



Council Report

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Date: March 3, 2026
To: Mayor and Council
From: Anthony Haddad, City Manager
Subject: 2024-2026 Council Priorities – Quarter 4 2025 Update

Staff Recommendation

THAT Council receive into the record the report dated March 3, 2026 titled “2024-2026 Council Priorities – Quarter 4 2025 Update”.

Strategic priority objective

Safe & Resilient: The City of Penticton will enhance and protect the safety of all residents and visitors to Penticton.

Livable & Accessible: The City of Penticton will proactively plan for deliberate growth, focusing on creating an inclusive, healthy, and vibrant community.

On a quarterly basis staff provide an update on the progress of Council’s priorities that were set as part of the 2025 budget process. Focused on Council’s two strategic focus areas, Safe and Resilient and Livable and Accessible, this report provides a summary of the achievements at the end of the fourth quarter of 2025. Attached to this report are the detailed statistics as they relate to Council’s priorities and will be presented by the department leads during the Council meeting.

Safe and Resilient:

Council’s Safe and Resilient priority reflects Council’s commitment to creating a safe, supportive community environment through a balanced approach that addresses crime, supports vulnerable populations, and builds long-term resilience. The following provides an overview of the progress of each of Council’s Safe & Resilient priorities with detailed analysis and statistics provided in Attachment A.

Council Priority	Q4 Summary
<p>Reduce Crime and Enhance Safety</p> <ul style="list-style-type: none"> • Support a combination of community policing and strategic enforcement actions to reduce crime and enhance public safety. • Ensure that enforcement is balanced with efforts to maintain vibrant public spaces that encourage positive social interactions and deter criminal activity. 	<ul style="list-style-type: none"> • Q4 2025 saw a 4% decline in overall calls for service, compared to this time last year • Of the calls for service, approximately 1,233 were Criminal Code or Controlled Substances Act Files. This is down 22% from the same period last year (1,580), and 17% year to date. • Since January 2024, ICRT has responded to 2,604 interactions in Penticton, with 499 calls occurring in the fourth quarter alone (224 in October, 167 in November, and 108 in December).
<p>Balanced Response to Safety and Livability</p> <ul style="list-style-type: none"> • Apply a comprehensive approach to addressing social disorder, which includes both non-enforcement strategies and targeted enforcement actions. • Promote community initiatives and partnerships alongside enforcement measures to manage issues related to homelessness, mental health, and addiction. • Create and activate public spaces and pedestrian-friendly areas that contribute to a healthy and attractive environment 	<ul style="list-style-type: none"> • In Q4 2025, Bylaw Services responded to 1,228 calls for service and generated 329 proactive files, compared to 735 calls and 237 officer-generated files in Q4 2024. • Officers also conducted 9,283 proactive patrols during the quarter. • Across the full year, Bylaw Officers completed 29,233 proactive patrols in 2025 and responded to 5,323 calls for service, while generating 1,132 proactive files. • Notable progress on the Safe Public Places bylaw amendments and Resident Only Parking were also advanced this quarter.
<p>Facilitate Support for Public Safety Partnerships</p> <ul style="list-style-type: none"> • Strengthen partnerships with local organizations to support vulnerable residents, integrating cultural, recreational, and community and economy building activities into these efforts 	<ul style="list-style-type: none"> • Bylaw collaborated with SOWINS on joint patrols, supported foot patrols along Okanagan Lake, reinforced school-zone safety, and conducted targeted ride-alongs with Interior Health and Social Development. • Theft-prevention efforts grew through Project 529, resulting in 25 bike registrations and 50 decals issued. Work with Ask Wellness also contributed to renewing the Sharps Collection Agreement, underscoring Bylaw's role in coordinated public health and safety responses.

	<ul style="list-style-type: none"> • Economic Development continues to strengthen partnerships with the Chamber, DPBIA, PIDA and Travel Penticton with continued engagement and outlook for 2026 priorities.
<p>Preparedness & Resiliency</p> <ul style="list-style-type: none"> • Ensure Penticton is prepared for emergencies • Asset Management and renewal is focused on long-term sustainable service delivery • Build community resilience and promote social connections. 	<ul style="list-style-type: none"> • In the fourth quarter of 2025, the Penticton Fire Department responded to 924 incidents, representing a 6.8% increase from the 865 calls recorded during the same period in 2024. • This overall growth was driven largely by a significant rise in medical responses, which climbed 27.7%, increasing from 394 to 503 incidents. • Fire-related calls declined by 7.6%, dropping from 144 in Q4 2024 to 133 in Q4 2025.

Livable and Accessible:

Council’s Livable and Accessible priority drives our efforts to improve the quality of life for all residents through better housing solutions, accessible public spaces and safe streets, and inclusive community services. The following provides an overview of the progress of each of Council’s Liveable & Accessible priorities with detailed analysis and statistics provided in Attachment B.

