



COUNCIL AGENDA
Date: November 20, 2017 Item: 8.



DISTRICT OF WEST VANCOUVER
750 17TH STREET, WEST VANCOUVER BC V7V 3T3



COUNCIL REPORT

Date:	October 19, 2017
From:	Arieta Beckett, Community Services & Community Development Manager
Subject:	Updated Blueprint for Social Responsibility & Change – Framework for a Social Action Plan for West Vancouver
File:	2620-01

RECOMMENDATION

THAT the updated strategies in the “Blueprint for Social Responsibility & Change – Framework for a Social Action Plan for West Vancouver” be approved.

1.0 Purpose

The purpose of this report is to provide Council with proposed updates to the strategies contained within the District of West Vancouver’s (District) 2008 “Blueprint for Social Responsibility & Change – Framework for a Social Action Plan for West Vancouver” (“Blueprint”) (**Appendix B**).

2.0 Legislation/Bylaw/Policy

The 2004 Official Community Plan (“OCP”) provides a policy framework to guide District decisions in order to achieve the community’s long-term goals.

3.0 Background

The Blueprint was developed by the Community Grants/Social Services Working Group in 2008 as a long-range strategic planning tool to address issues fundamental to the health and well-being of a vibrant community, such as equity, health, quality of life and social inclusion. The 2008 Blueprint consisted of guiding principles, social action plans and strategies which describe how the Blueprint’s vision to “advance community connections and well-being in West Vancouver through leadership and innovation in social responsibility” is achieved.

In 2016, the Community Grants Committee (“CGC”) commenced their review of the 2008 Blueprint and revised its vision statement and social action plans. Work continued in 2017 to update the Blueprint’s strategies.

3.1 Previous Decisions

At the March 20, 2006 Council meeting, Council passed the following motions:

THAT the consultant's report entitled "North Shore Municipal Support for Community Social Services: Opportunities for Collaboration" be referred for review and comment to:

- a) staff;
 - b) the Community Services Advisory Committee; and
 - c) North Shore social service agencies through the Interagency Network;
- and that the input received be referred back to Council for appropriate action.

At the July 7, 2008 Council meeting, Council passed the following motions:

1. Staff be directed to bring forward a Social Action Plan using the "Blueprint for Social Responsibility and Change – A Framework for a Social Action Plan", developed by the Community Grants/Social Services Working Group.
2. Staff be directed to implement improvements to the community grants application and adjudication process, using the recommendations from this report.

At the November 7, 2016 Council meeting, Council passed the following motions:

1. The proposed changes to the vision and social action plan in the Blueprint for Social Responsibility and Change – Framework for a Social Action Plan for West Vancouver (2008) be approved;
2. Staff be directed to work with the Community Grants Committee to develop a prioritized three-year plan with updated strategies that support social actions which will be identified in an updated Blueprint for Social Responsibility and Change – Framework for a Social Action Plan for West Vancouver (2017- 2020); and
3. The prioritized three-year plan with updated strategies be brought forward to Council for consideration in 2017.

3.2 History

Since the adoption of the Blueprint in 2008, there have been many successful collaborative initiatives which have advanced community connections and well-being in West Vancouver through leadership and innovation in social responsibility.

Collaborative Community-based Initiatives with North Shore Partners

2010 - West Vancouver Child and Family Hub

- 2011 - North Shore Child and Family Friendly Charter
 - Youth Services Review
- 2012 - West Vancouver Hub of Youth Services
 - Age-friendly Community Designation by the Province of BC
- 2014 - North Shore Community Food Charter
 - Properties Family Hub at Chartwell Elementary School
 - North Shore Children's Charter
- 2015 - Child and Youth Mental Health and Substance Use Collaborative: North Shore Local Action Team
- 2016 - Dementia Friendly North Shore Committee

