

STRATEGIC PLAN 2023-2027

December 2025

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 communty.



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

Priorities Updated December, 2025

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

DOWNTOWN REVITALIZATION PRIORITIES

Project	Details	Status	Completion Date	Lead
1. Business Plan	1.1 - Transform the downtown into a bustling community hub.	Planned update to banner policy in spring of 2026, along with updated banners for 2026. 2025 Light Up was a successful event with expanded use of Centenial Park.	Ongoing	DDS/CAO
1. Business Plan	1.2 - Provide updated plans to Council in 2025 for a decision on Station Street Corridor from Sawmill/Co-Op to Fairview.	Planning session conducted. Engineering firm selected for detailed design drawings from Co-Op to potential roundabout.	Ongoing	DO/CAO/MC
2. Town owned Lands Development Proposal	2.1 - Define the course of action for the development of Town owned land, and do an inventory review. List properties on Town website.	No update. Met with RDOS GIS and discussed the build out of a "town land" filter.	Ongoing	DDS/CAO
3. Transform Downtown	3.1 - Envision farmer's markets and a public plaza downtown.	Received Award for the 2024 Market. Good participation in 2025 and move into park was a success.	Ongoing	DDS/CAO
3. Transform Downtown	3.2 - Wine Center study	No Update	On hold	DDS/CAO

SOCIAL AND ECONOMIC DEVELOPMENT PRIORITIES

Project	Details	Status	Completion Date	Lead
1. Social Development	1.1 - Add Social Development initiatives to Project Coordinator position.	Work in Progress. DDS and DOR will participate in Accessibility and Age Friendly meetings.	Ongoing	CAO/DDS
1. Social Development	1.2 - Focus on youth engagement.	Draft Youth Councillors proposal to Council for adoption in 2026.	Ongoing	CAO/CO
2. Airport Strategic Plan	2.1 - Encourage development of an Airport Strategic Plan by applying for a grant for the study.	Completed	2024	DO/CAO
2. Airport Strategic Plan	2.2 - Advocate with Ministry to review land grant to allow Airport initiatives that include dorm/office/housing uses.	Minimal movement on alternative uses as a result of letter to the Minister. Contracted with appraiser for FMV appraisal for potential acquisition.	Ongoing	MC/CAO
3. Grow Oliver Strategy	3.1 Council will review the Grow Oliver Strategy.	Focus for last few months has been the Light Up.	Ongoing	DDS/CAO
4. Economic Developlment	4.1 Council to review agreement with Oliver Tourism Association.	Completed our review and forwarded to RDOS for their approval.	Ongoing	MC/CAO

WALKABLE COMMUNITIES PRIORITIES

Project	Details	Status	Completion Date	Lead
1. Traffic Calming	1.1 - Council will review traffic calming study recommendations.	Installed new speadbumps on Fairview and McKinney. Purchased portable speed bumps. Added reflectors on Meadows Drive crosswalk.	Ongoing	DO/DDS
2. Active Transportation	2.1 - Council will review the Active Transportation Plan.	No Action. The plan is reviewed when applying for grants.	Ongoing	DDS/CAO
2. Active Transportation	2.2 - Investigate and secure right of ways for potential for extension of canal walkway south of road 2.	This is a Priority Project for our DDS in 2026. Internal design and planning underway before submitting an ALC application.	Ongoing	DDS/CAO
2. Active Transportation	2.3 - Work with ODHS on heritage walkabouts.	ODHS has created and installed a number of signs for buildings in Oliver.	Ongoing	DDS/CO
3. Parks Master Plan	3.1 - Staff will work with Oliver Parks and Recreation to incorporate Town parks into the Oliver Parks and Recreation Master Plan.	Completed	2024	

