 → Direct Alignment
 --- Indirect Alignment

CITY OF WHITE ROCK PLAN

NEW STRATEGIC PRIORITIES

Goal/Objectives/Projects	2019	2020	2021	2022	2023	2024	Completion	Latest Update	Priority
Our Community							50%		Goal
→ Guide land use decisions of Council to reflect the vision of the community.							41%		Objective
→ Review the Official Community Plan (OCP)							81%	Phase 1 Engagement Summary (Nov. 4, 2019)	Top Priority
→ Develop and recommend a Waterfront Enhancement Strategy (WES)							75%	At the September 14, 2020 Land Use and Planning Committee meeting, the committee requested that the Waterfront area policy review be prioritized over other topics within the OCP Review and accelerated in the review process.	High Priority
→ Waterfront Wayfinding Signage							0%	Council endorsed this project on December 16, 2019.	Low Priority
→ Waterfront Facade Facelift Program							0%	Council endorsed this project on March 9, 2020.	Low Priority
→ Marine Drive Sidewalk Walkability Improvements							0%	Council endorsed staff investigating ways to improve walkability of Marine Drive on March 9, 2020.	Low Priority
→ Confirm the City is following best practices in governance							57%		Objective
→ Governance and Legislative Committee to continue to review all Council policies							81%		Top Priority
→ City Operations Policies							95%	The curb let downs at Russell Avenue and Johnston Road are completed.	High Priority
→ Policy 639 Public Recreational Pathways							0%		Low Priority
→ Policy 640 Insect and Pest Infestation on City Lands							0%		Low Priority
→ Policy 642 Dedication / Donation Program							0%		Low Priority
→ Smart City Strategy							0%	Cities in Canada and around the world are transforming their digital capabilities to improve the environmental, financial, and social aspects of urban life. While White Rock has some of core elements in place, it would benefit from taking a formal and intentional approach to smart city planning. The key to success for this initiative lies in our ability to engage the community in establishing a vision and high level set of priorities.	Low Priority

	→ Mural Project @1350 Johnston		90%	Final jury selection of the mural artist was completed August 11, 2020. The developer will manage the project from now through completion. Jury to select the artist and art work has been disbanded with thanks from Monaco (the Developer).	Low Priority
	→ Parks Bylaw Updates		53%	The EAC is investigating Bylaws and Policies related to trees and will make recommendations for changes to Council. This does not specifically address the Parks Regulation Bylaw. Council may request the EAC to review this Bylaw at a later date.	Low Priority
	→ Manage the delivery of City services efficiently and effectively		59%		Top Priority
	→ Water Community Advisory Panel		88%	At the January 12/21 meeting, CAO discussed role of WCAP as an advisory body to Council on issues selected by Council and included in the terms of reference. WCAP role is to advise, not to provide oversight.	High Priority
	→ Implement new billing structure for Water		0%	Depending on the outcome of a review of the Water Utility rate structure, implementation to move to a new structure would likely be staged over multiple years.	Low Priority
	→ Review the billing structure for the Water Utility		25%	Water Community Advisory Panel - Review possible new billing structures that would try to align with water consumption.	Low Priority
	→ Contracted Work Review		50%	Provide an analysis of contracted work the City is currently paying for	Low Priority
	→ Advocate on behalf of the community to senior levels of government and other stakeholder groups		40%		Objective
	→ Vacant Property Tax		25%	Council has sent a letter to UBCM (June 2019) and is requesting that UBCM bring forward a resolution that would provide for the authority for a vacant property tax that would be inclusive of both residential and commercial properties.	Low Priority
	→ Peace Arch Hospital Expansion		33%	Further expansions to the services provided by Peace Arch Hospital are anticipated in the coming years. Staff will continue to work with Fraser Health Authority and the Peace Arch Hospital Foundation as needed to support growth in hospital capacity in a way that is compatible with the surrounding neighbourhood and the City's infrastructure.	Low Priority
	→ Homeless Reduction Strategy		0%		Low Priority
Our Environment			40%		Goal
	→ Reduce green house gas emissions		3%		Objective
	→ Banning Single Use Plastics Report		0%	Requested Jun. 10, 2019. BC Court of Appeal struck down bylaw. Province may take lead	Low Priority