Formal Agreements, Policies and Plans

- 2009 - Access and Inclusion Policy
 - Community Grants Program Framework (currently in revision)
- 2010 - West Vancouver Child Care Plan (currently in revision)
- 2015 - Healthy Communities Partnership between the District and Vancouver Coastal Health (VCH)
- 2016 - Municipal Alcohol Policy
 - North Shore Settlement and Integration Strategic Plan
 - West Vancouver Community Foundation's Vital Signs Report
 - Sport and Active Recreation Policy
- 2017 - West Vancouver Community Foundation's Vital Signs Report
 - Dementia Friendly North Shore Action Plan (December 2017)

4.0 Analysis

4.1 Discussion

The Blueprint helps to guide the District's decisions and resource allocations on social matters and acts as a resource for external stakeholders with respect to addressing social issues. The CGC took a two-step approach to updating the nine-year-old Blueprint. In November 2016, Council approved a revised vision and social action plan for the Blueprint. Work continued in 2017 to update the Blueprint's strategies.

This report brings forward updates to the Blueprint's strategies, the final step in completing the review. The following table shows the 2016 approved action plan with corresponding updated strategies:

VISION	
Advance community connections and well-being in West Vancouver through innovative leadership, sustainability of social responsibility and inclusion	
SOCIAL ACTION PLANS (ACTIONS)	STRATEGIES
1. Recognize the delivery of community social services as a vital municipal priority	1. Apply a 'social' lens to development and policy planning to ensure that the social priorities of the community are considered in municipal planning and processes. 2. Ensure the municipal budget cycle is informed of social services needs. 3. Provide training around awareness of barriers and accessibility for District staff. 4. Continue support of recreation and leisure opportunities for marginalized individuals through the District's Recreation Financial Assistance Program and like programs available through not-for-profit organizations. 5. Promote and support community skills-based training in intercultural competency, conflict resolution, human rights and anti-racism.
2. Ensure the resources distributed through the District are meaningful and relevant to West Vancouver residents of all ages	6. Ensure that the Community Grants process supports organizations that meet the needs of, and are accessible to West Vancouver residents. 7. Promote relationship-building and ongoing dialogue amongst residents. 8. Ensure that municipal services are provided in a manner that respects the diversity of all residents. 9. Continue to support and enhance child and youth engagement processes so that young people have an ongoing and meaningful role in providing input to District services and related policy development. 10. Explore the potential for neighbourhood hubs based on community partnerships.
3. Collaborate and maintain dialogue with organizations in the community that fill social needs and gaps and that foster a sense of responsibility for community well-being	11. Conduct open forums with local service providers to discuss emerging issues and opportunities for collaboration. 12. Liaise with community agencies, funders and businesses to identify opportunities for collaboration. 13. Work with First Nations to find ways of working in collaboration to meet social service needs.

	<p>14. Maintain and develop partnerships with local community groups and networks.</p> <p>15. Promote integrated school and community collaborations.</p> <p>16. Explore ways to foster citizen engagement.</p>
<p>4. Make fair use of resources to support and encourage the long-term independence and sustainability of community social services</p>	<p>17. Encourage, facilitate and accommodate activities organized by residents as a means to foster a sense of belonging to the community and support diversity.</p> <p>18. Review and make recommendations on the allocation of municipal resources to social services to determine if budget allocations adequately address community needs.</p> <p>19. Encourage volunteerism in West Vancouver.</p> <p>20. Conduct an annual review of the Community Grants budget to determine if budget allocations adequately address community needs and values.</p>
<p>5. Work with community organizations delivering services to West Vancouver residents to address emerging community social service needs</p>	<p>21. Continue to build partnership arrangements with West Vancouver School District around the use of public facilities to ensure effective use of all facilities and maximize community benefits.</p> <p>22. Strengthen relationships and communication with provincial and federal government departments in areas where there are shared interests or overlapping jurisdiction.</p> <p>23. Participate in regional and tri-municipal planning tables and joint funding initiatives to share knowledge and implement sustainable strategies for addressing priority issues.</p> <p>24. Continue with and annually update the Healthy Communities Partnership agreement with Vancouver Coastal Health.</p>
<p>6. Work with community organizations to identify ways of better long-term financial sustainability so they can deliver services reliably</p>	<p>25. Examine the Community Grants application processes on a regular basis to ensure that service review, evaluation and adjustment meet municipal and community needs.</p> <p>26. Examine the permissive tax exemption application process on a regular basis to ensure that service review, evaluation and adjustment meet municipal and community needs.</p>

