

# COUNCIL'S STRATEGIC PLAN

2023-2026 |



Maple Ridge



I am pleased to share Council's Strategic Plan which was adopted unanimously on May, 9, 2023. The Plan identifies Council's collective focus and priorities over the next four years. The Plan provides a Mission, Vision and Core Values to guide the overall approach, and sets out Strategic Priorities with related Strategic Goals. We thank everyone who took time to provide their input on the Plan. We encourage you to review our priorities and goals – and keep us accountable to them – as, together, we turn the page on a new chapter for Maple Ridge.

View the plan at [mapleridge.ca/2369](http://mapleridge.ca/2369).

## Mission Statement

We strive for excellence as we deliver vital municipal services with innovation, accountability and efficiency to meet the needs of the community now and into the future.

## Vision Statement

Maple Ridge has unparalleled access to nature and is as distinct as its neighbourhoods. We don't fit a mould. We are authentic, bold, adventurous and ambitious about our future.

## Core Values

### EXCELLENCE

We are driven to exceed expectations.



### INTEGRITY

We lead with honesty, fairness, and transparency, with our community's interests at heart.



### INNOVATION

We encourage and support a culture of continuous improvement, embracing risk while cultivating new ideas, methods, and processes to deliver our services.



### LEADERSHIP

We inspire and empower everyone to be engaged and to champion building a better community.



### EQUITY, DIVERSITY AND INCLUSIVENESS

We embed equity, inclusion, dignity and respect for all in our service delivery, to inform our decision-making and actions. We share in the responsibility to create a positive, diverse culture to honour our differences.



### STRONG RELATIONSHIPS

Relationships are at the core of all of our work. We strive to build and enhance strong, trusted relationships with our community, other governments and agencies, Indigenous partners and other key groups for improved information-sharing, collaboration, and service-delivery.



# Strategic Priorities

## Goals



### Liveable Community

We continue to build Maple Ridge into a liveable community that meets the needs of our diverse residents, businesses and other stakeholders through community planning, transportation and infrastructure services that benefit and strengthen our City today and in the future.

- Facilitate expanded housing diversity and supply, to promote attainability.
- Improve mobility with safe, sustainable and effective transportation options.
- Develop infrastructure that positions the City to provide accessible and sustainable services while accommodating growth.



### Climate Leadership & Environmental Stewardship

As stewards of our environmental assets, we value our natural infrastructure and seek to leverage its benefits to reduce our climate impact. We actively plan to mitigate and adapt to the impacts of climate change as our community grows, pursue the growth of green industries, and adopt promising practices and innovation.

- Mitigate and adapt to the impacts of climate change.
- Reduce municipal and community greenhouse gas emissions in alignment with adopted targets.
- Enhance and protect the health of our natural environment.



### Engaged, Healthy Community

We provide dynamic public spaces for our residents to engage with their community and maintain an active lifestyle. Our citizens are proud to be from Maple Ridge and celebrate our history and culture. Residents feel safe and supported by their community and municipal services.

- Provide a diversity of inclusive and accessible recreation opportunities.
- Build and celebrate community pride, & connections to foster sense of belonging.
- Promote a vibrant arts and culture community.
- Ensure the safety and enhance the well-being of residents.
- Improve community engagement with the City.



### Diversified, Thriving Economy

Our local economy is as diverse and vibrant as our community. We attract business investment to balance our tax base and provide employment opportunities across different sectors and our businesses are supported in their growth and innovation goals. Our community is a destination for seekers of arts, culture and outdoor adventure.

- Attract, retain and expand business investment to diversify the tax base and increase local employment.
- Expand training and educational options in Maple Ridge to build a skilled workforce that attracts innovative businesses.
- Explore and maximize tourism opportunities as a means to further diversify the local economy.



### Governance & Corporate Excellence

Responsive and accessible government is paramount to building public trust. We build that trust through the City's communications, transparent engagement and customer-centric service experiences. We honour our service to our community through prudent financial management, effective public policy and transparent decision-making.

- Identify and commit to opportunities for the City to move forward on a path of Truth and Reconciliation.
- Deliver an exceptional customer experience across City services.
- Ensure organization and financial alignment to achieve Strategic Priorities and meet the needs of our growing community.
- Be accountable to the public through open and responsive governance.
- Ensure the City is organizationally resilient, ready to adapt to a changing environment.