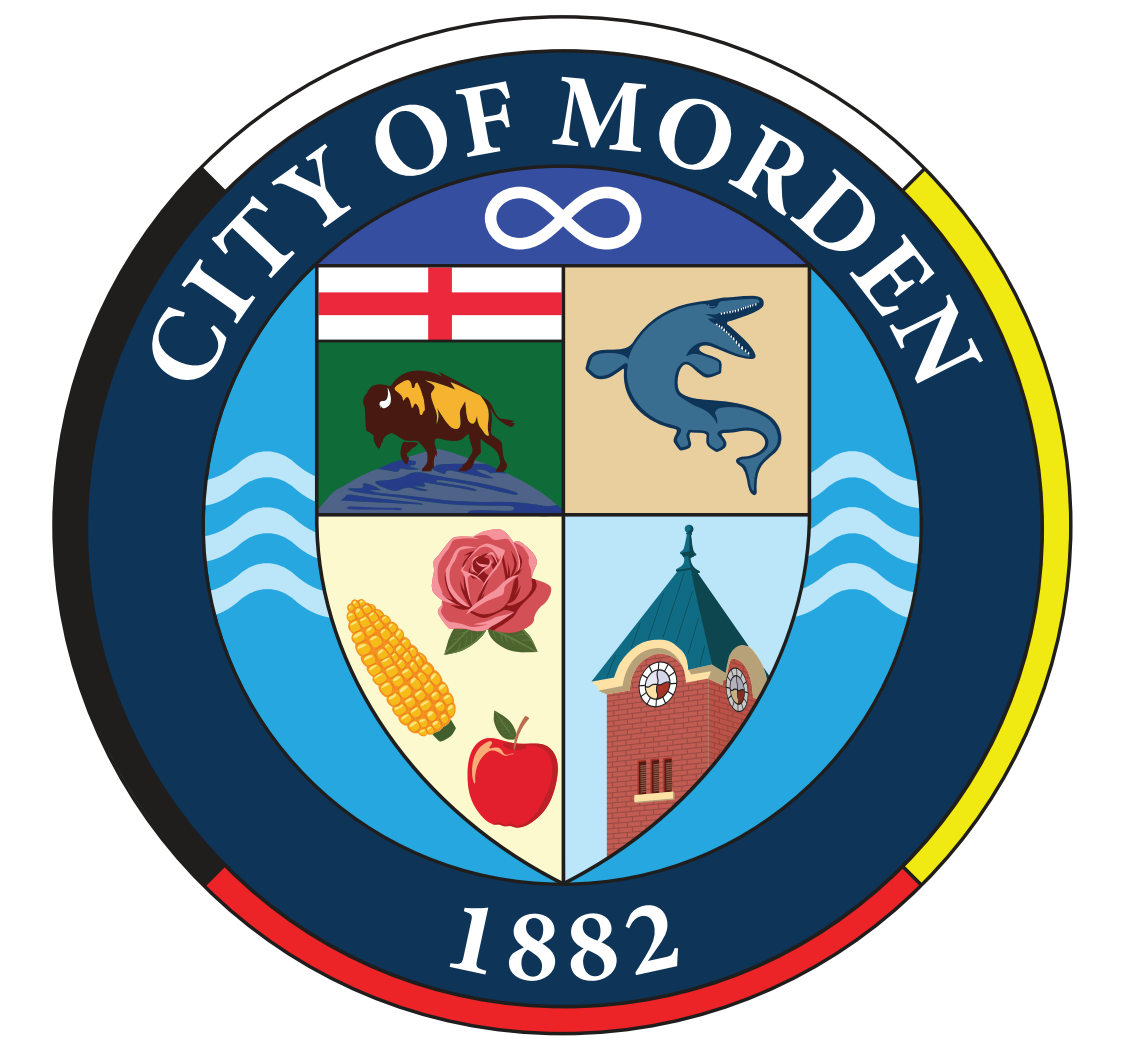


CITY OF MORDEN STRATEGIC PRIORITY AREAS



MISSION, VISION & VALUES



MISSION

“A city dedicated to fostering a thriving, inclusive, and naturally beautiful community.”

VISION

“A vibrant community cultivating innovation, growth, and prosperity.”

CITY OF MORDEN

STRATEGIC PRIORITY AREAS



CORE VALUES

These principles and beliefs guide the City's behavior and decision-making processes. They reflect the ethos and culture of the municipality and serve as a moral compass for its leaders, employees, and citizens. The following Core Values build on past strategic plans and have been refined to reflect what was expressed by stakeholders:

- **Respect:** We actively listen to our community, our stakeholders and our staff, to understand their position.
- **Collaboration:** We work together with Local, Provincial and Federal Governments, regional partners, stakeholders, private businesses, and the community to achieve common goals.
- **Accountability:** We hold ourselves to the highest ethical standards, ensuring that our actions are transparent, our decisions are made in the public's best interest, and we are answerable to the community for all our deeds and decisions.
- **Active Living:** We provide a vibrant and healthy community, one that is accessible to all. We take pride in our first-rate recreational facilities, green spaces, lake, and campground.
- **Heritage and Culture:** Preserving our storied heritage while embracing the rich cultural landscape of our growing community.
- **Innovation:** We are leaders of change by encouraging creativity and innovative solutions for city challenges.
- **Inclusivity and Diversity:** We welcome and celebrate diverse cultures and perspectives and actively seek input on projects from diverse points of view.
- **Sustainability:** We are dedicated to steering our city's growth in a socially, economically and environmentally sustainable manner.

CITY OF MORDEN

STRATEGIC PRIORITY AREAS



QUALITY OF LIFE

1- Promote initiatives which contribute to a safe and healthy community.

Action Items:

- Increase the accessibility of local amenities and services.
- Become an “Age-Friendly Community” by completing the Milestone Recognition Program.
- Support the continued growth of the health sector by attracting additional medical services, supporting healthcare worker retention and recruitment, and facilitating health sector educational opportunities.
- Ensure Morden Police and Fire Services have the necessary resources to continue to deliver exceptional services to the community, including support for innovative approaches to safety services.
- Enable access to suitable housing options for a range of housing needs by collaborating with a range of stakeholders including developers, non-profits and government agencies.

2- Sustain, enhance and expand local recreation, community service and active living opportunities.

Action Items:

- Support existing City recreation programming to serve residents and increase participation.
- Enhance and expand walking and biking paths according to the Parks and Urban Forestry Master Plan.
- Offer increased winter active living programming options.
- Collaborate with local community service providers to expand available programming.

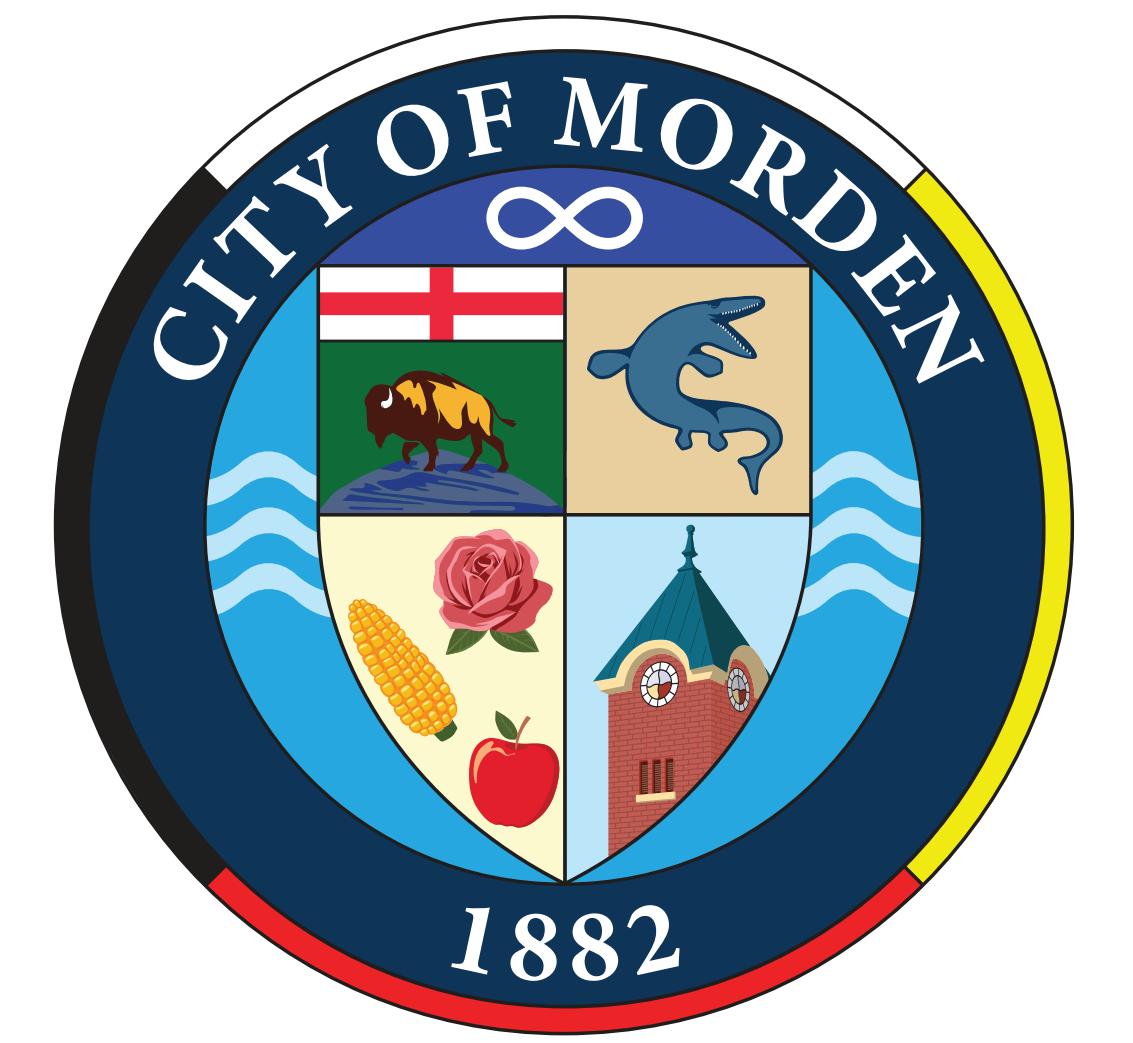
3- Promote existing local amenities through collaboration and investment.