4.2 Sustainability

The District is committed to ensuring that social issues are considered as an integral part of long-term planning for community sustainability. The updated vision, action plans and strategies within the updated 2017

“Blueprint for Social Responsibility & Change – Framework for a Social Action Plan for West Vancouver” (“Updated Blueprint”) (**Appendix A**) reflect current community needs and will strengthen community support systems.

4.3 Public Engagement and Outreach

Members of the CGC have been involved in all parts of the Blueprint review since the project commenced in 2016. The revised strategies have been reviewed and approved by the CGC.

4.4 Other Communication, Consultation and Research

Examination of the Blueprint and its subsequent update was undertaken by the CGC during 2016 and 2017. Findings from consultations with community partners have assisted with the recommendations for the Blueprint’s updated strategies. If the Updated Blueprint is approved by Council, a new document will be created to replace the current one and will be publicly circulated and placed on the District’s website.

5.0 Options

5.1 Recommended Option

Approve the proposed changes to the “Blueprint for Social Responsibility & Change – Framework for a Social Action Plan for West Vancouver”.

5.2 Considered Options


1. Do not approve the proposed changes to the “Blueprint for Social Responsibility & Change – Framework for a Social Action Plan for West Vancouver”; and/or
2. Request that additional information be provided.

6.0 Conclusion

The revised “Blueprint for Social Responsibility & Change – Framework for a Social Action Plan for West Vancouver” provides a solid social action plan for the future through clearly identified actions and strategies and strengthens the District of West Vancouver’s commitment to integrated planning and effective response to new and emerging West Vancouver and North Shore issues.

Date: October 19, 2017 Page 7
From: Arleta Beckett, Community Services & Community Development Manager
Subject: Updated Blueprint for Social Responsibility & Change – Framework for a Social Action Plan for West Vancouver

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Appendices:

Appendix A: Updated Blueprint for Social Responsibility & Change – Framework for a Social Action Plan for West Vancouver (2017)

Appendix B: Blueprint for Social Responsibility & Change – Framework for a Social Action Plan for West Vancouver (2008)

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BLUEPRINT FOR SOCIAL RESPONSIBILITY & CHANGE

FRAMEWORK FOR A SOCIAL ACTION PLAN FOR WEST VANCOUVER

District of West Vancouver Community Grants Committee (2017)

west vancouver

VISION | ADVANCE COMMUNITY CONNECTIONS AND WELL-BEING
IN WEST VANCOUVER THROUGH INNOVATIVE LEADERSHIP,
SUSTAINABILITY OF SOCIAL RESPONSIBILITY, AND INCLUSION

GUIDING PRINCIPLES

First introduced in 2008, the West Vancouver Blueprint for Social Responsibility and Change is a long-range strategic planning tool to address issues fundamental to the health and well-being of a vibrant community, such as equity, health, quality of life and social inclusion. The Blueprint helps to guide decisions and resource allocations on social matters to help create positive community change. Through this, many successful collaborative initiatives have advanced connections and well-being in West Vancouver.

The 2017 Blueprint for Social Responsibility and Change contains revised strategies that reflect current community needs and the District's commitment to ensuring that social issues are considered as an integral part of long-term planning and community sustainability.

- Imbed the importance of community social services in the District's culture
- Anticipate and meet community needs as demographic changes occur, through short and long term strategies for the delivery of social services
- Respond to and identify new directions and challenges through a social services delivery model that is both innovative and flexible
- Ensure a purposeful and accountable response to community needs by measuring, evaluating and monitoring progress
- Embrace the values of diversity, access, social inclusion, safety and adaptability in all District initiatives
- Proactively address social challenges by taking actions that ensure equal treatment of all citizens



BLUEPRINT FOR SOCIAL RESPONSIBILITY & CHANGE

1 RECOGNIZE THE DELIVERY OF COMMUNITY SOCIAL SERVICES AS A VITAL MUNICIPAL PRIORITY

STRATEGY 1

Apply a 'social' lens to development and policy planning to ensure that the social priorities of the community are considered in municipal planning and processes.