Council Priority	Q4 Summary
<p>Support Attainable and Accessible Housing</p> <ul style="list-style-type: none"> • Promote housing developments across the entire housing spectrum to support a diverse and thriving economy. • Integrate supports for youth, seniors, and unhoused residents into policies, ensuring that new developments include amenities and services tailored to their needs. • Ensure new developments are designed to include communal spaces and amenities, enhancing livability and fostering a vibrant community. 	<ul style="list-style-type: none"> • Over 450 rental apartment units were issued permits over the past two years. Several projects are nearing occupancy, including: M'akola’s project at 603 Main Street (36 units), 123 Front Street (48 units), and Rigsby Street (49 units). • Significant progress is also being made on Mission Group’s 192-unit rental project on Timmins Street (now at framing), and the Okanagan College student-housing building (89 beds), which is advancing through key inspections and remains on track to accommodate students for Fall 2026.
<p>Minimize Environmental Impact and Adapt to Climate Change</p> <ul style="list-style-type: none"> • Implement sustainable development practices in support of climate change response, that also enhance public spaces and community vibrancy. 	<ul style="list-style-type: none"> • Work continued on the detail design of the naturalization of Penticton Creek Reach 2. • The majority of housing units under

	<p>construction in the community continue to be approved in the core area of the community, contributing towards the City's sustainable planning objectives.</p>
<p>Support community vibrancy and culture</p> <ul style="list-style-type: none"> Invest in recreational, arts, and cultural amenities as part of growth to enhance the overall quality of life in Penticton 	<ul style="list-style-type: none"> Supported 16 events through Q4 including the DPBIA's Nightmare on Front St, the PDCAC Fall Art Walk and the City's own Magic on Main which highlighted continued investment in seasonal light displays Conducted Phase 2 of public engagements for both the KVR Master Plan and the Esplanade Plan Supported Netflix production filming at the outdoor rink and Gyro Park.
<p>Community Building Partnerships:</p> <ul style="list-style-type: none"> Strengthen partnerships with local organizations, the Penticton Indian Band, and other government entities to support joint initiatives that enhance livability and safety. Support initiatives that promote a diverse and thriving economy 	<ul style="list-style-type: none"> Continued work is underway with Penticton Indian Band as it related to servicing agreements and relationship building. Bylaw officers further supported major community safety initiatives, including the Point-in-Time Count, 100 More Homes cleanups, and United Way events.

Organizational Update:

Organizational Values guide staff actions, ensuring that our commitment to integrity, transparency, strong fiscal accountability and responsible management remains steadfast. Delivering upon Council's priorities is a major focus of our operational priorities and occurs through our commitment to:

- Communication:** We are committed to enhancing communication throughout our organization. Open and transparent dialogue ensures we all move in the same direction and stay informed about our collective efforts. Residents can expect to receive regular updates through newsletters, social media, and community meetings.
- Integrity:** We take responsibility for our decisions, act honestly in all interactions, and maintain the trust of the community. Our integrity is the bedrock of our organization, reflecting in everything we do, from public safety initiatives to housing projects.
- Reputation:** We are dedicated to building and maintaining public trust in our services and demonstrating professionalism at all times. Our actions today shape the trust and respect we earn from our community.
- Engagement:** We work with purpose and enthusiasm, fostering positive connections with our

colleagues and community members. Being engaged means being invested in our work and in each other's success, which ultimately benefits our residents.

- **Modernization:** We will leverage technology, embrace reconciliation, and support effective changes in our operations to best serve the community. Staying modern and innovative helps us meet the evolving needs of Penticton and ensures that our practices are respectful and inclusive of Indigenous Partners.
- **Adaptability:** We will thrive in uncertain environments, support ongoing change, and align our service levels with the evolving needs of the community. Flexibility allows us to navigate challenges and seize opportunities, ensuring that our city remains resilient.

As part of the 2025 Budget process, Council endorsed a number of new business plan initiatives that focus on delivering Council's priorities. These include major budget related items and staff will report on the progress of these initiatives on a quarterly basis. The following table provides a summary of the progress of the initiatives at the end of Q4 2025 and are summarized below:

The City of Penticton's 2025 - 2029 Financial and Corporate Business Plan outlines 39 initiatives that advance Council's Strategic Priorities as well as projects that have been identified by the Senior Leadership Team which will improve service delivery and business functions for the City.

- For the fourth quarter, staff are pleased to report 27 initiatives were on track to be completed. At the end of the fourth quarter, 8 initiatives were completed and 4 initiatives are considered delayed.

Council Priority	Completed	On Track	Delayed	Discontinued	Total
Safe & Resilient	3	10	0	0	13
Livable & Accessible	4	15	3	0	22
City Vision, Mission and Culture	1	2	1	0	4
Totals	8	27	4	0	39

Analysis

Regular status updates on the progress of Council's Strategic Priorities will be provided to ensure transparency and keep Council and the community informed on approved workplans and strategic initiatives.

This regular review process allows both Council and the city's administrative leadership to adapt strategies and resource allocations as needed, ensuring that projects are completed effectively, new priorities are addressed, and the overall portfolio aligns with the Council's strategic goals.

Attachments:

Attachment A – Livable & Accessible Quarterly Update (Memo to City Manager)

- Economic Indicators / Housing Statistics / Community Initiatives

Attachment B – Safe & Resilient Quarterly Update (Memo to City Manager)

- RCMP / Bylaw / Fire

Respectfully submitted,

A handwritten signature in blue ink, appearing to read 'AH', is positioned below the text 'Respectfully submitted,'.

Anthony Haddad
City Manager