Action Items:

- Promote the use of existing amenities through attraction of worldclass events.
- Collaborate with stakeholders to promote events, attractions and unique opportunities.
- Identify opportunities for investment to enhance existing amenities.

CITY OF MORDEN

STRATEGIC PRIORITY AREAS



MUNICIPAL SERVICES AND INFRASTRUCTURE

1- Achieve water security in terms of availability, accessibility, and sustainability of quality freshwater and wastewater resources.

Action Items:

- Increase current wastewater capacity through major infrastructure development.
- Identify and implement projects to ensure City long term access to drinking water supply to meet current and future needs.
- Conduct lifecycle analysis of current infrastructure including service lines & lift stations.

2- Sustain, renew and enhance municipal infrastructure.

Action Items:

- Complete renewal of key planning documents e.g., Community Improvement Plan, long-term infrastructure planning documents, enhance Asset Management systems.
- Invest in renewal of existing infrastructure to maintain adequate service levels and extend the life of the assets.
- Equitable access and distribution of new and renewed capital infrastructure e.g. parks, playgrounds and greenspace.

3- Increase resident engagement with municipal services.

Action Items:

- Introduce new tools for the public to use to share feedback, tracking response times and results.
- Communication team engagement with residents to share updates on events, projects and programs.

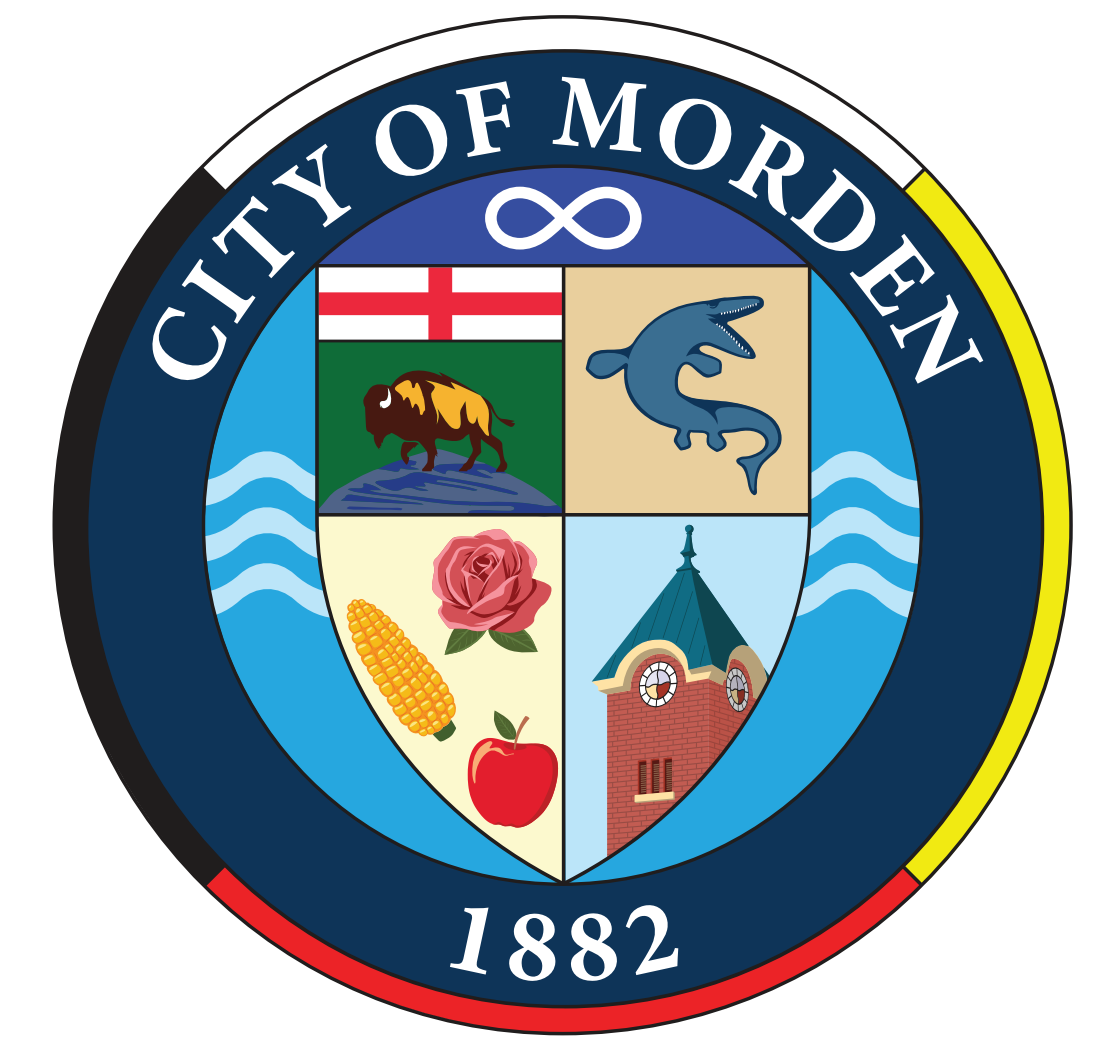
4- Elevate climate action opportunities.

Action Items:

- Develop a climate action plan which identifies risks, opportunities, and action items related to climate adaptation and mitigation.
- Promote initiatives related to climate action such as clean technology, low carbon economy, green and natural infrastructure, active transportation.
- Determine the feasibility of public transport options.

CITY OF MORDEN

STRATEGIC PRIORITY AREAS



ECONOMIC GROWTH AND DEVELOPMENT

1- Support the retention and expansion of existing businesses.

Action Items:

- Engage employers to continuously learn about opportunities to support their growth and success.
- Initiate training and education projects to promote development of a skilled and resilient workforce.
- Work with existing employers through our Community Driven Immigration Initiative (CDII) to access skilled labour.
- Ensure there is an ample supply of shovel-ready land to support the growth and expansion of our existing businesses.

2- Attract new businesses, with an emphasis on new industrial employers.

Action Items:

- Develop a marketing strategy to promote commercial and industrial development opportunities of City-owned shovel ready property.
- Initiate Phase 1 of the industrial park expansion and have Phase 2 lots shovel ready by summer of 2027.
- Secure an “anchor” development for the shovel ready highway commercial lots and sell remaining lots.
- Ensure there is an ample supply of shovel-ready land to attract new commercial and industrial business.

3- Support access to skilled labour for employers and skills development for employees.

Action Items

- Consult with local businesses to match training programs to employer needs.
- Initiate training and education projects to increase opportunities for skills and talent development, including attraction of post-secondary institutes.
- Maintain the success of Morden’s Community Driven Immigration Program.

CITY OF MORDEN

STRATEGIC PRIORITY AREAS



LEADERSHIP, PARTNERSHIP, & COLLABORATION

1- Enhance City communications.

Action Items

- Establish an enhanced communications plan for events, notices, emergencies and local opportunities.
- Introduce new tools to receive feedback from residents and send information, such as work management software.
- Update the City's website to integrate these new tools.

