

Strategic Update on the Maple Ridge Strategic Plan for Q1, 2025

Recommendation:

THAT Council receive the report titled “Strategic Update on the Maple Ridge Strategic Plan for Q1, 2025” dated May 6, 2025 for information.

Report Purpose and Summary Statement:

This report provides insights from ongoing delivery of key results and initiatives from Council’s Strategic Plan, for the first Quarter of 2025.

Previous Council Action:

On February 18, 2025, Council received an update on the 2024-year end results with respect to objectives, key results and initiatives in the plan. Council provided feedback to staff to continue to improve reporting quality and highlight the successful implementation of major pieces of work through increased communication and promotion of results.

Strategic Alignment:

Liveable Community; Climate Leadership & Environmental Stewardship; Engaged, Healthy Community; Diversified, Thriving Economy; Governance & Corporate Excellence

Communications:

Since the 2024 Q4 Strategic Update was provided to Council staff increased the promotion of the release of the update through social media and traditional media. Staff are continuing to track visits to the website and look at continuous improvement of how results are communicated to highlight progress towards the five strategic priorities.

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BACKGROUND:

On September 10, 2023, Council approved outcomes to be achieved across all five strategic priorities utilizing the Objectives and Key Results (OKR) methodology. Council received the most recent update on progress to implement OKRs for the year end results for Q4, 2024 on February 18, 2025. At that time, staff received feedback that Council wanted an increased focus on communicating out results from the strategic plan to help residents and businesses increase awareness of the city's work on their behalf. Staff subsequently increased communications and media activity to highlight successful completed key results. Continuous improvement of public awareness regarding the OKRs is an ongoing focus for the team.

ANALYSIS:

Discussion:

Results for the first quarter of 2025, detailed in Attachment 1, reflect good progress on completion of initiatives with 13 initiatives being completed this quarter (this results in 6 OKRs being met or partially met). Examples include new prioritization criteria for development applications, creation of the concierge program model which is now moving into implementation phase, completion of a public engagement framework, and completion of an events attraction strategy focused on tourism-based events.

Additionally, a further 16 initiatives have been moved from "not started" or "needs attention" to a status of "in progress", and a further 20 initiatives are anticipated to be complete by the end of Q2. These changes reflect increased forward momentum on Council priorities.

Two projects were closed and not met this quarter. The first is a project to establish a circular economy for the film sector in Maple Ridge, which would have involved waste from film sets being recycled by other projects or repurposed for other uses. However, after investigation by the City there was a lack of interest from sector partners to undertake the project. Therefore, the project has been closed for now but may be reinvestigated as an operational initiative in the future. The second, a planned initiative to host a Leadership Summit this year, will not be advanced and the funding will be reallocated to deliver a new Youth Summit that will be led by Recreation Services as an operational initiative.

Following the Q4 report for 2024, staff undertook improvements to the City's website and promoted the pages on social media and in traditional media. During Q1 the City's Strategic Plan had over 600 new visitors to the web pages to learn about the actions taken on Council priorities. In addition, there were 3,317 views and interactions with the content from the City's social media promotions. In the future as more major initiatives are completed the City will continue to push results through social media and the website and will look into creating videos

on some of the major projects to show how they are positively impacting the community with respect to the five strategic priorities – Liveable Community, Engaged, Healthy Community, Diversified, Thriving Economy, Governance and Corporate Excellence, and Climate Leadership and Environmental Stewardship.

With the completion of those OKRs that result in the development of various new plans and strategies, updated OKRs will be proposed and brought forward for approval to Council throughout 2025, setting direction through the end of 2026.

Strategic Alignment:

The Strategic Plan objectives are a mechanism for Council to balance the interests of the community across multiple priorities. This update reflects the iterative approach taken to achieve Council's strategic priorities and ensure that outcomes sought are in the best interests of the community.

CONCLUSION:

The objectives and key results methodology is a dynamic approach to track and report on achievement of Council's strategic priorities. Staff are focused on continuous improvement of how the City adjusts and measures key results to ensure optimal outcomes and then ensure these are clearly communicated to members of the community to show the value and impact of these priority projects.

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Attachments:

Attachment 1 – Q1 2025 Quarterly Report

Report Approval Details

Document Title:	Strategic Update on the Maple Ridge Strategic Plan for Q1, 2025.docx
Attachments:	- Attachment 1 - Q1 2025 Quarterly Report.pdf
Final Approval Date:	Apr 29, 2025

This report and all of its attachments were approved and signed as outlined below:

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Carolyn Mushata, Director of Legislative Services and Corporate Officer

Scott Hartman, Chief Administrative Officer