



FUELING A CITY IN MOTION

Turning Vision into Results

City in Motion HIGHLIGHTS

Four years. One plan.
Real results across Niagara Falls.

BETTER HEALTH:
\$3.6B Investment –
South Niagara Hospital

YOUTH RETENTION:
~3,000 students
downtown (University of
Niagara Falls)

CUSTOMER FOCUSED:
At Your Service Niagara
Falls: 50+ services in
one place

MORE HOUSING:
362 new units in
Downtown Niagara Falls

**ENTREPRENEURIAL
INVESTMENTS:**
Innovation Hub: \$8M in
startup activity

COMMUNITY DRIVEN:
Unhoused Action Plan
coordination

**RECREATION +
CULTURE AMENITIES:**
Opening of Niagara Falls
Exchange, Pickleball
courts, NS&T Trail,
MacBain programming
expansion

**IMPROVED
CONNECTIVITY:**
Thorold Stone Rd
Expansion, Niagara District
Airport modernization, GO
+ Train station upgrades

ECONOMIC GROWTH:
Destination Niagara:
Multibillion-dollar strategy

BETTER ROADS:
Operation Smooth Roads:
25+ km of annual road
improvements

CONTENTS

4

Introduction

8

Community, Sustainability
& Infrastructure

18

Technology & Tools

22

People & Culture

24

Vibrancy, Community
Life & Celebration

28

Growth, Economy
& Downtown Revitalization

36

Community Needs

38

Service & Modernization

44

Looking Forward



INTRODUCTION

Niagara Falls, a City driven by excitement and wonder.



Four years ago, Council set a bold Strategic Plan - a clear vision for Niagara Falls' future. But a plan only matters when it leads to action. **This term, Council delivered.**

Over the past four years, that same energy has powered real progress - turning priorities into outcomes, and vision into momentum. Guided by the Strategic Plan, we've invested in the services, spaces, and systems that move Niagara Falls forward, creating a City that's more connected, innovative, and vibrant than ever before.

As we reach the end of this Council term, we're proud to share the bold moves, smart investments, and community-driven progress that have fueled a City in motion. And what's next? We're just getting started.

Here's a closer look at how far we've come - and how we're building a Niagara Falls ready for the future.

Land Acknowledgement

To educate our community and acknowledge the many land treaties that overlay the City of Niagara Falls and Niagara Region, we acknowledge and thank the Indigenous peoples who were stewards of this land for a millennia before us.

2023 – 2027

Mayor & Councillors



Jim Diodati
Mayor of Niagara Falls

” *It's been a whirlwind of growth, expansion and excitement! Listening closely to our community and being connected with residents is how we've managed to accomplish so much, together! We've still got more to do!*



Tony Baldinelli

Leading Niagara Falls requires bold decisions. By harnessing a new revenue stream, we are ensuring our City remains an incredible place to call home and a world-class destination to visit. I'm excited to use this momentum to reinvest in our neighbourhoods and protect the quality of life for every resident.



Chris Dabrowski

A strong plan in Council's Strategic Priorities has been our roadmap. We've been focused on growing in a positive direction. The exciting projects ahead will take a similar level of commitment and dedication to getting the job done.



Vince Kerrio

My only question is—what's next?! It can only get more exciting from here—from developing the airport, cutting the ribbon on our new Niagara Falls hospital and expanding on our successes, the next few years will be a lot to navigate. Experience and strong leadership will be needed as we step into our next chapter.



Mona Patel

Looking back shows us how far we've come, but what excites me most is the future and the opportunities ahead for Niagara Falls.



Victor Pietrangelo

We've always known that Niagara Falls is awe-inspiring and now we have a report and a video to show it off! Thanks to everyone involved for making these some of the best few years yet. Onward and upwards!



Mike Strange

This is a great opportunity to say thank you to all of the staff, partners, both public and private, and our local businesses and residents for all that has been accomplished in Niagara Falls. We know it is a team effort and we're grateful for the great support to continue up-leveling our City!



Lori Lococo

Our residents are at the heart of everything we do, and we are committed to making thoughtful, strategic decisions that support the long-term health of our community while ensuring their voices are heard as Niagara Falls moves towards its full potential.



Ruth-Ann Nieuwesteeg

I am proud of the progress we have made together this term in strengthening our community, investing in our future, and listening to the people we serve. The work ahead is just as important, and I'm optimistic about continuing to build a City that is resilient, responsive, and ready for what comes next.

Over the past four years, **Niagara Falls has made measurable progress** in service delivery, growth planning, technology, and community development. These achievements reflect a shared focus on building a more **connected, inclusive, and forward-looking City**.

