



2023 – 2026

CORPORATE

STRATEGIC PLAN

Presented by Suzanne Gibson



BUILD

**a safe, connected, caring
and active community**



CHAMPION

**strategic and responsible
growth**



ENRICH

**our strong agricultural
legacy**



ADVANCE

organizational capacity and effectiveness

2023 – 2026 CORPORATE STRATEGIC PLAN

Introduction

In recognition of a new term of Council, a refresh of the Strategic Plan has been undertaken.

Six phases:

1. An online and paper survey, to garner feedback from the general public.
2. Targeted individual interviews with active community members and community leaders representing a variety of sectors.
3. Individual interviews with each member of Council and each member of the senior management team.
4. A training workshop for Council at the Silverdale Community Hall, to review findings and begin outlining Council's goals for the next four years.
5. A second training workshop for Council at the Abbingdon Community Hall, to refine Council's list of strategic initiatives.
6. Final approval of the 2023-2026 Corporate Strategic Plan.

VISION

The Township of West Lincoln will be a safe, engaged and vibrant community that fosters connections, opportunities and a strong sense of home.

OR:

Fostering a strong sense of community, West Lincoln celebrates its rural and agricultural roots while promoting sustainable growth that increases opportunities for all.




MISSION

The Township of West Lincoln provides responsive municipal services that enhance the quality of life in our community.

OR:

Through efficient and effective leadership, the Township of West Lincoln provides quality services and opportunities for engagement, to enhance the quality of life in our community.





VALUES

Service: We take pride in providing responsive, friendly customer experiences that adapt to meet the varying needs of the community.

Respect: We value the contributions and diverse perspectives of all our community members and partners.

Leadership: We understand our roles, are empowered to contribute our ideas and are recognized for our contributions.

Teamwork: We commit to supporting each other and learning together in a positive work environment.

Inclusion: We foster a safe, welcoming and engaging culture.



BUILD A SAFE, CONNECTED, CARING AND ACTIVE COMMUNITY



West Lincoln envisions a community with **strong, safe and active transportation connections**. This includes safe passage in and around the Township through advocacy for an escarpment crossing, a truck bypass and ongoing maintenance of road conditions and safety. We will explore opportunities for **various approaches to transit** within West Lincoln and expand **community walkability**.

We prioritize the **safety and well-being** of all community members. We will continue to ensure our **fire and emergency services** are appropriately equipped to meet required standards. To support our growing community, we will lobby for **increased police presence**. We will also aspire to improve **healthcare access** through collaborations with local service providers and all levels of government.

Leveraging community partnerships and existing assets, including the West Lincoln Community Centre and the West Lincoln Public Library, we will enhance **recreational programming** and **other initiatives** to support people of all ages. We will also maximize the use of **parklands and playgrounds**.

West Lincoln will cultivate a **welcoming and inclusive** community that fosters a **sense of pride and belonging**. In partnership with others, we will collaborate to coordinate, host and promote **community events, gatherings** and other opportunities to bring people together. Lastly, we will lobby for **services and programming** that meets the needs of families and individuals at all stages of life, with a focus on child care, long-term care for seniors, and other needed social services.

BUILD A SAFE, CONNECTED, CARING AND ACTIVE COMMUNITY



Our key strategies for the next four years are:

1. Implement the transportation master plan to support safe, efficient and strong transportation connections for all modes of transportation, including a trail system.
2. Investigate transit options from the new Niagara Regional Transit Commission.
3. Develop and begin to implement a parks and recreation facilities master plan.
4. Provide Fire and Emergency Services and Public Works and Recreation Operations with the appropriate resources to reflect the growth that our community is anticipating.
5. Strengthen the community's safety and wellbeing through effective emergency planning and the lobbying of increased health care options.
6. Leverage our facilities and develop partnerships to enhance quality and appropriate community programming and expand community events, gatherings and local attractions.
7. Lobby for community services and programs – including child care and long-term care for seniors, and other social services – that address the emerging needs of a growing population.



How will we deliver on
these strategies?

CHAMPION STRATEGIC AND RESPONSIBLE GROWTH



West Lincoln is committed to preserving the Township's natural assets. We will champion **strategic and responsible growth** while protecting our **agricultural** and **rural assets** and **rich ecosystem**. We will protect the high-quality of life enjoyed by our community by promoting **environmentally sustainable** growth and business strategies.

Working with other municipalities, the private sector and community groups, we will **develop synergies** that promote mutually beneficial **economic development opportunities** and outcomes across the Township. The growth of West Lincoln is dependent on the active participation of many stakeholders in every step of development and redevelopment processes. Growth strategies will also consider the needs of our rural and urban community.

