



2024-2027 Strategic Plan



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Land Acknowledgement

The Municipality of Central Elgin acknowledges that it is located on the land of the McKee Treaty that was signed by the Wyandot and by Anishinaabe Nations, including ancestors of Chippewas of the Thames First Nation. It is also the traditional territory of the Haudenosaunee, Attiwonderonk (Neutral) and Mississauga Nation. These First Nations continue to provide ongoing stewardship of the land and waters in the Municipality of Central Elgin.





A Message from the Mayor and Council

We are pleased to present to you the new Strategic Plan for Central Elgin, a comprehensive roadmap designed to guide our community through the next four years. This plan reflects our commitment to sustainable development, quality services, and enhanced quality of life and well-being for all residents.

To ensure that this plan not only addresses current needs but also anticipates future challenges and opportunities, we asked for your input through the use of a community survey. Thank you to those of you who participated in the survey. The survey results indicated what residents love about living in Central Elgin and provided the municipality with valuable suggestions for areas for improvement.

The result is a dynamic plan centered around affordability, sustainability, livability, investability and good governance.

We invite all members of the community to familiarize themselves with the details of this strategic plan. We believe that your ongoing feedback and involvement are crucial to the success of this vision.

Thank you for your continued support and commitment to making Central Elgin a wonderful place to live, work, and play. Together, we can achieve great things.

Warm regards,

Mayor Andrew Sloan

Deputy Mayor Todd Noble

Ward 1 Councillor Michelle Graham

Ward 2 Councillor Morgaine Halpin

Ward 3 Councillor Norm Watson

Ward 4 Councillor David Connors

Ward 5 Councillor Dave Baughman



About Central Elgin

Located in Southwestern Ontario on Lake Erie, the Municipality of Central Elgin is a community of communities. Each community has unique experiences to offer visitors and residents alike. Whether people enjoy golfing, theatre, fine dining, local vineyards, farming, history or just nice relaxing evening strolls in the outdoors or on the beach, Central Elgin has all the bases covered.

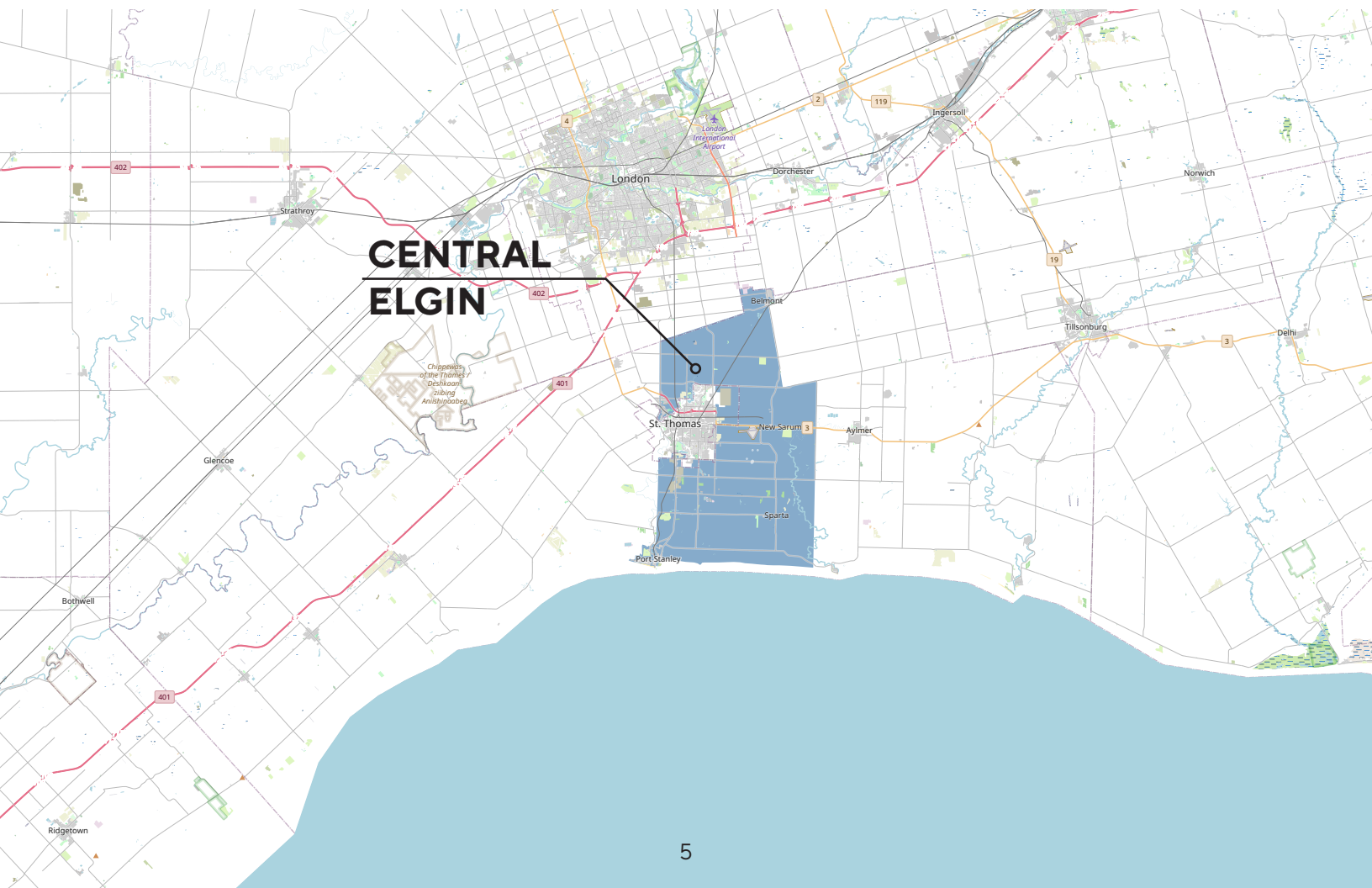
The Municipality of Central Elgin was formed in 1998 through the amalgamation of the Township of Yarmouth with the Villages of Belmont and Port Stanley and is part of the London census metropolitan area.

