

DRAFT STRATEGIC PLAN OUTLINE

Our Vision

The Township of Greater Madawaska strives to be an inviting, safe, and inclusive community that values and protects its rural character, heritage, and natural environment.

Our Mission

We will deliver services and policies that reflect community needs through communication, collaboration, and engagement.

Our Core Values

Accountability: We are accountable for all our actions by defining policies and procedures that guide successful service delivery.

Transparency: We promote an environment that embodies/encourages open and honest communication.

Respect: We strive to ensure equal access, opportunity, and representation for all.

Innovation: We foster municipal innovation by adapting to challenges with creativity and intention.

Sustainability: We view all actions through a sustainability lens to ensure environmental and operational resilience.

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Goals and Objectives:

OPEN COMMUNICATION AND ENGAGEMENT	
Goal Statement	Objective
We will listen, share ideas, and engage the community with honesty and passion, using methods best suited to meet the needs of our diverse population.	Develop and Implement a Communication and Engagement Strategy to streamline communication, engaging with all Township residents through various forms of communication.
GROWTH MANAGEMENT	
Goal Statement	Objective
We will plan for positive change and sustainable growth while maintaining the unique nature of the Township, balancing economic and infrastructure needs to support our growing community.	<p>Modernize and streamline the development process.</p> <p>Regulate Short-Term Accommodations.</p> <p>Encourage mixed development, focusing on affordable, attainable, and purpose-built housing.</p> <p>Advocate for increased connectivity.</p> <p>Develop a Township Brand and Marketing Strategy to attract and retain businesses that support our community needs.</p> <p>Enhance tourism attracting people to support our business community.</p>

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CULTURE AND WELLNESS	
Goal Statement	Objective
We will develop strategies that cultivate inclusion and connectedness to foster healthy behaviours and communities.	Create strategies to offer affordable and accessible recreation and leisure programming for all ages to benefit the community's wellness.
	Improve the health and well-being services offered to residents to align with the community's needs.
	Enhance the Township's Emergency Management Plan to promote safety awareness and ensure we are as emergency-ready and resilient as possible.
EFFICIENT AND EFFECTIVE GOVERNANCE	
Goal Statement	Objective
We will review and implement policies and procedures that support effective and efficient governance, provided with uncompromising integrity for a culturally rich and diverse community.	Ensure that the Asset Management Plan is funded at a level that meets the current and future desired levels of service and risk mitigation as required by the Provincial legislation.
	Enhance the Asset Management Plan to support long-term decision-making and provide the desired service levels to the community.
	Complete a comprehensive review of by-laws and policies.
	Promote and encourage waste reduction and diversion to support a clean and healthy environment and reduce long-term waste management financial obligations.
	Increase community engagement in supporting our needs and programming.
	Review Township services and human resource requirements to align with the community growth.

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Long-term Objectives:

- Waterfront Beautification and enhancement
- Transportation Master Plan
- Active Transportation Plan
- Heritage Plan