

SAWMILL, CREEK BRIDGE, 1905

Strategic Plan

2024-2029

WALK
YOUR
HORSE
AND
SAVE
A FINE

Letter from the Mayor

I am delighted to welcome you to the Village of Fundy Albert's first ever Strategic Plan. This important document represents our collective vision for the future, and outlines the key priorities and actions that will guide us towards a more prosperous, inclusive, and sustainable community.

Our Strategic plan is the result of extensive collaboration and engagement with our community. We believe the best plans are those that reflect the needs and aspirations of the people they serve. To this end, we hosted a series of public engagement sessions, inviting residents with varied interests and experiences to share their ideas, concerns and hopes for the future. Your input has been invaluable, providing us with diverse perspectives and innovative ideas.

Our Council devoted a full day to a comprehensive session where we meticulously reviewed the results of the public consultations, debated the elements and refined our approach. This session was a testament to our commitment to transparency, accountability, and thorough deliberation. Our devoted group of employees then took these broad priorities and developed tactical action plans to deliver on our priorities. We are confident that the final Strategic Plan will serve as a robust roadmap for our community's growth and development in the near and medium term.

As we embark on this exciting journey, I encourage all residents of Fundy Albert and visitors to stay engaged and involved. Your continued participation and support will be crucial as we work together to achieve the goals outlined in our Strategic Plan.

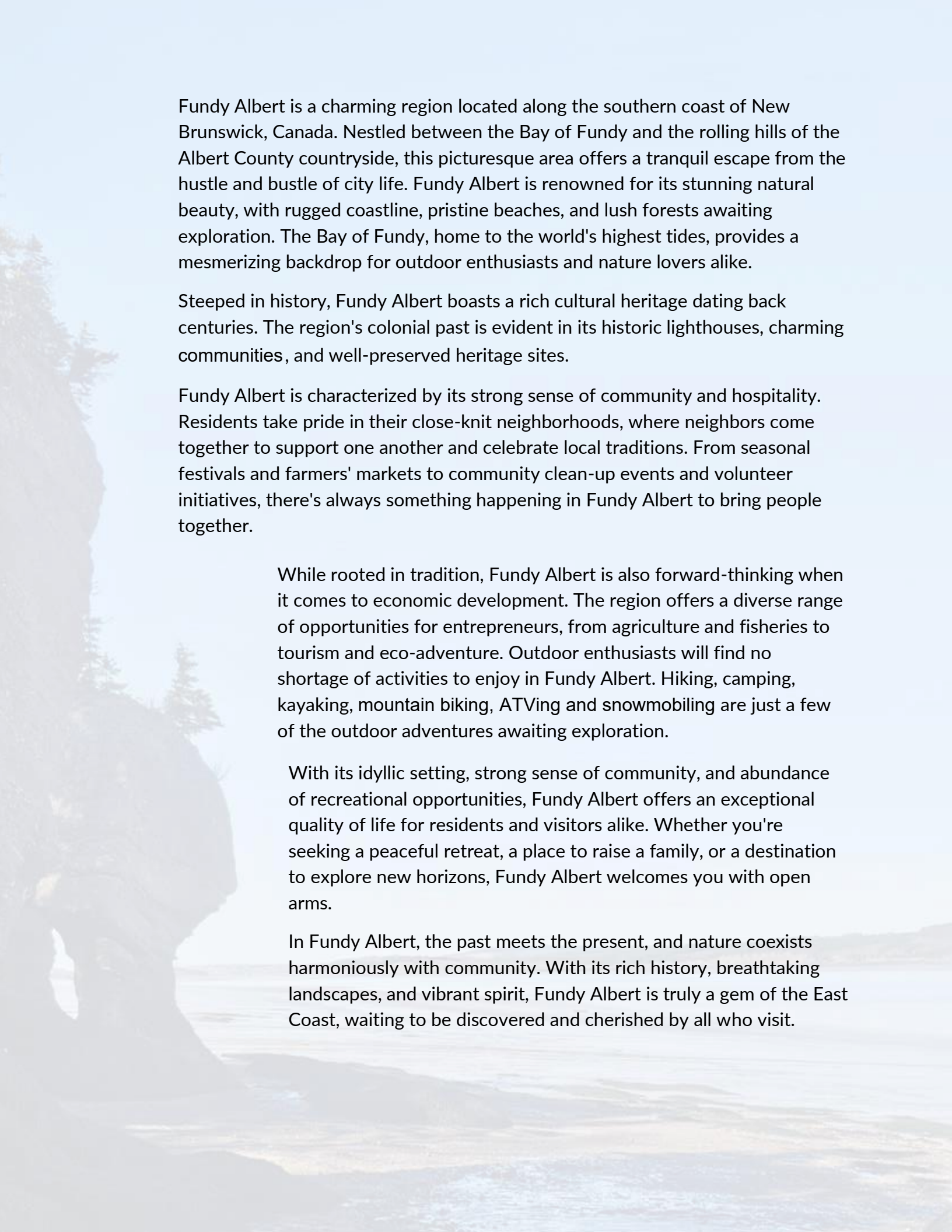
Thank you for your participation and for being part of this important process. Together, we will build a brighter future for Fundy Albert; one where we will exemplify our vision for our community of being "Friendly by Nature."

