



# STRATEGIC PLAN 2023-2027

**OLIVER, BRITISH COLUMBIA**  
**WWW.OLIVER.CA**

Town of  
**Oliver**  
CANADA'S WINE CAPITAL



# MAYOR AND COUNCIL GUIDING PRINCIPLES

1. Open for Business, customer service is important
2. Downtown is more healthy through revitalization
3. Consultation and Communication is important for Council Decision making
4. Cost Conscious through knowing where the value lies and how this value can impact the operations as a whole
5. Council believes in downtown investment momentum
6. Council Decisions will be based on business cases
7. Setting the Tone from the Top through ethical integrity leadership
8. Economy of Oliver is balanced and growing
9. Affordable Comfortable Community
10. Tax rates supportable by the community
11. Community Strengths
  - a. the skills and talents of individual people
  - b. the resources offered by local associations and organizations
  - c. the arts, culture and heritage of the community
12. Diversity in Economy
13. Innovative through continuous improvement to municipal systems and processes



# COMMUNITY ENHANCEMENT

To encourage and enhance the development of Oliver as an economically healthy community.

## DOWNTOWN REVITALIZATION



- Council is dedicated to transforming the downtown to a bustling community hub.
- Council envisions farmer's markets and a public plaza downtown.
- Council wishes to work with Oliver Tourism Association to engage in a wine centre study.
- Council will define the course of action of the development of Town owned land, and do an inventory review.



## SOCIAL AND ENVIRONMENTAL

To ensure Oliver responds to emerging social and environmental issues.



### AFFORDABLE HOUSING

- Council supports affordable housing and is willing to make a land contribution to efforts made by local societies/BC Housing.
- Council will support other groups and provide incentives to support affordable housing to residents.
- Incorporating affordable housing into the future Town Hall.



### SOCIAL & ECONOMIC DEVELOPMENT

- Council wishes to invest the capacity of Social Development by establishing a new project coordinator position.
- Council wishes to encourage the development of an Airport Strategic Plan by applying for a grant for the study.
- Council will review the Grow Oliver Strategy.



### WALKABLE COMMUNITY

- Council will review traffic calming study recommendations.
- Council will review the Active Transportation Plan recommendations to enhance the walkability of Main Street to boost business traffic.
- Council will emphasize walkability in the Park Master Plan.



# SAFETY AND SECURITY

To ensure Oliver is safe for all residents and visitors.



## SAFE COMMUNITY

- Council is committed to a community that is safe, and where public safety, public health and social services are the top of mind.
- Council will study the options of installing cameras in town.
- Council will continue to promote the "See Something / Say Something" Town of Oliver Mobile App.



# GOOD GOVERNANCE

To ensure the operations of the municipality are being delivered in the most efficient, effective and transparent manner.

## RELATIONSHIP BUILDING



- Council values relationships with our internal and external partners.
- Council will host C2C Forum to strengthen the partnership with Osoyoos Indian Band.
- Mayor and Council will meet with the Town of Osoyoos, Osoyoos Indian Band and RDOS Partners.
- Mayor and Council will organize joint council meetings with the Town of Osoyoos.

## PUBLIC COMMUNICATION



- Council wishes to rethink and increase the service level of public communication to a higher degree through Town initiated press releases, Council meeting summaries, polls, surveys, enhanced social media platforms and Mayor and Council hosted offsite community drop-ins.

## ADEQUATE AND QUALITY HEALTH CARE



- Council will continue to work towards establishing a walk in clinic and attracting more doctors to Oliver.

## IMPROVE GOVERNANCE



- Council wishes to enhance Committee of the Whole Meetings by adding more items to each agenda for discussion.
- Council will be provided with quarterly and yearly updates on the Strategic Plan.
- Starting in July 2023 Council meetings will occur every 3 weeks allowing staff more time to prepare.



# ACTION PLAN

LEAD LEGEND	
CAO	Chief Administrative Officer
CFO	Chief Financial Officer
DO	Director of Operations
DDS	Director of Development Services
CO	Corporate Officer
MC	Mayor and Council

STATUS KEY	
↔	No changes to project plan since last reporting
↗	Minor changes to project plan since last reporting, no significant change in overall objective/scope, schedule or resources required
↑	Major change in objectives, scope, schedule or resources since last reporting date
✓	Complete



## DOWNTOWN REVITALIZATION PRIORITIES

Project	Details	Status	Completion Date	Lead
1. Business Plan	<ul style="list-style-type: none"> <li>Transform the downtown into a bustling community hub.</li> </ul>	↔	Ongoing	DDS/CAO
2. Town owned Lands Development Proposal	<ul style="list-style-type: none"> <li>Define the course of action for the development of Town owned land, and do an inventory review.</li> </ul>	↔	Ongoing	DDS
3. Transform Downtown	<ul style="list-style-type: none"> <li>Envision farmer's markets and a public plaza downtown.</li> <li>Wine Center study.</li> </ul>	↔	Ongoing	DDS/CAO
		↔	Ongoing	DDS/CAO