STRATEGY 2

Ensure the municipal budget cycle is informed of social services needs.

STRATEGY 3

Provide training around awareness of barriers and accessibility for District staff.

STRATEGY 4

Continue support of recreation and leisure opportunities for the marginalized individuals through the District's Recreation Financial Assistance Program, and like programs available through not-for-profit organizations.

STRATEGY 5

Promote and support community skills-based training in intercultural competency, conflict resolution, human rights and anti-racism.



RECONCILIATION | We call upon federal, provincial, territorial, and municipal governments to provide education to public servants on the history of Aboriginal peoples, including the history and legacy of residential schools, the United Nations Declaration on the Rights of Indigenous Peoples, Treaties and Aboriginal rights, Indigenous law, and Aboriginal-Crown relations. This will require skills based training in intercultural competency, conflict resolution, human rights, and anti-racism.

Call to Action #57

Truth and Reconciliation Commission of Canada: Calls to Action (2015)

2 ENSURE THE RESOURCES DISTRIBUTED THROUGH THE DISTRICT ARE MEANINGFUL AND RELEVANT TO WEST VANCOUVER RESIDENTS OF ALL AGES

STRATEGY 6

Ensure that the Community Grants process supports organizations that meet the needs of, and are accessible to, West Vancouver residents.

STRATEGY 7

Promote relationship-building and ongoing dialogue amongst residents.

STRATEGY 8

Ensure that municipal services are provided in a manner that respects the diversity of all residents.

STRATEGY 9

Continue to support and enhance child and youth engagement processes so that young people have an ongoing and meaningful role in providing input to District services and related policy development.

STRATEGY 10

Explore the potential for neighbourhood hubs based on community partnerships.



VULNERABILITY | People in West Vancouver are not always aware that challenges such as poverty, disability, and mental health issues exist here. We need to do more to reach out to those who are “invisible” and vulnerable in our community.

Vital Signs (2017)

West Vancouver Community Foundation

3 COLLABORATE AND MAINTAIN DIALOGUE WITH ORGANIZATIONS IN THE COMMUNITY THAT FILL SOCIAL NEEDS AND GAPS AND THAT FOSTER A SENSE OF RESPONSIBILITY FOR COMMUNITY WELL-BEING

STRATEGY 11

Conduct open forums with local service providers to discuss emerging issues and opportunities for collaboration.

STRATEGY 12

Liaise with community agencies, funders and businesses to identify opportunities for collaboration.

STRATEGY 13

Work with the Squamish Nation to find ways to collaborate to meet social service needs.

STRATEGY 14

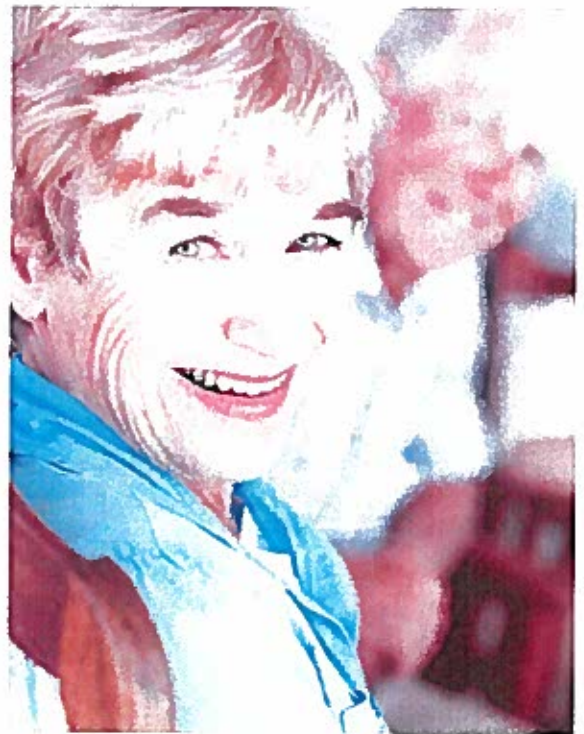
Maintain and develop partnerships with local community groups and networks.

