

CITY OF MOOSE JAW STRATEGIC PLAN 2019

VISION

We are a Community Built on Values

MISSION

Share our Story

VALUES

These values guide behavior and decision making as well as an overt commitment to each other and the community we serve.

- We will walk the talk by living what you want to see in our community.
- We will have the courage to try new things, and not be afraid action could lead to failure.
- We will be customer-focused in our deliberations and actions.
 - Responsive to citizen needs.
 - Solution focused.
 - Start with 'YES' in serving the community.
- We will not be afraid of being challenged by the public, or to challenge the community.
- We will always start with open, honest, and frank conversations with our stakeholders.
- We will clearly define what we do and do it well. We will not do what we don't do well.
- We will be forward thinking and innovative in identifying problems and finding solutions.
- In any meetings, public or private, we will leave our negativity and our egos at the door.
- We will recognize that disagreement can be communicated without being disagreeable, angry, or disrespectful.
- We will not betray the trust that exists when we are together, or the trust instilled to us by the public we serve.
- We agree the past will remain in the past, unless it is something to be celebrated and appreciated.
- We operate as one family and one community with the goal of making the community better and preparing it for the future.

OBJECTIVES & ACTION

Transportation and Infrastructure

- Ridesharing – Bylaw in place.
- Transit System – Review of system in process.

Regional Collaboration

- Moose Jaw/Regina Corridor.
- Meeting with RM of Moose Jaw.

People and Culture

- Wild Animal Park – renamed to tatawâw park.
- Meet with Elders and First Nations in Moose Jaw.
- Calls for Action.

Entrepreneurial Civic Administration

- Core services review in process.
- Reduce red tape.
- Internal Economic Development Super Committee.
- Updated Information Technology systems. eSCRIBE implemented, Request for Service App – internal testing – November 2019; Payroll implemented January 1, 2020; new website.
- Communications and marketing.
- In-house Engineering.

Agriculture, Diversification and Innovation

- Southeast Industrial Park Concept Plan created.
- SaskPower attracted.
- Carpere sale in process.

Core Amenities and Services

- Benches/Banners/Downtown cleanliness.
- Assist Downtown Business Association to organize.
- River Street Discussion – initialized.

Branding – Moose Jaw Story

- Finalized “Canada’s Most Notorious City” branding.
- Support community and groups to lead branding initiative and implementation.