



Council Priorities 2023-2026

Updated July 2024

Message from the Mayor

On behalf of Council, I am pleased to share our updated priorities for 2023 -2026. Overall, we continue to stay the course on the six focus areas we started with at the beginning of our term as these areas continue to be important to our community. With this update, we have also added an additional priority area that reflects the growth and evolution of the City.

We've accomplished many of the original actions, added new actions that we can significantly advance, as well as realigned some of our priority outcomes based on what've learned. Our success to date has benefitted from support from other levels of government and the active participation of residents and businesses to be part of the solution. As demonstrated, we are not afraid to try new things and will continue to evaluate progress on these priorities regularly and make adjustments if necessary.

The new priority area focuses on the economy and is grounded in what we've heard from residents, businesses and the communities we serve. It acknowledges that a thriving and resilient economy underpins a good quality of life today and in the future.

The updated Council priorities are informed by [regular reporting on progress](#), allowing us to monitor both actions and how they are contributing to the results we want to see. The regular reporting is part our commitment to transparency and continually seeking opportunities to improve.

I believe these priorities balance the short- and long-term action needed to create a community for the future, while ensuring we continue to provide good value for the day-to-day services we, as a municipality, deliver.

Mayor Tom Dyas



Overview of Council Priorities

Crime & Safety



- Advance implementation of Mayor's Task Force on Crime Reduction recommendations
- Reduce property crime
- Demonstrate effectiveness of visibility on high-risk traffic behaviour and crime
- Support retention of current policy restricting use of drugs in public spaces
- Partner with Provincial ministries responsible for mental health and problematic substance use on initiatives (i.e. Community Safety Plan)

Affordable Housing



- Meet provincial/local affordable housing targets with support from the Province
- Complete the Housing Action Plan including incentive options
- Partner on the creation of a low-cost affordable housing pilot project
- Investigate options to protect renters impacted by redevelopment projects and protect existing rental stock

Homelessness



- Advocate for a regional care facility (e.g. Red Fish Healing Centre model)
- Complete the delivery of tiny home units committed to by the Province
- Facilitate a purpose-built permanent shelter with 'wrap-around' supports and graduated housing options
- Assess feasibility of care and delivery models such as a multi-care site

Transportation



- Complete the functional design of the Hwy 33 multi-modal traffic corridor and propose a partnership delivery model
- Secure funding for a new transit operations centre
- Enhance traffic safety
- Explore alternative modes of transportation between UBCO/YLW and downtown
- Improve transit service including expanding the transit pass program
- Improve traffic flow and capacity on major road networks (e.g. roads bundle)

Agriculture



- Protect agricultural lands
- Continue to ensure farmland is used for permitted uses
- Ensure sufficient & high-quality agricultural water supply

Climate & Environment



- Complete the Climate Resilient Kelowna Strategy
- Continue to include 'Climate Lens' in decision making to assess mitigation and adaptation
- Increase urban tree canopy (e.g. tree-lined medians)
- Pilot energy concierge program to enable retrofits in buildings

Economy



- Seek opportunities to enhance economic diversification
- Attract new employment and support existing business growth
- Assess the City's supply of employment lands
- Consider the City's investment into economic development

Crime & Safety



Council Priority Actions

1. Advance implementation of Mayor's Task Force on Crime Reduction recommendations, including Business Improvement Area support
2. Reduce property crime; including break and enters and theft
3. Demonstrate effectiveness of visibility on high-risk traffic behaviour (e.g. speeding, texting) and crime
4. Support retention of current policy restricting use of drugs in public spaces
5. Partner with ministries responsible for mental health and addictions on initiatives (i.e. Community Safety Plan) that improve local conditions, including alternative response models and advocacy

How we measure progress on the priority

- Business break and enters and thefts are decreasing (reported # of property crime)
- Resident sense of safety in our community is increasing (% residents that feels safe).
- Public safety resources are increasing (e.g. police, bylaw and fire)

The results we want to see

- # or % of residents who feel safe in Kelowna increases.
- Decrease in business break and enters and thefts.
- Public safety resources keep pace with community growth (e.g. police, bylaw and fire).

Affordable Housing

Council Priority Actions

1. Meet provincial/local affordable housing targets with support from the Province
2. Complete Housing Action Plan including incentive options
3. Partner on the creation of a low-cost affordable housing pilot project
4. Investigate options to protect renters impacted by redevelopment projects and protect existing rental stock

How we measure progress on the priority

- The City has a sufficient supply of each housing type (# new housing units by type such as affordable housing)
- Market rental is more affordable (the proportion spending more than 30% to go down compared to previous term)
- Home ownership is more affordable (ratio of median income and median sale price, potentially by housing type)

The results we want to see

- Residents have improved access to affordable housing whether they rent or own.
- The city has an improved housing supply that meets the social and economic needs of the community.
- An increase in the supply of affordable housing options for people with low to moderate incomes.