Central Elgin is located in Southwestern Ontario, in Elgin County, with a total area of 280.33 km² (108.24 sq.m.). Central Elgin surrounds St. Thomas and shares the City of London's southerly boundary. The Municipality includes the population centres of Port Stanley and Belmont. Other communities include Eastwood, Dexter, Lawton's Corners, Lyndale, Lynhurst, Mapleton, New Sarum, Norman, Sparta, Union, Whites and Yarmouth Centre.

Central Elgin is committed to facilitating local economic growth and prosperity, and ensuring that the infrastructure and development policies are in place to provide for a healthy community that meets the social, economic and cultural needs of residents and business.

The Municipality of Central Elgin continues to work to develop the Municipality through responsible management and long range planning, while maintaining regard for urban, agricultural, tourist, and recreational communities, with a vision for economic stability.

The Strategic Plan is used by Central Elgin to align corporate goals and annual budgets with Council priorities. The Municipality continues to work to ensure that residents remain healthy, engaged, and receive excellent services.



Municipal Services

- Animal Control
- Building Services
- By-law Enforcement
- Cemeteries
- Development Services
- Economic Development
- Fire and Emergency Services
- Waste Collection
- Municipal Drains
- Road Maintenance & Capital Works
- Street Lighting
- Parks and Recreation
- Water and Wastewater



Vision

Central Elgin is a vibrant and welcoming community, blending urban and rural life, while embracing responsible growth.



Mission Statement

To enhance the quality of life and well-being of our community through thoughtful and responsible governance, sustainable development, and a commitment to providing quality services.



2024-2027 Strategic Priorities

We have identified five priorities to focus on to help advance the achievement of our vision and mission. These priorities will influence decision-making, community engagement and investments, partnerships and other initiatives.

AFFORDABILITY

- 1 Striving to maintain reasonable costs of living, housing, and essential services to ensure accessibility for all.

LIVABILITY

- 2 Ensuring a high quality of life through accessible amenities, services, and a safe and inclusive environment for residents within the municipality.

SUSTAINABILITY

- 3 Promoting environmental conservation to meet the needs of current and future generations.

INVESTABILITY

- 4 Cultivating an environment conducive to economic growth and development, attracting investments and fostering innovation to enhance the prosperity of the local economy.

GOOD GOVERNANCE

- 5 Effectively serving and representing the interests of the community, through the transparent, accountable, and participatory management of public affairs and resources.

Each priority has objectives associated with it to further define our work over the next four years.



1 AFFORDABILITY

Striving to maintain reasonable costs of living, housing, and essential services to ensure accessibility for all.

Objectives:

- 1.1 Explore opportunities to expand the continuum of housing options
- 1.2 Explore opportunities for shared services with upper and lower tier municipalities
- 1.3 Continue to enhance reserves for water and wastewater projects to mitigate unanticipated future costs
- 1.4 Communicate the value of municipal services
- 1.5 Explore alternative revenue sources



2 LIVABILITY

Ensuring a high quality of life through accessible amenities, services, and a safe and inclusive environment for residents within the municipality.

Objectives:

2.1 Investigate and pursue options to support traffic management

2.2 Update the Recreation and Trails Master Plan

2.3 Continue to implement and support the Roads Asset Management Plan

2.4 Review the Parking Strategy

2.5 Develop a short-term rental strategy



3 SUSTAINABILITY

Promoting environmental conservation to meet the needs of current and future generations.

Objectives:

3.1 Explore future environmental initiatives

3.2 Explore energy conservation alternatives

3.3 Implement stormwater and climate change initiatives



4 INVESTABILITY

Cultivating an environment conducive to economic growth and development, attracting investments and fostering innovation to enhance the prosperity of the local economy.

Objectives:

4.1 Manage investment growth

4.2 Focus on industrial and commercial growth

4.3 Investigate economic development opportunities, including support for small and medium sized businesses

4.4 Implement a proactive approach to leveraging broader regional development opportunities



5 GOOD GOVERNANCE

Effectively serving and representing the interests of the community, through the transparent, accountable, and participatory management of public affairs and resources.

Objectives:

- 5.1 Create a better customer service experience
- 5.2 Develop and implement a communications plan
- 5.3 Identify ways to enhance community engagement
- 5.4 Enhance and support employee engagement opportunities
- 5.5 Implement the Diversity, Equity and Inclusion Plan
- 5.6 Continue to improve risk management plans
(i.e. Business Continuity, emergency preparedness)
- 5.7 Implement a continuous improvement process
- 5.8 Develop a Records Management Plan





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