



THE MUNICIPALITY OF  
**LAMBTON SHORES**

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STRATEGIC PLAN  
2023 - 2026



THE MUNICIPALITY OF  
**LAMBTON SHORES**

PREPARED BY:  
TOWN HALL CONSULTING  
INC.



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## MESSAGE FROM THE MAYOR



Greetings, to the residents of Lambton Shores,

Today marks the beginning of our journey as we unveil the blueprint that will guide our municipality toward a future of prosperity, resilience, and unity. I am very pleased to present to you our new strategic plan – a roadmap that reflects the collective vision of our diverse and vibrant community.

By listening to your voices and understanding your concerns, we have created a plan that will direct our decisions and actions for years to come.

From enhancing our infrastructure, being environmentally conscious, providing outstanding customer service, and ensuring good governance that prioritizes accountability and transparency – every facet of this plan resonates with our shared values. It reflects our dedication to building a municipality that thrives on collaboration, innovation and inclusivity.

Your engagement will be pivotal in shaping the success of our strategic plan. As we embark on this transformative journey, I invite you to join us, by lending your insights, and playing an active role in turning our collective vision into reality. Together, we will create a Lambton Shores that remains a municipality filled with opportunity, natural beauty and community spirit, and an attraction for new residents looking to make Lambton Shores their next home.

We welcome and encourage your feedback as we lead the Municipality in a promising future.

Let's move forward with determination, unity and a shared commitment to building a brighter tomorrow.

Warm regards,

**Doug Cook**  
Mayor  
Municipality of Lambton Shores



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## MESSAGE FROM THE CAO



Dear Residents and Stakeholders of Lambton Shores,

It is with great pleasure that I introduce to you the Municipality's new strategic plan, a roadmap that embodies our commitment to growth, innovation, and substantial progress. This plan is the culmination of various collaborations, dedicated efforts, and a shared vision for a better future for Lambton Shores.

Our strategic plan represents the result of a variety of input, experiences, and aspirations. It outlines a comprehensive approach to address the challenges and opportunities that lie ahead. From enhancing our infrastructure to ensuring good governance and responsible resource management, and to ensuring that we continue to provide exceptional customer service – each initiative and project in the plan aims to propel us towards a future of excellence.

As we work to implement the priorities set out in this plan, I want to acknowledge your role in shaping the Municipality's direction. Your active engagement through the various projects and initiatives will be instrumental in bringing this plan to life and ensuring its success. With your support, we will progress with the diligence, creativity, and shared purpose that continues to make Lambton Shores the community it is: one that values progress, empathy, and compassion.

Finally, I want to thank Council for the trust they put in this administration to execute this plan. The priorities put forward are exciting and challenging all at the same time. As staff, we are grateful to have the chance to advance these priorities and contribute to the beneficial impact they will have for the residents and community we serve in Lambton Shores.

Sincerely,

**Stephen McAuley**

Chief Administrative Officer  
Municipality of Lambton Shores



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# MUNICIPAL COUNCIL

The Municipality of Lambton Shores council worked collaboratively in the process of designing this community strategic plan. We listened and learned from the business and community partners about what matters most to them and together, with staff input, we re-established our mission, vision, and values. With a forward-looking perspective, determined the community objectives and key initiatives for this term and beyond.



**Doug Cook**  
Mayor



**Dan Sageman**  
Deputy Mayor



**Dave Maguire**  
Ward 2



**Glen Baillie**  
Ward 1



**Lorie Scott**  
Ward 3



**Scott Ferguson**  
Ward 5



**Ronn E Dodge**  
Ward 4



**Dave Marsh**  
Ward 6



**Jeff Wilcox**  
Ward 7



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## WHAT IS STRATEGIC PRIORITY SETTING?

With the start of a new term of council, it is important to develop a tangible roadmap for council's strategic priorities and build out action-oriented initiatives and projects to be accomplished by the Municipality.

Building from the feedback council members received from the public during the election, and online surveys, the strategic priorities outlined in this document reflect the input of the community, the goals of the current members of council, and the collaboration with municipal staff.