2- Renew partnerships with local stakeholders.

Action items

- Identify opportunities to collaborate with local partners on projects which address the goals of the strategic plan through engagement and consultation.
- Expand City staff roles to work more closely with community stakeholders on specific projects.
- Celebrate stories of partnership progress and success.

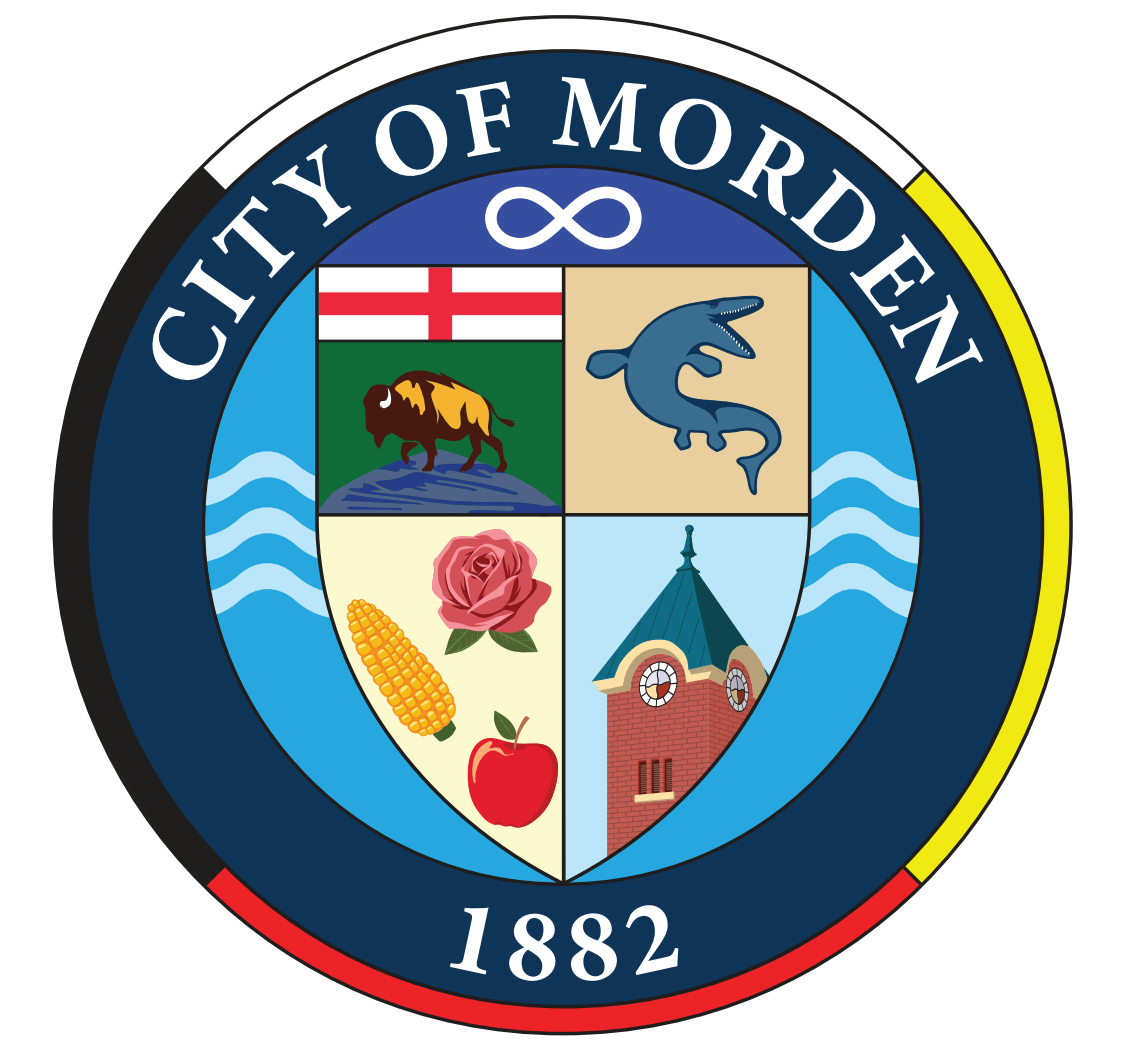
3- Establish regional cooperation across key areas.

Action Items:

- Build off the success of the Tri-Council meetings between Morden, Winkler, and Stanley.
- Identify opportunities to collaborate with regional partners on specific projects and expand partnerships with new regional stakeholders especially in the areas of healthcare, education, infrastructure, and planning.
- Build relationships with Indigenous communities and organizations in our region.



CITY OF MORDEN STRATEGIC PRIORITY AREAS



QUALITY OF LIFE



Morden's Multicultural Winterfest is a prime example of the city's commitment to enhancing the quality of life for its residents as outlined in its strategic plan. The festival, powered by the dedication of over 400 volunteers and supported by a federal heritage grant from the Government of Canada, is a testament to the city's investment in cultural diversity and community spirit.

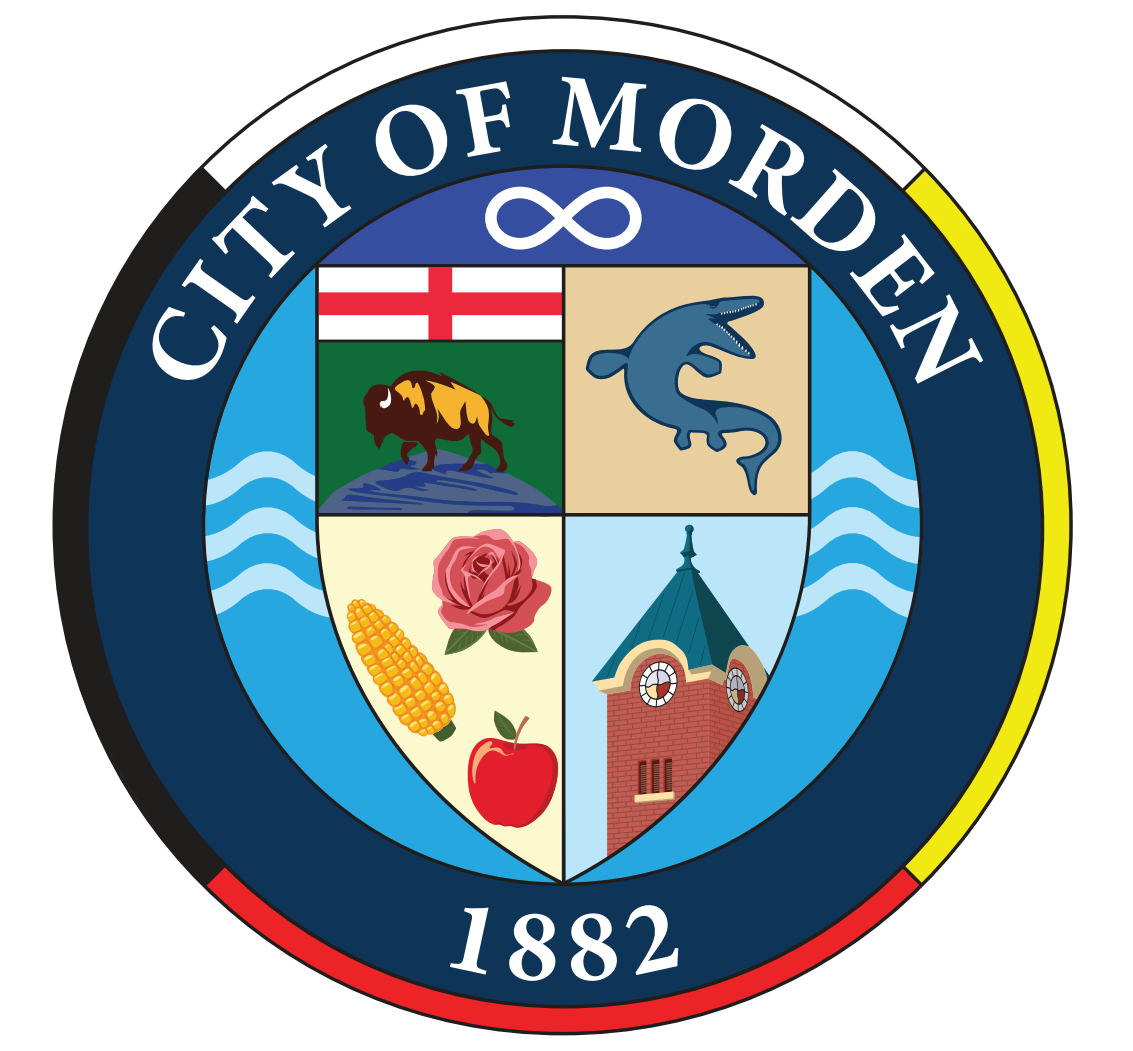
The presence of distinguished guests, such as Manitoba's Minister of Sport, Culture, Heritage, and Tourism, Nellie Kennedy, and Minister of Labour and Immigration, Malaya Marcelino, underscores the importance of events like Winterfest in championing cultural exchange and social cohesion.