<div> <div>→ Protect and increase tree canopy and enhance greenspace in the community</div> <div>→ Urban Forest Management Plan</div> </div>			<div><div></div></div>			67%	As per Council direction, the Environmental Advisory Committee (EAC) is collaboratively working together to make suggestions for improvements to Bylaws and Policies to protect the tree canopy.	Objective
			<div><div></div></div>			25%	TBD - was brought up at Council Orientation but did not make Strategic Priorities	Low Priority
Our Waterfront			<div><div></div></div>			46%		Goal
<div> <div>→ Attract visitors and residents to the Waterfront</div> <div>→ Develop and recommend a Waterfront Enhancement Strategy (WES)</div> </div>			<div><div></div></div>			51%		Objective
			<div><div></div></div>			75%	At the September 14, 2020 Land Use and Planning Committee meeting, the committee requested that the Waterfront area policy review be prioritized over other topics within the OCP Review and accelerated in the review process.	High Priority
	→ Waterfront Wayfinding Signage		<div><div></div></div>			0%	Council endorsed this project on December 16, 2019.	Low Priority
	→ Waterfront Facade Facelift Program		<div><div></div></div>			0%	Council endorsed this project on March 9, 2020.	Low Priority
	→ Marine Drive Sidewalk Walkability Improvements		<div><div></div></div>			0%	Council endorsed staff investigating ways to improve walkability of Marine Drive on March 9, 2020.	Low Priority
<div> <div>→ Support a vibrant, year-round environment where businesses can thrive</div> <div>→ Develop and recommend a Waterfront Enhancement Strategy (WES)</div> </div>			<div><div></div></div>			88%		Objective
			<div><div></div></div>			75%	At the September 14, 2020 Land Use and Planning Committee meeting, the committee requested that the Waterfront area policy review be prioritized over other topics within the OCP Review and accelerated in the review process.	High Priority
	→ Waterfront Wayfinding Signage		<div><div></div></div>			0%	Council endorsed this project on December 16, 2019.	Low Priority
	→ Waterfront Facade Facelift Program		<div><div></div></div>			0%	Council endorsed this project on March 9, 2020.	Low Priority
	→ Marine Drive Sidewalk Walkability Improvements		<div><div></div></div>			0%	Council endorsed staff investigating ways to improve walkability of Marine Drive on March 9, 2020.	Low Priority
→ Review Waterfront Enhancement Strategy (WES) and Official Community Plan (OCP)		<div><div></div></div>				100%	The Marine Drive Task Force concluded its review of the draft Waterfront Enhancement Strategy at its final meeting on March 11, 2020. Several recommendations from the Task Force relate to projects proposed in the Strategy, which would be future projects should Council approve moving forward with them. As the Strategy is intended to be a long-term road map, projects may also wait until the resources are available for implementation.	High Priority
	→ Waterfront Wayfinding Signage		<div><div></div></div>			0%	Council endorsed this project on December 16, 2019.	Low Priority
	→ Waterfront Facade Facelift Program		<div><div></div></div>			0%	Council endorsed this project on March 9, 2020.	Low Priority
	→ Marine Drive Sidewalk Walkability Improvements		<div><div></div></div>			0%	Council endorsed staff investigating ways to improve walkability of Marine Drive on March 9, 2020.	Low Priority
Our Infrastructure			<div><div></div></div>			35%		Goal

Provide a safe, accessible, centralized City facility and amenities City Hall and Civic Precinct							14%		Objective
							14%	The status of this project was discussed at SLT on Feb 16th 2021. It was agreed that renovations to the downstairs space would start in 2021 but SLT would endeavor to raise the profile with Council of the need to either strengthen City Hall or relocate staff elsewhere.	Low Priority
Our Economy							34%		Goal
Develop an Economic Development Strategy									Objective
							33%	On January 25, 2021, Council approved referring a draft economic survey for residents and businesses to the Economic Development Advisory Committee for their comment on February 10, 2021 before it is launched in mid-February 2021. The survey is intended to launch the update to the Economic Development Strategic Plan and serve as a foundation for future stakeholder engagement.	
Review and update Economic Development Work Plan							0%		Low Priority
Partner with the White Rock BIA, South Surrey & White Rock Chamber of Commerce, Tourism White Rock Association and the local business community to attract business to the community							6%		Objective
Sign Bylaw Review							0%		Low Priority
Vacant Property Tax							25%	Council has sent a letter to UBCM (June 2019) and is requesting that UBCM bring forward a resolution that would provide for the authority for a vacant property tax that would be inclusive of both residential and commercial properties.	Low Priority
Business Licensing Fees and Fines Review							0%	In Strategic Priorities as Bylaw to Be Reviewed. New licensing clerk starting Jun. 2020	Low Priority
COVID - 19							46%		Goal
Advocate on behalf of small business and work with community groups to support the local business community during the pandemic							70%		Objective
Standardized Liquor Patio Hours							50%	Endorsed by Council Jul. 22, 2019. BIA/businesses have concerns. Postponed due to covid-19 economic impact	Low Priority