Council's Commitment

Niagara Falls City Council is committed to transparent, accountable leadership that is fiscally responsible, customer-focused, innovative, and environmentally responsible. Council works collaboratively to deliver effective services and make decisions in the best interests of residents.



Retirement: Wayne Thomson

Thank you to Niagara Falls City Councillor Wayne Thomson, who celebrated his retirement in 2024 after more than 50 years of dedicated service to the Niagara Falls community. His long-standing commitment and contributions have left a lasting impact on the City and its residents.



In Memoriam: Wayne Campbell

We honour the memory of Councillor Wayne Campbell and extend our deepest gratitude for his 28 years of dedicated service to the City of Niagara Falls. His commitment to community, public service, and civic pride leaves a lasting legacy that will not be forgotten.

COMMUNITY, SUSTAINABILITY & INFRASTRUCTURE

Niagara Falls is strengthening the core services and infrastructure that support daily life, including roads, transportation networks, and access to health care. Through strategic land use, long-range planning, and sustainability-focused investments, the City is building strong foundations for future generations. Aligned with the **Environmental and Financial Sustainability pillars**, these investments enhance climate resilience while ensuring infrastructure and essential services are planned and delivered responsibly for the long term.



A City in motion *grows* with intention.

Building the Foundations of a Growing City

- ▶ 237 acres of new employment land acquired on Sodom Road to support long-term job creation.
- ▶ Long-range servicing plans aligning infrastructure with projected housing and employment growth.
- ▶ Coordinated planning ensures growth areas include transportation, servicing, parks, and community amenities.

Infrastructure Renewal for a City on the Move

- ▶ More than 22 km of surface treatment and 18 km of road rehabilitation completed between 2023 and 2025.
- ▶ Over \$16M secured from provincial and federal partners for water, wastewater, and road upgrades.
- ▶ Reconstruction of McLeod, Montrose, and Biggar improving access to the new South Niagara Hospital.
- ▶ Renewals to stormwater, sanitary, and watermain systems strengthen resiliency and support neighbourhood growth.

South Niagara Hospital

Caring for a growing community means investing in world-class health care. Planned to open in 2028, the South Niagara Hospital is a state-of-the-art, 1.3 million square foot facility designed to meet the evolving needs of Niagara residents for generations to come.

This landmark \$3.6B investment will transform how care is delivered across the region. Located in Niagara Falls at the corner of Montrose and Biggar Roads, the hospital will provide a full scope of services, including emergency and critical care, diagnostic, therapeutic, and surgical services. It will also be home to specialized Centres of Excellence focused on complex care, wellness in aging, and stroke care.



KEY TAKEAWAYS

1.3 MILLION
SQUARE FEET

475
SINGLE-PATIENT
BEDROOMS

FEATURING
**CENTRES OF
EXCELLENCE**
IN COMPLEX CARE, WELLNESS
IN AGING AND STROKE

12-STOREY
BUILDING

+
42,000
PIECES OF
EQUIPMENT

INCREASED
EMERGENCY
DEPARTMENT CAPACITY

\$62M
RAISED WITH SUPPORT FOR
THE NIAGARA FALLS HOSPITAL
FOUNDATION

Together, these advancements represent more than a new building - they signal a commitment to stronger, more accessible, and more connected health care for Niagara, now and into the future.





MISSION ACCOMPLISHED

YEAR	PAVEMENT (km)	SURFACE TREATMENT (km)	OTHER ROAD RECONSTRUCTION	TOTAL (km)
2023	5.6	5.0	1.2	11.8
2024	11.5	9.5	2.1	23.1
2025	2.5	11.2	3.0	16.7
2026	13.1	10.0	2.0	25.1



Investing in Our Infrastructure

Operation Smooth Roads is the City's five-year plan to upgrade, repair, and renew streets across Niagara Falls. Millions of dollars are being invested to improve road conditions, enhance safety, and keep residents and visitors moving smoothly.

Road conditions are regularly assessed using data-driven analysis, ensuring improvements are prioritized based on road age, condition, traffic volumes, and maintenance history.

As work continues across the City, Operation Smooth Roads signage marks streets under improvement — a clear sign that smoother travels are on the way.



Safer, More Connected Transportation Networks

- ▶ Transportation and Active Transportation Master Plans nearing completion to guide future mobility.
- ▶ Major cycling, walking, and transit upgrades improving safety and access around the hospital precinct.
- ▶ \$1.93M secured for 5 new EV charging infrastructure at municipal and Niagara Parks locations.



