

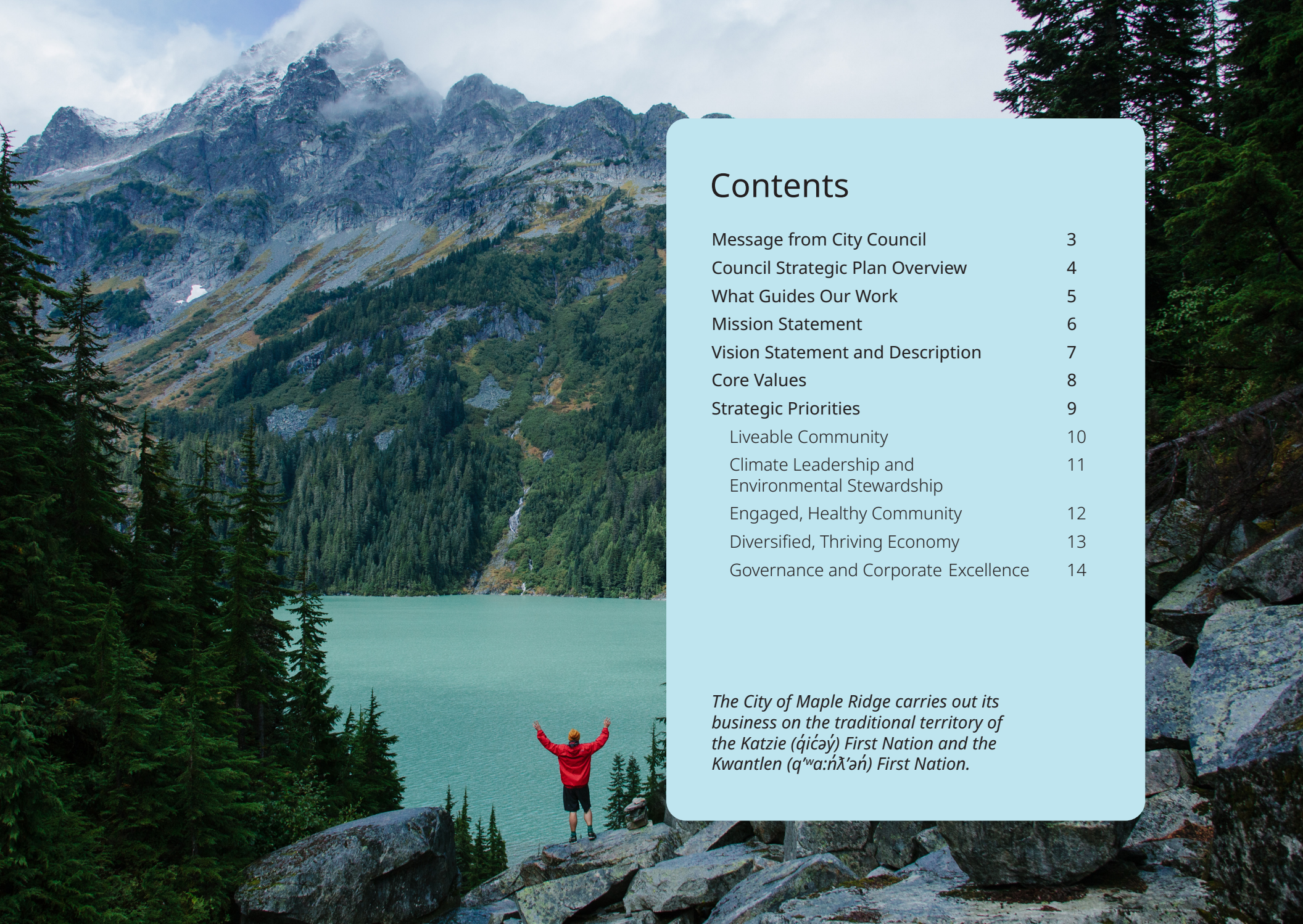
CITY OF MAPLE RIDGE

Council Strategic Plan 2023-2026



MAPLE RIDGE

British Columbia



Contents

Message from City Council	3
Council Strategic Plan Overview	4
What Guides Our Work	5
Mission Statement	6
Vision Statement and Description	7
Core Values	8
Strategic Priorities	9
Liveable Community	10
Climate Leadership and Environmental Stewardship	11
Engaged, Healthy Community	12
Diversified, Thriving Economy	13
Governance and Corporate Excellence	14

The City of Maple Ridge carries out its business on the traditional territory of the Katzie (q̓íćəy̓) First Nation and the Kwantlen (qʷa:ńł'əń) First Nation.