Events such as the Multicultural Winterfest not only serve as a platform for cultural celebration but also actively contribute to the community's shared experience, fostering a sense of belonging and enhancing the quality of life for both newcomers and long-standing residents.



CITY OF MORDEN

STRATEGIC PRIORITY AREAS



QUALITY OF LIFE

The city of Morden has embarked on several projects focused on enhancing the quality of life for its residents through environmental beautification, green initiatives, and the promotion of outdoor activities. These projects not only aim to furnish the community with serene and inviting spaces but also contribute to the city's sustainability and ecological health.

Lakeside Cemetery: A long-term municipal cemetery designed to serve the community for the next 30 years. The phased development includes tree planting, a new entrance sign, and designated areas for ash scattering, green burials, an Islamic burial section, and columbariums, ensuring inclusive and sustainable burial options.

Lakeside Loop Trail (2km woodchip path): A new 2-kilometer, 6-foot-wide woodchip trail with benches, providing year-round access to nature. The trail, with entry points at Spillway Road and Lakeside Cemetery's west parking lot, promotes active living and outdoor recreation. Funded in partnership with Trails Manitoba, it enhances connectivity and accessibility.

Tree Planting Initiative (650 trees in 2024): A significant expansion of Morden's tree canopy through partnerships with the Federal 2 Billion Tree Program, Manitoba Hydro's Forest Enhancement Program, and Morden Nurseries. The effort supports three key projects: tree islands along Lakeside Trail (Stanley Trail Association), tree planting at Lake Minnewasta Campground (Provincial and Federal programs), and additional plantings along new trails to enhance privacy and environmental benefits. These efforts improve biodiversity, air quality, and the city's green infrastructure.



