

REPORT TO THE COMMUNITY

THE HUB OF THE FRASER VALLEY 

MESSAGE FROM THE MAYOR



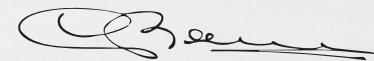
On behalf of City Council, it is a pleasure for me to present this report to our community which shares a snapshot of the highlights that took place in the City of Abbotsford in 2020.

Each of these highlights is part of a larger story — the story of how we are moving forward to build on the Vision of Abbotsford as the Hub of the Fraser Valley. As you read through this report, you will see that each achievement is connected to one of the cornerstones in Council's 2019-2022 Strategic Plan: **Vibrant Economy, Complete Community, Fiscal Discipline** and **Organizational Alignment**. These achievements are like signposts, signalling that we are making progress and moving in the right direction.

For Abbotsford City Council, looking ahead to 2021 has been very different than what looking ahead to 2020 was like just 12 short months ago. The health and the economic impacts of the COVID-19 pandemic continue to be felt across our country, our Province and our community, and if predictions are correct, we still have a long road ahead of us toward recovery. In this way, we have updated our Strategic Plan to reflect some COVID-19 specific priorities for 2021. The Strategic Plan provides the foundation for aligning all municipal planning decisions; provides direction for municipal business plans and budgets; and enables City staff to continually monitor progress toward desired outcomes. In short, it is the City's roadmap for service and program delivery, ensuring we are purposefully moving forward as one organization. You can read more about Council's updated Strategic Plan on our website at abbotsford.ca/strategic.

The driving force behind all of our priorities is you — the residents and businesses of our community. As your City Council, we are committed to continuing to improve the quality of life for all of our residents and to building an inclusive, prosperous and sustainable Abbotsford for current and future generations.

It is a privilege for all of us on Council to serve our diverse and vibrant community — a city that remains filled with opportunity, hope and expectation for the year ahead.



Henry Braun
Mayor

COUNCIL'S FOUR STRATEGIC CORNERSTONES



**VIBRANT
ECONOMY**



**ORGANIZATIONAL
ALIGNMENT**



**COMPLETE
COMMUNITY**



**FISCAL
DISCIPLINE**

2020 KEY ACCOMPLISHMENTS

- Updated our Affordable Housing Strategy.
- Implemented our Green Fleet Strategy for City Fleet to reduce Green House Gas Emissions and purchased an Electric ATV, Ice Resurfacer, 2 Cars, and 8 SUV's to replace high emission vehicles.
- Completed an update to our staff-focused organizational Diversity & Inclusion Strategy.
- Launched the Bylaw Compliance Strategy to provide enhanced customer service to our customers with a strong focus on public awareness, consistency and fairness.
- Successfully received Designated Community Status which brings continuous Federal funding to support our homelessness and social programming.
- Relaunched the AgRefresh project to align bylaws and land use strategies.
- Continued work on the new Ledgeview Golf and Country Club clubhouse and community facility.
- Successfully implemented COVID-19 safety protocols and ensured safe delivery of essential services to the community.
- Conducted our second bi-annual community Quality of Life Survey which provides key information to Council on satisfaction with service delivery.

2019-2022 ABBOTSFORD CITY COUNCIL

OUR MISSION: We strive to continually improve the quality of life within our community by delivering key services for current and future generations.



MAYOR
HENRY BRAUN



COUNCILLOR
BRUCE BANMAN



COUNCILLOR
LES BARKMAN



COUNCILLOR
SANDY BLUE



COUNCILLOR
KELLY CHAHAL



COUNCILLOR
BRENDA FALK



COUNCILLOR
DAVE LOEWEN



COUNCILLOR
PATRICIA ROSS



COUNCILLOR
ROSS SIEMENS



COMPLETE COMMUNITY

The City of Abbotsford is a community of inclusive, safe and green neighbourhoods, connected to convenient and affordable transportation and vibrant commercial centres, built on the foundation of our cultural heritage and natural beauty.



The City of Abbotsford Parks, Recreation & Culture department launched the **Go Play Outside** initiative providing free community fitness and recreation activities outdoors reducing barriers to participation.

10 pop-up events with various activities were hosted at **6 Abbotsford parks**

Activities included: **obstacle courses, scavenger hunts, ball toss games, soccer, geocaching, Artist-in-Residence, and more!**

797 participants enjoyed **30 hours of activity** with safety protocols and social distancing in place

215 Culture Kits, created in partnership with The Reach Gallery Museum were distributed to those who were unable to access the parks

Visit abbotsford.ca/prc for program highlights and updates!

