



Strategic Plan

Quarterly Update

April 2026

Strategic Focus

Status



Financial

Ongoing

Lobby the Province for municipal tax reform.

- Municipal Tax Reform completed by Province in October 2025 in time for 2026 municipal budgets.
- Increase to annual transfers to local governments in provincial budget which includes:
 - Increase in Equalization funding;
 - Addition of Capital Renewal funding; and
 - Modest increase to the Provincial-Municipal Highway Partnership program.
- Ongoing monitoring of affects of new fiscal reform legislation and proposed infrastructure.
- Discussions ongoing at Fundy Regional Service Commission Chief Administrative Officers Meetings.
- A formal submission was submitted in collaboration and with the Union of Municipalities New Brunswick and the Department of Environment and Local Government relating to study on Regional Service Commission Regional Service Delivery Model in December 2025.
- Ongoing meeting with Hampton Member of the Legislative Assembly.
- Ongoing meetings with Protective Services (RCMP, Fire-Rescue and EMO)

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

Ongoing

- Improving communication of financial visibility to residents utilizing the 2026 Community Guide and new website to share information such as financial statements, budgets, taxes and rates.
- Provincial freeze announcements in Q4 2025/Q1 2026.
- Hampton budget announced online and on new website detailing hold of tax rate for 2026.
- Community Expo - Hampton's booth to include financial deliverables.

- Elections information being shared through communications channels.
- Hosted in partnership with Elections NB and Fundy Regional Service Commission a Candidate Information Session to potential candidates to support the upcoming Municipal Elections.

Review resource allocation to support Strategic Plan implementation.

Ongoing

- Organizational realignment to support shifts in responsibility approved by Council in preparation of 2026 budget including the addition of Communications Assistant and Infrastructure Technician.



Community Services

Develop a Recreation Master Plan.

Deferred

- Awaiting response from RDC grant application.
- Due to budgetary constraints the Recreational Master Plan has been deferred to 2027 for consideration.

Increase inventory of diverse housing options.

Ongoing

- Information related to secondary suites/garden suites being developed for Community Expo content.
- Ongoing infrastructure projects for sanitary sewer extension and capacity upgrades and universal water system to support housing growth.

Collaborate with the Province to address local healthcare needs.

Ongoing

- Continued meetings with local physicians and Member of the Legislative Assembly, waiting on Province for confirmation of collaborative care model for Hampton.
- Health Care Committee continue recruitment efforts for Hampton. Meetings held with three potential physicians related to opening practices in Hampton. Confirmed service agreements for two new incoming physicians, expected to commence in late 2026.
- Health Care Committee continues to monitor NB Health Link statistics.
- Health Care Committee participation in Community Health Needs Assessment hosted by Horizon Health Network (March – May 2026)

Develop a Communications & Public Engagement Strategy.

Ongoing

- 2026-2027 Communications Strategy presented to Council in September 2025.
- Addition of Communications Assistant to support communications department in 2026.
- As part of Communications Strategy, investigating additional avenues of communication for greater transparency (i.e. community meetings and potential new social media platforms).
- Media outreach efforts included participation in the Envision Saint John video, "Investing in Community Through Recreation: The Hampton Summit Centre," a CBC

Radio interview highlighting the EmpowHer program and ongoing engagement through regular social media communications.

Work with RSC toward regional public transportation.

Ongoing

- Director of Economic Development & Tourism continued participation on the Fundy Regional Service Commission's Regional Transportation Committee
- Continued participation at monthly Fundy Regional Service Commission Board and Chief Administrative Officers meetings.
- Fundy Regional Service Commission reporting to Council and internal teams.
- Fundy Regional Service Commission Origin/Destination Transportation Survey launched for community participation on March 30th.
- Fundy Regional Service Commission transportation pilot project in Rothesay/ Quispamsis complete.
- Fundy Regional Service Commission collaboration with Saint John Airport (YSJ) focus is on growing the available flights to allow for better connectivity within North America.

Work toward advancing community accessibility.