During the strategic priority-setting process, council reaffirmed:

**A *VISION* FOR THE COMMUNITY**

**A *MISSION* THAT OUTLINES THE TOWN'S ROLE**

***VALUES* THAT WILL GUIDE THE ORGANIZATION AND THE COMMUNITY**

***STRATEGIC PRIORITIES* THAT DRIVE WHERE WE FOCUS OUR ENERGY**

***PERFORMANCE MEASURES* TO ASSESS THE PLAN'S PROGRESS AND SUCCESS**



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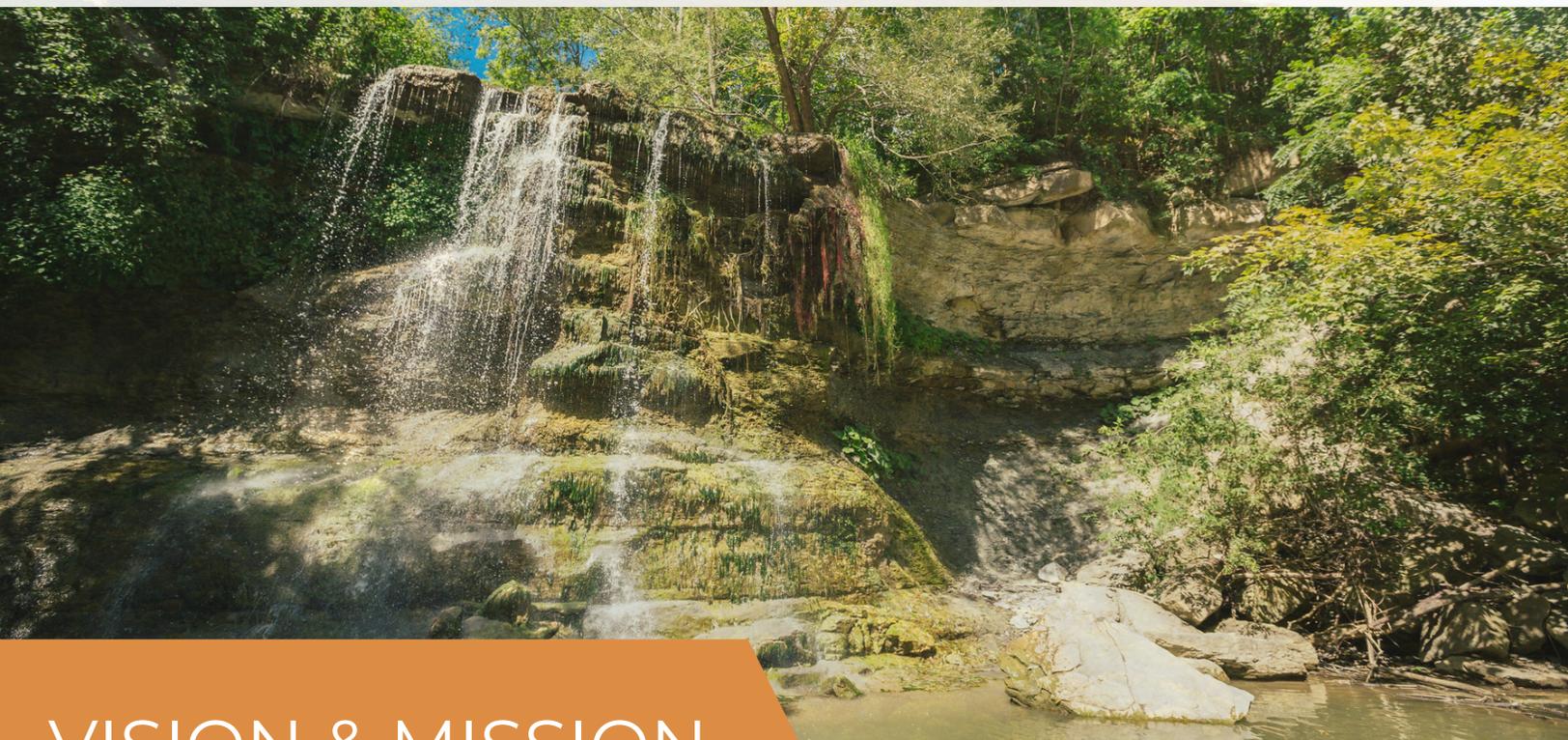
# THE PROCESS





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## VISION & MISSION

### *VISION*

To become a vibrant,  
diverse, and sustainable  
community.

### *MISSION*

To inspire and serve a  
progressive, sustainable, and  
connected community.



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## VALUES

Values are the behaviours that govern how individuals in organizations interact with each other and their customers. Our Mission Statement is supported by the following Core Values.



### **INTEGRITY**

Doing what is right and making decisions in the best interest of the community. Always acting with honesty and respecting for others.



### **FAIRNESS**

Fairness is the cornerstone of fostering trust, equity, and harmonious relationships within our organization and community. We will treat people fairly in all interactions without favouritism or discrimination.



### **ACCOUNTABILITY**

Demonstrating value for tax dollars and deliver visible progress on municipal initiatives.