Lakeside Cemetery

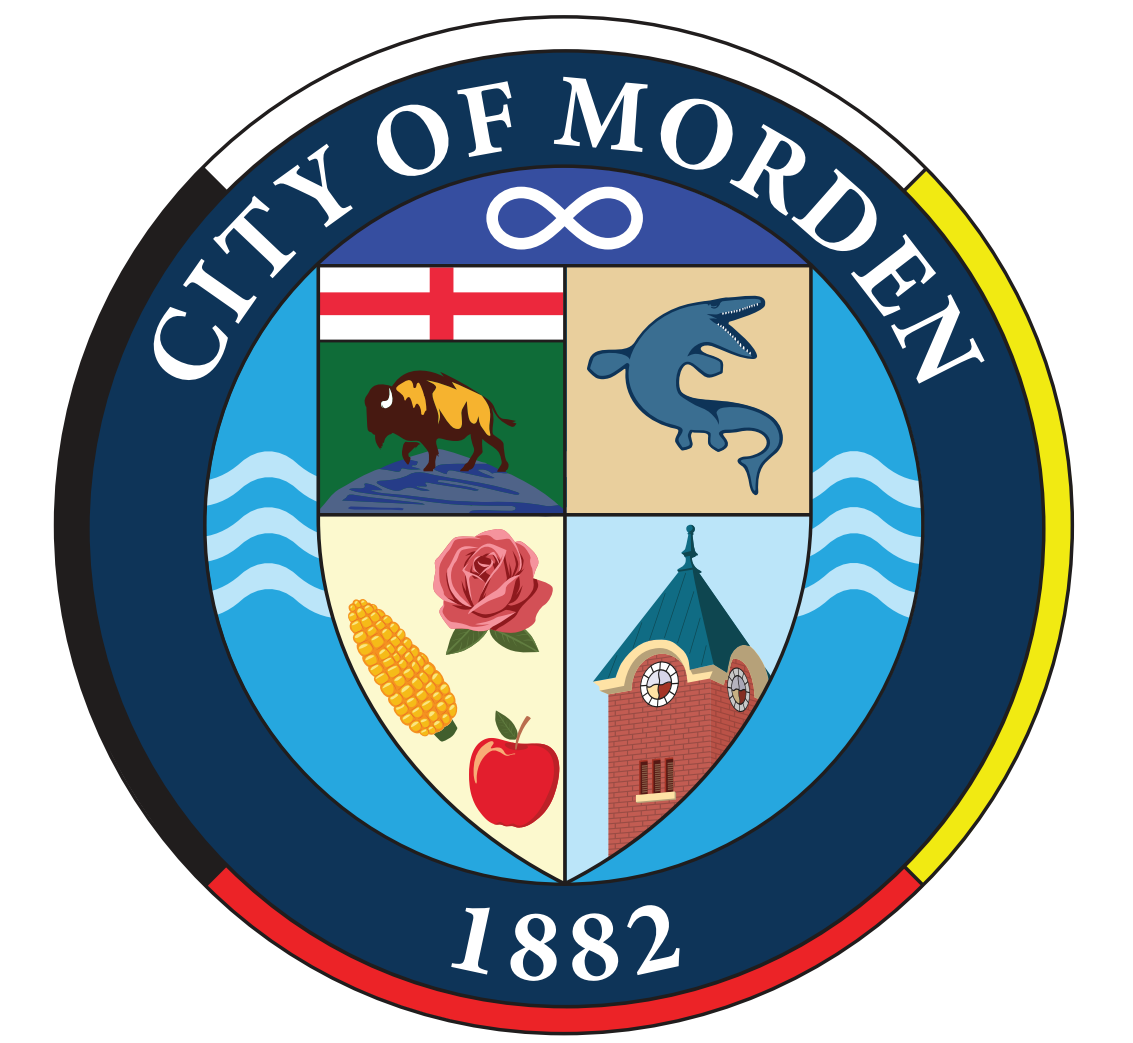


Lakeside Loop Trail



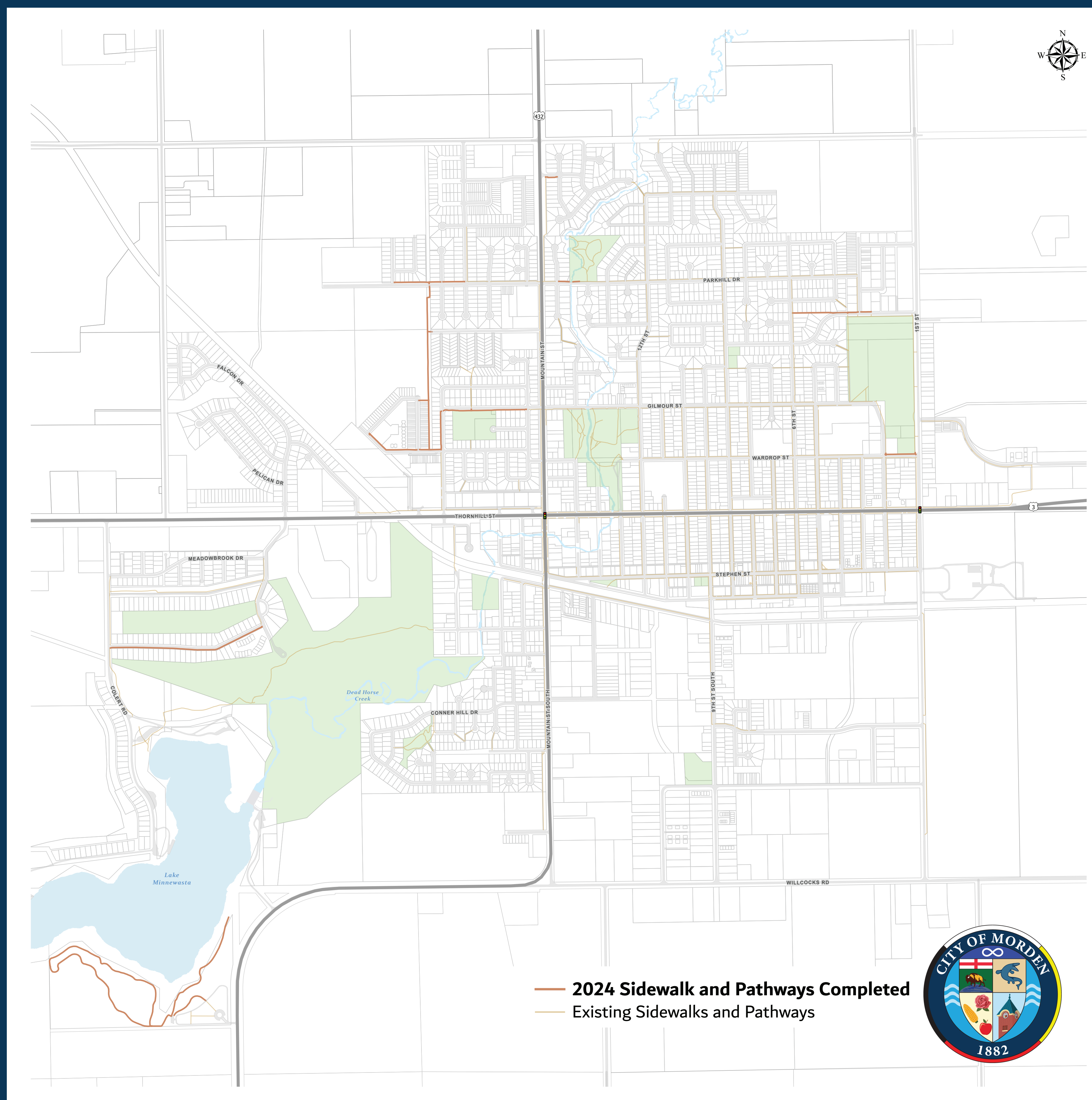
Tree Planting

CITY OF MORDEN STRATEGIC PRIORITY AREAS

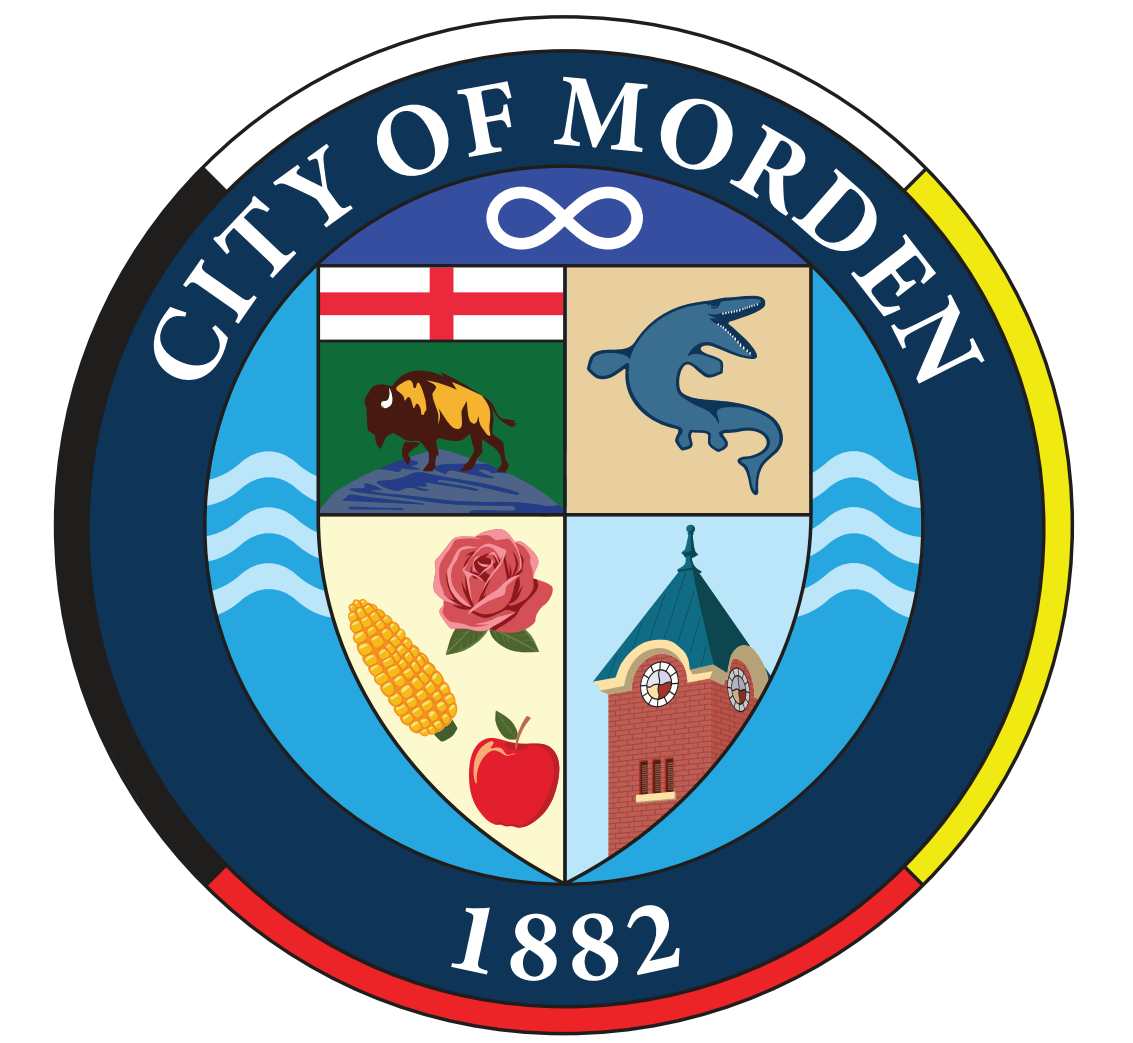


MUNICIPAL SERVICES AND INFRASTRUCTURE

The completion of the 2024 Sidewalk and Pathway Projects, with an investment of \$668,200, significantly bolstered Morden's active transportation network by adding 1800 meters of concrete sidewalks, 950 meters of gravel pathways, and 480 meters of asphalt pathways. This not only improves pedestrian safety but also promotes a healthier lifestyle among residents.



CITY OF MORDEN STRATEGIC PRIORITY AREAS



MUNICIPAL SERVICES AND INFRASTRUCTURE

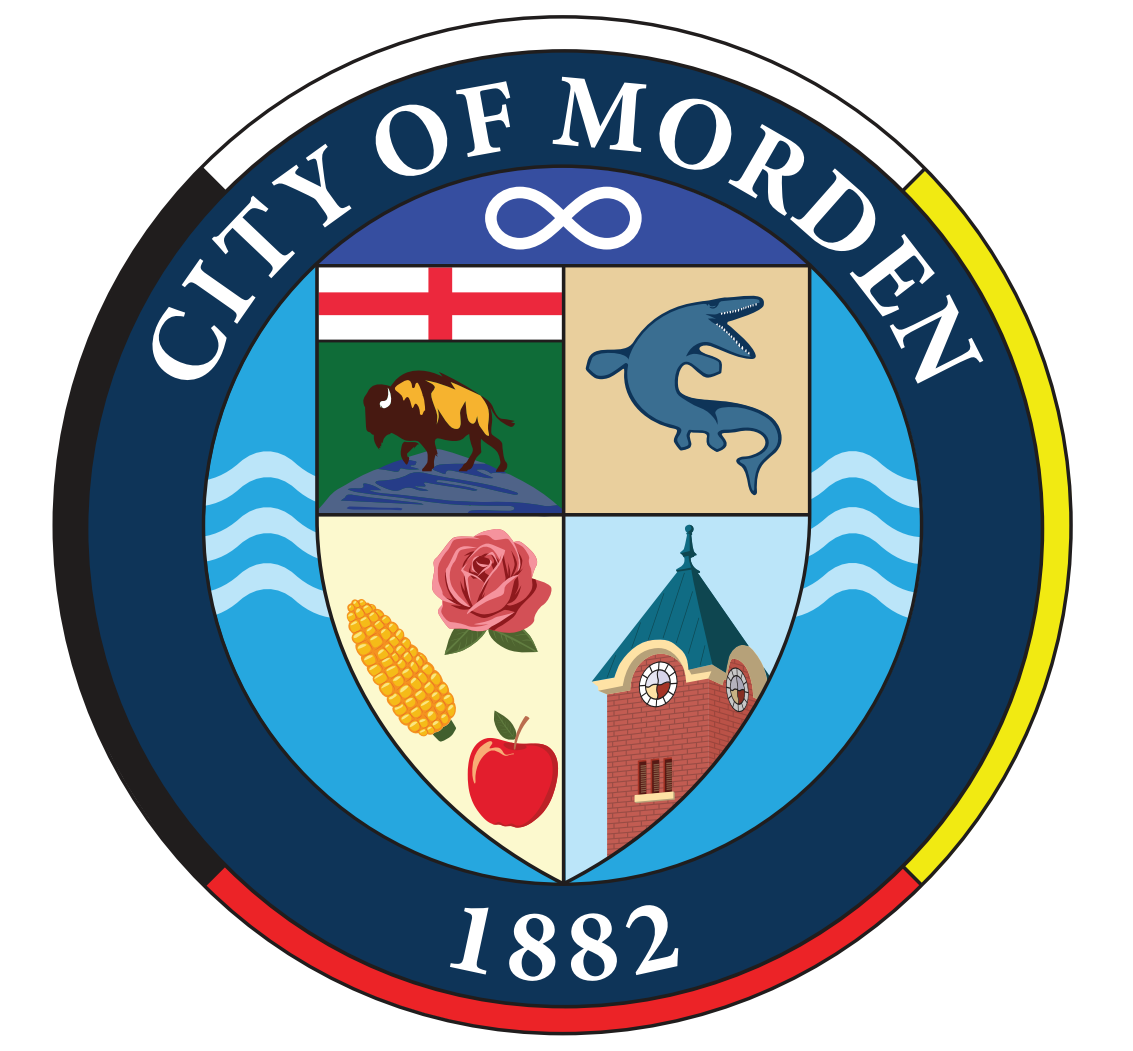
The recently completed projects in Morden underline the city's strategic commitment to enhancing municipal services and infrastructure, ensuring a high quality of life for all its residents.