Ongoing

- The storefront improvement grant was approved in 2026 budget with four grants approved for 2026 projects.
- In consultation with the Province the Age Friendly Community Committee has been transitioned to the Senior's Resource Centre who are the new oversight body of the age-friendly plan. Councillor rep on Seniors Resource Centre Board will keep Council apprised of items affecting Hampton's budget.
- Recreation continues to advance accessibility and inclusive programming as part of its ongoing operations. Accessibility Reviews by Ability NB completed for the Mike Murphy Memorial Field House, Visitor Information Centre, and Centennial Building. The primary focus in 2026 will be the Mike Murphy Memorial Field House.

Work to preserve Hampton's character.

Complete

- Zoning by-law housekeeping amendments third and final reading in March 2026 included items such as the additions of front yard setbacks for William Bell Drive, and provisions for rooflines in Town Centre.

Update Emergency Management Plan.

Ongoing

- The updated Emergency Management Plan and By-law 3rd and final reading planned for April 2026.
- Community Wildfire Resiliency Plan:
 - Phase 1 being presented to Council in April 2026.
 - Phase 2 to include evacuation plan.
- Procedures for Summit Centre as EMO reception centre approved by Council in February 2026.
- Procedural by-law third and final reading scheduled for April 2026 will clarify roles and structure of EMO committee. Committee will be comprised of staff members. Volunteers of former committee transitioned to other existing standing committees.

Coordinate mutual support with local service clubs.

- Community Expo scheduled for April 18, 2026 with local recreational and service groups registered to be in attendance and Legion breakfast that morning.
- Recreation department hosting Wheels Up Participaction events scheduled for June 2026.
- Parks and Facilities continue to collaborate with local service groups on facility upgrades and maintenance including consideration of multisport field maintenance agreements within Hampton.
- Continued assessment of summer initiatives to expanded programming delivery to Wards 1 and 3.

Ongoing



Infrastructure

Develop a Transportation Master Plan.

- Due to budgetary constraints the Transportation Master Plan has been deferred to 2027 for consideration. However, work to date includes:
- Pickwauket Road engineering in progress and expect to go to tender late spring 2026.
- William Bell Drive streetscape design presented at February Committee of the Whole and currently working on engineered plans. Pending Council approval and funding, anticipate work to start in 2027.
- Staff across all departments are pursuing professional development including the Asset Management Fundamentals Course offered by New Brunswick Infrastructure Institute.

Deferred

Conduct a feasibility study for a universal water system.

- Engineering feasibility study complete and presented to Council February 2026.
- Funding application in progress.

Ongoing

Assess the current sanitary sewer system for future needs.

- Sanitary sewer extension and capacity upgrade study presented to Committee of the Whole April 2026.
- Funding application in progress.

Ongoing

Develop an Active Transportation Plan.

- Awaiting response from RDC grant application for Recreational Master Plan.
- Due to budgetary constraints the Recreational Master Plan has been deferred to 2027 for consideration.
- Awaiting information on Spring 2026 Regional Transportation Week in partnership with Fundy Regional Service Commission.

Deferred



Economic Development

Develop a Business Attraction Strategy.

Ongoing

- Collaboration with Envision Saint John with a focus on accommodation attraction.
- Repeated event structure (annual events such as Fundy WinterFest) appears to have a positive effect on response and result with community groups.
- Attraction strategy in development for review with Council Q2 2026.

Develop a Town Centre risk assessment and strategy.

Ongoing

- Continued growth with new construction.
- Continued collaboration to identify areas of focus for maximum impact.
- Economic Development actively working with businesses to assist with solutions to address market demands.

Collaborate with local business associations for entrepreneurial development.

Ongoing

- Ongoing collaboration with Hampton Area Chamber of Commerce on identifying training and lunch and learn programming for 2026 such as Digital Presence training session hosted at the Visitors Information Centre.
- Promote and share CBDC programs to Hampton Area Chamber of Commerce membership.

Ensure value through active participation in regional economic development.

Ongoing

- Attendance at the Envision Saint John Year in Review and State of the Region.
- Ongoing engagements with Envision Saint John related to tourism planning and economic development opportunities.

Promote Hampton as a tourism destination.

Ongoing

- Website release with new video.
- National Tourism Week scheduled communications for April 2026.
- Investigating national advertising opportunities for Hampton as a tourist destination.
- Collaborations with the Department of Tourism, Culture and Heritage on initiatives such as accommodations, Visitor's Information Centre management and blue trails.
- Continued planning and increased communication coverage of community events.
- Coordinating with local operators and businesses on opportunities for blue trail tourism.