### **CARING**

Upholding a supportive environment and displaying kindness and concern for all members of our staff and of our community.



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# STRATEGIC PRIORITIES



**COMMUNITY  
VITALITY**

**GOVERNANCE &  
ORGANIZATIONAL  
MANAGEMENT**

**INFRASTRUCTURE**

**FINANCES**

**ENVIRONMENTAL  
STEWARDSHIP**

**GROWTH & ECONOMIC  
DEVELOPMENT**



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## **COMMUNITY VITALITY**

In our steadfast commitment to nurturing a vibrant and connected community, our strategic plan unfolds an array of visionary initiatives and projects aimed at enhancing community vitality and fostering a sense of belonging for all residents

### INITIATIVES

- Investigate affordable housing opportunity
- Work with non-profits to facilitate housing
- Investigate affordable housing opportunities initiated by both the Municipality and developers
- Continue to support volunteer efforts through grant opportunities, recognition programs and ongoing staff support
- Municipal Drive Redevelopment Plan including Community Center and Klondyke Sports Park
- Physician Recruitment and Retention



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## **GOVERNANCE & ORGANIZATIONAL MANAGEMENT**

With a firm commitment to fostering transparency, accountability, and overall excellence, our municipality's strategic plan unfolds a series of meticulously crafted initiatives and projects designed to elevate good governance and enhance organizational management.

### **INITIATIVES**

- Undertake a corporate policy review
- Develop an attraction, retention and succession plan including a program for training and development
- Complete a customer service strategy including mapping and flowcharting escalations and response times
- Undertake a Ward boundary review
- Collaborate with neighbouring municipalities on development opportunities



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# INFRASTRUCTURE

As we lay the foundation for a resilient and connected municipality, our plan unveils a comprehensive range of strategic initiatives and projects focused on bolstering our infrastructure to meet the evolving needs of our community.

## INITIATIVES

- Master Servicing Plans for all areas (ensure infrastructure will accommodate our growth and is capable of handling climate change) and Implement GB Stormwater Management Master Plan
- Increase the capacity of PS2 to meet the development growth in Grand Bend area by working collaboratively with our neighbouring municipalities
- Continue to expand opportunities for active transportation by investing in new sidewalks, trails and paved shoulders
- Continue to invest in a safe and efficient road network by focusing on the following:
  - Highway 21 connecting link completion
  - Gravel Roads
  - Reconstruction of River Road including parking, underground infrastructure, street scaping, etc.
- Develop and implement a parking Strategy for Grand Bend
- New Grand Bend works department and fire department



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## FINANCES

As we chart a course towards a financially resilient future, our municipality's strategic plan outlines a comprehensive array of initiatives and projects aimed at ensuring sustainable economic growth and responsible fiscal stewardship.