STRATEGY 15

Promote integrated school and community collaborations.

STRATEGY 16

Explore ways to foster citizen engagement.



COMMUNITY RESILIENCY | Supportive communities provide environments in which people are able to make decisions to improve their health and engage in healthy behaviors.

District of West Vancouver and Lions Bay Community Health Profile

My Health My Community survey

4 MAKE FAIR USE OF RESOURCES TO SUPPORT AND ENCOURAGE THE LONG-TERM INDEPENDENCE AND SUSTAINABILITY OF COMMUNITY SOCIAL SERVICES

STRATEGY 17

Encourage, facilitate and accommodate activities organized by residents as a means to foster a sense of belonging to the community and support diversity.

STRATEGY 18

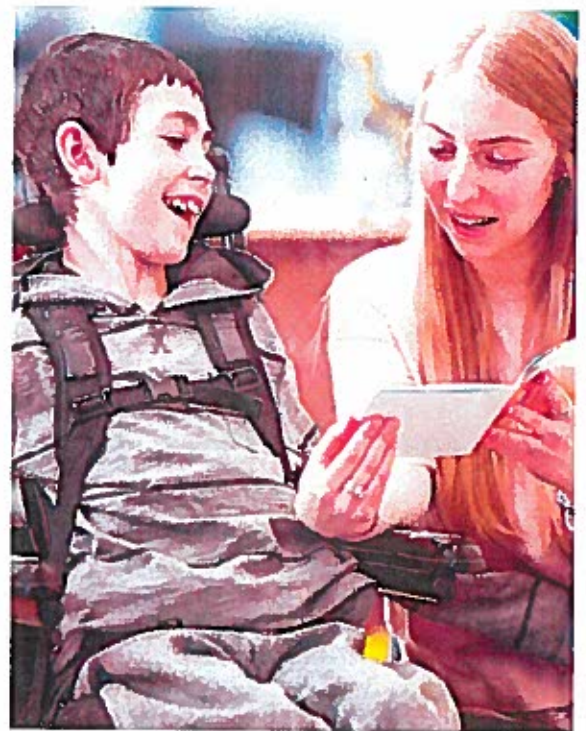
Review and make recommendations on the allocation of municipal resources to social services to determine if budget allocations adequately address community needs.

STRATEGY 19

Encourage volunteerism in West Vancouver.

STRATEGY 20

Conduct an annual review of the Community Grants budget to determine if budget allocations adequately address community needs and values.



VOLUNTEERISM | Service clubs and volunteer work should be encouraged. They do good for many in and around our community.

Participant, Phase 2 District of West Vancouver Official Community Plan Review (October 2017)

5 WORK WITH COMMUNITY ORGANIZATIONS DELIVERING SERVICES TO WEST VANCOUVER RESIDENTS TO ADDRESS EMERGING COMMUNITY SOCIAL SERVICE NEEDS

STRATEGY 21

Continue to build partnership arrangements with West Vancouver School District around the use of public facilities to ensure effective use of all facilities and maximize community benefits.

