



How to Use This Plan



The Power and Primacy of this Plan

This Plan reflects a significant turning point for Abbotsford. The same energy and passion that went into creating the Plan will go into implementing it in the face of significant challenges and tough choices – it will not sit idle collecting dust. As Abbotsford grows and changes, the Plan will continue to be updated as required to address new opportunities in city building.

This Plan represents the principal policy direction for the city regarding how Abbotsford will change and evolve over time to a population of 200,000 people and beyond. It provides the overarching strategic direction for the City, from which all other plans and strategies should align. Where the policies of this Plan provide clearly different direction from more detailed existing regulations, such as the Zoning Bylaw, those regulations will be reviewed in a timely manner to bring them into alignment and support this Plan. In the interim, this Plan will not override such more specific regulations. Where existing regulations, as well as other standards, policies, and practices allow for interpretation, discretion or prioritization, such flexibility shall be used in ways that support the objectives and implementation of this Plan.

A New Approach

Realizing the Plan

This Plan will change the way City Hall does business. It will support continuously improved culture and communication between City Hall and the community, between departments, and between staff and Council. It will orchestrate strategically critical corporate efforts to bring existing plans, policies, standards, and practices into alignment so they support the Plan's successful realization.

This will include **an integrated approach** by continuing to build a **culture of holistic city building**, and addressing important inter-departmental issues in a strategic way with a **common definition of success**. Inter-departmental communication and relationships fostered during this Plan's development will continue and improve through the implementation.

During the development of this OCP, an approach to more full cost accounting was developed, which provided insights into the financial costs and the performance of growth options with respect to their ability to either help or hinder realization of the Big Ideas. This will continue as standard practice and will provide for more **informed decision-making**.

To realize the Plan, this **new approach of an integrated culture of holistic city building and informed decision making is paramount**. It requires saying 'no' to things that have been said 'yes' to in the past (and vice versa) and requires making hard decisions and tough choices in the face of significant pressure.

Engaging with Stakeholders, Partners, and the Broader Community

Experience and learnings from the Abbotsford process around a **more engaging form of public engagement** will be the "new normal". This includes dynamic and informative social media techniques, creative and multichannel outreach, and approaches that involve going to the public rather than expecting the public to come to City Hall.

Implementing this Plan will also involve **continued collaborative planning** with other jurisdictions, including the FVRD and other levels of government, as well as other community partners and stakeholders, many of whom helped build the vision and strategic ideas in this Plan.