Sincerely,

Mayor Robert (Bob) Rochon

Village of Fundy Albert





Fundy Albert is a charming region located along the southern coast of New Brunswick, Canada. Nestled between the Bay of Fundy and the rolling hills of the Albert County countryside, this picturesque area offers a tranquil escape from the hustle and bustle of city life. Fundy Albert is renowned for its stunning natural beauty, with rugged coastline, pristine beaches, and lush forests awaiting exploration. The Bay of Fundy, home to the world's highest tides, provides a mesmerizing backdrop for outdoor enthusiasts and nature lovers alike.

Steeped in history, Fundy Albert boasts a rich cultural heritage dating back centuries. The region's colonial past is evident in its historic lighthouses, charming communities, and well-preserved heritage sites.

Fundy Albert is characterized by its strong sense of community and hospitality. Residents take pride in their close-knit neighborhoods, where neighbors come together to support one another and celebrate local traditions. From seasonal festivals and farmers' markets to community clean-up events and volunteer initiatives, there's always something happening in Fundy Albert to bring people together.

While rooted in tradition, Fundy Albert is also forward-thinking when it comes to economic development. The region offers a diverse range of opportunities for entrepreneurs, from agriculture and fisheries to tourism and eco-adventure. Outdoor enthusiasts will find no shortage of activities to enjoy in Fundy Albert. Hiking, camping, kayaking, mountain biking, ATVing and snowmobiling are just a few of the outdoor adventures awaiting exploration.

With its idyllic setting, strong sense of community, and abundance of recreational opportunities, Fundy Albert offers an exceptional quality of life for residents and visitors alike. Whether you're seeking a peaceful retreat, a place to raise a family, or a destination to explore new horizons, Fundy Albert welcomes you with open arms.

In Fundy Albert, the past meets the present, and nature coexists harmoniously with community. With its rich history, breathtaking landscapes, and vibrant spirit, Fundy Albert is truly a gem of the East Coast, waiting to be discovered and cherished by all who visit.

Engaging the Community on the Strategic Plan

Engaging residents in the development of a community strategic plan is paramount to its success and sustainability. By involving community members in the planning process, their insights, perspectives, and concerns can be integrated into the strategic objectives, ensuring that the plan truly reflects the needs and aspirations of the people it serves. This inclusive approach fosters a sense of ownership and commitment among residents, empowering them to take an active role in shaping the future of their community. Moreover, engaging residents promotes transparency and accountability in decision-making, building trust between local government and the community. Ultimately, a strategic plan co-created with residents is more likely to be embraced and implemented effectively, leading to positive outcomes that benefit the entire community in the long run.

The Village of Fundy Albert engaged residents on the development of the strategic plan through the following methods:

- Public Survey – over 50 surveys received
- Three public workshops spread throughout the community attracting over 60 residents.

Fundy Albert Resident Workshops
Help Council define the priorities for the future of Fundy Albert!
Join us for a strategic planning workshop in your community.

April 19, 2024
Alma Activity Centre, 8 School Street, Alma
10:00 a.m. – 11:30 a.m.

Riverside-Albert Rec Centre (lower level), 9 Bicentennial Rd,
Riverside-Albert
2:00 p.m. – 3:30 p.m.

Hillsborough Kiwanis, 47 Legion Street, Hillsborough
6:30 p.m. – 8:00 p.m.

[Click here to register!](#)

Can't attend one of the sessions, you can still take part by doing the online survey! [Click here to take the survey!](#)



Mission

"To foster sustainable economic growth, enhance community well-being, and preserve the natural beauty of Fundy Albert by delivering efficient services, promoting tourism, building strategic partnerships, and investing in infrastructure and communication. We are committed to creating a vibrant, safe, and inclusive community for all residents and visitors."

Vision

"To be a dynamic and thriving municipality known for its rich natural landscapes, strong community values, and a robust local economy. Fundy Albert will be a place where residents take pride in their community, visitors are welcomed, and strategic partnerships drive innovation and development, ensuring a high quality of life for current and future generations."

Strategic Priorities



- Infrastructure**
- Village Services**
- Communications**
- Strategic Partnerships**
- Economic Development
and Tourism**



ECONOMIC DEVELOPMENT AND TOURISM

1. Develop a Local Economic Development and Tourism Strategy

- Define the municipality's role in promoting economic growth and tourism.
- Establish short-term and long-term economic goals.

2. Investigate the Implementation of an Accommodation Levy

- Research the potential impact of an accommodation levy on local businesses and tourism.
- Consult with stakeholders, including local accommodation providers and tourists.
- Develop a proposal for the accommodation levy, including how the funds will be used.

3. Lobby the Government for Infrastructure Investment

- Identify key infrastructure needs for provincial/federal destinations (Hopewell Rocks, Fundy National Park).
- Develop a lobbying strategy to present to government officials.
- Build partnerships with other municipalities and tourism organizations to strengthen the lobbying effort.