STRATEGY 22

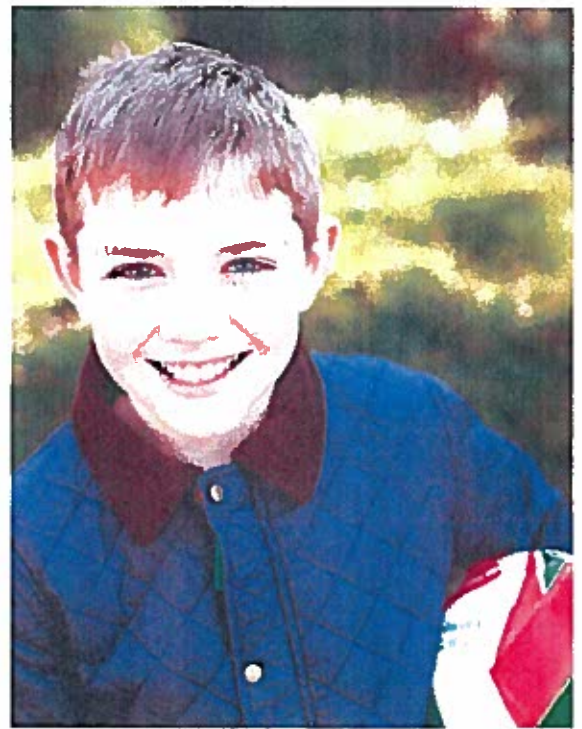
Strengthen relationships and communication with Coast Salish Peoples and provincial and federal government departments in areas where there are shared interests or overlapping jurisdiction.

STRATEGY 23

Participate in regional and tri-municipal planning tables and joint funding initiatives to share knowledge and implement sustainable strategies for addressing priority issues.

STRATEGY 24

Continue with and annually update the Healthy Communities Partnership agreement with Vancouver Coastal Health.



DIVERSITY | Diversity needs diversity. Diverse people want to live in diverse cities with culture, arts and sports that reflect such dynamic backgrounds, but also serve to unify through shared experiences.

Diversity Dividend: Canada's Global Advantage, Centre for International Governance Innovation, 2017

6 WORK WITH COMMUNITY ORGANIZATIONS TO IDENTIFY WAYS OF BETTER LONG-TERM FINANCIAL SUSTAINABILITY SO THEY CAN DELIVER SERVICES RELIABLY

STRATEGY 25

Examine the Community Grants application processes on a regular basis to ensure service review, evaluation and adjustment meet municipal and community needs.

STRATEGY 26

Examine the permissive tax exemption application process on a regular basis to ensure service review, evaluation and adjustment meet municipal and community needs.



“ **MUNICIPAL ROLE IN SOCIAL CONNECTEDNESS** | Socially connected communities support strong citizen engagement and enhance the health and well-being of residents. Local governments can play a role in improving social connectedness and helping communities thrive by creating strong social environments and resilient neighbourhoods. *BC Healthy Communities (2017)*

A BLUEPRINT FOR SOCIAL RESPONSIBILITY & CHANGE

District of West Vancouver Community Grants / Social Services Working Group (2005)

vision statement

Advance community connections and well-being in West Vancouver through leadership and innovation in social responsibility.

"The Group deliberated on what a socially sustainable community meant for West Vancouver. They concluded that issues such as quality of life, health, equity and social inclusion are fundamental to the health and well being of a vibrant community."

West Vancouver Community Grants / Social Services Working Group (2007)

guiding principles

1. Imbed the importance of community social services in the District's culture.
2. Anticipate and meet community needs as demographics change through a short and long term strategy for the delivery of social services.
3. Adopt a proactive approach that anticipates needs rather than reacts to issues.
4. Respond to and identify new challenges and directions through a social services delivery model that is both innovative and flexible.
5. Ensure a purposeful and accountable response to community needs by measuring, evaluating and monitoring progress regularly.
6. Embrace the values of equity, diversity, social inclusion, security and adaptability in all District initiatives.

