



City of Abbotsford

2022 - 2026

STRATEGIC PLAN

JANUARY 2024



INCLUSIVE &
CONNECTED
COMMUNITY



SUSTAINABLE
& SAFE CITY



VIBRANT &
GROWING
ECONOMY



ORGANIZATIONAL
EXCELLENCE &
INTEGRITY

THE HUB of the FRASER VALLEY

UPDATE FROM THE MAYOR

City of Abbotsford 2022-2026 Strategic Plan

On behalf of Abbotsford City Council, I am pleased to be able to present our updated 2022-2026 Strategic Plan. As your Council, we are very excited to be continuing to build on our Vision of Abbotsford as the cultural and economic Hub of the Fraser Valley.

The City of Abbotsford strives to be an organization recognized for its excellence in city governance and employee, resident and customer relations. Council's Strategic Plan provides the foundation for aligning all municipal planning decisions; provides direction for municipal business plans and budgets; and enables City staff to continually monitor progress toward desired outcomes. In short, it is the City's roadmap for service and program delivery, ensuring we are purposefully moving forward as one organization.

Our 2022-2026 Strategic Plan sets out the goals, priorities and actions for the City of Abbotsford which reflect a balanced approach to the municipal organizational planning process. Throughout these pages you will find key actions and directions that will help us to achieve our Vision through our four guiding Principles of Inclusive and Connected Community, Sustainable and Safe City, Vibrant and Growing Economy, and Organizational Excellence and Integrity. This update also provides a list of those actions already accomplished as well as ongoing priorities and those scheduled for implementation.

City Council is committed to continuing to improve the quality of life for all of our residents and to building an inclusive, prosperous and sustainable Abbotsford for current and future generations. It is a privilege for all of us to be able to serve our diverse and vibrant community — a city filled with opportunity, hope and endless possibility.

Ross Siemens, Mayor

Our Vision

The City of Abbotsford is the Hub of the Fraser Valley. As the cultural and economic centre of the region, Abbotsford will be home to centralized services and agencies including health care, court services, transportation, university, airport, provincial and federal government, entertainment and cultural facilities, and commerce. We are diverse, inclusive, and connected; we are sustainable, safe, and healthy; we are a vibrant, prosperous and generous community.

Our Mission

We strive to continually improve the quality of life within our community by delivering key services for current and future generations.

Our Values

By living its values the City of Abbotsford strives to be an organization recognized for its excellence in city governance and employee, resident and customer relations. To provide excellence in service delivery, we have a role in understanding our business and fostering a corporate culture that sets the highest standard of integrity, professionalism and ethical behaviour. We act with character and integrity and do our best to understand the perspectives of Abbotsford residents while delivering services.

2023 STRATEGIC PLAN

Advanced & Completed Priorities



Principle 1 | INCLUSIVE & CONNECTED COMMUNITY

- ✓ Secure funding for Montrose Transit Exchange
- ✓ Advance park amenities
- ✓ Develop Community Amenity Contributions and Density-Bonus policy
- ✓ Introduce McKee Neighbourhood Plan
- ✓ Implement Culture Connect Strategy
- ✓ Advocate (BC Transit/Translink) to extend transit to Skytrain in Langley



Principle 2 | SUSTAINABLE AND SAFE CITY

- ✓ Review Council Committees
- ✓ Apply to receive additional Federal Reaching Home Funding
- ✓ Implement Urban Forestry Strategy
- ✓ Advocate for funding for the Flood Mitigation Strategy
- ✓ Implement Homelessness Action Plan
- ✓ Implement Affordable Housing Strategy



Principle 3 | VIBRANT AND GROWING ECONOMY

- ✓ Advocate and support Agritech investment opportunities
- ✓ Continue to develop Abbotsford International Airport
- ✓ Explore revenue generating opportunities
- ✓ Update Intergovernmental Advocacy Strategy



Principle 4 | ORGANIZATIONAL EXCELLENCE AND INTEGRITY

- ✓ Develop a Retention Strategy
- ✓ Continue to modernize City services
- ✓ Enhance community engagement and access to information
- ✓ Review resource needs for organization



Principle 1 | INCLUSIVE AND CONNECTED COMMUNITY

2022-2026 Council Principles & Priorities

The City of Abbotsford is a community of inclusive, diverse, and green neighbourhoods, connected to convenient and affordable transportation and vibrant commercial centres. Our community is built on the foundation of our cultural heritage and natural beauty and we provide active living opportunities for all residents which contributes to the vitality and social cohesion of our City.

