



## VISION STATEMENT

Dawson Creek will be a visionary community that works together for innovative social, cultural, economic and environmental vitality.

## MISSION STATEMENT

The Corporate Mission of the City of Dawson Creek is to provide excellence in service and leadership that promotes a dynamic community within a healthy environment for all generations.

## GUIDING PRINCIPLES

### TRUST AND INTEGRITY

We will have a reputation for acting with integrity and will earn the trust of our stakeholders by:

- Keeping promises.
- Pledging to align our actions with the guiding principles that support our vision.
- Modeling competence and anchoring behaviour on enduring values.
- Communicating with care and respect.
- Working to develop positive relationships.
- Sharing information in timely and comprehensive ways.

### INCLUSIVITY

We will create an invitational climate by:

- Ensuring all individuals have equal access to services and opportunities for success.
- Seeking ways to reflect and celebrate the diversity of our community and ensuring physical accessibility.
- Engaging people in issues that directly affect them.
- Maintaining and strengthening our links to the First Nations, Aboriginal and Metis populations.
- Making literacy concerns a core component of communication strategies.

### MODERN ECONOMY

We will strengthen the community's economic vitality by:

- Establishing a climate that encourages responsible economic development.
- Honouring small and big business partnerships and contributions
- Focusing on and promoting the opportunities for economic development that are inherent in our community and region.
- Encouraging projects that serve the local community and enhance regional self sufficiency in areas such as power, general supply, and food.

### CREATIVITY

We will foster a culture of creativity, innovation, and learning by:

- Encouraging cooperative and collaborative thinking.
- Employing open dialogue and wide input into decision making and planning.
- Supporting risk taking and challenging conventional practices.
- Including learning opportunities in all actions.

### HEALTH

We will optimize opportunities for healthy living by:

- Developing an environment free from undue risk.
- Providing opportunities to enhance physical, emotional, and spiritual well being.
- Enhancing the cleanliness and aesthetic appearance of our community.
- Promoting physical activity.

### THE ENVIRONMENT

We will demonstrate respect for the future of the earth by:

- Fostering recycling, reuse and reduced consumption.
- Promoting, demonstrating and using renewable energy.
- Advocating for the preservation of clean air, clean water and healthy land.

### LIFESTYLE

We will nurture engagement in a collective sense of belonging and contribution by:

- Celebrating arts, heritage and culture.
- Creating recreational opportunities.
- Providing opportunities for life-long learning.
- Optimizing transportation and movement around the city.
- Working to reduce crime rates and opportunities for crime in our community.