



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.