

THE CORPORATION OF THE  
**CITY OF WHITE ROCK**  
15322 BUENA VISTA AVENUE, WHITE ROCK, B.C. V4B 1Y6



**POLICY TITLE: CORPORATE VISION, MISSION AND VALUES**

**POLICY NUMBER: COUNCIL - 101**

<i>Date of Council Adoption:</i> October 5, 2009	<i>Date of Last Amendment:</i> June 15, 2015
<i>Council Resolution Number:</i> 2009-477, 2013-082, 2015-214	
<i>Originating Department:</i> Administration	<i>Date last reviewed by the Governance and Legislation Committee:</i> May 25, 2015

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**Policy:**

**VISION**

**White Rock will provide for all its citizens a high quality of life where:**

- Our environment is protected and nurtured
- The community feels safe, secure and friendly
- Opportunities exist for our businesses to prosper
- Arts and culture flourish and our heritage is celebrated
- Municipal boundaries are less important than a strong sense of pride in and connection to our community
- We all can live, work and play in an enjoyable atmosphere

**MISSION**

- Building community excellence through effective stewardship of all community resources

**CORPORATE VALUES**

- **Excellence** – always striving for improvement
- **Respect** – building trust and respect
- **Integrity** – strive for equity and fairness in all that we do
- **Responsibility** – mindful of our responsibility to current and future generations and our environment
- **Accountability** – respectful of the stewardship role our electors have bestowed on us, and through communication ensure the decision making process is transparent

- **Value** – adopting innovative approaches to service delivery that assure the most value for the least cost to taxpayers
- **Community participation in government** – maximize inclusiveness and involvement in public decision making

**Rationale:**

Clearly states the corporate vision, mission statement and values to Council, staff and the public.