Green Corridors, Parks, & Community Spaces

- ▶ Phase 1 of the NS&T Trail is complete, creating a continuous green recreational corridor.
- ▶ Dozens of neighbourhood parks and play spaces renewed through multi-year investment.
- ▶ Successful protection of the rare American Water Willow during Beck Road Bridge reconstruction.
- ▶ Urban Forest and Parks Master Plan projects are expanding canopy cover and improving ecological health.



KEY TAKEAWAYS

237
ACRES OF NEW
EMPLOYMENT LAND

\$16M+
SECURED IN
EXTERNAL FUNDING

3
MAJOR SECONDARY
PLANS UNDERWAY

72.7 KM
OF IMPROVED ROADS
(FOUR YEAR TOTAL)

7 EV
CHARGING
LOCATIONS FUNDED

1,400+
CITIZEN SERVICE
REQUESTS

Climate Action in Motion

- ▶ Implementation of Climate Change Adaptation and Energy & GHG Reduction Plans.
- ▶ Expansion of the municipal green fleet with electric and hybrid vehicles.
- ▶ Energy-efficient improvements to City facilities and infrastructure.
- ▶ Green infrastructure and stormwater upgrades strengthen climate resilience.

Planning Complete, Connected Communities

- ▶ New Official Plan and modern zoning by-law underway to guide future growth.
- ▶ Secondary Plans progressing for MTO, Grassy Brook, and Gateway West.
- ▶ Good Neighbour Infill Guide, Mid to High-Rise Design Guidelines, and Urban Design Awards advancing design excellence.
- ▶ Housing Accelerator Fund initiatives, ADU Program expansion, and Backyard House Designs are increasing the attainable housing supply.
- ▶ Modernized Community Improvement Plans supporting revitalization and infill development.





A More Connected & Informed City

- ▶ More than 250 earned media interviews, including international coverage reaching millions.
- ▶ Unified communications and customer service integration underway to streamline messaging and ensure a single, clear voice.
- ▶ More accessible public information through improved digital channels.

TECHNOLOGY & TOOLS

Niagara Falls is modernizing the systems, tools, and digital infrastructure that power service delivery. These advancements strengthen operational efficiency, improve resident access to information, and position the City for long-term, data-driven decision-making. Aligned with the **Financial Sustainability pillar**, this work modernizes core systems, reduces administrative costs, and strengthens data-driven budgeting and long-term planning.