MESSAGE FROM MAPLE RIDGE CITY COUNCIL

A New Chapter for Maple Ridge

As we came together as a new Council to consider our priorities for the coming term, we each brought our individual views on what we wanted to achieve. We also had many ideas in common, including a desire to pursue a new chapter for Maple Ridge – one that preserves our many valuable existing assets and characteristics, while bringing what we need to thrive today and tomorrow.

Through this in-depth planning process, we developed a shared vision of what we wanted for Maple Ridge.

We wanted to continue to build an innovative community that is an example in the region. We wanted to reinforce the social bonds upon which our community will grow and prosper.

We wanted to nurture all aspects of the community, including our environment and local economy, for a resilient future. We wanted to earn the trust of our residents and create opportunities for everyone to participate, engage and thrive.

Overall, we wanted to build a sustainable community that will serve our citizens today and for generations to come, and to continue to strive for excellence in all that we do.

All of this is represented on the following pages, in our exciting new mission, vision, core values and strategic priorities. We encourage you to get to know them – and keep us accountable to them – as, together, we turn the page to a new chapter for Maple Ridge.

Council Strategic Plan Overview

The Council Strategic Plan identifies the collective focus and priorities for each sitting Maple Ridge City Council to guide City decision-making and activities during their term. The Plan provides a Mission, Vision and Core Values to guide the overall approach, and sets out Strategic Priorities with related Strategic Goals.

The intent is a Strategic Plan that will resonate with and inspire the public, Council and staff while guiding the City's work during the four-year Council term.

Staff develops Business Plans based on the Strategic Priorities and Strategic Goals and provides periodic progress reports to Council. The Council Strategic Plan is reviewed and updated as needed over the term, based on emerging priorities and needs.

This document includes the highlights of the Plan. Please see mapleridge.ca for more details.



What Guides Our Work



A photograph of a family walking a large, light-brown dog on a leash. The family consists of a woman in a blue top and dark pants, a man in a plaid shirt and jeans, and a young child in a striped shirt and dark pants. They are walking on a gravel path in a park-like setting with green grass and a body of water in the background. The sky is blue with scattered white clouds. The dog is a large breed, possibly a Mastiff, and is looking towards the right.

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 and Description

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.

From the peaks of the Golden Ears to the roar of the Fraser River, we are a dynamic economic and innovation hub.

We are a leader in providing a full spectrum of innovative housing options and recreational infrastructure.

We are a caring and environmentally sustainable community that supports healthy living.

We are a socially and culturally friendly community – a place where people are connected to neighbourhoods, to their work, and to the natural environment.

We offer high-quality services and prioritize a positive customer experience.

The best and brightest seek to work with us and employees are encouraged to share their ideas and are supported in taking initiative.



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

The five Strategic Priorities are informed by the Mission, Vision and Core Values and will guide the decisions and actions of the City from 2023-2026.



LIVEABLE COMMUNITY



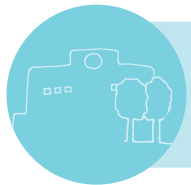
CLIMATE LEADERSHIP & ENVIRONMENTAL STEWARDSHIP



ENGAGED, HEALTHY COMMUNITY



DIVERSIFIED, THRIVING ECONOMY



GOVERNANCE & CORPORATE EXCELLENCE

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.

Goals

- ◆ 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

Climate change poses a tremendous risk to current and future generations. 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.

Goals

- ◆ 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.

Goals

- ◆ Provide a diversity of inclusive and accessible recreation opportunities.
- ◆ Build and celebrate community pride, strengthening community connections to foster a 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



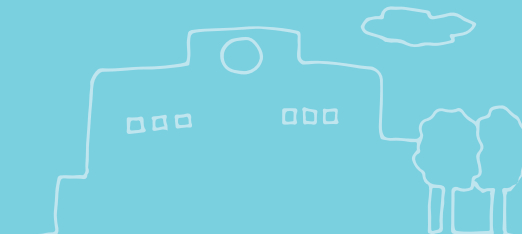
Our local economy is as diverse and vibrant as our community. We attract business investment to balance our tax base and provide employment opportunities across different sectors and our businesses are supported in their growth and innovation goals. Our community is a destination for seekers of arts,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

Goals

- ◆ 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.

Goals

- ◆ 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.



For more information about the 2023-2026
Council Strategic Plan, please visit mapleridge.ca.



CITY OF MAPLE RIDGE

11995 Haney Place
Maple Ridge, B.C. V2X 6A9

604-463-5221
enquiries@mapleridge.ca

mapleridge.ca