- Converted 3 Fire Prevention Division staff vehicles from gas to fully electric vehicles keeping our commitment to a cleaner, greener community.
- Safely re-opened recreation facilities with modified activities in midst of COVID-19 pandemic keeping residents both safe and active.
- Completed park upgrades and improvements to Hoon Park, Grant Park, and the Willband Creek Connector Trail.
- Continued working with the Province and Sumas First Nation on Fraser River bank stabilization and flood mitigation.
- Refreshed Abbotsford Recreation Centre Fitness Centre including new and upgraded equipment for improved performance, safety and customer experience.
- Continued work on the Marshall Road Connector project 16th/King to Mt. Lehman.
- Opened the newly renovated Centennial Building in Historic Downtown Abbotsford, which is now the new home of the Abbotsford Downtown Business Association, Tourism Abbotsford, University of the Fraser Valley CityStudio and Banter Ice Cream.
- Received over 26,000 single admissions to Recreation Centres since re-opening providing safe spaces for residents to be active and healthy.
- Successfully advocated with the Provincial government for the continued widening of Highway #1 through to Whatcom Road by 2026.
- Finalized the project planning for the Vye Road Overpass and Highway 11 Widening project, partnering with the Provincial and Federal governments to improve traffic flow and public safety in this important corridor.
- Introduced new culture programming including an Artist-in-Residence increasing access and awareness of culture.
- Completed the 3km Parkview-Tims-Charlotte Bikeway from Peardonville Road to the Ellwood Softball Park, further connecting our community by providing active transportation opportunities for all ages and abilities.
- Continued design and permitting work on Fraser Highway Improvements (Phase 1 of 3), which will help to reduce traffic congestion and public safety on this important City route.
- Awarded 32 Neighbourhood Response Grants for community-level projects aimed at reducing social isolation and connecting residents.
- The Salton Pedestrian Bridge saw over 75,000 crossings in 2020, with the most active month being May, with 9,152 uses!
- Began work on the development of a Culture Strategy for our City.

CITY FACTS



2020 saw an all-time record of **275,000 searches** through the City's Waste Wizard search tool



Abbotsford Fire Rescue Service responded to approximately **8,387 incidents**



The City resurfaced approximately **30kms of road** and repaired **1,679 potholes** to enhance our road safety



Council endorsed **4 cannabis retail store locations** under the City's regulatory framework



FISCAL DISCIPLINE

The City of Abbotsford is transparent and accountable to citizens, information is easily accessible and residents are well informed on Council's priorities.

our water matters

The City of Abbotsford issued **2,483 water-leak notifications** by the end of September 2020 to assist residents with better water conservation management. Follow these water saving tips to help **conserve and reserve**:

Fix leaks! Ensure taps don't drip and toilets don't leak

Plant **drought resistant trees** and shrubs

Follow watering restrictions **from May to September**

Choose **water-efficient** fixtures and appliances

Visit ourwatermatters.ca/conservation to learn more!

- Coordinated approximately 52,681 volunteer hours with 2,434 active volunteers with an estimated value of volunteer activity of more than \$790K.
- Successfully re-opened City Hall with COVID-19 protocols in place on June 1st to support residents needing to pay property taxes in person.
- Continued development of our 25-Year Long Term Financial Plan.
- Activated our new virtual Council Committee structure and made meetings available for the public to view online.
- Park beautification programs saw a rise in participation of over 100%.
- Maintained over 900kms of watermains and delivered 17,866,000m³ of treated water to Abbotsford residents.
- Received the Government Finance Officers Association (GFOA) Award for Municipal financial reporting.



VIBRANT ECONOMY

The City of Abbotsford is a regional hub of creativity and innovation where talent, investment and business thrive.

The City of Abbotsford issued over **5,700 business licences** to local businesses, in addition to **re-developing and launching the Business Visitation Program**. This program promises to support local merchants by:

Deepen relationships and connections between business owners and the City

Ensure business owners feel valued and respected

Discover ways we can help owners to retain and expand their business

Connect businesses to resources as well as one to one support

Visit abbotsford.ca/economicdevelopment to learn more!