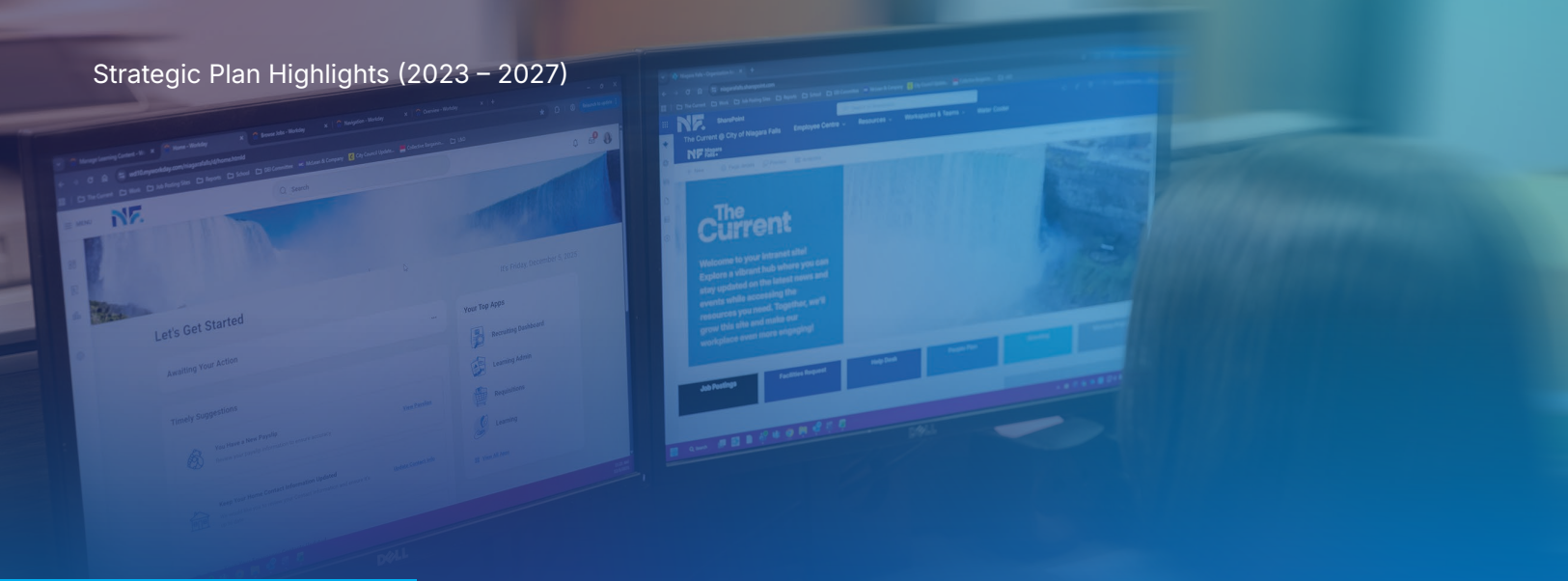
Smart Systems Behind the Scenes

- ▶ **Workday Enterprise Resource Planning (ERP)** implemented as the City's largest digital transformation, integrating HR, finance, and procurement.
- ▶ Real-time analytics now guide budgeting, forecasting, and long-term capital planning.
- ▶ Automated MPAC feeds and modern financial models improve accuracy and transparency.
- ▶ Employee self-service tools reduce administrative workload and improve access to records and training.



Innovation keeps a City in motion.





Digital Services Built for Residents

- ▶ New City website and intranet improving accessibility and clarity.
- ▶ Expanded e-permitting and service tracking via **CityView**.
- ▶ Growing suite of 24/7 online tools including forms, guides, and chat-style support.
- ▶ More than 1,400 reports submitted through the **Citizen Issue Reporter** since 2024.
- ▶ Electronic procurement through Bids & Tenders strengthens fairness and efficiency.

Smart Infrastructure for a Growing Community

- ▶ Interactive GIS construction and capital project maps improving transparency.
- ▶ New GPS and AVL tracking improving fleet routing, operations, and response.
- ▶ Early steps toward digital twin and AI-driven asset management.
- ▶ Automated water meter reading fully implemented, saving approximately \$37,500 annually.
- ▶ Expanded the green fleet to include electric vehicles, hybrids, and electric equipment - reducing costs.

Technology that Supports Growth & Compliance

- ▶ Public-facing dashboards show real-time development and housing trends.
- ▶ Virtual and mobile inspection tools are improving timelines and field efficiency.
- ▶ Modernized parking enforcement, including digital permits, online disputes, and data-supported decisions.
- ▶ Exploration of AI-assisted zoning checks, permit screening, and eCheck reviews.
- ▶ **CityView** enforcement integrating complaints, payments, analytics, and mobile AMPS ticketing.

Innovation on the Frontlines

- ▶ **First Due** Records Management System adopted for cloud-based incident reporting, training logs, asset tracking, and building intelligence accessible in the field.
- ▶ Improved data accuracy and faster information sharing across fire stations.



KEY TAKEAWAYS

\$37,500
SAVED ANNUALLY THROUGH
AUTOMATED METER READING

12+
GREEN FLEET VEHICLES ADDED

1 FULLY
INTEGRATED ERP SYSTEM REPLACING
MULTIPLE LEGACY PLATFORMS

WORKDAY
LARGEST SOFTWARE
IMPLEMENTATION IN CITY'S HISTORY

PEOPLE & CULTURE

Across Niagara Falls, the dedication and creativity of staff drive every improvement and every service delivered to residents. Over this Council term, the City has strengthened its commitment to well-being, inclusion, leadership development, and frontline readiness, building a workplace where employees are supported, valued, and equipped to thrive.



A Workplace that Supports & Inspires

- ▶ People Plan launched, guiding engagement, well-being, and leadership development.
- ▶ *Offering an exceptional place to work* - The City of Niagara Falls has been named one of Hamilton-Niagara's Top Employers of Choice for 2025 and 2026.



Strong, Supported Frontlines

- ▶ Fire Services Mental Health & Wellness Initiative, including peer support, trauma-informed care, resiliency training, and annual checks.
- ▶ New trench rescue training prop meeting NFPA standards, expanding regional emergency capability.
- ▶ Launch of the **First Due** cloud-based system to integrate incident reporting, inspections, scheduling, and asset tracking for faster, better-informed response.

Well-being in Motion

- ▶ Two on-site Wellness Centres opened at City Hall and MacBain Community Centre.
- ▶ Programming supports mental health, fitness, stress management, and recovery in accessible, stigma-free spaces.



A City in motion is *powered* by its people.



