



Strategic Plan

Quarterly Update

July 2026

Strategic Focus

Status



Financial

Ongoing

Lobby the Province for municipal tax reform.

- Bill 49, *An Act Respecting Property Tax Reform* received royal assent which includes the introduction of a Local Rate Stabilizer.
- Ongoing discussions at Fundy Regional Service Commission Chief Administrative Officers Meetings.
- Ongoing meeting with Hampton Member of the Legislative Assembly.
- Ongoing meetings with Protective Services (RCMP, Fire-Rescue and EMO)
- Continued advocacy collaboration with Union of Municipalities of New Brunswick.

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.
- 2026 Hampton budget posted on website.
- Council in the Community Event at Hampton Town Square with newly elected Council in attendance.

Review resource allocation to support Strategic Plan implementation.

Ongoing

- Ongoing monitoring of organizational needs to support service delivery. Current recruitment efforts are focused on building operational capacity and ensuring the resources necessary to meet service delivery requirements. Professional development attended by Council and staff to support strategic initiatives.



Community Services

Develop a Recreation Master Plan.

Deferred

- Project is currently deferred to the 2027 Budget for future consideration allowing administration to monitor the performance and use before assessing long-term requirements.

Increase inventory of diverse housing options.

Ongoing

- Guideline established for secondary suites/garden suites.
- Preliminary discussions with Housing NB on opportunities in Hampton for subsidized housing options.
- Informational materials were developed and distributed via 2026 Community Expo event and social media post.
- 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 continues recruitment efforts for Hampton with service agreement confirmed for an additional incoming physician expected to commence in late 2026, bringing the total number of recruited physicians to three.
- Health Care Committee continues to monitor NB Health Link statistics.
- Supported Horizon Health Network's Community Health Needs Assessment Engagement Team's process, including focus groups and interviews. Municipal involvement has now concluded, with the assessment work continuing under Horizon Health Network.

Develop a Communications & Public Engagement Strategy.

Ongoing

- Ongoing implementation of the 2026-2027 Communications Strategy as presented to Council in September 2025, with the addition of Council in the Community events.
- Ongoing professional development through participation in Atlantic Communications Connect municipal meetings, virtual attendance at the Annual Municipal Communications Conference, and training with AMANB Municipal Management and the New Brunswick EMO to strengthen internal and crisis communications strategies.
- Ongoing assessment of communications initiatives, including recurring radio presence, to expand community outreach, promote local events, and increase awareness among residents and surrounding communities.
- Continued evaluation of communications opportunities with regional partners through the regional communications series, including cross-promotion of content with Envision Saint John and Fundy Regional Service Commission to strengthen regional engagement and collaboration.
- Ensuring legislative requirements for public notices are met through the use of required communication channels and notification methods.

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

- Director of Economic Development & Tourism continues participation on the Fundy Regional Service Commission's Regional Transportation Committee.
- Regional transportation committee completed consultant workshop to review 3 potential models for regional transportation, feedback from session is being compiled to be reviewed at August session along with further data collection for community needs. It was noted that a combination of the different models may be recommended within the region to support community needs.
- Fundy Regional Service Commission launched the Origin/Destination Transportation Survey, with additional in-person survey activities conducted in Hampton to support local participation and data collection.
- Continued participation at monthly Fundy Regional Service Commission Board and Chief Administrative Officers meetings including regional transportation workshops.

Work toward advancing community accessibility.**Ongoing**

- The storefront improvement grant eligibility criteria has been expanded to include storefront accessibility-related improvements. Staff recommends consideration of expanding program in 2027 budget review.
- Councillor appointed as liaison to community Age Friendly Community Committee.
- Ongoing review of opportunities to advance accessibility and inclusive programming.

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

- Completed zoning by-law amendments to address identified needs and development inquiries. Ongoing amendments may be considered in the future as new requirements or applications arise.

Update Emergency Management Plan.**Ongoing**

- A By-Law to Establish an Emergency Response Plan Emergency Management Plan enacted April 14, 2026.
- Community Wildfire Resiliency Plan approved by Council April 14, 2026. Awaiting Phase 2 grant approval to include evacuation plan.
- The committee, comprised of staff members, continues to undertake training to support implementation of the Emergency Management Plan.

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

- Community Expo held on April 18, 2026 with local recreational and service groups registered in attendance. Plan to continue to host event on an annual basis.
- Continued coordination to support existing maintenance agreements within Hampton.
- Continuing to expand program delivery while exploring partnerships with local service groups and community organizations to enhance future offerings such as the Love Your Covered Bridge Event in Ward 1 scheduled for July 24, 2026.
- Ongoing discussions with community organizations are underway to strengthen partnerships, confirm areas of mutual support and advance ongoing efforts.