- Coordinated timely multi-department approvals for Temporary Outdoor Patio Permits to support local businesses staying open.
- Coordinated a Halloween Drive-Thru event with community partners, raising funds for the food bank and accommodating the participation of 1,135 families.
- Successfully hosted a Virtual Canada Day Celebration with more than 6,000 community views and 1,263 views on YouTube for the Canada Day Pet Parade.
- Created a Community Recovery and Resilience Strategy to support our local business through COVID-19.
- Received \$400M in Building Permit application construction value.
- Had a record breaking year for in-stream residential units at 5,660.
- In-stream industrial floor space was well above the 5 year average (110,000m² or 1,184,030sq/ft).
- Initiated a workforce development pilot program with the Abbotsford School District to spotlight Abbotsford careers to high school students currently selecting courses which will define their career path.
- Safely reactivated film productions in our community compliant with health protocols.
- Broke annual filming permit records, and issued 63 filming permits, at 180 locations, for a combined 237 days of local filming activity for a total Economic impact — \$2.5M.
- Developed Abbotsford's first Investment Profile which ensures that we're speaking to the needs of potential investors and site selectors.
- Updated our Business Walks program and expanded it to encompass year-round supports for local businesses.





ORGANIZATIONAL ALIGNMENT

The City of Abbotsford has strong, consistent governance and aligned operations.

Updated the **City of Abbotsford website** to include better functionality and navigation, improved customer service and design and **installed translation and accessibility features** to ensure information is available to everyone in our community.

Bagong Lungsod ng
Abbotsford Website

Filipino

Sitio web de la nueva
ciudad de Abbotsford

Spanish

Nieuwe website van
de stad Abbotsford

German

ਐਬਟਸਫੋਰਡ ਵੈਬਸਾਈਟ
ਦਾ ਨਵਾਂ ਸ਼ਹਿਰ

Punjabi

Witryna New City
of Abbotsford

Polish

New City of
Abbotsford 웹 사이트

Korean

Visit **abbotsford.ca** to learn more!

- Field staff are now using mobile collection and inspection apps, improving service delivery and efficiency.
- Continued to build on Employee Engagement to support customer service excellence.
- Customized and installed acrylic (plexiglass) throughout City buildings to meet Public Health requirements.
- Deployed web conferencing, video streaming and collaboration solutions to allow staff to serve customers virtually during the pandemic.
- #AbbyCares was developed to highlight our community response to the pandemic as a way to grow connections in a time of isolation. The Abby Cares section was launched on the City's Let's Talk engagement portal with links to open businesses and virtual events.
- Celebrated our 25-Year Anniversary as the City of Abbotsford through community messages and a refresh of our Gateway signs.
- Successfully passed our external workplace WCB Certificate Of Recognition Health and Safety audit with an amazing 95% rating, speaking to the culture of safety that exists at the City.
- Saw over 1,000 downloads of data from Abbotsford Data Hub, improving access to information for residents, businesses and partner organizations.

CITY FACTS



Approximately **1,400 LED lights** were installed this year as part of the City's LED Street Light Replacement program



Abbotsford was the first community in BC to move to **socially distanced** Council meetings in June of 2020



The City maintained/repaired **5,912 signs**, as well as installed **721 new signs** and **300 new rural intersection signs**



The City treated and delivered an average of **65 million litres of water** (equal to 175 swimming pools) per day to Abbotsford and Mission

STAY CONNECTED

SOCIAL MEDIA

- **FACEBOOK** /CityofAbbotsford | /HenryBraunAbbotsford | /AbbotsfordPRC
- **TWITTER** @City_Abbotsford | @MayorHenryBraun | @AbbotsfordEcDev | @yxxairport
- **INSTAGRAM** @CityofAbbotsfordEvents | @AbbotsfordEcDev
- **YOUTUBE** /cityofabbotsfordbc
- **WEB** abbotsford.ca | abbotsfordairport.ca

COUNCIL MEETINGS

Information from the latest City Council meetings is available every week on the City's website at **abbotsford.ca** and in the Friday edition of the Abbotsford News.

City Council meetings are broadcast live on the website every second Monday and can be viewed online at **abbotsford.ca/watchcouncilonline**.

MOBILE CONNECTIONS



@ABBOTSFORD MOBILE APP
Connect with Mayor and Council, view leisure services, report an issue & more!



ABBOTSFORD CURBSIDE COLLECT APP
View your garbage and recycling schedule and receive collection notifications.



WATER WISE PORTAL APP
Track your water use data, current water consumption, rebate offers, and more!

Visit **abbotsford.ca/apps** for more information.