VIBRANCY, COMMUNITY LIFE & CELEBRATION



A City Alive with Arts, Culture & Shared Moments

- ▶ 8 marquee celebrations, 225 milestone events, and 70+ flag raisings.
- ▶ 4,000 congratulatory certificates and 1,600 recognitions celebrating community achievements.
- ▶ The Niagara Falls Exchange welcomed 31,000+ attendees to markets, events, and cultural programming in its inaugural year.
- ▶ 300+ creative campaigns supporting community storytelling, local artists, and cultural initiatives.
- ▶ Memorable civic moments, including high-profile visits and a Guinness World Record during the 2024 Total Solar Eclipse.
- ▶ Thousands attending annual signature events such as Canada Day and the Santa Claus Parade.

From festivals and milestone events to arts programming, parks, and cultural spaces, the City continues to expand opportunities for residents to gather, connect, and celebrate. These efforts support the **Social Sustainability pillar** and help build a welcoming and inclusive community for all ages.

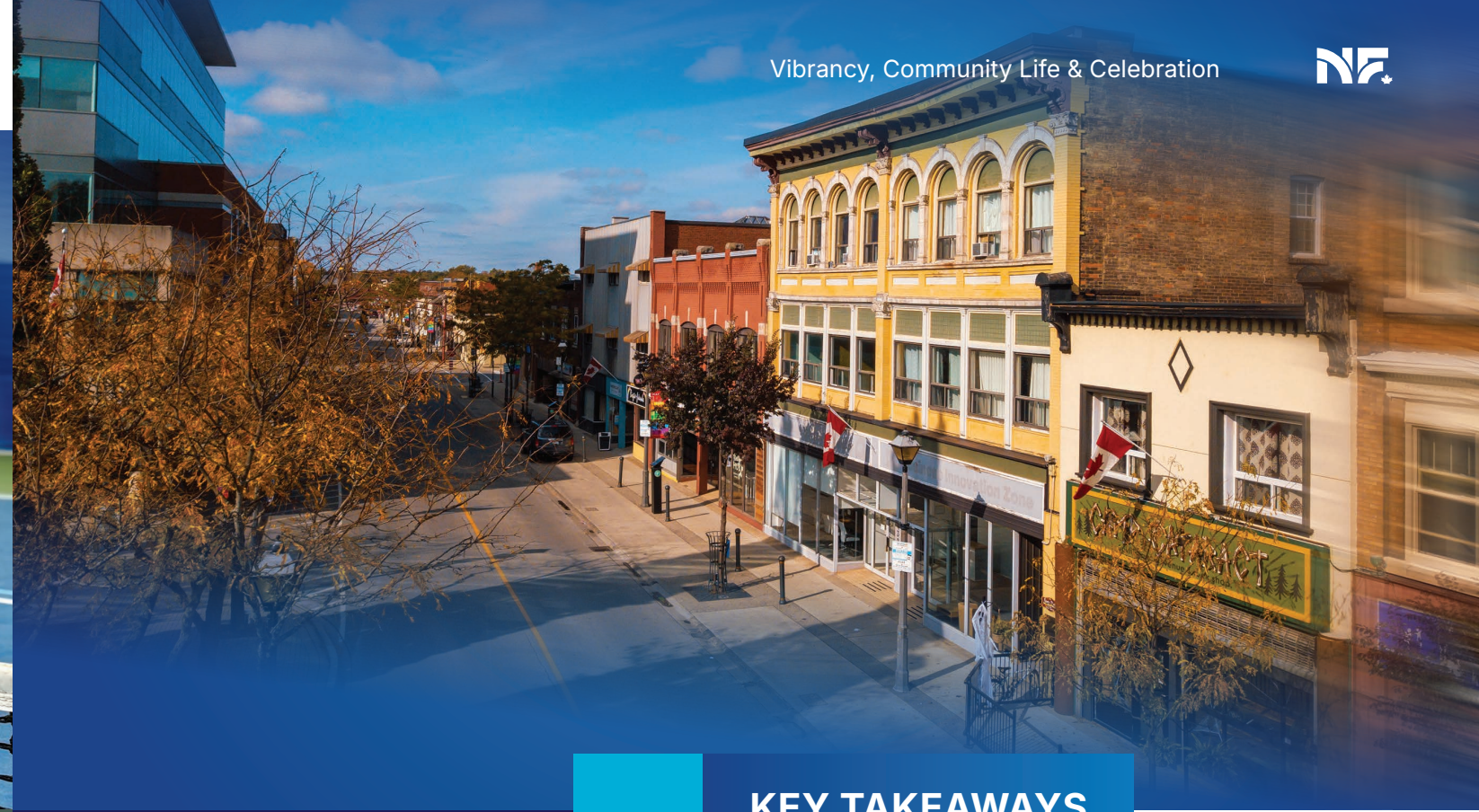
Niagara Falls *shines* when people come together.





