



# CORPORATION OF THE TOWNSHIP OF ESQUIMALT

Municipal Hall  
1229 Esquimalt Road  
Esquimalt, B.C. V9A 3P1

## Legislation Details (With Text)

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**Attachments:** 1. Appendix A - Esquimalt Vision Statement, 2. Appendix B - Summary of Survey Results and Comments, 3. Appendix C - Survey Comments on Community Vision Statement, 4. Appendix D - Vision Statement Examples

Date	Ver.	Action By	Action	Result
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## REQUEST FOR DIRECTION

**DATE:** March 8, 2016      Report No. DEV-16-022

**TO:** Laurie Hurst, Chief Administrative Officer

**FROM:** Marlene Lagoa, Community Development Coordinator

**SUBJECT:**

Community Vision Statement Review

**ESSENTIAL QUESTION:**

Would the Committee of the Whole like to see any changes to Esquimalt’s community vision statement?

**RECOMMENDATION:**

That the Committee of the Whole receive Staff Report No. DEV-16-022 for information, provide any additional direction to staff as the COTW considers advisable, and direct staff to prepare a report for Council’s consideration.

**BACKGROUND:**

The purpose of this report is to review the comments received from the Official Community Plan (OCP) Review kick off survey on how Esquimalt’s community vision statement could be improved. Based on the review, the Committee of the Whole may wish to suggest changes to the community

vision statement.

At the January 11, 2016 Committee of the Whole meeting the results of the OCP Review kick off survey were presented. There was a general consensus that the community vision statement, which was last adopted in 2003, be updated.

One survey question asked, “*How well does the current community vision statement reflect your vision of Esquimalt?*” Almost 60% of respondents were satisfied with the current community vision statement whereas 40% of respondents felt it needed improvement. In addition to the rating, 176 comments were received on how the vision statement could be improved.

Enclosed with this report are the following:

Appendix A: Township of Esquimalt Vision, Mission and Values

Appendix B: Summary of the OCP Review survey results and comments received on the community vision statement.

Appendix C: Survey comments on how to improve community vision statement.

*Comments in Appendix B and C have been categorized and presented in the same order as the current community vision statement.*

Appendix D: Vision Statements for Oak Bay, Saanich, Victoria and View Royal.

## **ISSUES:**

At this time, the main concern is having an updated community vision statement ready to share at the “Looking Forward Forum” - the Phase 2 community engagement event scheduled for May 4, 2016 at the Esquimalt Recreation Centre.

In order to meet this tight deadline, and stay on schedule for having an updated OCP by fall 2017, staff must be given sufficient direction at the April 11<sup>th</sup> meeting to bring a report back to Council on April 18<sup>th</sup>.

## **ALTERNATIVES:**

1. That the COTW receive Staff Report No. DEV-16-022 for information, provide any additional direction to staff as the COTW considers advisable, and direct staff to prepare a report for Council's consideration.
2. That the COTW provide alternative direction to staff.
3. That the COTW request further information from staff.