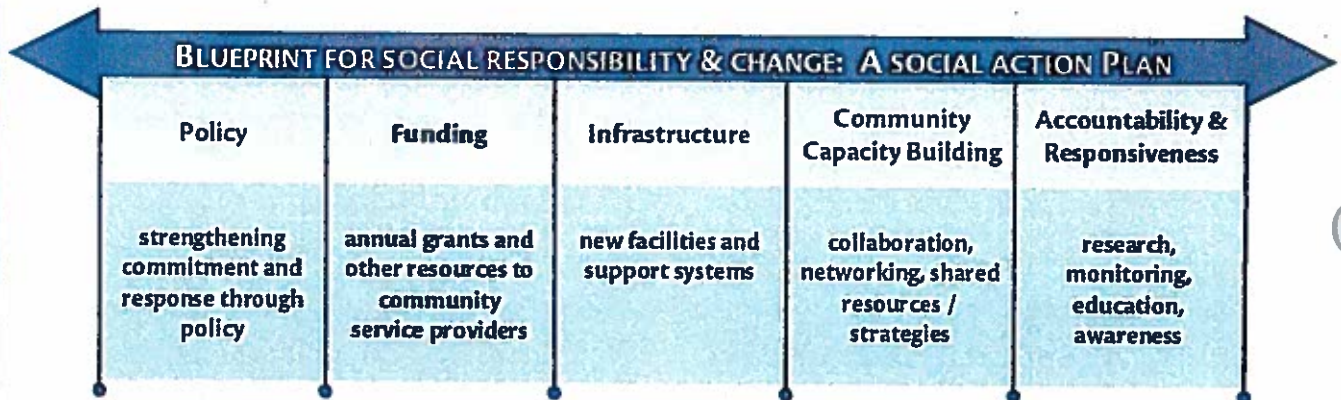


A BLUEPRINT FOR SOCIAL RESPONSIBILITY & CHANGE

District of West Vancouver Community Grants/ Social Services Working Group (2003)

framework

The Social Action Plan will incorporate the following key areas in its framework.



“Social sustainability issues are not only about addressing pressing social problems, but equally about celebrating the initiatives and citizens whose activities result in lively public and community spaces, more inclusive participation in civic life, and celebration of the differences that make cities so vibrant. In this regard, partnerships between citizen groups and local governments – both formal and informal – are often essential.”

Metro Vancouver Sustainable Region Initiative
Social Action Team (2007)

social action plan— recommended action 1

*Recognize social services as one of
the municipal priorities.*



strategies

Ensure the municipal budget cycle is informed of social services needs.

Communicate this intent to the public.

Reflect this priority in communications to residents and ensure that staff is aware and acting on this direction.

Through the community benefits amenities program, create a social services fund.

*“We are not a needy
community but we are a
community with needs.”*

*West Vancouver
Community Foundation (2008)*

social action plan— recommended action 2

Ensure the resources distributed through the municipality are meaningful to West Vancouver residents.

“Community organizations are on the front lines of every important social, cultural, environmental and community issue in Canada. They run homeless shelters, provide child care and deliver meals-on-wheels....and serve Canadians in countless other ways in order to respond to their needs and help them to participate fully and actively in social, economic, community and civic life.”

Building Blocks for Strong Communities: Key Findings and Recommendations—Canadian Policy Research Network (2006)

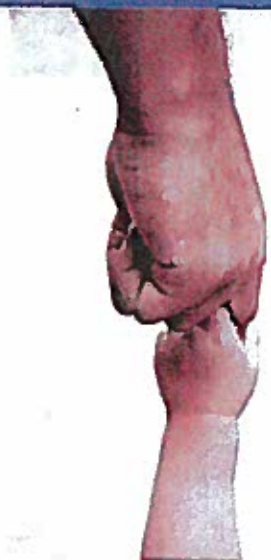
strategies

Develop a mechanism to clarify, assess and determine social services needs of West Vancouver based on the findings over the previous year.

Ensure that the community grants process supports organizations that meet the needs of, and are accessible to, West Vancouver residents.

Focus on identifying gaps in services in West Vancouver by engaging in dialogue with community service providers and partners, including non traditional providers, and by engaging with residents.

Prepare and maintain a current matrix of service providers in West Vancouver for use in evaluating current needs within the District.



social action plan— recommended action 3

Become a resource centre for all information relevant to social services and establish one 'Community Services Information Hub' to provide a central location for a number of non-profit social service agencies in West Vancouver.



strategies

Examine what is currently in place and identify the logistics, communications, resources and infrastructure needs to fulfill this vision.

Create a social services page on the municipal website to provide broad based information and access to social support services available to District residents. Allocate resources to ensure content management can be maintained.

