

City of Morden Strategic Plan Summary

Morden 

Mission & Vision Statements

Morden

Our Mission:

“A city dedicated to fostering a thriving, inclusive, and naturally beautiful community.”

Our Vision:

“A vibrant community cultivating innovation growth and prosperity”

Core Values



These principles and beliefs guide the City's conduct and decision-making processes. They reflect the ethos and culture of the municipality and serve as a moral compass for its leaders, employees, and citizens. The following Core Values build on past strategic plans and have been refined to reflect what was expressed by stakeholders:

- **Respect:** We actively listen to our community, our stakeholders and our staff, to understand their position.
- **Collaboration:** We work together with Local, Provincial and Federal Governments, regional partners, stakeholders, private businesses, and the community to achieve common goals.
- **Accountability:** We hold ourselves to the highest ethical standards, ensuring that our actions are transparent, our decisions are made in the public's best interest, and we are answerable to the community for all our deeds and decisions.
- **Active Living:** We provide a vibrant and healthy community, one that is accessible to all. We take pride in our first-rate recreational facilities, green spaces, lake, and campground.
- **Heritage and Culture:** Preserving our storied heritage while embracing the rich cultural landscape of our growing community.
- **Innovation:** We are leaders of change by encouraging creativity and innovative solutions for city challenges.
- **Inclusivity and Diversity:** We welcome and celebrate diverse cultures and perspectives and actively seek input on projects from diverse points of view.
- **Sustainability:** We are dedicated to steering our city's growth in a socially, economically and environmentally sustainable manner.

Strategic Priority Areas

From resident and stakeholder input the following 4 strategic priorities areas were developed with associated goals. These goals serves a guide for the action plan.



Quality of Life

1. Promote initiatives which contribute to a safe and healthy community
2. Sustain, enhance and expand local recreation, community service and active living opportunities
3. Promote existing local amenities through collaboration and investment



Municipal Services and Infrastructure

1. Achieve water security in terms of availability, accessibility, and sustainability of quality freshwater and wastewater resources
2. Sustain, renew and enhance municipal infrastructure
3. Increase resident engagement with municipal services
4. Elevate climate action opportunities



Economic Growth and Development

1. Support the retention and expansion of existing businesses
2. Attract new businesses, with an emphasis on new industrial employers
3. Support access to skilled labour for employers and skills development for employees



Leadership, Partnership, & Collaboration

1. Enhance City communications
2. Renew partnerships with local stakeholders
3. Establish regional cooperation across key areas

CLOSING MESSAGE

- The City of Morden is grateful to its residents and stakeholders for their enthusiasm and input in developing this plan to help our community progress towards our goals. This Strategic Plan will guide decision makers as they develop the City's annual budget, departmental action plans, programs, and policies. This document is a summary of the full strategic plan which is available for review on the City's website under City Hall > Local Government.
 - As Morden continues make progress on its goals, City Council will revisit and fine-tune this blueprint. We recognize that our Strategic Plan must be a living document in order to respond to new opportunities and challenges as they emerge. For this reason, we encourage residents and stakeholders to share their feedback to ensure this plan reflects the community's evolving needs.
- HOW YOU CAN PARTICIPATE
 - All residents are invited to share their views on this Strategic Plan and the choices faced by our city.
 - ❖ Send written comments to info@morden.ca or mail to: City of Morden, 100-195 Stephen St, Morden, MB, Manitoba R^M 1V3
 - ❖ Follow us on Instagram, Facebook and Twitter.