SAFE COMMUNITIES PRIORITIES

Project	Details	Status	Completion Date	Lead
1. CCTV Implementation	1.1 - Staff to study the options of installing cameras in town.	Continuing to review of best practices from other communities.	Ongoing	CO
1. CCTV Implementation	1.2 - Consult with OIB on the installation of 2 or more cameras in town at major intersections.	Discussed with OIB Council during recent meeting. Town reviewing our current Video Surveillance Camera Policy.	Ongoing	CO/DO/CAO
2. Town of Oliver App	2.1 - Council will continue to promote the "See Something / Say Something" feature on the Town of Oliver Mobile App.	Reduced usage of mobile app in 2025. Increasing promotion.	Ongoing	CO
3. New RCMP Building	3.1 - Discuss potential of new RCMP detachment located between Osoyoos and Oliver.	The estimated cost would be approximately $23 million, excluding land acquisition.	Ongoing	MC/CAO
4. Support Business with Graffiti and Vandalism	4.1 - Explore public locations for murals, along with grant opportunities.	Staff to document potential locations and research grants.	Ongoing	CAO
4. Support Business with Graffiti and Vandalism	4.2 - Promote Federal or other grant program for business security systems and cameras.	Grant Coordinator researching opportunities	Ongoing	CO

RELATIONSHIP BUILDING PRIORITIES

Project	Details	Status	Completion Date	Lead
1. Community to Community Forum (C2C)	1.1 - Staff will apply for C2C funding.	Received 2025 funding. Program funding on hold for 2026.	Ongoing	CO
2. Council to Council Meeting	2.1 - Staff to make arrangements for Council to Council meeting with Town of Osoyoos.	Sept 5, 2025 event in Osoyoos with Parks & Rec networking event in the afternoon.	Ongoing	CO
3. Partners Meetings	3.1 - Staff to make arrangements for Mayor and Council to meet with the Town of Osoyoos, OIB and the RDOS on a frequent basis.	July 21, 2025 Council to Council meeting with OIB. Look at follow-up meeting in early 2026.	Ongoing	CO
4. Reconciliation	4.1 - Creation of a reconciliation committee	Discussed during OIB Council to Council meeting.	Ongoing	CO/CAO
4. Reconciliation	4.2 - Cultural Sensitivity Training for all Town staff	Completed all staff training day on November 14, 2025.	Ongoing	CAO/CO

PUBLIC COMMUNICATION PRIORITIES

Project	Details	Status	Completion Date	Lead
1. Engage Citizens	1.1 - 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.	Multiple Coffee with Council sessions in 2025 with good participation and public input.	Ongoing	CO/CAO
1. Engage Citizens	1.2 - Increase citizen engagement at public and official events.	Created "events" on Facebook and provided Library with posters in advance. Posted on electronic sign at P&R.	Ongoing	CO/CAO
1. Engage Citizens	1.3 - Arrange for in school engagements with students.	Considering student involvement in upcoming OCP Phase II sessions. Look at how we can increase youth feedback on upcoming budget.	Ongoing	CO/CAO/MC

ADEQUATE AND QUALITY HEALTH CARE PRIORITIES

Project	Details	Status	Completion Date	Lead
1. Walk in Clinics	1.1 - Council will continue to advocate for Family Practice/Walk in Clinics in the Town of Oliver.	Dr. Craven worked with OIB to activate a Friday walk-in clinic at OIB health centre.	Ongoing	MC/CAO
2. Doctors	2.1 - Council will continue to find ways to attract doctors to the Town of Oliver.	Working Group has done well with promoting the valley to graduates.	Ongoing	MC/CO/CAO
3. Development of Medical Residences on Eastside Rd.	3.1 - Stay the course on spearheading medical residence development	Funding from SOS Medical Foundation secured and ground breaking for new site in November 2025 with completion in March 2026.	Ongoing	MC/CAO

IMPROVE GOVERNANCE PRIORITIES

Project	Details	Status	Completion Date	Lead
1. Committee of the Whole	1.1 - Council wishes to enhance Committee of the Whole meetings by adding more items to the agendas for discussion.	No update	Ongoing	CO/CAO
2. Strategic Plan Updates	2.1 - Staff will provide quarterly and yearly updates on Strategic Plan to Council.	Q1/Q2 and Q3 through to November	Ongoing	CAO
3. Council Meeting Schedule	3.1 - Starting July 2023 Council meetings will occur every 3 weeks allowing staff more time to prepare.	Complete	2024	CO
4. Meeting Protocol	4.1 - Review of Council Procedure Bylaw, with focus on proper meeting protocols.	Complete	2025	CO/CAO
5. Future Town Hall	5.1 - Explore options for a future town hall.	Added as Priority in Jan 2025. No update.	Ongoing	CAO