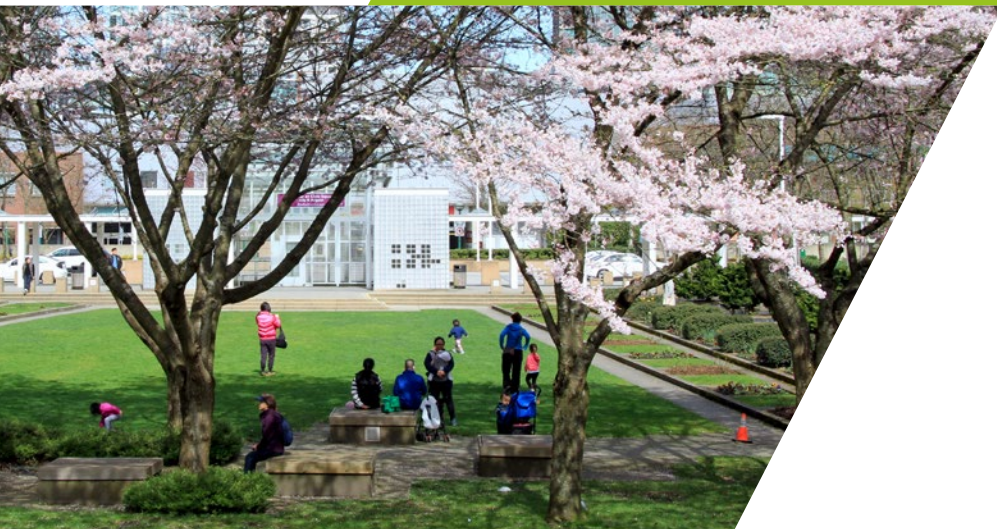




VISION
CORE VALUES
GOALS

Corporate Strategic Plan





**Burnaby is a vibrant city
at the geographic centre of
Metro Vancouver. It has an
amazing natural environment,
a strong cultural mosaic and
thriving town centres.**

As a City, we provide facilities and services that support a safe, connected, inclusive, healthy and dynamic community. The City works collaboratively with residents, businesses, organizations and other governments. We are proud of our accomplishments, and are driven to improve our services.

This strategic plan is founded upon and guided by the goals that the City of Burnaby has established through a series of forward-thinking, long-term plans. The Council-adopted trilogy of sustainability strategies (social, environmental and economic), the Official Community Plan and other City policies establish the planning and resource context for our work.

This plan is the result of the collaborative efforts of City Council and staff. The goals outlined in this plan will be used to guide City staff in delivering services, setting priorities and developing programs. The principles and goals of this plan will be reflected in the City's Annual Financial Plan and other City plans. Specific projects and initiatives will continue to be developed to move the City toward the vision and goals identified in this strategic plan.



Our Vision

A world-class city committed to creating and sustaining the best quality of life for our entire community.

Our vision describes what we want our work to achieve, and what we aspire to do for our community.



Our Core Values

Community

Citizen and business needs are at the forefront of our plans, services and programs

Integrity

We are open, transparent, consistent and accountable

Respect

We treat people fairly and with dignity

Innovation

We seek out creative approaches to improve our services

Passion

We approach our work with conviction and enthusiasm

Our core values describe how we do our work. They are the principles that guide our actions and decisions.



