



GROW

We value smart growth.

We enable population and business growth by focusing on key infrastructure investments, strategic communications, service delivery, and partnerships to achieve growth initiatives that align with the principles of smart growth in PlanSJ.

Outcomes & Objectives

Population Growth

- Grow our population at a rate of 2% annually by the end of Council's term.
- Develop, embrace, and reinforce a strong brand for Saint John.

Economic Growth

- Achieve 3% annual property tax base growth and on-going work to increase the target.
- Work with partners to create opportunities to attract and grow businesses including development of the waterfront and industrial parks.



We value the environment.

We encourage sustainable growth by continuing green practices and investing in climate adaptation initiatives with the implementation of the City of Saint John Corporate and Community GHG & Energy Action Plans.

Outcomes & Objectives

Environmental Stewardship

- Demonstrate environmental stewardship and leadership by protecting our natural environment; adapting and mitigating the risks on city infrastructure associated with climate change.
- Implement climate change plans to reduce green house gas emissions.
- Align emerging trends and best practises to improve our response to climate change.



BELONG

We value a welcoming community.

We enhance the quality of life and social well-being in a safe place to live; offering recreation, arts, and cultural opportunities that align with PlanSJ, PlaySJ and other related plans.

Outcomes & Objectives

Livable Neighbourhoods

- Strengthen neighbourhood groups that offer programming to the community.
- Improve quality of life with targeted long-term neighbourhood planning.
- Facilitate a mix of affordable housing in all of our neighbourhoods.

Vibrant City

- Cultivate community pride and unity by promoting beautification, arts, culture, and heritage.
- Foster diversity and inclusion.
- Maintain regional and district parks and enhance Dominion Park.
- Improve recreation programming, facilities and infrastructure.



We value sustainable transportation choices.

We offer safe, accessible travel options for the movement of people and goods through trails, paths, sidewalks, and roads that align with MoveSJ and related plans.

Outcomes & Objectives

Transportation & Mobility

- Connect neighbourhoods with safe, accessible, and integrated transportation options.
- Achieve a balance among transportation choices that meet community needs.
- Create a modern transit service based on data, innovation, and best practices.



PERFORM

We value the best use of our resources.

We ensure the City is accountable for results in delivering public service by adhering to its plans, policies, procedures, and best practices.

Outcomes & Objectives

Financial Health

- Ensure accountable and transparent financial management that adheres to the Long-Term Financial Plan.
- Leverage viable opportunities to generate alternate sources of revenue.

Transparent & Accountable

- Establish a performance management program to achieve results and drive continuous improvement.
- Enhance the business models, outcomes, and reporting of the City's agencies, boards, and commissions.

Core Service Delivery

- Enhance the customer service experience and response including the timely and consistent communication on service expectations.
- Explore opportunities for cost-sharing and working together in the region to efficiently deliver public service.