The current economic development plan provides a foundation for our next four years, with a focus on **streamlining approval** processes and **securing grants**, when available, to support growth. We will identify service gaps to **inform business development strategies** with an effort to meet the needs of the community.

CHAMPION STRATEGIC AND RESPONSIBLE GROWTH



Our key strategies for the next four years are:

1. Work collaboratively with developers and builders to support appropriate residential and commercial growth, including infill and intensification initiatives.
2. Lobby for and encourage the development of mixed forms of housing across the Township.
3. Ready the Township for strategic growth through the development of a land asset inventory as well as a commercial gaps analysis of West Lincoln.
4. Foster strategies that accelerate the development and beautification of the downtown core of Smithville and other hamlets, and encourage growth across all sectors, where possible.
5. Facilitate the development of urban and rural employment parks by targeting distinct sectors and employment uses.
6. Lobby for broadband capacity across the entire township.
7. Encourage the greening of Smithville by naturalizing restoration areas and linkages, including those areas especially where secondary trail and corridor uses can co-exist.



How will we deliver on
these strategies?

ENRICH OUR STRONG AGRICULTURAL LEGACY



Agriculture is one of the most important industries and employers in West Lincoln and the Niagara Region. The Township values our **strong, diverse agricultural base**, recognizes that our **farmlands are non-renewable** and acknowledges that our farmers are **leaders in land stewardship**. They feed our community and our economy.

West Lincoln is committed to protecting farmers and their land for the long-term, to support a **thriving agricultural industry**. Through appropriate policy development, West Lincoln will encourage the expansion, diversification and intensification of innovative farming opportunities while preserving land and responding to climate change.

To better understand the unique role the Township can play in positioning the agricultural sector for innovation and growth, we will **engage a breadth of stakeholders**, including local area municipalities, OMAFRA, academia, researchers and innovators in the field. This work will set direction for future agricultural opportunities, investments and projects, including strategies to **attract agri-business and agri-tourism opportunities**.

While this broader feasibility work is being undertaken, we will **celebrate our agricultural roots** through: a “Support Local” campaign that promotes our farmers and their products; the growth of our Farmers’ Market; strategies that increase the safety of farmers; and initiatives that amplify agricultural contributions to our community.

ENRICH OUR STRONG AGRICULTURAL LEGACY



Our key strategies for the next four years are:

1. Consult with farmers to inform policies and strategies that support agricultural operations and growth, including value-added agricultural activities, while preserving land and responding to climate change.
2. Undertake feasibility work with others, to explore West Lincoln's role in leveraging opportunities for growth and innovation within the agricultural sector.
3. Educate the community about the importance of locally sourced food and agriculture products through a 'Support Local' campaign.
4. Grow the Farmers' Market.
5. Safeguard our farming community through a safety signage initiative and an emergency response program.



How will we deliver on
these strategies?

FOUNDATIONAL: ADVANCE ORGANIZATIONAL CAPACITY AND EFFECTIVENESS



To ensure the success of the Strategic Plan, the Township must invest in **advancing organizational capacity and staffing** across all departments to keep pace with community growth, ensure adherence to legislative requirements and meet emerging needs. This includes being **efficient, innovative** and committed to approaches that are **sustainable, effective and fiscally responsible**.

Through **proactive asset management**, we will continue to care for our roads, bridges and culverts, water, wastewater and storm water, land improvements, equipment, buildings and facilities. We will strategically invest and manage our reserves according to good investment practices, to **maximize returns**.

For broader impact locally and regionally, West Lincoln will **strengthen relationships** with local area municipalities and Niagara Region to explore joint and shared services and **creative synergies**.

The Township values the **talent, expertise, leadership and dedication** of our workforce. Supporting the ever-changing needs of employees, we will invest in talent attraction and retention strategies, professional development, wellness practices and engagement opportunities. We will continue to cultivate a **culture of inclusion, innovation and excellence**.

To support modernization and quality customer service, we will continue to explore and implement tools to **promote efficiencies** and provide an **enhanced customer experience**. We will implement environmental sustainability practices at an operational and service level.

FOUNDATIONAL: ADVANCE ORGANIZATIONAL CAPACITY AND EFFECTIVENESS



Our key strategies for the next four years are:

1. Explore additional revenue streams and funding, to ensure the Township has sufficient funds to maintain and upgrade its assets to support service delivery.
2. Develop and expand new services to address emerging community needs.
3. Develop and implement mutually beneficial synergies with local area municipalities and the Region.
4. Foster an open, generative and productive work culture that encourages cross-departmental communication, collaboration and creative problem solving.
5. Invest in tools and professional development that support employee productivity and customer service.



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