



Corporate Strategic Plan

2024 - 2029 Update

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Message from the Mayor

On behalf of Strathroy-Caradoc Council, I am thrilled to present the 2024 update to our Municipality's Strategic Plan. This document will act as a road map for the community, providing Council with an outline of the projects and achievements that the Municipality hopes to accomplish from now until 2029. With this 2024 update, the Municipality has had the opportunity to review its existing plan, gather meaningful community feedback, and make updates that ensure our planning is representative of the community's current needs.

Over the past several months, Strathroy-Caradoc Council and staff have worked tirelessly to assess our community's strengths, challenges, and opportunities. We've listened attentively to your feedback through meetings, surveys, and one-on-one conversations. Your input has been invaluable in helping to shape our vision of a future that represents the unique needs of our community. We thank our residents, business owners, and community groups for taking the time to let us know what they love about the community and where they feel it can improve. Throughout the process, we were able to hear from residents in Cambellvale, Melbourne, Mount Brydges, Strathroy, and throughout the rural areas of our community. This breadth of feedback helped us, as a Council, feel assured that our updates to the Strategic Plan align with the interests and needs of our constituents.

Our updated Strategic Plan is not just a document; instead, it is a commitment to action. In the coming months and years, we will work to implement the strategies outlined in this updated plan. In addition to providing a plan of action for Strathroy-Caradoc Council, it is our hope that the updated Strategic Plan provides reassurance and clarity to our residents about the future of the community.

Thank you for your continued support and commitment to our shared vision. Together, let's build a stronger, more resilient, and inclusive community for all.

Sincerely,

Colin Grantham

Colin Grantham
Mayor of Strathroy-Caradoc



Strategic Plan 2022-2029

Beginning in 2023, the Municipality of Strathroy-Caradoc started the process of updating their Strategic Plan. This Strategic Plan update allowed Strathroy-Caradoc Council to engage with the public and gain meaningful insight into our community's needs, challenges, and opportunities. Throughout the project, feedback was collected from residents, various community partners, Municipal staff, and Strathroy-Caradoc Council. This feedback provided guidance to Council, ensuring that updates to the Strategic Plan prioritize the unique needs of the Strathroy-Caradoc community as a whole. The result of this process is the Municipality's 2024 update to the **Corporate Strategic Plan**.

Vision

Strathroy-Caradoc envisions a dynamic community where residents thrive in a sustainable, inclusive, and prosperous environment. We aspire to be a model of effective governance and community engagement, setting the standard for excellence in our programs and services.

Mission

Our mission is to provide innovative and up-to-date services, engage in proactive planning for the future, facilitate partnerships, and advance community goals to create a vibrant and sustainable future for all in Strathroy-Caradoc.





Values

At the core of the Corporate Strategic Plan are **six fundamental values**. When developing the key goals of the Strategic Plan, the Municipality worked to ensure that all Municipal planning is guided by, and ultimately upholds, these central values:

Service

We believe that exceptional customer service is not just a priority, but a commitment that defines our dedication to our community.

Teamwork

We understand that teamwork is essential in municipal governance, as it fosters collaboration, innovation, and a shared commitment to serving our community.

Respect

Respect is the foundation of our municipal organization, fostering a culture where every individual is valued, heard, and empowered to contribute their best.

Integrity

We uphold integrity and trust as non-negotiable values, essential for fostering transparency, accountability, and confidence in all our actions and decisions.

Progress

We view progress and innovation as essential elements in our journey towards success, propelling us to continuously improve and advance new solutions for our community's benefit.

Compassion

Compassion is our guiding principle, inspiring us to prioritize the needs of both our community and colleagues with empathy, understanding, and a commitment to support one another.



Goals

With guiding values in place, the Municipality worked to develop six key areas where progress will be focused. These key categories include:

Local Infrastructure and Capital Investment

Households and businesses in Strathroy-Caradoc will be supported by reliable, financially responsible, and well-maintained infrastructure networks.

Economic Development, Industry, and Jobs

Strathroy-Caradoc will have a diverse tax base and be a place that offers a variety of economic opportunities to current and prospective residents and businesses.

Community Well-being and Quality of Life

Residents of all ages in Strathroy-Caradoc will have access to community amenities and activities that are accessible and support active lifestyles and wellbeing.

Community Safety

Community safety is fundamental to community well-being, and all relevant services and organizations, including the Hospital and fire service, have key roles to play. The Municipality values its community-based Police Service.

Municipal Customer Service

The Municipality offers seamless, responsive service and an exceptional experience for every customer.

Managing the Challenges of Growth for the Municipal Organization

Strathroy-Caradoc will be an inclusive community where growth is managed to accommodate a range of needs and optimize municipal resources. We are committed to maintaining operational efficiency and economies of scale through these times of change.

Local Infrastructure and Capital Investment – Goals

Households and businesses in Strathroy-Caradoc will be supported by reliable, financially responsible, and well-maintained infrastructure networks.

