



MISSION	VISION	VALUES
Share our Story	We are a Community Built on Values	<p><i>These values guide behavior and decision making as well as an overt commitment to each other and the community we serve.</i></p> <ul style="list-style-type: none"> 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. <ul style="list-style-type: none"> 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. <ul style="list-style-type: none"> 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.

SHARED SENSE OF PURPOSE
<p>We provide exceptional services to our customers and each other; taking ownership and pride in what we do! Our Mantra is:</p> <ul style="list-style-type: none"> We are solution focused and ask "How can we help you?" We resolve issues with a sense of urgency in a positive manner We have the courage to be innovative, try new ideas and suggestions and accept feedback We create opportunities for others to succeed We do not blame or make excuses We leave negativity and egos at the door We are in this together, we are TEAM

OBJECTIVES & ACTION						
1. Branding – Moose Jaw Story	2. Agriculture, Diversification and Innovation	3. Entrepreneurial Civic Administration	4. Core Amenities and Services	5. Regional Collaboration	6. Transportation and Infrastructure	7. People and Culture
<p>COMPLETED:</p> <ul style="list-style-type: none"> Finalized "Canada's Most Notorious City" branding. Support community and groups to lead branding initiative and implementation. New website. Moose Jaw Advantage. Enhancing Mosaic Place – anticipated 12 major events/concerts in 2020. COVID-19 closed events centre in March 2020. Mac the Moose 2019 Marketing Canada Awards. #1 in Saskatchewan and #5 in 2020's Best Western Canadian Investment Towns. New downtown street light banners installed. 	<p>COMPLETED:</p> <ul style="list-style-type: none"> Moose Jaw Agri-Food Industrial Park Concept Plan created. SaskPower development and servicing agreement completed. Canadian Tire Development and Sale completed. Start construction in 2021. Marketing of Moose Jaw Agri-Food Industrial Park. Met with Premier to present City of Moose Jaw Economic Development Strategy. City established sale price of land and will complete development. Rebranded to Moose Jaw Agri-Food Industrial Park. Serviced approximately 200 acres. Donald's Fine Foods expansion. 	<p>COMPLETED:</p> <ul style="list-style-type: none"> Created system-wide Strategic Planning. Implemented teamwork principles. Implemented management by exception principles. Implemented Emotional Intelligence principles. Created guiding financial principles. Created efficient and effective business cycle. Reduce red tape with the Internal Economic Development Super Committee. Integrated Economic Development. Implemented Off-site Development Levies. Communications and marketing of City programs/services. In-house Engineering. 90% of in-house design completed. In-house construction crew. 2020/2021 budget completed prior to yearend. Class 3 Building Inspections available in-house. Provided pictorial representation of Shared Sense of Purpose. City-wide leisure pass. Established standard for response to Council inquiries. 48-hour response being reached 90% of the time. Initiated a Frequently Asked Questions project to allow citizens to self-direct to appropriate department as well as to aid front line staff to have calls and customers directed to the appropriate department. Continued to meet with local developers regarding Off-site Development Levies, development opportunities and promote "We will get your project in the ground." Mosaic Place contracted to event management expertise. 	<p>COMPLETED:</p> <ul style="list-style-type: none"> Benches/Banners/ Downtown cleanliness. Assist Downtown Business Association to organize. Year-round urban forestry crew. Playground audit and renewal program. Enhance grooming of Crescent Park, Parks, greenspaces and downtown. <p>ONGOING:</p> <ul style="list-style-type: none"> River Street Discussion. Residential Action Plan for downtown. Connect Main Street and Mosaic Place. COVID-19 Recovery Team. Parking App in 2021. Downtown patio's and sidewalk use initiative. 	<p>ONGOING:</p> <ul style="list-style-type: none"> Moose Jaw/Regina Corridor. Meeting with RM of Moose Jaw. COVID-19 delayed these discussions with the RM of Moose Jaw. Continue to support MJ – Regina Economic Corridor organization. Contributing to water strategy development and Qu'Appelle Water Conveyance Project - \$4.0 billion has been approved for funding the project from the Provincial Government. Qu'Appelle Conveyance system phase 3 of the project – continue to meet on this project as required. Enhance relationship with the RM of Moose Jaw No. 161. 	<p>COMPLETED:</p> <ul style="list-style-type: none"> Ridesharing – Bylaw in place. Assisted Uride to establish. In 2020, completed the construction of the final Phase of East Feedermain Replacement (3.8 km). <p>ONGOING:</p> <ul style="list-style-type: none"> Transit System – Review of system in process. COVID-19 necessitated route changes matched to customers. Organizational Renewal integrated Transit into new Public Works and Utilities Department providing leadership and focus. Transit Supervisor only responsible for Transit. Further changes in 2021 and reviewing to match service to customers and return to 30-minute routes. 	<p>COMPLETED:</p> <ul style="list-style-type: none"> Wild Animal Park – renamed to tatawaw park. <p>ONGOING:</p> <ul style="list-style-type: none"> Meet with Elders and First Nations in Moose Jaw. COVID-19 delayed this initiative in 2020. Cultural Planning – development of Municipal Cultural Action Plan.