The Decor Lift Station project, completed in January 2024 with a cost of \$1,450,000 and grant funding of \$725,000, replaced an outdated facility and expanded capacity to support a new industrial park and residential areas. It features advanced online monitoring and control capabilities, enhancing efficiency and responsiveness.

The renewal of infrastructure on 4th and 5th Streets, which was completed in June 2024 at a cost of \$1,234,600, addressed persistent issues of water breaks and sewer blockages, while also upgrading the road surface to enhance safety.



CITY OF MORDEN STRATEGIC PRIORITY AREAS



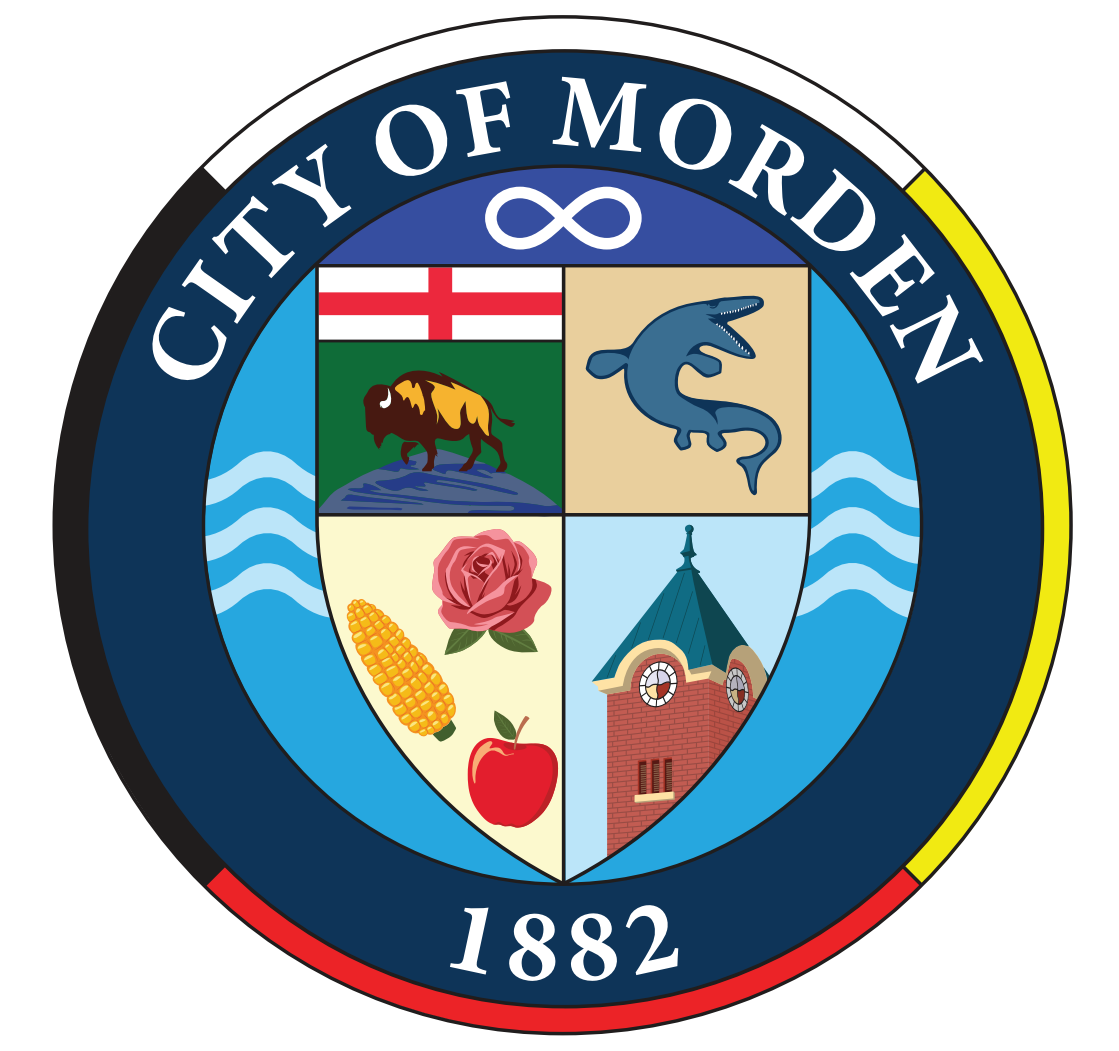
ECONOMIC GROWTH AND DEVELOPMENT

The City of Morden in partnership with the Morden Community Development Corporation have received multi-year federal funding to support local training and education initiatives. Including:

- Evening welding classes for CWB certification with support of the MCI Technology Centre and Western School Division.
- Establishment of a new Training Centre – known as the “Workshop”, located at 30 Stephen St to support workplace safety and machine operator training.
- Establishment of a new post-secondary classroom space to support a new college program coming to Morden in September 2025. In December, the City of Morden and MCDC signed an MOU with the Manitoba Institute of Trades and Technology (MITT) to deliver a local Network Systems Administrator diploma program. The intake for this program is opening soon.



