



CORPORATION OF THE TOWNSHIP OF ESQUIMALT

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4/18/2016	1	Council	denied	Fail

REQUEST FOR DECISION

DATE: April 13, 2016 Report No. DEV-16-026
TO: Laurie Hurst, Chief Administrative Officer
FROM: Marlene Lagoa, Community Development Coordinator
SUBJECT:

Potential Community Vision Statements

RECOMMENDATION:

That Council select a draft community vision statement listed in Appendix A to Staff Report DEV-16-026.

RELEVANT POLICY:

Official Community Plan Bylaw, 2007, No. 2646
Community Vision Statement (2003 Esquimalt Vision and Implementation Committee)

STRATEGIC RELEVANCE:

The process of reviewing and updating the Official Community Plan is identified in the Strategic Priorities 2015 - 2019.

BACKGROUND:

The purpose of this report is to propose several community vision statements for Council's consideration.

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

Current Community Vision Statement (2003)

"Esquimalt is a diverse community, a desirable place to live and an integral member of a larger region. We encourage meaningful community participation and consultation to provide open and responsible decision-making. We enhance responsible economic opportunities and embrace sports, recreation, the arts and the west coast lifestyle.

As we achieve the vision, we enhance our quality of life; enjoy health and safety; build upon our cultural heritage; revitalize our community; protect our natural environment and foster our diversity."

At the April 11, 2016 Committee of the Whole meeting, the committee considered the 176 comments received on how the statement could be improved and provided direction to staff on drafting a revised community vision statement.

ISSUES:

1. Rationale for Selected Option

A community vision statement is a description of what the community should look like once it has successfully implemented its strategies and achieved its fullest potential.

At the April 11, 2016 Committee of the Whole meeting, the directions given on drafting a revised community vision statement were:

- That the statement be short while still being specific and meaningful;
- That it highlights Esquimalt's unique attributes;
- To avoid the use of jargon or buzz words; and
- Not to reference local government processes.

Staff recommends that Council select one of the seven potential community vision statements listed in Appendix A to this report.

2. Organizational Implications

There are no additional organizational implications as public input on the draft community vision statement will occur within the process of reviewing the Official Community Plan.

3. Financial Implications

There are no additional financial implications (see organizational implications).

4. Sustainability & Environmental Implications

There are no direct sustainability and environmental implications associated with revising the community vision statement.

5. Communication & Engagement

The draft community vision statement will be shared at the “Looking Forward Forum” - the OCP Review Phase 2 community engagement event scheduled from 7-9 p.m. on May 4, 2016 at the Esquimalt Recreation Centre. A question on the draft community vision statement will be included on the survey which will be available online from May 6 - 31, 2016. All feedback received will be presented to Council in late August.

ALTERNATIVES:

1. That Council select a draft community vision statement listed in Appendix A to Staff Report DEV-16-026.
2. That Council amend one of the potential community vision statements from Appendix A to Staff Report DEV-16-026.
3. That Council retain the community vision statement adopted in 2003.