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<p>COMPLETED (Continued):</p> <ul style="list-style-type: none"> • Won two Economic Developers Association of Canada 2020 Marketing Canada Awards: 1. COVID-19 Recovery Project/Plan. The City's submission included economic recovery initiatives implemented by City Council, along with partnerships that were forged with the Moose Jaw & District Chamber of Commerce, Tourism Moose Jaw, Downtown Business Association, WOW Factor Media and several members of the business community. Those partnerships resulted in the creation of weekly Think Tank recovery meetings, the downtown Pop-up patio, Virtual Moose Jaw Marketplace and more. 2. Brand Identity. The City's submission focused on the collaborative approach taken to rebrand Moose Jaw as "Canada's Most Notorious City". The City hosted a public branding presentation in October, 2018, and included City Council, Tourism Moose Jaw, Chamber of Commerce, community groups and local businesses in branding discussions that led to the February 12, 2020 launch of the City's new branding logo, website and app. <p>ONGOING:</p> <ul style="list-style-type: none"> • Attend International Shopping Centres Conference, when able. • Will facilitate Moose Jaw Information Technology conference. • Relocation Guide enhanced in accordance with mission. • Won Saskatchewan Municipal Awards. • Creating stand to proudly display refurbished historic town bell. • Make City logo available to local businesses for merchandise. • "Notorious Good Neighbour Guide" and "Waste/Recycling Education" to be launched in 2021. 	<p>ONGOING:</p> <ul style="list-style-type: none"> • Funding placed in 2021 budget to support trade missions. • Align with Saskatchewan's Growth Plan the Next Decade of Growth 2020-2030. • Virtual marketplace spearheaded and funded. • Geothermal initiative. • Great Plains Power Station. • Joint-Use School. • COVID-19 Recovery Team. • Baildon Irrigation. 	<p>COMPLETED (Continued):</p> <ul style="list-style-type: none"> • Accountability workshops for all out-of-scope supervisory staff for the purpose of reviewing and revising 2018 fundamental document. Purpose to create the culture to achieve: 1. Heightened level of accountability. 2. Heightened sense of urgency. 3. Better defined philosophy of service to Council, Community, and each other. • Elevate Safety to Strategic Leadership Team and ensure compliance with corrective actions. Continued culture shift and accountability required to manage the Safety program. • Separated the Engineering Department into the Engineering Department and Public Works & Utilities Department allowing each Department to focus on core services. • Investment Committee. • Succession Planning. • Ceridian Dayforce payroll system. • Single contract for trades. • Implemented new advertising and sponsorship program for parks and facilities – received \$100,000 from Kinsmen Club for park naming rights. • Electronic Tender Submission process for Bidders. • Internal Procedure for Tender/RFP processes for Engineering and Public Works. • Cleared backlog of outstanding items from Council and Planning Committee. • Ticket company solution. <p>ONGOING:</p> <ul style="list-style-type: none"> • Promote Shared Sense of Purpose internally. • Core services/Organizational Renewal. • COVID-19 Recovery Team. • Standardized Policy and Operating Guidelines concept created. • Program to notify developers to see City Hall first. • Centralized Agreements, Bylaws, and Policies. • Solar Power Initiative. • Facility cost reduction through energy savings. • Streamlined process for derelict properties. • Completed 2020 with projected small surplus. 0% mill rate increase and reserve Federal Restart funding to 2021 all during COVID-19. • Centralized work groups. Cross training. • Review work techniques to rationalize Engineering clerical services. • Employee Newsletter. • Hillcrest Sports Centre future operating model and retrofit. • Review and update Traffic Bylaw respecting signage and traffic warrants. • Review and update Boulevard Crossing Bylaw. • Process mapping. <p>Information Technology</p> <p>COMPLETED:</p> <ul style="list-style-type: none"> • eSCRIBE – Council meeting agenda software. • PerfectMind – Recreation booking software. • Website updated. • City of Moose Jaw App – customer service. • SK Municipal Awards – Innovation Award. • Paciolan ticketing company and SaskTix. • Mosaic Place phone system update – VOIP. • Mosaic Place data move to the cloud. • Teams virtual meetings. <p>LEAD CANADIAN MUNICIPALITIES IN DIGITAL PRODUCTIVITY-BASED SOLUTIONS</p> <ul style="list-style-type: none"> • Enterprise Resource Planning software. • Migrate all systems to newest digital versions. • Pay Parking and Transit App. • Migrate paper process to digital including inventory and purchasing. • Digital water meters. • Mobile networks, on-board/computer devices. • City phone system upgrade – VOIP. • Digital video conference rooms. • IT servers/Network replacement. • Cloud based data protection strategy. • Mosaic Place network/Wi-Fi upgrade. 	<p>ONGOING (Continued):</p> <ul style="list-style-type: none"> • Community Association model review and re-structuring. • Parks winter maintenance service review – pathways, outdoor rinks. • Replacement plan for Phyllis Dewar Outdoor Pool. • Digital Water Meter Program. 	<p>ONGOING (Continued):</p> <ul style="list-style-type: none"> • Participating on High Impact Industry Engagement Team, looking at Ag/Food production opportunities in the Moose Jaw-Regina and southern region of SK. • Participating on the Regional Planning Leadership Committee (WBRPC), including the City of Regina and Praxis Consulting. • Participating on the Prairie Skies Integrated Network (PSIN) Advisory Team. • Created Rural and Northern Immigration Project. 	<p>ONGOING (Continued):</p> <ul style="list-style-type: none"> • Active transportation – development of Trails Master Plan. • Review Solid Waste Management Masterplan (SWMMP) and work on finding a location for the landfill. • SaskPower Infrastructure Servicing of water, storm and sanitary mains. • Thunderbird Viaduct Rehabilitation. • Buffalo Pound to Moose Jaw – Water Supply Transmission Line – Pumps and Electrical Upgrades. • High Service Pumphouse Replacement. • Connecting new Cast Iron water mains to new Cast Iron water mains. 	