CITY OF MORDEN STRATEGIC PRIORITY AREAS



ECONOMIC GROWTH AND DEVELOPMENT

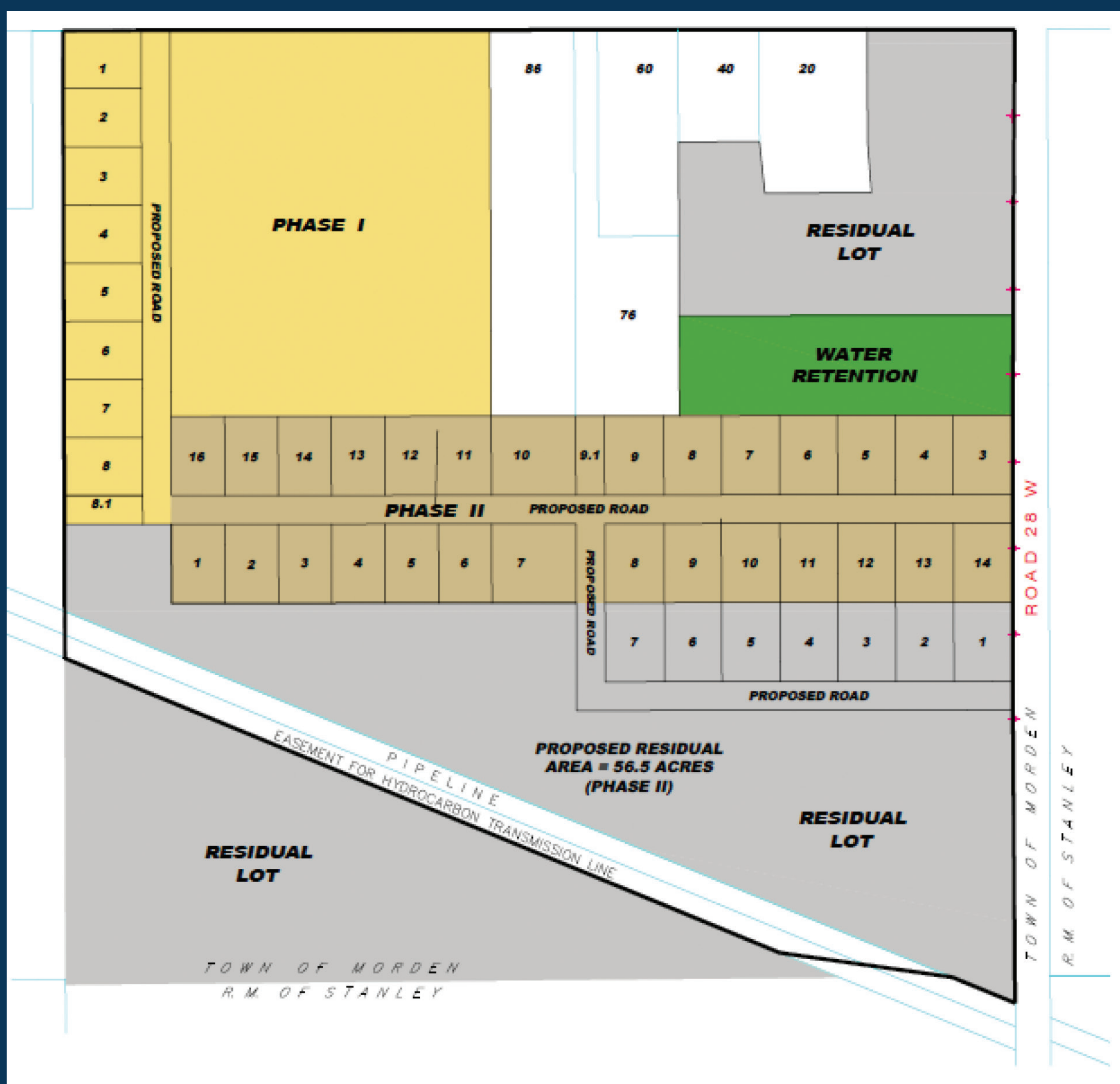
FUTURE INDUSTRIAL PARK CONSTRUCTION STARTS JUNE 2025

As part of our commitment to fostering economic growth, we are continuing to expand and develop our industrial park, providing businesses with the infrastructure needed to thrive in Morden.

PHASES OF CONSTRUCTION

Total area 147 acres

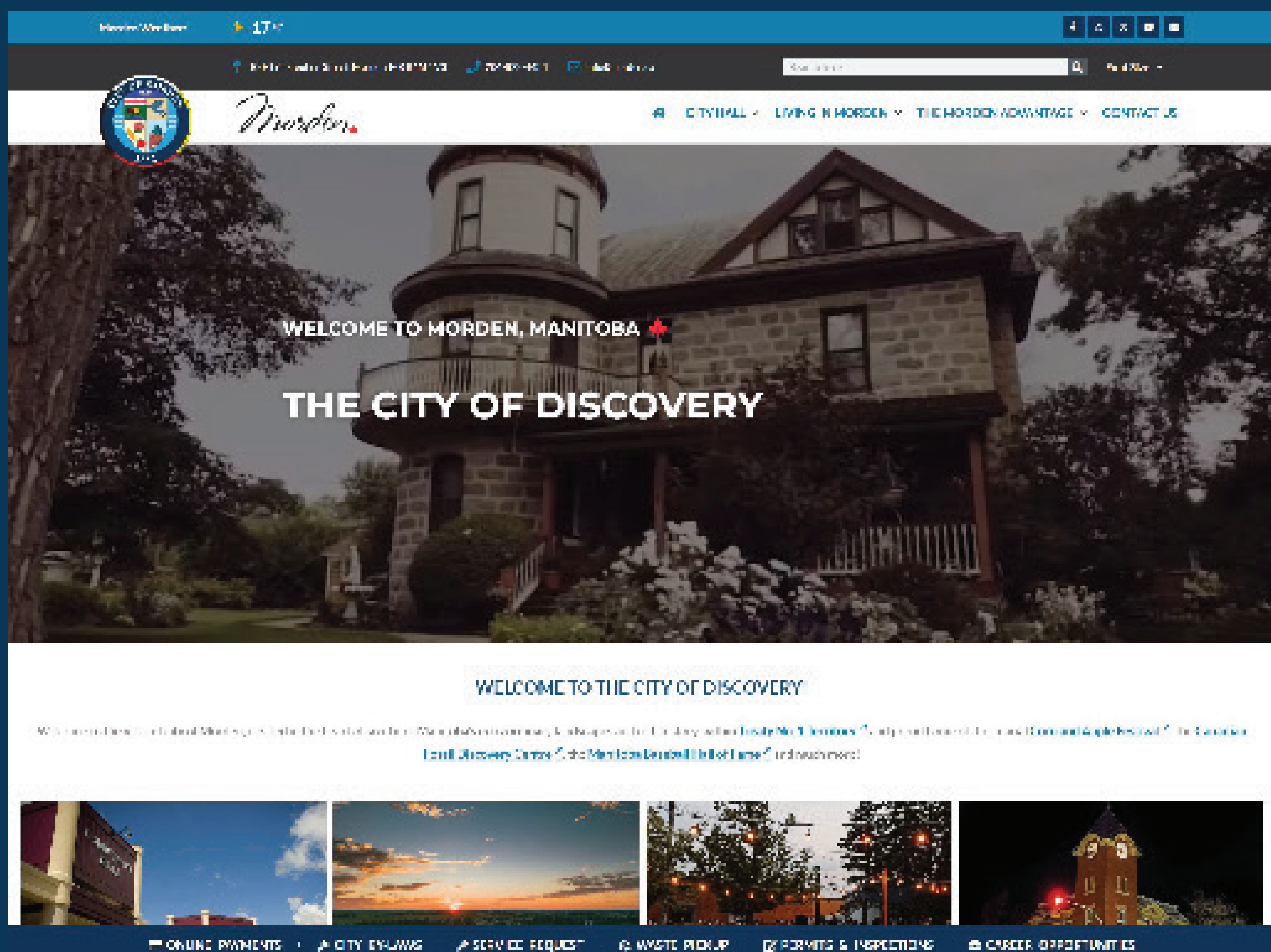
PHASES	NUMBER OF LOTS	ACRES
Phase 1	9	28
Phase 2	28	12
Residual		69
Water Retention		6
Roads		10



CITY OF MORDEN STRATEGIC PRIORITY AREAS



LEADERSHIP, PARTNERSHIP, & COLLABORATION



The new crest reflects Morden's rich heritage and progressive vision, symbolising a strong identity that resonates with the community and visitors alike.

Meanwhile, the revamped website enhances accessibility, streamlines services, and provides a user-friendly platform for residents and stakeholders. Through the E-Gov system, residents can look up property-related information, including tax details, assessments, and utility bills.

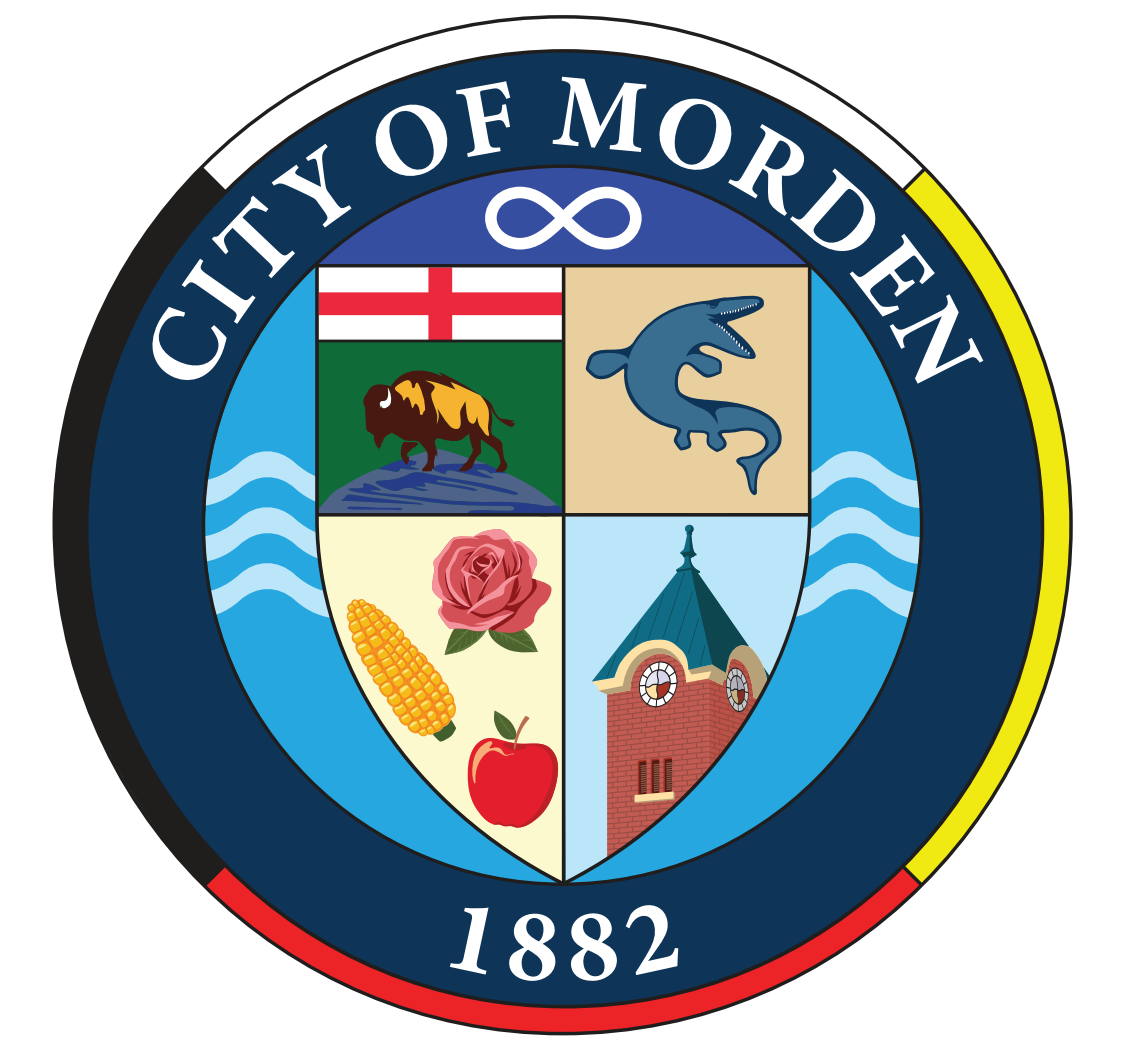
Future enhancements will expand these capabilities to include business information, online payments, business licensing, and animal licensing.