GOALS AND PRIORITY ACTIONS:

1 GOAL: Embrace diversity as one of our community's greatest strengths

- Implement Culture Connect Strategy
- Explore land development opportunities

2 GOAL: Capitalize on transportation opportunities in and through the City

- Secure funding for Highstreet Transit Exchange
- Advocate (BC Transit/Translink) to extend transit to Skytrain in Langley
- Improve Montvue/West Railway/ Essendene intersection and plaza

3 GOAL: Value recreation and support facilities, amenities and activities that connect us

- Update Joint Use Agreements with the Abbotsford School District
- Complete and implement Arena Strategy
- Advance Park amenities
- Develop an Aquatics and Infrastructure Strategy

4 GOAL: Ensure development decisions are based on our long-term strategies and are not swayed from our community vision by short-term goals

- Update the Official Community Plan
- Update Infrastructure Master Plan



Principle 2 | SUSTAINABLE AND SAFE CITY

2022-2026 Council Principles & Priorities

We are committed to keeping our residents and our community safe and to addressing social issues that impact our city. We are proactive in our stewardship of the environment and we value our natural assets and support sustainable growth. We are committed to minimizing environmental impacts and addressing climate change in our community.

GOALS AND PRIORITY ACTIONS:

1 GOAL: Value our community's connection with the environment

- Implement Urban Forestry Strategy

2 GOAL: Support a multi-disciplinary approach to public safety

- Build a new Fire Hall 6 facility
- Advocate for funding for the Flood Mitigation Strategy
- Create a Climate Resilience Strategy

3 GOAL: Facilitate action to mitigate social issues that impact our community

- Implement Homelessness Action Plan
- Implement Affordable Housing Strategy





Principle 3 | VIBRANT AND GROWING ECONOMY

2022-2026 Council Principles & Priorities

The City of Abbotsford is a regional hub of creativity and innovation where talent, investment and business thrive. We are a dynamic and prosperous community with a vibrant downtown and a fully diversified economy. We are a location of choice for development and sustainable investment.

GOALS AND PRIORITY ACTIONS:

1 GOAL: Recognize the value of innovation in our local economy, especially agriculture

- Advocate and support Agritech investment opportunities
- Explore a Regional Industrial Land and Advocacy Strategy

2 GOAL: Develop a vibrant and diverse economy

- Update Truck Parking Study and Advocate for Provincial investment
- Continue to develop Abbotsford International Airport
- Explore a Convention Centre/Hotel for the community
- Explore revenue generating opportunities

3 GOAL: Invest in building relationships that facilitate alignment

- Update Intergovernmental Advocacy Strategy with senior levels of government
- Create a First Nations Relations Strategy
- Develop a Regional Partnerships Strategy
- Continue to build and enhance our partnership relationships
- Update Business Retention and Expansion Strategy
- Develop an Abbotsford Ambassador Program



Principle 4 | ORGANIZATIONAL EXCELLENCE AND INTEGRITY

2022-2026 Council Principles & Priorities

The City of Abbotsford has strong fiscal discipline, consistent governance and aligned operations. We actively manage our City finances with exceptional care. We are committed to being fair, equitable, transparent and democratic in our decision making. We maintain collaborative relationships with other communities and levels of government.

GOALS AND PRIORITY ACTIONS:

- 1 GOAL: Our City services and programs are efficient and effective and we provide excellence in customer experiences**
 - Continue to review resource needs for the organization
 - Continue to modernize City services
- 2 GOAL: Financial decisions consider long-term costs alongside the value to the community**
 - Implement the Asset Management Plan
 - Update the Long-Term Financial Plan
- 3 GOAL: We have open and transparent governance**
 - Enhance community engagement and access to information
- 4 GOAL: Our workforce is involved, safe and engaged**
 - Develop a Safety Culture Strategy
 - Update the Employee Engagement Strategy
 - Update Retention Strategy



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