



CITY OF MAPLE RIDGE
NEWS RELEASE

FOR IMMEDIATE RELEASE

March 29, 2023 #23-13

For further information, contact:
Pardeep Purewal at 604-466-4319

ppurewal@mapleridge.ca

Council Strategic Priorities Envision a New Chapter for Maple Ridge

Maple Ridge, BC: The community is invited to comment on proposed new strategic priorities for Maple Ridge, intended to build a thriving, engaged and sustainable community.

Last night, Council launched a public input process from March 29 to April 14 for the draft 2023-2026 Council Strategic Plan, which will set the direction for the City's work over the current Council term. The draft plan includes new mission, vision, values and five strategic priorities with accompanying goals.

Residents can visit engage.mapleridge.ca/councilstrategicplan to learn more and to comment, or the City's YouTube channel at youtube.com/yourmapleridge for a video highlighting the draft plan.

"It's important that Maple Ridge has a strong foundation that enables us to both navigate emerging challenges and take advantage of new opportunities," Mayor Ruimy said. "On behalf of Council, I'm proud to present the community with our vision and direction for Maple Ridge's next chapter – one that preserves everything we love and value about our community while bringing what we need to thrive today and tomorrow."

The draft 2023-2026 Council Strategic Plan was developed through an in-depth facilitated process that began in November 2022 and considered a wide variety of factors, including statistical data, legislative requirements, trends and forecasting, available resources and community input provided during the 2022 election along with feedback from the Citizen Survey that was presented to Council earlier this year.

Following the public input period, the plan and its priorities will be finalized and adopted at a future Council meeting, anticipated later this spring. The Strategic Plan will guide the development of each year's budget as well as annual business plans, which set out the work plan and service-delivery for each coming year.

"The draft Council Strategic Plan represents the collective focus and vision of Maple Ridge City Council," Ruimy said. "The proposed priorities are intended to guide our City forward as we continue to build an innovative and sustainable community, reinforce our strong social bonds, nurture our environment, strengthen our economy, and make sure everyone in Maple Ridge has the opportunity to participate, engage and thrive."

The draft plan is structured around the following foundation:

Draft Mission - *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.*

Draft Vision - *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.*

Draft Core Values - *Excellence; Integrity; Innovation; Leadership; Equity, Diversity and Inclusiveness; and Strong Relationships.*

The following strategic priorities include a set of proposed related goals.

- Liveable Community
- Climate Leadership & Environmental Stewardship
- Engaged, Healthy Community
- Diversified, Thriving Economy
- Governance & Corporate Excellence

After public input has been received and considered, staff will develop objectives for each goal along with an implementation plan. The Council Strategic Plan will be a living document that will be reviewed and updated as needed, based on priorities and needs that arise. Visit engage.mapleridge.ca/councilstrategicplan for more information and an opportunity to comment on the draft plan.