



2026-2029 CITY OF LETHBRIDGE COUNCIL STRATEGIC PLAN

April 2026



LAND ACKNOWLEDGEMENT STATEMENT

The City of Lethbridge acknowledges that we are gathered on the lands of the Blackfoot people of the Canadian Plains and pays respect to the Blackfoot people past, present and future while recognizing and respecting their cultural heritage, beliefs and relationship to the land. The City of Lethbridge offers respect to the Métis and all who have lived on this land and made Lethbridge their home.



MAYOR'S MESSAGE ON BEHALF OF COUNCIL

It is my pleasure to present City Council's 2026-2029 Strategic Plan – a shared vision that reflects the values, aspirations and strengths of the people who call Lethbridge home. This plan sets a clear direction for our term, grounded in the belief that a thriving city is built through collaboration, accountability and a commitment to long-term wellbeing.

At its core, this plan is about economic resilience and community wellbeing. We are committed to supporting existing businesses, attracting investment, and strengthening Lethbridge's role as a regional hub for agriculture, agrifood, advanced manufacturing, trade, logistics, and emerging industries. By aligning municipal systems, infrastructure, and processes with strong partnerships, we will continue to position Lethbridge as a place where people and businesses can succeed.

This plan also affirms our responsibility to foster safe, healthy, and welcoming neighbourhoods, support arts, culture, recreation, and tourism, and guide growth through intentional planning and design. Protecting our natural environment, building climate resilience, and promoting responsible resource use remain essential to sustaining quality of life today and for future generations.

Thank you to my colleagues whose insights helped to shape this strategic plan. Your contributions ensure that the vision reflected here truly belongs to the community. Together, we will build a bright and sustainable future for Lethbridge – one that honours our past, reflects our present and prepares us for the opportunities ahead.



2025-2029 CITY OF LETHBRIDGE COUNCIL





PURPOSE OF OUR STRATEGIC PLAN

Council's Strategic Plan sets and communicates direction, aligns decision-making, and demonstrates measurable progress and accountability across the organization and to the community. It informs governance, policy decisions, and advocacy efforts, recognizing that all levels of government play a role in creating a prosperous community.

OUR COMMUNITY VISION

A resilient welcoming City where purposeful partnerships drive intentional growth, and prosperity is shared across our community and region.

OUR STRATEGIC GOALS

| | | |
|--|--|----------------------------------|
| An Economically Prosperous City | A Healthy and Diverse City | A Culturally Vibrant City |
| A Well-Designed City | An Environmentally Responsible City | A City That Partners |



An Economically Prosperous City

We are an economically resilient City that encourages the development and diversification of the economy through strong partnerships.

We will achieve this by:

- Supporting, celebrating, and advocating for the growth and resilience of existing businesses.
- Strategically leveraging municipal systems, processes, and physical and social infrastructure to drive investment attraction, support business growth, and strengthen workforce attraction and retention.

Positioning Lethbridge and the region as a leading

- hub for agriculture, agri food processing, advanced manufacturing, trade and logistics, and high potential emerging sectors.



A Healthy and Diverse City

We are a safe, healthy, and diverse City that prioritizes the wellbeing of all residents, by working with partners and service providers.

We will achieve this by:

- Promoting housing attainability, affordability, and accessibility through effective advocacy, policy, planning, and collaboration.
- Fostering safe and welcoming neighbourhoods.
- Maintaining access to City services and amenities to support the inclusive participation of all residents.



A Culturally Vibrant City

We are a City that supports thriving and dynamic sports, recreation, arts, and culture industries, building a sense of place, identity and belonging.

We will achieve this by:

- Planning for and sustaining high quality sports, recreation, arts, and culture programs and facilities that enhance community well being.
- Fostering accessible and welcoming public spaces that celebrate our diverse community heritages.
- Leveraging tourism as a driver of community identity, vibrancy, investment, and economic development.



A Well-Designed City

We are a City that makes decisions to enhance a sustainable and quality-built environment.

We will achieve this by:

- Optimizing residential growth through the effective use of existing infrastructure while targeting strategic infrastructure investments to catalyze commercial and industrial growth.
- Ensuring growth enabling planning frameworks, infrastructure, regulations, and internal processes are aligned, efficient, and responsive to support a growing and evolving city.
- Advancing thoughtful, integrated neighbourhood planning that promotes community wellness, livability, and long term social and economic vitality.

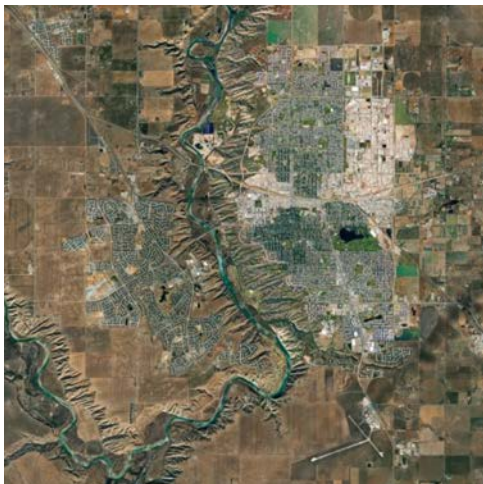


An Environmentally Responsible City

We are City that strives to enhance and sustain the natural environment.

We will achieve this by:

- Promoting water leadership through responsible use, strong asset management practices, and regional engagement.
- Considering climate resiliency in the way we plan and invest in infrastructure and neighbourhoods.
- Advancing environmental stewardship by protecting natural spaces, conserving resources, and supporting alternative energy sources.



A City That Partners

We are a City that collaborates towards shared prosperity through intentional community and regional partnerships.

We will achieve this by:

- Strengthening purposeful partnerships with other levels of government, public institutions, and community and regional partners.
- Leveraging strategic partnerships to expand our collective capacity to enhance programs, services, and community outcomes.
- Partnering in regional planning and collaborative advocacy to understand and advance shared priorities.