



2025-2026 COUNCIL STRATEGIC GOALS

Updated as of 2025-01-13



EXECUTIVE SUMMARY

The Municipality of Northern Bruce Peninsula's Council Survey provides a comprehensive strategic roadmap to strengthen governance, enhance community engagement, and drive sustainable development. This document outlines the municipality's mission and vision, strategic priorities, actionable goals, and key recommendations for capital projects and community programs. By addressing critical needs and challenges, the plan seeks to establish a more dynamic, transparent, and inclusive community that prioritizes economic vitality and environmental stewardship.

Mission

To deliver effective, transparent, and community-focused leadership that prioritizes improving the quality of life for residents, supporting sustainable economic growth, and preserving the region's unique environmental and cultural heritage.

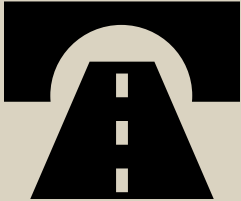
Vision

To create a thriving, inclusive, and resilient community where economic development, environmental stewardship, and resident well-being are harmonized to support sustainable progress for current and future generations.

Priorities for 2025-2026

INFRASTRUCTURE DEVELOPMENT AND MAINTENANCE

- **Major Projects:** Accelerate development of the Arena, Library, and Community Centre through phased construction, budget oversight, and stakeholder engagement.
- **Water and Wastewater Systems:** Secure funding for modernization efforts, focusing on Tobermory's infrastructure to support residents and visitors.
- **Pedestrian Pathways and Parking:** Create safe, accessible pedestrian pathways and parking facilities to improve community connectivity and reduce congestion.
- **Asset Management Strategy:** Implement a long-term, data-driven approach to maintaining and upgrading municipal buildings, roads, and facilities.



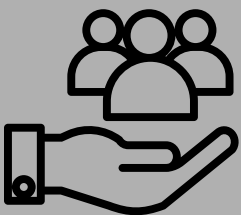
SUSTAINABLE TOURISM AND ENVIRONMENT CONSERVATION

- **Water System Development:** Build a sustainable water system in Tobermory's downtown area to address growing tourism demands while protecting aquatic ecosystems.
- **Tourist Area Management:** Mitigate overcrowding by promoting alternative destinations and preserving sensitive ecological sites.
- **Visitor Safety and Collaboration:** Strengthen visitor safety through collaboration with Parks Canada on emergency response and information accessibility.
- **Sustainable Tourism Practices:** Promote eco-friendly tourism via visitor education, support for green businesses, and "leave no trace" initiatives.



ENHANCE COMMUNITY ENGAGEMENT AND SERVICES

- **Affordable Housing Initiatives:** Collaborate with developers and update zoning regulations to increase affordable housing availability.
- **Recreation and Cultural Programs:** Launch initiatives to support physical, social, and mental well-being for residents across all demographics.
- **Digital Engagement Platform:** Enhance the "Let's Talk NBP" platform to improve communication, transparency, and public participation.
- **Emergency Preparedness:** Develop fire mitigation and evacuation plans to reduce risks from natural disasters.





ECONOMIC DIVERSIFICATION AND DEVELOPMENT

- **Year-Round Economic Activity:** Promote consistent economic growth by supporting local businesses and reducing dependence on seasonal employment.
- **Digital Infrastructure:** Improve broadband and cellular network coverage to enable remote work and attract new residents.
- **Youth Employment Programs:** Establish training and mentorship initiatives to strengthen the local workforce.
- **Business Sector Growth:** Support emerging sectors like renewable energy, green technology, and creative arts to diversify the economy.



GOVERNANCE AND TRANSPARENCY

- **Participatory Budgeting:** Use participatory budgeting tools to enable public input in financial decisions.
- **Quarterly Progress Reports:** Provide updates on strategic goals and projects to ensure accountability.
- **Open Data Initiative:** Make municipal reports, performance metrics, and plans publicly accessible to promote transparency.

KEY RECOMMENDATIONS FOR PROGRAMS AND CAPITAL PROJECTS

CAPITAL PROJECTS

Arena, Library, and Community Centre: Ensure phased development with regular budget tracking and progress updates.

Tobermory Water System: Design a sustainable water system with input from environmental experts to support local growth while protecting resources.

Parking and Pedestrian Pathways: Develop new parking facilities and pathways to alleviate congestion and promote walkability.

Affordable Housing Development: Partner with developers to build affordable housing for seniors, families, and low-income residents.

COMMUNITY PROGRAMS

Fire Mitigation and Emergency Plans: Implement strategies to reduce fire risks and enhance evacuation readiness.

Recreation and Cultural Activities: Expand programs to foster community engagement and physical activity.

Community Safety Improvements: Enhance bylaw enforcement, pedestrian crossings, and bike paths.

Digital Community Engagement: Upgrade the "Let's Talk NBP" platform for real-time updates and feedback.

Public Transportation Pilot: Launch a shuttle service to improve transportation access.

KEY PERFORMANCE INDICATORS (KPIs)

To measure success and ensure accountability, the following KPIs will be tracked:

- Infrastructure: Percentage of projects completed on time and within budget; kilometers of new pedestrian pathways; reduction in deferred maintenance.
- Tourism and Environment: Reduction in congestion; revenue growth from new tourist destinations; reductions in waste and water use.
- Community Engagement: Number of new affordable housing units; participation in recreational programs; community satisfaction scores.
- Economic Development: Growth in year-round employment; business development; improvements in digital infrastructure.
- Governance and Transparency: Percentage of strategic goals achieved on schedule; community engagement metrics.

CONCLUSION

The Municipality of Northern Bruce Peninsula's strategic plan for 2025 reflects a commitment to leadership, sustainability, and community well-being. By focusing on infrastructure, sustainable tourism, community engagement, economic development, and governance, the municipality aims to foster a thriving, inclusive, and resilient community. Clear priorities, actionable goals, and measurable KPIs ensure accountability and transparency, positioning the municipality for sustainable growth and collaboration with residents, stakeholders, and partners to achieve long-term success.