Growing Our Economy
- Make it easier to do business and help businesses grow
- Provide serviced employment lands for end users
- Support the creation of more stable and diverse jobs
- Support small businesses
- Support tourism industry growth

Fostering a Safe & Healthy City
- Collaborate to address social issues, especially homelessness and the opioid crisis
- Get more affordable housing built
- Promote recreation opportunities for all ages & abilities
- Build a greener Barrie while mitigating and adapting to climate change
- Promote gender and racial equity

Building Strong Neighbourhoods
- Create great public spaces
- Build walkable, diverse neighbourhoods that encourage community connections
- Grow responsibly

Supporting a Vibrant & Safe Downtown
- Engage the BIA and partners to ensure a vibrant, safe, and welcoming downtown
- Revitalize the west end
- Improve and expand public spaces for residents in the City centre

Offering Innovative & Citizen Driven Services
- Use technology to deliver services more effectively
- Achieve customer service excellence
- Inspire community participation
- Make tax dollars go further

Improving the Ability to Get Around
- Increase transportation options, including active transportation modes
- Make connections
- Create safer streets
2018-2022 BARRIE CITY COUNCIL STRATEGIC PLAN

Growing Our Economy

Fostering a Safe & Healthy City

Building Strong Neighbourhoods

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Improving the Ability to Get Around