2024 – 2026	2027 – 2029
Adopt and annually update a long-term plan and timetable for infrastructure works	Annually update a long-term plan and timetable for infrastructure works
Implement the interim wastewater solution for Mount Brydges	
Identify and design the permanent solution for wastewater in Mount Brydges	Construct the permanent wastewater solution for Mount Brydges
Complete the consultation program, design, engineering, and the construction for the Strathroy Downtown Redevelopment	
Complete the consultation program, design, engineering, and construction for the Mount Brydges Downtown Redevelopment	
Update the Roads Needs Study, develop a prioritized program for tar-and-chip surfacing of north/south rural roads, and initiate work in accordance with the program	Progressively tar-and-chip more rural roadway, and pursue other road work priorities, each year in accordance with the program
Develop a prioritized program for the repair, replacement, and extension of sidewalks, and initiate work in accordance with the program	Progressively repair/replace/extend sidewalk each year in accordance with the program
Complete the design, engineering and regulatory approvals for additional capacity in both water systems	Construct added capacity in both water systems
Complete the design, engineering and regulatory approvals for additional capacity in the Strathroy wastewater system	Construct added wastewater capacity in Strathroy
Modify our road and streetscape design standards in anticipation of more walking, cycling, one-person electric vehicles, and public transit, in future years	Begin to implement the revised design standards for new roads and bike lanes

In planning the implementation infrastructure priorities, the CAO and Council will consult the detailed recommendations in the Transportation Master Plan and the other Infrastructure master plans recently completed – or being completed – by the Municipality.

Economic Development, Industry, and Jobs - Goals

Strathroy-Caradoc will have a diverse tax base and be a place that offers a variety of economic opportunities to current and prospective residents and businesses.

2024 - 2026	2027 - 2029
Complete and obtain County approval for the Official Plan Review and establishment of urban settlement boundaries	
Review and revise the Zoning Bylaw to conform with the new Official Plan	Resolve appeals, if any, to the updated Zoning Bylaw
Develop and implement criteria whereby the Municipality would install infrastructure to new serviced or "dry" employment lands, with the Municipality front-ending the cost subject to cost recovery over a period of years	Develop and implement criteria whereby the Municipality would install infrastructure to new serviced or "dry" employment lands, with the Municipality front-ending the cost subject to cost recovery over a period of years
Resolve the employment land servicing challenge along Centre Road and 402	
Enhance our commitment to the Business Retention and Expansion program, focusing on target sectors including agriculture and agribusiness	Enhance our commitment to the Business Retention and Expansion program, focusing on target sectors including agriculture and agribusiness
Begin the preparation of plans to facilitate the attraction, retention, and expansion of commercial business in Strathroy and in Mt. Brydges	Complete and begin to implement plans to facilitate the attraction, retention, and expansion of commercial business in Strathroy and in Mt. Brydges

Community Well-Being and Quality of Life – Goals

Residents of all ages in Strathroy-Caradoc will have access to community amenities and activities that are accessible and support active lifestyles and wellbeing.

2024 - 2026	2027 - 2029
Advocate with the County for a policy on the establishment of bike lanes on County Roads	
Evaluate Expressions of Interest in a Public/Private Partnership for a Rec Complex in Mt Brydges	
Initiate a discussion among all relevant parties about developing a plan to attract and retain family doctors and facilitate walk-in clinics in Strathroy-Caradoc	
Evaluate potential incentives to ensure the provisions of housing across the entire housing continuum	Evaluate potential incentives to ensure the provisions of housing across the entire housing continuum
Expand the Municipality’s capacity to offer recreation programming and increase recreation revenue; investigate partnerships for the use of other community facility space	Expand the Municipality’s capacity to offer recreation programming and increase recreation revenue; investigate partnerships for the use of other community facility space
Develop and offer recreation activities of interest to our diverse cultures	Develop and offer recreation activities of interest to our diverse cultures
Support community-generated events that build community throughout the entire municipality	Support community-generated events that build community throughout the entire municipality
	Develop a Dog Park in Mount Brydges

Community Safety - Goals

Community safety is fundamental to community well-being, and all relevant services and organizations, including the Hospital and fire service, have key roles to play. The Municipality values its community-based Police Service.

2024 - 2026	2027 - 2029
Complete and open the new Fire Station 1	
Investigate a site for a new Fire Station 2 and consider adjoining space on the site for other municipal purposes	Design and complete the construction of new Fire Station 2
Advocate to the Province to obtain mental health beds/services in our community	Advocate to the Province to obtain mental health beds/services in our community
Complete implementation and commission the Strathroy-Caradoc Police Service's next generation 9-1-1 service *	
Initiate the construction of the new Police Station	

Note: In conjunction with this municipal strategic plan update, the Police Services Board has also prepared a strategic plan that includes additional projects and programs on which municipal collaboration will be expected.

Customer Service - Goals

The Municipality offers seamless, responsive service and an exceptional experience for every customer.

2024 - 2026	2027 - 2029
Develop, implement, and report on customer service response standards	
Complete the Service Delivery Review and begin implementation	Continue review and implementation of Service Delivery Review recommendations
Review and upgrade the Municipal website	
Identify further opportunities for municipal leaders and officials to be accessible in the community	Identify further opportunities for municipal leaders and officials to be accessible in the community

Managing the Challenges of Growth for the Municipal Organization - **Goals**

Strathroy-Caradoc will be an inclusive community where growth is managed to accommodate a range of needs and optimize municipal resources. We are committed to maintaining operational efficiency and economies of scale through these times of change.

2024 - 2026	2027 - 2029
Update the Development Charges study in order to support growth-related infrastructure funding	
Develop a forward-looking plan for the optimal and sustainable delivery of municipal services	
Continue to seek funding from provincial and federal governments for infrastructure costs	Continue to seek funding from provincial and federal governments for infrastructure costs
Continue to implement planning policies that encourage intensification of development in urban settlement areas	Continue to implement planning policies that encourage intensification of development in urban settlement areas