2024-2026 Strategic Plan

VISION
A place for people to prosper - alive with opportunity.

MISSION
Working together. Committed to our values. Serving our community.

VALUES

WHAT WE WANT TO ACHIEVE

GOALS

PEOPLE
Foster a community with heart, where everyone belongs and is cared for equitably.

PLACE
Embrace and celebrate our City’s unique character while enhancing the spaces where people connect.

PROSPERITY
Build a vibrant and resilient City where current and future generations will live well.

cambridge.ca/strategicplan

HOW WE WILL ACHIEVE THE GOALS

OBJECTIVES

PEOPLE
- Wellbeing
- Belonging
- Vibrant Neighbourhoods
- Inclusion

PLACE
- Placemaking
- Planning for Growth
- Green Spaces

PROSPERITY
- Strong Cores
- Economic Inclusion & Support
- Getting Around
- Resiliency

MEASURABLE STEPS TO ACHIEVE OBJECTIVES

STRATEGIC ACTIONS

PEOPLE
- Create and activate spaces that offer things for people to do
- Provide age-friendly services that are accessible to all
- Enhance equity and inclusion efforts
- Increase housing options
- Encourage safe and healthy neighbourhoods
- Improve access to social supports
- Prepare for emergency prevention and recovery

PLACE
- Lay the foundation for future community building
- Enhance opportunities to enjoy built and natural heritage
- Take action to combat climate change

PROSPERITY
- Establish our core areas as attractive destinations
- Enable small business to succeed
- Promote and develop more transportation options