Our Goals

A Safe
Community

A Connected
Community

An Inclusive
Community

A Healthy
Community

A Dynamic
Community

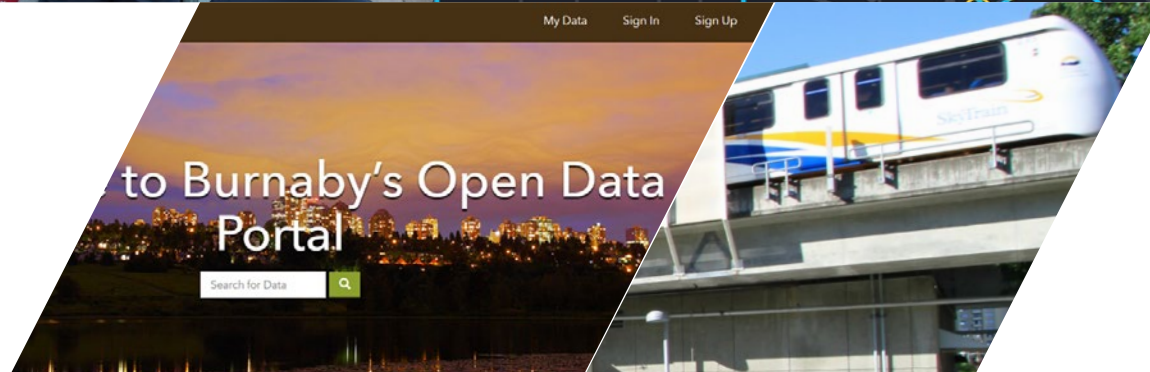
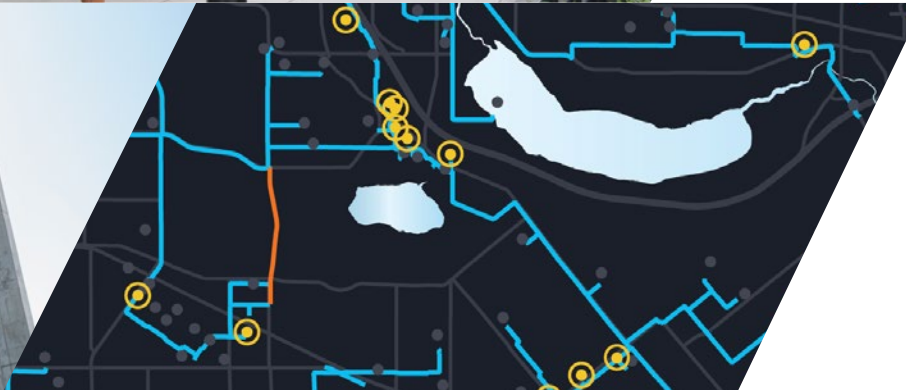
A Thriving
Organization



**Our goals describe the key
focus areas of our work.
They help us prioritize our
efforts and resources.**

A Safe Community

- 1. Crime prevention and reduction**
Ensure citizens and businesses feel safe in our community
- 2. Emergency preparedness**
Enhance plans, procedures and services so that we are better prepared to respond to emergencies and are able to maintain City services
- 3. Emergency services**
Provide responsive emergency services
- 4. Transportation safety**
Make City streets, pathways, trails and sidewalks safer
- 5. Community amenity safety**
Maintain a high level of safety in City buildings and facilities for the public and City staff



A Connected Community

- 1. Digital connection**
Provide online access to core City services and information
- 2. Social connection**
Enhance social connections throughout Burnaby
- 3. Partnership**
Work collaboratively with businesses, educational institutions, associations, other communities and governments
- 4. Geographic connection**
Ensure that people can move easily through all areas of Burnaby, using any form of transportation

An Inclusive Community

- 1. Celebrate diversity**
Create more opportunities for the community to celebrate diversity
- 2. Serve a diverse community**
Ensure City services fully meet the needs of our dynamic community
- 3. Enhance City workforce diversity**
Support a diversified City workforce by identifying barriers and implementing proactive strategies
- 4. Create a sense of community**
Provide opportunities that encourage and welcome all community members and create a sense of belonging



A Healthy Community

- 1. Healthy life**
Encourage opportunities for healthy living and well-being
- 2. Healthy environment**
Enhance our environmental health, resilience and sustainability
- 3. Lifelong learning**
Improve upon and develop programs and services that enable ongoing learning
- 4. Community involvement**
Encourage residents and businesses to give back to and invest in the community

A Dynamic Community

- 1. Economic opportunity**
Foster an environment that attracts new and supports existing jobs, businesses and industries
- 2. Community development**
Manage change by balancing economic development with environmental protection and maintaining a sense of belonging
- 3. City facilities and infrastructure**
Build and maintain infrastructure that meets the needs of our growing community



A Thriving Organization

- 1. Organizational culture**
Ensure that our core values are reflected in our policies, programs and service delivery
- 2. Financial viability**
Maintain a financially sustainable City for the provision, renewal and enhancement of City services, facilities and assets
- 3. Human resources**
Foster an environment for teamwork, efficiency and excellence to deliver customer service in alignment with our core values
- 4. Communication**
Practice open and transparent communication among staff, Council and the community
- 5. Reliable services, technology and information**
Protect the integrity and security of City information, services and assets
- 6. Technology and innovation**
Support technology development and innovation to empower staff and to advance community objectives

