



City of Dieppe

Strategic Plan *2025-2029*

Version dated October 25, 2024



A word from the Mayor

I am delighted to present our **2025–2029 Strategic Plan**, which will serve as the framework for our development. This collaborative effort involved the public, partners, community groups, municipal employees and elected officials working together.

In developing this plan, we drew on what we learned during public consultations, prioritizing actions that address the issues raised by our residents. In doing so, we strive to remain aligned with our community's needs.

This Strategic Plan represents our commitment to each of you that while our city grows, it will continue to be a great place to live, for all of our residents.

Growing together!



Yvon Lapierre

Mayor
City of Dieppe

A word from the Chief Administrative Officer

The release of the **2025–2029 Strategic Plan** would not be complete without underlining the crucial role our municipal employees play in ensuring the daily well-being of our residents. Every day, our employees create a safe, enjoyable and harmonious environment for everyone through their commitment and professionalism.

Together, we are determined to achieve the objectives in our Strategic Plan, which reflects the priorities of our residents and elected officials. Their devotion, their commitment and their unwavering focus on the well-being of the community go a long way in helping us build a city we can all be proud of!



Marc Melanson

CAO
City of Dieppe

Introduction

Because of its commitment to reasonable and sustainable development, **the City of Dieppe undertook a process to update its Strategic Plan**, taking into account its specific context and various sociodemographic, economic, environmental and cultural issues.

The 2025-2029 Strategic Plan presents the City's development vision, priorities and strategies reflecting its commitment to a comprehensive perspective of sustainable development.

Why do we need a Strategic Plan?

The Strategic Plan lays out the City's mission, vision and issues it expects to work on.

It defines the major priorities and strategies, as well as the indicators and targets that will serve to measure their achievement.

Our mission

Dieppe's updated Strategic Plan **confirms and makes it possible to pursue the City's mission:**

To shine as an inclusive and modern Francophone city that is proud of its Acadian roots and provides first-rate services and infrastructure in harmony with the environment.

Our values

The new strategic plan is also centred on the **City of Dieppe's organizational values:**

The image shows three stylized pillars representing organizational values. Each pillar consists of a circular top and a rectangular base. The first pillar is dark blue with the word 'Integrity' in white. The second pillar is teal with the word 'Inclusion' in white. The third pillar is yellow with the word 'Innovation' in dark grey. The pillars are arranged horizontally and slightly overlap.

Integrity

Inclusion

Innovation

About the consultations

The City of Dieppe's Strategic Plan is developed through a **participatory and collaborative approach** involving a diverse range of stakeholders:

- the public
- NPOs
- partner organizations
- municipal council
- City employees
- the executive team and managers

Consultations were first carried out to:

- Gather perceptions of the City's identity and elements of the vision.**
- Identify the internal and external issues that impact the City.**
- Generate ideas for action to achieve the vision.**

Issues faced by the City

After the consultation phase, **six priority issues** were identified in a workshop with City directors and managers:



The balance between housing supply and demand



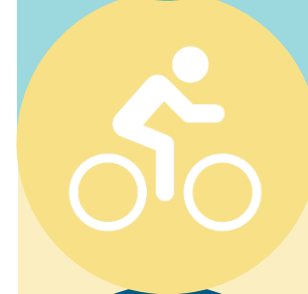
The decline of the French language and loss of Acadian identity



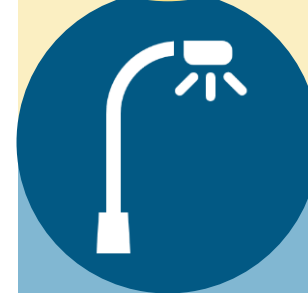
Preserving the balance between green spaces and urban growth



Pressure on system and organizational capacity



Public transit and active transportation



Feeling of safety

Our strategic identity

Our strategic identity represents **the City of Dieppe's unique character**. It must be strengthened and protected to preserve what makes the city attractive to current and future residents.

A Francophone and Acadian influence that is enriched through contact with diversity

A friendly place to live—immersed in nature

A dynamic, fast-growing city

Our strategic vision

Our vision reflects **the City of Dieppe's goals** for the coming decade.

VISION 2035

In 2035, Dieppe is recognized as a Francophone city proud of its Acadian roots and open to diversity. A vibrant, family-friendly and safe city in harmony with nature, featuring a vibrant downtown that fosters meaningful daily interactions.

In 2035, Dieppe will be known as a bold city with an innovative approach to sustainable development.

Our strategic choices

Four priorities were set to guide **the City's development over the next five years:**

<p>1</p> <p>Dieppe, sustainable and thriving</p> <hr/> <p>Combine urban development with enhanced green spaces and natural environments</p>	<p>2</p> <p>Dieppe, proud of its identity</p> <hr/> <p>Stand out as a Francophone and Acadian city that values diversity</p>
<p>3</p> <p>Dieppe, dynamic, accessible and inclusive</p> <hr/> <p>Offer a welcoming and lively environment for the community's well-being</p>	<p>4</p> <p>Dieppe, efficient and engaged</p> <hr/> <p>Build the capacity to meet the needs of the community in a time of growth</p>

Dieppe, sustainable and thriving

Expected benefits

- > Reduction in greenhouse gas emissions
- > Definition of a vision of sustainable economic development
- > More density and mixed land use within densification sectors or corridors
- > The understanding and enhancement of the territory's ecological network
- > The protection and enhancement of the shores of the Petitcodiac River



Dieppe, proud of its identity

Expected benefits

- > A greater share of French-language services and activities offered by businesses and the community
- > An increase in Francophone immigration targets
- > The attraction, inclusion and retention of Francophone immigrants
- > Preservation of Francophone community achievements
- > The growth of the Acadian presence on the territory
- > Better knowledge of Acadian heritage



Dieppe, dynamic, accessible and inclusive

Expected benefits

- > A better balance between housing supply and demand
- > A more reliable public transit network
- > Better public transit and active transportation networks in the city
- > A reduction in the use of cars
- > A safe and lively city centre



Dieppe, efficient and engaged

Expected benefits

- > Improvement of resident services
- > The efficient use of the City's human and financial resources
- > The optimization of public participation initiatives



Dieppe 