## AFFORDABLE HOUSING PRIORITIES

Project	Details	Status	Completion Date	Lead
1. Support Local Groups	<ul style="list-style-type: none"> <li>Connect with, support local groups, and provide incentives to support affordable housing to residents.</li> </ul>	↔	Ongoing	DDS
2. Contribution of Land	<ul style="list-style-type: none"> <li>Investigate and identify potential affordable housing sites for purchase by the Town</li> </ul>	↗	Ongoing	DDS
3. Future Town Hall	<ul style="list-style-type: none"> <li>Incorporating affordable housing into the future Town Hall.</li> </ul>	↔	Ongoing	DDS



## SOCIAL & ECONOMIC DEVELOPMENT PRIORITIES

Project	Details	Status	Completion Date	Lead
1. Social Development	<ul style="list-style-type: none"> <li>Establish a new Project Coordinator Position.</li> </ul>	✓	2023	DDS/CAO
2. Airport Strategic Plan	<ul style="list-style-type: none"> <li>Encourage development of an Airport Strategic Plan by applying for a grant for the study.</li> </ul>	↗	Ongoing	DDS/CAO
3. Grow Oliver Strategy	<ul style="list-style-type: none"> <li>Council will review the Grow Oliver Strategy.</li> </ul>	↔	2023	DDS/CAO

## WALKABLE COMMUNITY PRIORITIES

Project	Details	Status	Completion Date	Lead
1. Traffic Calming	<ul style="list-style-type: none"> <li>Council will review traffic calming study recommendations.</li> </ul>	↗	Ongoing	DO
2. Active Transportation	<ul style="list-style-type: none"> <li>Council will review the Active Transportation Plan.</li> </ul>	↔	Ongoing	DDS
3. Parks Master Plan	<ul style="list-style-type: none"> <li>Staff will work with Oliver Parks and Recreation to incorporate Town parks into the Oliver Parks and Recreation Master Plan.</li> </ul>	↔	Ongoing	DDS/DO

## SAFE COMMUNITY PRIORITIES

Project	Details	Status	Completion Date	Lead
1. CCTV Implementation	<ul style="list-style-type: none"> <li>Staff to study the options of installing cameras in town.</li> </ul>	↔	Ongoing	MC/CO
2. Town of Oliver App	<ul style="list-style-type: none"> <li>Council will continue to promote the "See Something / Say Something" feature on the Town of Oliver Mobile App.</li> </ul>	↗	Ongoing	CO

## RELATIONSHIP BUILDING PRIORITIES

Project	Details	Status	Completion Date	Lead
1. Community to Community Forum (C2C)	<ul style="list-style-type: none"> <li>Staff will apply for C2C Funding.</li> </ul>	✓	2023	CO
2. Council to Council Meeting	<ul style="list-style-type: none"> <li>Staff to make arrangements for Council to Council meeting with Town of Osoyoos.</li> </ul>	↗	Ongoing	CAO
2. Partners Meetings	<ul style="list-style-type: none"> <li>Staff to make arrangements for Mayor and Council to meet with the Town of Osoyoos, OIB and the RDOS on a frequent basis.</li> </ul>	↔	Ongoing	CO

## PUBLIC COMMUNICATION PRIORITIES

Project	Details	Status	Completion Date	Lead
1. Engage Citizens	<ul style="list-style-type: none"> <li>Rethink and increase the service level of public communication to a higher degree through Town initiated press releases, Council meeting summaries, polls, surveys, enhanced social media platforms and Mayor and Council hosted offsite community drop-ins such as Coffee and Council.</li> </ul>	↔	Ongoing	CAO/CO

## ADEQUATE AND QUALITY HEALTH CARE PRIORITIES

Project	Details	Status	Completion Date	Lead
1. Walk in Clinics	<ul style="list-style-type: none"> <li>Council will continue to advocate for Walk in Clinics in the Town of Oliver.</li> </ul>	↔	Ongoing	CAO/CO
2. Doctors	<ul style="list-style-type: none"> <li>Council will continue to find ways to attract more doctors to the Town of Oliver.</li> </ul>	↔	Ongoing	CAO/CO

## IMPROVE GOVERNANCE PRIORITIES

Project	Details	Status	Completion Date	Lead
1. Committee of the Whole	<ul style="list-style-type: none"> <li>Council wishes to enhance Committee of the Whole Meetings by adding more items to the agendas for discussion.</li> </ul>	↗	Ongoing	CAO/CO
2. Strategic Plan Updates	<ul style="list-style-type: none"> <li>Staff will provide quarterly and yearly updates on the Strategic Plan to Council.</li> </ul>	↔	Ongoing	CAO/CO
3. Council Meeting Schedule	<ul style="list-style-type: none"> <li>Starting July 2023 Council meetings will occur every 3 weeks allowing staff more time to prepare.</li> </ul>	✓	Complete	CO