Recreation, Parks & Places to Play

- ▶ New pickleball facility at Ker Park, upgrades to the MacBain Skateboard Park, and an accessible swing installed at MacBain Park.
- ▶ Investments in Oakes Park and support for the Niagara Summer Games strengthen the City's role as a venue for sport and events.
- ▶ Recreation, Culture & Parks Ten-Year Plan guiding future amenities and facility improvements.



KEY TAKEAWAYS

Community Revitalization & Engagement

- ▶ Downtown beautification, public art, and partnerships with the University of Niagara Falls and the Innovation Hub.
- ▶ Support for cultural markets and local initiatives, including the Magnificent Women's Market.
- ▶ Continued support for the Niagara Falls Hospital Foundation contributing to over \$62M raised.
- ▶ Engagement through *Let's Talk Niagara Falls*, surveys, committees, and pop-up consultations ensures residents help shape programs and priorities.

4,000+
CERTIFICATES

+

1,600
RECOGNITIONS

309
PARTICIPANTS IN
GUINNESS WORLD
RECORD EVENT

3,000+
STUDENTS ENGAGED
IN ARTS PROGRAMS

3 MAJOR
RECREATION
FACILITIES
UPGRADED

THE EXCHANGE
WELCOMED
31,000+
ATTENDEES IN ITS
INAUGURAL YEAR

GROWTH, ECONOMY & DOWNTOWN REVITALIZATION

Guided by the **Economic Diversification & Growth pillar**, strategic investment, innovation, partnerships, and long-term planning are strengthening a more resilient, diverse local economy ready for future opportunity.



Supporting Local Business & Entrepreneurship

- ▶ 25+ business visits annually, 185 workshop participants, and 21 small business grants.
- ▶ Implementation of the Economic Development Strategy to diversify, retain, strengthen, and expand local business.
- ▶ Acquisition of 237 acres on Sodom Road for future employment lands.



Niagara Falls is *growing* with confidence.



Downtown Education & Innovation Corridor

- ▶ Downtown Niagara Falls is being reimagined as a place to live, learn, work, and connect. Strong planning and bold partnerships are driving a new era of revitalization and prosperity.
- ▶ University of Niagara Falls opened in 2024 with roughly 3,000 students and more than 100 jobs.
- ▶ Niagara Falls Innovation Hub supported 80+ companies, 15 patent filings, and \$8M in startup revenue.



A New Chapter for Downtown Living

At 4500 Park Street, downtown Niagara Falls is being reshaped for the future. This **\$100M investment** delivers **362 homes**, including **20% affordable and attainable units**, creating a vibrant, inclusive community.

Education & Innovation:

- ▶ Close to University of Niagara Falls.

Transit & Connectivity:

- ▶ Steps from the GO hub and historic train station.

Culture & Community:

- ▶ Enhanced streetscapes, green spaces, and amenities.



KEY TAKEAWAYS

\$100M
TOTAL
INVESTMENT

SUPPORTS
DOWNTOWN
BUSINESS
GROWTH

STRENGTHENS
CONNECTIVITY TO
TRANSIT, EDUCATION,
AND RECREATION

362
RESIDENTIAL
UNITS

20%
AFFORDABLE





KEY TAKEAWAYS

CERTIFIED TRANSPORT CANADA AIRPORT WITH AN EXISTING **5,000-FOOT RUNWAY**

APPROXIMATELY **40,000 AIRCRAFT** MOVEMENTS ANNUALLY

SERVES A CATCHMENT AREA OF MORE THAN **475,000 RESIDENTS**

12 MINUTES TO NIAGARA FALLS, NIAGARA-ON-THE-LAKE, AND DOWNTOWN ST. CATHARINES

TWO MINUTES FROM THE QEW, WITH **EASY ACCESS** TO THE CANADA-U.S. BORDER

CANADA BORDER SERVICES AGENCY + NAV CANADA **ON SITE**

AIRPORT ZONING REGULATIONS **IN PLACE**

KEY PRIORITIES

DEVELOPING
NEW TOURISM ATTRACTIONS

EXPANDING
WORLD-CLASS GAMING

GROWING
WINE AND CULINARY TOURISM

PROMOTING
ARTS AND CULTURE

INVESTING
IN TRANSPORTATION

Premier Doug Ford



Niagara Falls and the entire Niagara Region can be an engine for Ontario's economy.



Destination Niagara

Niagara Falls is building toward something bigger - a bold vision to establish the region as a world-class destination for leisure, business, and culture.

