Council Vision

A leading, vibrant, safe and inclusive capital city that fosters community pride, connection, and opportunity for current and future generations.



STRATEGIC OBJECTIVES

Community Safety

- Promote a safe, secure, and resilient community through coordinated public safety efforts.
- Advocate for, and support where appropriate, collaborative and integrated responses to housing, homelessness, health, addiction, and social well-being needs that impact community safety.
- Improve the safety and accessibility of public spaces, neighbourhoods, trails, and service systems through community partnership and consistent service delivery.

Building & Connecting Community

- Advance complete, connected, and inclusive neighbourhoods that provide access to housing, services, amenities, and everyday community needs.
- Improve mobility and connectivity through transportation systems that are shared, accessible, affordable, and effective.
- Build community belonging and regional connection through placemaking, partnerships, and shared community spaces.

People Focused

- Invest in inclusive community infrastructure and affordable amenities that support healthy, connected lifestyles and belonging for all.
- Promote transparency and authentic engagement to strengthen trust, inform decision-making, and ensure municipal services reflect community needs.
- Expand equitable access to recreation, gathering spaces and overall service delivery within the community.

Economic Leadership

- Promote a diverse economy and expand economic opportunity through thoughtful policy development and investment readiness.
- Position Fredericton as a destination of choice for talent, entrepreneurship, tourism, investment, and long-term business growth.
- Build strategic partnerships across sectors and the region to align investment and drive prosperity.

Community Vibrancy

- Activate, revitalize and maintain community spaces to support diverse year-round recreational and cultural experiences.
- Strengthen community vibrancy through programming, community-led activities, beautification, and placemaking.
- Support a city-wide environment that attracts, retains, and engages residents, visitors, youth, entrepreneurs, and local partners.

These strategic themes and objectives have been developed, recognizing the importance of delivering programs and services in a fiscally and environmentally responsible way.

Fredericton

www.fredericton.ca