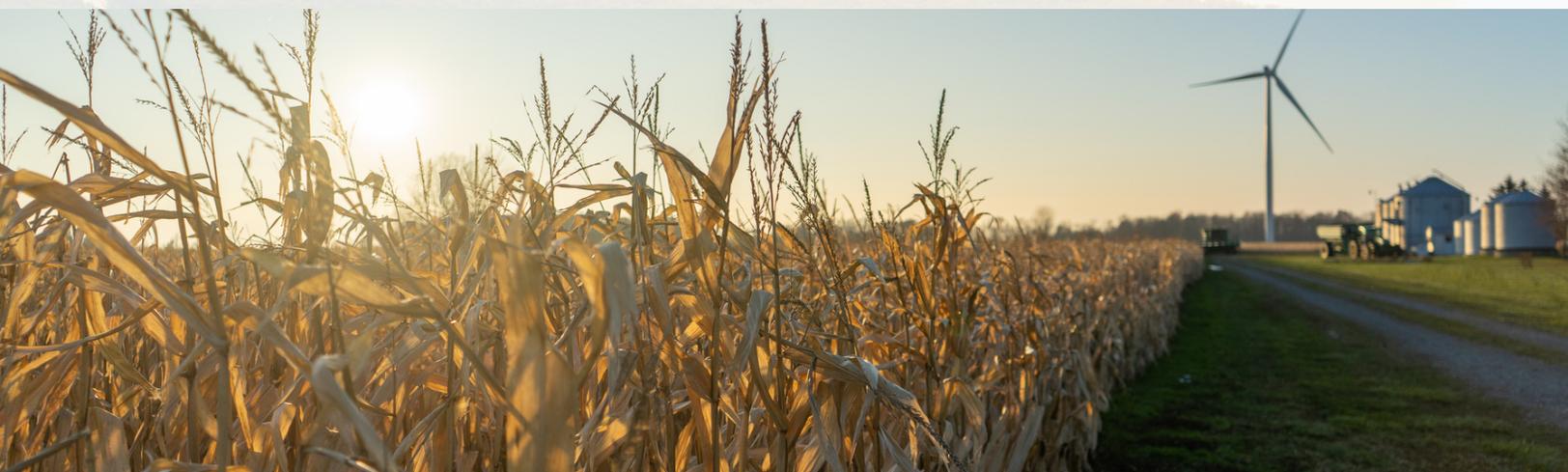
### INITIATIVES

- Review of fee-based rates for recreational facilities
- Develop a sustainable model for use of vibrancy fund
- Continued Tax Rate Stabilization Fund
- Continue building Reserve Funds for Asset Management
- Build Multi-Year Budget Plan



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## ENVIRONMENT

With an unwavering commitment to preserving the natural beauty and ecological vitality of our municipality, our strategic plan introduces a visionary array of initiatives and projects that prioritize environmental sustainability for the betterment of both current and future generations.

### INITIATIVES

- Pursue grants for electric charging stations
- Work toward electrification of municipal fleet
- Investigate the feasibility of a green bin program
- Develop a municipal tree planting program and policy for planting and maintaining trees on municipal land
- Be leading-edge innovators and pursue energy-efficient, smart, green technology solutions in facilities
- Continue to build relationship with existing community groups to promote environmental stewardship



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## GROWTH & ECONOMIC DEVELOPMENT

The Municipality of Lambton Shores will support sustainable growth and actively work to attract and retain a diverse range of businesses, creating employment opportunities for residents and a balanced tax base.

### INITIATIVES

- Hire an economic development officer and review the economic development strategy
- Finalize and implement the Community Improvement Plan
- Actively market the Forest Industrial land development
- Reconsider the Municipal Accommodation Tax
- Undertake a Municipal land review to identify surplus lands for potential disposition or development for social housing



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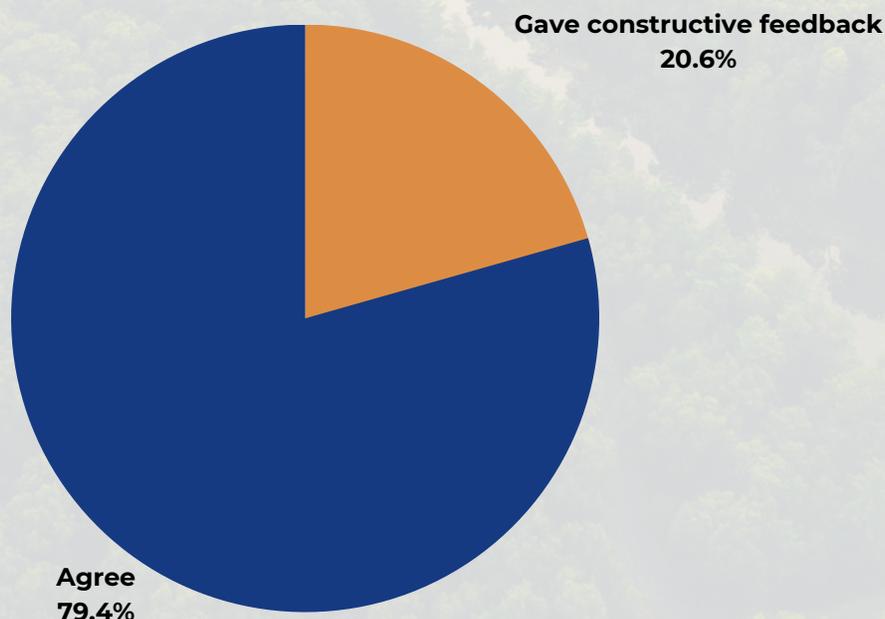
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# COMMUNITY ENGAGEMENT

We believe that a thriving community is one where every voice is heard. During the strategic planning process, we conducted a comprehensive survey to gather public valuable feedback because we understand that your input is the cornerstone of our decision-making process.

We are absolutely thrilled with the overwhelming response and the insightful feedback we received from our incredible community. Your ideas, concerns, and suggestions play a crucial role in shaping the future of our municipality. Together, we can work towards building a better, more inclusive, and vibrant community that we can all be proud of. We are thrilled to report that **over 79% of participants expressed their agreement** with our strategic vision, mission, values, and priorities. What's even more remarkable is the incredible, constructive feedback we received.

Your insights have played a pivotal role in fine-tuning our strategic plan, making it even stronger. Thank you for your invaluable contributions to our shared vision for the future.





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