Destination Niagara is a multibillion-dollar strategy designed to create new world-class attractions, elevate local arts and culture, and strengthen the region's transportation network, with the ambitious goal of welcoming 25 million visitors annually.

Niagara District Airport

A key pillar of Destination Niagara is strengthening how people connect to our region - and Niagara District Airport is central to that vision.

In partnership with the Province, plans are underway to transform the airport from a general aviation facility into a modern regional gateway capable of supporting commercial air service. Expanding the runway by 3,000 feet has the potential to generate more than \$1B in economic output and support over 7 million passenger movements, significantly strengthening Niagara's tourism and business connections.

Together, these investments position Niagara District Airport as a critical gateway within Destination Niagara, connecting the region to new markets and unlocking lasting economic opportunity.

Infrastructure Supporting Economic Growth

- ▶ \$2.8M renovation transformed the historic train station into a modern transit and GO hub.
- ▶ Partnership on Niagara District Airport redevelopment improving regional connectivity.
- ▶ Planning underway for new employment land servicing.

A Diversified Tourism & Culture Economy

- ▶ New tourism products and cultural initiatives, including the Music City strategy, broaden the visitor experience beyond the Falls.

Strategic Advocacy

- ▶ Collaboration with regional, provincial, and federal partners through AMO, Border Mayors, and Great Lakes initiatives to advance City priorities.



KEY TAKEAWAYS

~3,000
UNIVERSITY OF NIAGARA
FALLS STUDENTS

80+ STARTUPS
SUPPORTED

15
PATENT FILINGS

237 ACRES
ACQUIRED FOR FUTURE
EMPLOYMENT LANDS

\$2.8M
INVESTED IN NEW
TRANSIT/GO HUB

STRIVING FOR
HOURLY GO TRAIN
SERVICE

COMMUNITY NEEDS

Every decision begins with listening. Through research, engagement, and partnerships, Niagara Falls continues to strengthen programs and policies that ensure residents have the supports they need to thrive.



Community-Driven Planning

- ▶ Ongoing labour market assessment identifying workforce strengths and gaps.
- ▶ Continuous collaboration with community groups, agencies, and residents informs policy and program development.

Strengthening Entrepreneurs & Economic Inclusion

- ▶ Training, workshops, and grants empowering small businesses, youth entrepreneurs, and women-led enterprises.
- ▶ Programs designed to reduce barriers and expand equitable access to economic opportunity.

Housing Access & Affordability

- ▶ Affordable Rental Housing CIP, new CIPs, and incentives supporting more diverse, attainable housing.
- ▶ Accessory Dwelling Unit program and backyard housing initiatives increasing gentle density and rental availability.

Health, Well-being & Social Support

- ▶ Partnerships advancing the South Niagara Hospital, hospice services, and coordinated responses to mental health, homelessness, and addiction.
- ▶ Unhoused Action Plan – a coordinated and compassionate strategy.

Inclusive, Age-Friendly City Building

- ▶ Youth engagement, age-friendly planning, and diversity and inclusion practices guide program and service design.
- ▶ Accessibility and belonging remain central to shaping a community that works for everyone.



