



# Strategic Plan

## Quarterly Update

November 2025

### Strategic Focus



#### Financial

##### **Lobby the Province for municipal tax reform.**

- Attendance at Union of Municipalities of New Brunswick Conference in October 2025.
- Engaging in fiscal reform presentations and discussions with Department of Environment and Local Government including equalization grant and infrastructure funding.
- Collaboration with Fundy Regional Service Commission on regional capital funding and Fundy Regional Service Commission budget.
- Regular communications with the offices of Member of the Legislative Assembly and Minister Environment and Local Government.
- Continued meetings with Royal Canadian Mounted Police, Protective Services Committees and Regional Service District.
- Municipal Tax Reform completed by Province in October 2025 in time for 2026 municipal budgets.

##### **Communicate & inform Hampton residents on government reform, increasing financial transparency.**

- Communication strategy "Inform, Reinforce, Repeat".

##### **Review resource allocation to support Strategic Plan implementation.**

- Organizational chart reviewed, nearing completion.
- Communications Assistant and Infrastructure Technician positions posted.



#### Community Services

##### **Develop a Recreation Master Plan.**

- Awaiting response from RDC grant application.
- Awaiting budget approval.

### **Increase inventory of diverse housing options.**

- Reviewing residential developer assistance policy for housing diversity.
- Draft key points/housing types document in review.

### **Collaborate with the Province to address local healthcare needs.**

- Continued meetings with local physicians, Member of the Legislative Assembly and health care representatives.
- Supportive information to assist with a collaborative care clinic proposal.
- Health Care Committee continue recruitment efforts for Hampton.
- Supporting information to Envision Saint John for regional recruitment initiative at Dalhousie University Family Medicine Resident Education Week Event.
- Attended Union of Municipalities of New Brunswick session on Collaborative Solutions for Healthcare in Municipalities.

### **Develop a Communications & Public Engagement Strategy.**

- Coordination with departments on communication initiatives to build more consistent messaging.
- Communication distribution methods presented to Council, 2026 budget and workflow shaped by approved strategy.
- Participation in municipal communications group for shared learning.
- Social media public notices implemented to boost engagement.
- Communications developed for major projects and events.

### **Work with RSC toward regional public transportation.**

- Continue participation on the Fundy Regional Service Commission's Regional Transportation Committee, CAO and board meetings.
- Fundy Regional Service Commission funding application for regional transportation initiatives.
- Fundy Regional Service Commission reporting to Council and internal teams.

### **Work toward advancing community accessibility.**

- The storefront improvement grant for accessibility retrofits has been proposed for the 2026 budget.
- Draft Recreation Master Plan Request for Proposal includes inclusivity and accessibility objectives and Age Friendly Community designation directives should also be considered.
- Accessible power doors installed at the Mike Murphy Memorial Field House to improve accessibility.
- Ability NB accessibility reports for future project identification at municipal building including Mike Murphy Memorial Field House.
- Ongoing review of the Age Friendly Committee's action plan with department initiatives.

### **Work to preserve Hampton's character.**

- Scheduled housekeeping zoning amendments in progress.

### **Update Emergency Management Plan.**

- Collaboration with Regional EMO Coordinator on Emergency Management Plan and operational resiliency.
- Draft Emergency Management Plan updates in progress.

- Community Wildfire Resiliency Plan project kick-off.
- Developing setup procedures for Summit Centre as EMO reception centre.
- EOC working group training in progress.
- EMO transition plan presentation to Committee of the Whole in October.

### **Coordinate mutual support with local service clubs.**

- Parks and Facilities continue to collaborate with local service groups on facility upgrades and maintenance.
- Assessment of expanded programming delivery to Wards 1 and 3.



## **Infrastructure**

### **Develop a Transportation Master Plan.**

- Waiting on quote for engineering designs for William Bell Drive streetscape.
- Pickwauket Road improvements scheduled for 2026.

### **Conduct a feasibility study for a universal water system.**

- Proposed budget for 2026 localized water supply system study.

### **Assess the current sanitary sewer system for future needs.**

- Sewer and growth data provided to support ongoing Lagoon Study.
- Flow meters installed for data collection.

### **Develop an Active Transportation Plan.**

- Participation in regional active transportation week.
- Social media content sharing.



## **Economic Development**

### **Develop a Business Attraction Strategy.**

- Liaison for Envision Saint John and tourism operators for upcoming marketing and promotional opportunities.
- Collaboration with Envision Saint John on tourism related projects.
- Envision Saint John sessions related to strategic evaluations.

### **Develop a Town Centre risk assessment and strategy.**

- Continued collaboration on business development and land availability.
- Economic Development actively working with businesses to assist with business development needs.

### **Collaborate with local business associations for entrepreneurial development.**

- Hosted Hampton Area Chamber of Commerce business mixer.
- Ongoing collaboration with Hampton Area Chamber of Commerce, CBDC and Envision Saint John.
- Continued support for prospective businesses.

### **Ensure value through active participation in regional economic development.**

- Presentations from Envision Saint John at Council on coverage areas and responsibilities.

### **Promote Hampton as a tourism destination.**

- Coordination of promotional video for Envision Saint John with local tourism operator.
- Encourage local tourism operator to engage with Department of Tourism due to funding model changes.
- Coordination of municipal campaigns with Envision Saint John.
- Actively collaborating with recreation on local cultural events and festivals for the fall of 2025 to promote as tourism and sports tourism opportunities including Fall Fest and Summit Centre Grand Opening.
- Incorporation of blue trail tourism into draft recreational masterplan request for proposal.
- Ongoing collaboration with the Department of Tourism and local tourism operators on key areas of interest.