Ensure that the web site provides linkages to all relevant sites that support social services, has a West Vancouver focus and is a dynamic tool that provides opportunities and supports resource sharing amongst community groups.

Create an inventory of meeting spaces available to community agencies within municipal buildings and other areas in the community.

Ensure that municipal services and volunteer opportunities are accessible and inclusive for West Vancouver's diverse community.

Develop a fact sheet that matches West Vancouver's needs with the agencies providing service (produced in combination with the matrix of service providers).

social action plan— recommended action 4

*Establish mechanisms for
monitoring community needs.*



*“... most residents want a
community that is crime-free,
where public facilities are
maintained, the environment
protected, people feel
connected to their
community, the needs of
young and old are met,
health care and community
services are accessible to all,
and services reflect the
cultural and social diversity
of the community.”*

*West Vancouver Community Grants / Social
Services Working Group (2007)*

strategies

On a regular basis monitor, review and respond to community trends and associated needs and inform council and the community.

Host regular community forums to generate dialogue on issues.

Examine the community grants application process on a regular basis to ensure service review, evaluation and adjustment meet municipal and community needs.

Showcase community social service organizations to highlight what they are doing for residents.

social action plan— recommended action 5

Build on the existing capacity in the community to increase awareness of social needs and foster a sense of responsibility and collaboration for social well being.

“Capacity building describes processes and activities that maximize human potential. A comprehensive, integrated approach to capacity building nurtures excellence, expansion and positive change in all areas of human experience: social, environmental, economic, physical, psychological, spiritual, and cultural. In this way, our capacity building efforts reflect the complexity of people, and the communities in which we live our lives.”

BC Healthy Communities (2006)



strategies

Create community facility space for the delivery of social services in new developments as provided for in the public amenity contribution policy.

Liaise with community agencies, funders and philanthropists to identify opportunities for collaboration.

Work with First Nations to investigate ways of working in collaboration to meet social service needs.

social action plan— recommended action 6

Make prudent use of resources to support the long term sustainability of community social services .

“...invest in the life of your community: its heritage, its environment and most of all, its people. It is an investment in the future.”

*West Vancouver
Community Foundation (2008)*

strategies

Allocate additional resources to enable West Vancouver to participate fully as a partner in social service provision across the North Shore.

Examine the allocation of municipal resources to social services to determine if budget allocations adequately reflect community needs.

Review the community grants budget to determine if budget allocations adequately reflect community needs and values.

Ensure that social service organizations have access to and visibility in all major community events (e.g. Community Day, Harmony Arts, Coho Festival) to promote awareness of services and volunteerism.



social action plan— recommended action 7

Communicate with federal and provincial governments concerning the pressures on local resources in dealing with social services needs.



“...work to strengthen community social support systems and ensure that social issues are considered as an integral part of our long term planning for community sustainability.”

District of West Vancouver
Corporate Business Plan 2006-2008

strategies

Strengthen relationships and communication with provincial and federal government departments.

Participate in regional planning tables to share knowledge and implement sustainable strategies for addressing priority social issues.

Participate in tri-municipal planning and joint funding initiatives.

social action plan— recommended action 8

Work with organizations who receive a permissive tax exemption from the municipality, to address emerging community social service needs.

“The District of West Vancouver’s grant programs are an essential strategy in helping the residents of West Vancouver to equitably access the resources, services, and programs they need and desire.”

District of West Vancouver Community Grants Program - A Framework for Action (2003)



strategies

- Review the municipal tax exemption policy, process and history.
- Define how tax exemptions can help to accomplish community needs and goals.
- Harmonize the tax exemption process with the municipal grants process.
- Encourage organizations applying for a municipal tax exemption to provide space or resources for social and child care services.

social action plan— recommended action 9

Work with existing groups or foundations in the community to identify ways of securing funding for long term social services sustainability.



“Social Sustainability—Everything we do is intended to deliver a high quality of life, and bring people together to create a strong and vibrant community.”

District of West Vancouver
Corporate Business Plan
2006-2008

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