KEY TAKEAWAYS

20+
SMALL BUSINESS AND
INCLUSION GRANTS

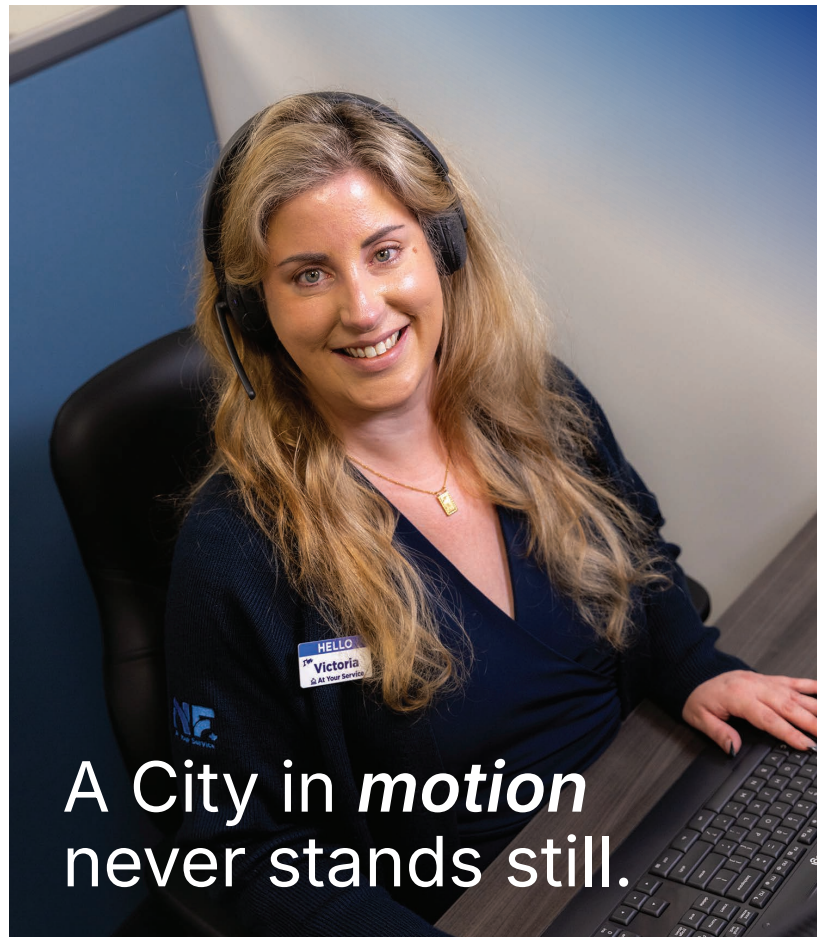
DOZENS
OF NEW ATTAINABLE
RENTAL UNITS
SUPPORTED

100+
COMMUNITY
PARTNERS ENGAGED

SERVICE & MODERNIZATION



Niagara Falls continues to evolve, rethinking how we serve, connect, and respond to residents. Guided by the Strategic Plan's **Customer Service pillar**, the City has strengthened its service model through modern systems, streamlined processes, and more inclusive service environments. Together, these improvements create a consistent, people-first experience across every channel.



A Connected Service Network

- ▶ City Hall, the MacBain Community Centre, and online platforms now operate as a coordinated service hub.
- ▶ Stronger alignment between Council, the Mayor's Office, Customer Service, and Administration ensures resident questions and ideas receive faster, more coordinated action.



Centralized, People-First Service Delivery



Modern Digital Transformation

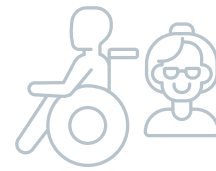
- ▶ Launch of the **Workday Enterprise Resource Planning** (ERP) system streamlines HR, payroll, and training, modernizing back-end systems that support frontline service.
- ▶ Growth of digital guides, FAQs, and planning tools enhances the City's digital front door.
- ▶ Integration of planning, building, and by-law workflows through **CityView** provides a connected e-permitting and tracking system.

- ▶ At Your Service Niagara Falls (AYSNF) launched as the City's first unified customer service department.
- ▶ More than 50 services delivered through one accessible, multi-channel platform.
- ▶ A new **Customer Relationship Management** (CRM) system enables real-time request tracking, improving transparency and response times.
- ▶ Expanded tools, including online forms, self-serve options, and upcoming chat-style support improve convenience for residents.



Putting residents at the heart of everything we do.





Accessible, Modern Service Spaces

- ▶ City Hall and MacBain service counters redesigned for accessibility, privacy, flow, and inclusiveness.
- ▶ Updated branding and wayfinding strengthen the resident-focused experience.



KEY TAKEAWAYS

Communication & Engagement

- ▶ Targeted communication campaigns help residents navigate local issues, including wildlife awareness, community safety, and new City programs.
- ▶ **Let's Talk Niagara Falls** expands opportunities for residents to share input, participate in surveys, and inform Council decisions.
- ▶ A new corporate brand now presents a clear, modern identity aligned with the City's evolving services and community landscape.
- ▶ Specialized branding and digital systems were also developed for the Niagara Falls Exchange, the MacBain Community Centre, and the new Official Plan to support clearer communication and a unified City identity.



50+
SERVICES AVAILABLE THROUGH AT YOUR SERVICE NIAGARA FALLS

2
MAJOR SERVICE COUNTERS FULLY REDESIGNED FOR ACCESSIBILITY

CITY BRAND
FIRST IN OVER 20 YEARS

2,500+
CREATIVE ASSETS PRODUCED IN 2024

Niagara Falls – Shaped by Water, Fueled by Possibility.

LOOKING FORWARD

The past four years have shown what is possible when a City moves with purpose. Through innovation, collaboration, and community leadership, Niagara Falls has strengthened its services, modernized its systems, and invested in the well-being of its people. As we look ahead, the momentum continues - guided by a shared commitment to building a City that is inclusive, resilient, and ready for the future. Niagara Falls is in motion, and the best is still to come.

