



City of Maple Ridge News Release

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Maple Ridge Council Endorses Strategic Plan

Maple Ridge, BC: On Tuesday, March 19, Maple Ridge Council unanimously endorsed its Strategic Plan to guide the City's work over the next four years.

"This Plan, and the priorities at its core, were developed with input from all members of Council. Each of us brought our experience, passion and the feedback we heard from citizens during the election campaign to the table. This finished work represents our shared vision for our City," said Mayor Morden. "There's an old proverb that states 'a vision without a plan is just a dream'. All of us on Council, and our dedicated staff, know that a vision with a plan can change the world. This is a living document, and as we go through our term we will adjust our focus based on sound financial planning and ongoing measurement to ensure this plan delivers results."

The five priority areas of the Strategic Plan are:

1. Community Safety

Ensure that citizens feel safe and are not afraid to engage in their community; that criminal activity is prevented or minimized; that people who need services can access them easily; that agencies understand and are accountable for their role; and that all of this occurs within the capacity of local first responders and service providers.

2. Community Pride and Spirit

Engage the public in positive activities as participants and as volunteers, to enhance the vibrancy of the community.

3. Inter-government Relations

Build strong relationships with First Nations, the region and other levels of government to set a foundation for problem solving and innovation to achieve defined strategic results.

4. Growth

Implement strategic plans related to local infrastructure and the economy including commercial and industrial land base, transportation corridors, transit, neighbourhood plans and key amenities.

5. Natural Environment

Be alert to opportunities to care for the natural environment; to mitigate impacts on wildlife; and to utilize natural assets to grow eco-tourism opportunities.

The full Strategic Plan, along with some of the key work plan items, will be posted on the City website at mapleridge.ca/942.