

Appendix C: 2023-2026 Strategic Plan Goal Areas and Statements

FOSTERING A CARING CITY TOGETHER (previously Belonging and Participation)

We welcome residents of all ages and from all backgrounds and lived experiences at our tables. We work together on the decisions that matter most to us and have a meaningful influence in our community. We're healthy and thriving because we can easily access the diverse and inclusive programs and services that we need to succeed.

BUILDING A CONNECTED CITY TOGETHER (previously Housing, Land Use and Mobility)

We're all kinds of people living in all kinds of neighbourhoods. We work together to ensure that we each have secure, healthy and affordable homes. We get around easily, sustainably and safely to the places and spaces that matter most to us.

CULTIVATING A GREEN CITY TOGETHER (previously Environment and Climate Action)

We follow a sustainable, equitable path to a greener, healthier city. We work together to enhance, preserve and protect our natural environment while transitioning to a low-carbon future. We support businesses and residents to make more environment and climate-positive choices.

CREATING A THRIVING CITY TOGETHER (previously Economic Prosperity and Opportunity)

We use our collective strengths to enhance and grow an agile and diverse local economy powered by talented and well-supported entrepreneurs, business leaders, makers and artists. We work together to create opportunities for everyone and a resilient future that propels our city, and its people, forward.

STEWARDED A BETTER CITY TOGETHER (previously Good Government)

We, the City's employees, are stewards of Kitchener's present and its future. We're responsive, diverse and accountable public servants and we work together efficiently to serve residents. We remove barriers and champion residents' collective vision for a better city – and a better world.