Homelessness

Council Priority Actions

1. Advocate for a regional care facility (e.g. Red Fish Healing Center model)
2. Complete the delivery of tiny home units committed to by the Province
3. Facilitate a purpose-built permanent shelter with 'wrap-around' supports and graduated housing options
4. Assess feasibility of care and delivery models such as a multi-care site

How we measure progress on the priority

- # of complex care units Interior Health adds to our community
- Progress towards Housing Needs Assessment (HNA) non-market housing targets (measured to be developed through HNA)
- # of people experiencing homelessness

The Results We Want to See

- A decrease in the number of people living on our streets who have mental health and/or addictions from the previous term.
- Reduce the impacts of social issues stemming from lack of support for people experiencing poverty, problematic substance use and untreated mental health conditions on the community.

Transportation

Council Priority Actions

1. Complete the functional design of the Hwy 33 multi-modal traffic corridor and propose a partnership delivery model to the Province
2. Secure funding for a new transit operations centre
3. Enhance traffic safety (e.g. traffic calming and pedestrian infrastructure)
4. Explore alternative modes of transportation between UBCO/YLW and downtown
5. Improve transit service including expanding the transit pass program
6. Improve traffic flow and capacity on major road networks (e.g. roads bundle)

How we measure progress on the priority

- Transit ridership (Transportation Master Plan target)
- Mode Share (Transportation Master Plan target)
- Improved travel choices (Number of trips by walking, biking, transit, rideshare)
- Optimize travel times (Reliable travel times between the five urban hubs)
- Monitor goods movement times (Average goods movement time)
- Promote inclusive transportation (% of low-income residents close to frequent transit and active transportation corridors)
- Central Okanagan Region's Transit Service Guidelines (frequency, service span targets, and performance by route)
- Traffic safety is increasing (Traffic related injuries and fatalities per capita)

The results we want to see

- Capacity and traffic flow is enhanced on major road corridors
- More trips by alternative transportation modes (e.g. transit, rideshare, biking, walking)
- Traffic safety management is increasing (e.g. speed control)





Agriculture

Council Priority Actions

1. Protect agricultural lands
2. Continue to ensure farmland is used for permitted uses
3. Ensure sufficient & high-quality agricultural water supply

How we measure progress on the priority

- Farmland is used for permitted farm uses (Number of non-farm use contraventions closed off during Council term)
- Protect agricultural land (# acres excluded from Agricultural Land Reserve, with the exception of those that are planned in OCP 2040; # properties rezoned from agricultural to a non-agricultural zone outside of OCP future land use)
- % of farmland that is being actively farmed in being maintained or is increasing (% of agriculture land that is actively farmed)
- # of days of agricultural water service interruption

The results we want to see

- Increased engagement and support for the agricultural industry as an integral part of our healthy food system, economy and culture.

Climate & Environment

Council Priority Actions

1. Complete the Climate Resilient Kelowna Strategy
2. Continue to include 'Climate Lens' in decision making to assess mitigation and adaptation
3. Increase urban tree canopy (e.g. tree-lined medians)
4. Pilot energy concierge program to enable retrofits in buildings

How we measure progress on the priority

- Community and corporate GHG emissions are decreasing (e.g. GHG emissions by theme such as buildings, transportation; residential energy use per capita; fuel use data; corporate energy intensity)
- Protect tree canopy (progress on tree canopy cover targets established for each Growth district through the Urban Forest Strategy update)
- Protection of environmentally sensitive land (measure to be confirmed)

The results we want to see

- Reduce corporate and community greenhouse gas (GHG) emissions (e.g. energy efficient buildings, zero-emission vehicles and charging infrastructure, urban focused growth, alternative transportation modes, renewable energy)
- Protect and restore natural areas (e.g. Okanagan Lake, urban forest, wetlands)
- Include a Climate Lens in City decision making, ensuring we always consider climate impacts
- Enhanced climate emergency planning and response programs (e.g. flooding, wildfires, extreme heat and a changing water supply)





Economy

Council Priority Actions

1. Seek opportunities to enhance economic diversification
2. Attract new employment and support existing business growth
3. Assess the City's supply of employment lands
4. Consider the City's investment into economic development

How we measure progress on the priority

- Business and/or employment growth (e.g. business counts, business licenses)
- Employment lands supply (measure to be confirmed based on employment lands assessment projects underway)

The results we want to see

- Priority sectors for economic diversification are supported.
- The number of businesses are increasing.
- The city has a sufficient supply of suitably located and serviced employment lands.
- Economic development service delivery models and level of investment are evaluated.

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