Strategic Plan
Quarterly Update
October 2026

Strategic Focus — Status

Financial

Lobby the Province for municipal tax reform. — **Ongoing**

- Bill 49, *An Act Respecting Property Tax Reform*
- Union of Municipalities of New Brunswick is pressing the provincial government to move forward with Phase 2 of Property Tax Reform. *This next phase would give municipalities more flexible revenue options and a fairer way to share the property tax load among property owners. Crucially, UMNB is calling for true revenue diversification by sharing a point of the Provincial Sales Tax (PST) with local governments.*

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

- Developing communications focused on explanation of tax rate changes, including the impacts of provincial funding and municipal budget decisions.
- Supporting public engagement through budget discussions during open sessions of the Finance Committee and Council meetings.
- Planning a broader financial transparency campaign following budget approval to help residents better understand municipal finances and spending priorities.

Review resource allocation to support Strategic Plan implementation. — **Ongoing**

- Communications capacity reviewed and aligned to support Strategic Plan priorities.
- Ongoing resource review and cross-department coordination to support ongoing and planned initiatives.

Community Services

Develop a Recreation Master Plan. — Deferred

- Project is currently deferred to the 2027 Budget.

Increase inventory of diverse housing options. — Ongoing

- Ongoing discussions with Housing NB on opportunities within Hampton for subsidized housing options.
- 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

- Provincial announcement of the Hampton Medical Centre Collaborative Care Clinic made on September 22, 2026. *The centre brings allied health, addiction, and mental health services together under one roof to support patients and medical teams throughout Hampton, Quispamsis, and Rothesay. A dietitian, an occupational therapist and a physiotherapist have recently joined the allied health team, and recruitment is underway for a social worker and a medical office assistant. The team will be co-located and work alongside Horizon's Addiction and Mental Health Services.*
- Ongoing review of services to support enhanced health care options in the community.
- Hampton is currently well served by physician services with the addition of three new physicians in 2026.
- Health Care Committee continues to monitor NB Health Link statistics and trends.

Develop a Communications & Public Engagement Strategy. — Ongoing

- Expanding public engagement efforts to support informed community participation and decision-making. Upcoming Council in the Community events in Ward 1 and 3.
- Developing a communications strategy with increased use of community surveys in 2027 to gather broader public feedback.
- Communications Division Strategic Plan presented at the October Committee of the Whole meeting.

Work with RSC toward regional public transportation. — Ongoing

- Director of Economic Development & Tourism renewal of 3-year term on the Fundy Regional Service Commission's Regional Transportation Committee.
- Awaiting results from Fundy Regional Service Commissions transportation survey.

Work toward advancing community accessibility. — Ongoing

- Expanded eligibility criteria for 2027 budget consideration of storefront improvement grant to include storefront accessibility-related improvements.
- Ongoing accessibility upgrades at Mike Murphy Memorial Fieldhouse.

- Accessible door upgrades to upper floor of Summit Centre.

Complete

Work to preserve Hampton's character.

- 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. Pending funding opportunities.
- Initiated Fire Master Plan which includes future direction for Emergency Management Services for Hampton.

Coordinate mutual support with local service clubs. — Ongoing

- Planning underway to host annual Community Expo in 2027.
- Ongoing outreach efforts to service clubs for recreational programming.
- 2027 Community Grant Program open to applications. Hampton received applications from eight community organizations.
- Community Events Calendar communications to promote events within the community.

Infrastructure

Develop a Transportation Master Plan. — Deferred

- Due to budgetary constraints the Transportation Master Plan has been deferred to 2027 budget for consideration. However, work to date includes:
  - Council approval of the 2027 Provincial-Municipal Highway Partnership program project for submission to GNB's Department of Transportation and Infrastructure.

Conduct a feasibility study for a universal water system. — Ongoing

- 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 presentation at the August 4th Committee of the Whole meeting. Pending funding approval.

Develop an Active Transportation Plan. — Deferred

- To be incorporated as part of the deferred Transportation Master Plan.

Economic Development

Develop a Business Attraction Strategy. — Ongoing

- Review of available business grants, sponsorships, and incentive programs for new entrepreneurs transitioning from home-based businesses to storefronts.
- Current business attraction efforts focusing on awareness and promotion through regional economic development partners.

Develop a Town Centre risk assessment and strategy. — Ongoing

- Economic Development working closely with landowners and developers to address current and upcoming vacancies.

Collaborate with local business associations for entrepreneurial development. — Ongoing

- Collaboration with Hampton Area Chamber of Commerce with events such as small business awards.

Ensure value through active participation in regional economic development. — Ongoing

- Continued collaboration with partner agencies matching businesses for potential gap areas within Hampton.

Promote Hampton as a tourism destination. — Ongoing

- Expanding the Quilt Barn Tour in 2027 to include businesses in Wards 1 and 3 and to highlight regional relationship with Fundy St. Martins area.
- Collaborating with neighbouring communities on planning for Fundy Winterfest 2027, with a focus on regional programming and partnerships.
- Engaging new tour operators for area tourism.
- Shared the 2027 editorial calendar with tourism partners, including Envision Saint John and the Department of Tourism.
- Several Blue Trail infrastructure recommendations have been included in 2027 budget requests.