Together, these initiatives demonstrate Morden's commitment to fostering efficient communication, promoting civic pride, and investing in infrastructure that supports a vibrant and connected community.



Scan the QR code or visit www.morden.ca to learn more about the significance of the crest elements and explore our new website.

CITY OF MORDEN STRATEGIC PRIORITY AREAS



LEADERSHIP, PARTNERSHIP, & COLLABORATION

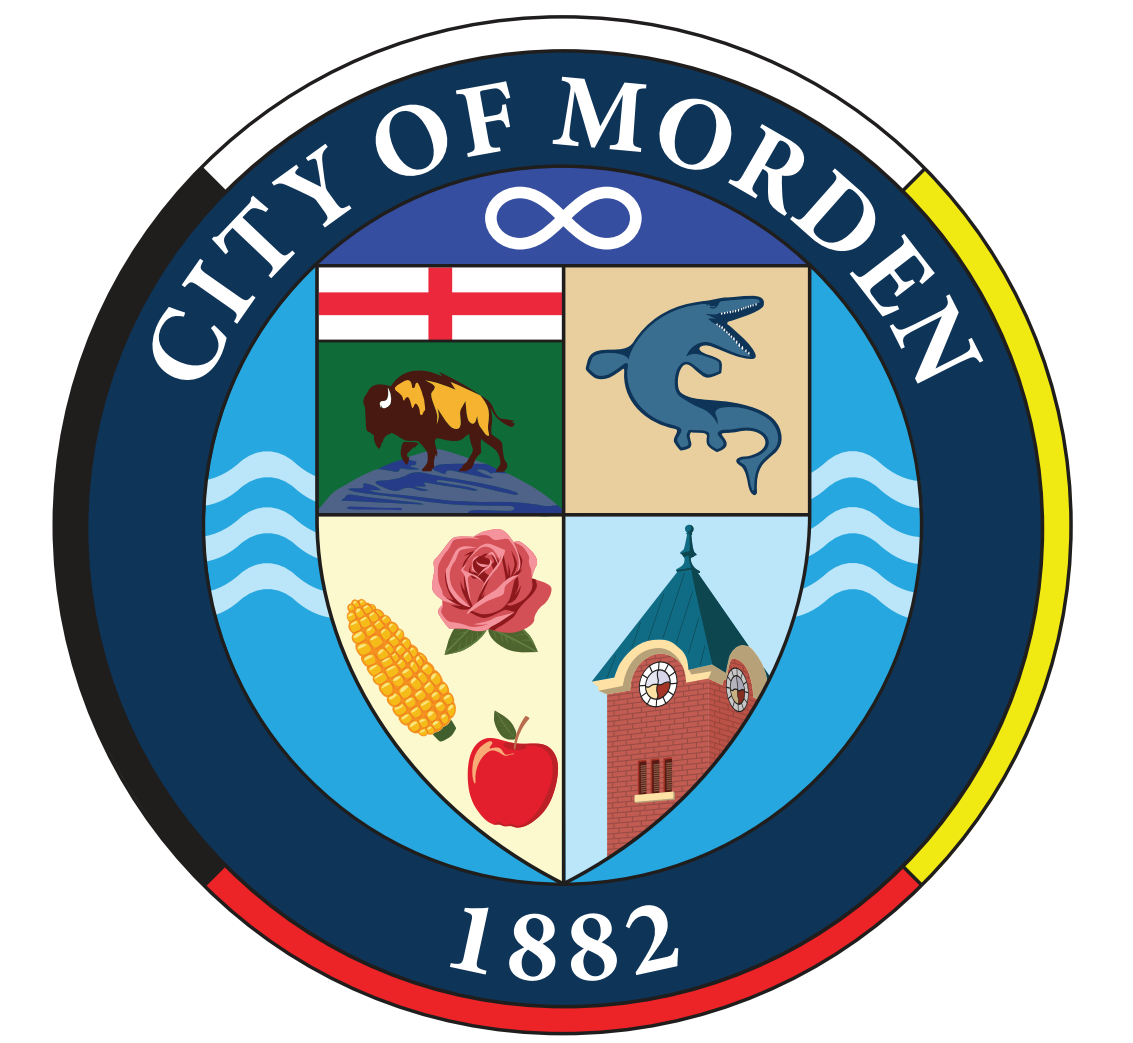
The City of Morden collaborated with the board of the Morden Community Development Corporation to acquire Boundary Trails Place through fall and winter of 2024. MCDC completed the transaction on behalf of their sole shareholder, the City of Morden, on January 1st, 2025. This strategic acquisition underscores the City and MCDC's commitment to safeguarding accessible and affordable healthcare facilities for Morden residents. It recognizes the critical importance of maintaining this property's role supporting Morden as a leader in regional healthcare services and ensuring its stability for the benefit of the community.

In addition to the Menzies Medical Clinic, Boundary Trails Place is home to numerous other healthcare service providers, non-profit and educational agencies including: Menzies Medical Centre, Shelly Buhr, Manitoba Possible, Regional Connections, Great Plains Therapy, Fitwell Gym, Western School Division Adult Education Centre, Pembina Counselling, Southern Health, Pembina Valley Pregnancy Care Centre, Care Dental, Dr. Guedes, SCCR, Linda Menzies, Sidhu Chiropractic and Focal Point.



Scan the QR code or visit www.pembinavalleyonline.com to learn more about this acquisition.

CITY OF MORDEN STRATEGIC PRIORITY AREAS



LEADERSHIP, PARTNERSHIP, & COLLABORATION



The new child care centre is an investment in the future of working families in Morden. It comes from the City's commitment to invest in partnerships and infrastructure projects that help families access essential community supports, such as child care.

To this end, the City's submitted a successful funding proposal to the Province of Manitoba which saw the construction of a new 104 space childcare centre valued at over \$5.5 Million dollars. The City's role in the project is in the ownership and maintenance of the facility for its lifecycle, and to offer the facility to a qualified service provider for a minimum of 15 years. The City of Morden was pleased to partner with Pembina Valley Childcare Centres Inc (PVCCC) to provide licenced childcare services from this facility and the PVCCC is currently supporting the certification of staff through a new Early Childhood Educator training program offered locally by Assiniboine Community College.



This project reflects Morden's commitment to enhancing community support services, facilitating strategic partnerships, fostering community growth, and supporting young families.



Scan the QR code or visit www.pembinavalleyonline.com to learn more about Pembina Valley Childcare Centre.

CITY OF MORDEN

STRATEGIC PRIORITY AREAS



CLOSING MESSAGE & FEEDBACK

The City of Morden is grateful to its residents and stakeholders for their enthusiasm and input in developing this plan to help our community progress towards our goals. This Strategic Plan will guide decision makers as they develop the City's annual budget, departmental action plans, programs, and policies. This document is a summary of the full strategic plan which is available for review at www.morden.ca

As Morden continues to make progress on its goals, City Council will revisit and fine-tune this blueprint. We recognize that our Strategic Plan must be a living document in order to respond to new opportunities and challenges as they emerge. For this reason, we encourage residents and stakeholders to share their feedback to ensure this plan reflects the community's evolving needs.

HOW YOU CAN PARTICIPATE

All residents are invited to share their views on this Strategic Plan and the choices faced by our city.

Send written comments to info@morden.ca or mail to: City of Morden, 100-195 Stephen St, Morden, MB, Manitoba R6M 1V3