Infrastructure

Develop a Transportation Master Plan.

Deferred

- Due to budgetary constraints the Transportation Master Plan has been deferred to 2027 for consideration. However, work to date includes:
 - Transportation Master Plan Request for Proposal being developed in preparation of 2027 budget.
 - 2026 Provincial-Municipal Highway Partnership program project for Pickwauket Road (Route 845).
 - Planning in place for Provincial-Municipal Highway Partnership program update to be submitted to GNB's Department of Transportation and Infrastructure in September following Council approval.
 - William Bell Drive streetscape design and engineered plans in conceptual development phase, anticipated for 2027 budget review.
 - Staff have completed the Asset Management Fundamentals Course offered by New Brunswick Infrastructure Institute.
 - Clarification received on jurisdictional boundaries for highways and designated highways within Wards 1 and 3 from GNB's Department of Transportation and Infrastructure.

Conduct a feasibility study for a universal water system.

Ongoing

- Revised Funding application submitted to include indigenous consultation, updated projected costs and housing statistics.
- The project has successfully completed the feasibility phase and is currently in the conceptual development phase.

Assess the current sanitary sewer system for future needs.

Ongoing

- The Planning, Engineering and Development Department will present an update at the August 4th Committee of the Whole meeting, including the status of funding application for Capital Improvements, including lagoon upgrades, sanitary sewer main line upgrades and northeast line extension to accommodate future housing growth.

Develop an Active Transportation Plan.

Deferred

- Based on recent clarification of Active Transportation requirements, staff are recommending the Active Transportation Plan be incorporated into the broader Transportation Plan to improve alignment with transportation objectives as opposed to forming part of the Recreation Master Plan.



Economic Development

Develop a Business Attraction Strategy.

Ongoing

- Working with Envision Saint John focusing on attracting businesses to available spaces identified within Hampton
- Department of Tourism presentation at June Council meeting with focus on accommodation growth potential in the province.
- Planned staff attendance at National Sports Hosting Conference being hosted by Envision Saint John

Develop a Town Centre risk assessment and strategy.

Ongoing

- Continued growth with new construction.
- Continued work with landowners and developers to align with market demands.

Collaborate with local business associations for entrepreneurial development.

Ongoing

- Ongoing collaboration with Hampton Area Chamber of Commerce with events such as small business and trade show.
- Continued collaboration with local partners related to programs, grants to support economic development.
Ongoing efforts focused on supporting entrepreneurs by maintaining awareness of available land and lease opportunities and facilitating matches between entrepreneurs and property owners to support business growth and development.

Ensure value through active participation in regional economic development.

Ongoing

- Envision Saint John presentation at Fundy Regional Service Commission CAOs meeting related to tourism and economic development opportunities.
- Envision Saint John assisting with matching businesses for potential gap areas within Hampton.
- Envision Saint John market analysis on future opportunities within Hampton, primarily focused on larger scale business investment.
- Hampton tourism staff completed regional tourism training provided by Envision Saint John.
- Visitor tracking tool developed by Envision Saint John with data being shared with GNB's Department of Tourism, Heritage and Culture.
- Envision Saint John is conducting market readiness studies with local businesses to identify market opportunities.
- Hampton participation in Developers Den session hosted by Envision Saint John in June 2026

Promote Hampton as a tourism destination.

Ongoing

- Quilt Barn Tour updated by introducing a passport to enhance interactivity and adding three new quilt block locations for 2026.
- Maritimes Maven tourism blogger visit to Hampton in June with social media highlight on Quilt Barn Tour.
- Planned staff attendance at National Tourism Industry Conference.
- Collaboration with GNB's Department of Tourism, Heritage and Culture during covered bridges week on Love You Covered Bridge event.
- Ongoing community events such as Canada Day, National Indigenous Peoples's Day – Stars and Stories, Community Expo and Yoga in the Park.
- Through collaboration with Envision Saint John, regional partnership was established co-host with regional facilities the Canadian Junior Ball Hockey Nationals at the Summit Centre, attracting athletes, families, and visitors from across Canada, contributing to local sports tourism.
- Hosted a site visit by a blue tourism specialist to assess the Kennebecasis River and Darlings Lake. The resulting report will provide infrastructure recommendations to guide trail development planning and future budget decisions.