4. Develop a Marketing Program for Municipal Tourism

- Create a comprehensive marketing plan focusing on local trails, businesses, and attractions.
- Utilize social media, local media, and tourism websites to promote Fundy Albert.
- Partner with local businesses to create joint marketing initiatives.



VILLAGE SERVICES

1. Review the Organizational Structure

- Conduct an organizational review to identify areas for improvement.
- Ensure roles and responsibilities are clearly defined.
- Implement changes to enhance service delivery efficiency.

2. Invest in the Safety of Fundy Albert

- Lobby for enhanced fire and policing services.
- Update the Emergency Response Plan.
- Support initiatives for a cohesive fire service.

3. Promote Pride of Property

- Develop educational programs on property maintenance.
- Implement enforcement measures for property upkeep.

4. Balance Service Delivery with Fiscal Responsibility

- Conduct a cost-benefit analysis of services provided.
- Identify areas for cost savings without compromising service quality.
- Engage the community in budget planning.

5. Build a Centralized Municipal Office

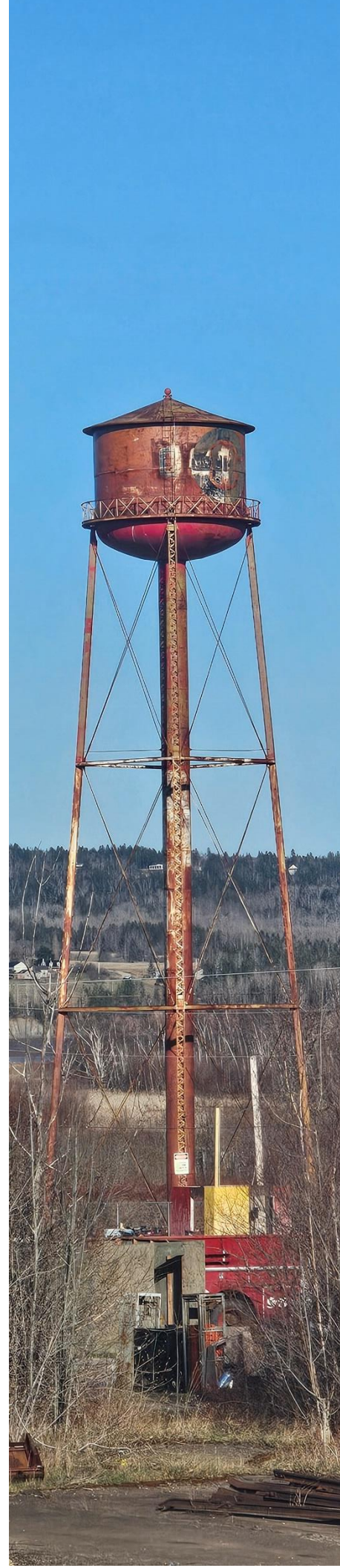
- Conduct a feasibility study for the new office.
- Secure funding and location for the municipal office.
- Ensure the office meets the needs of all departments and residents.

6. Provide Value to All Residents

- Develop programs and initiatives that cater to diverse community needs.
- Promote awareness of available services and their benefits.
- Gather feedback from residents to continuously improve services.

7. Develop a Recreation Master Plan

- Assess current recreational facilities and programs.
- Identify gaps and areas for improvement.
- Develop a plan to enhance recreational opportunities for youth, families, and seniors.



STRATEGIC PARTNERSHIPS

1. Build Strategic Relationships

- Identify key organizations that align with Fundy Albert's goals.
- Establish regular communication channels with these organizations.
- Collaborate on joint projects and initiatives.

2. Lobby the Government on Key Issues

- Identify important issues impacting Fundy Albert.
- Develop a lobbying strategy and key messages.
- Engage with government officials and stakeholders.

3. Utilize Strategic Partnerships for Affordable Housing

- Identify potential partners for affordable housing projects.
- Develop proposals and secure funding.
- Implement affordable housing initiatives.

4. Share Resources with Neighbours

- Identify opportunities for resource sharing (e.g., equipment, expertise).
- Develop agreements with neighbouring municipalities.
- Implement shared resource initiatives.

5. Negotiate a Reciprocal Agreement with the Anglophone East School District

- Engage with the school district to identify mutual benefits.
- Develop a draft agreement outlining shared resources and responsibilities.
- Finalize and implement the agreement.

6. Investigate and Support Public Transportation Programs

- Conduct a feasibility study for public transportation options.
- Identify potential funding sources and partners.
- Implement pilot programs and evaluate their success.



INFRASTRUCTURE

1. Develop and Implement an Asset Management Plan

- Inventory all municipal assets.
- Develop a maintenance and replacement schedule.
- Secure funding for asset management.

2. Roads Master Plan

- Assess current road conditions and identify priorities.
- Develop a lobbying strategy for provincial road maintenance.
- Implement the roads master plan.

3. Develop a 5-Year Capital Plan

- Identify capital projects and their timelines.
- Secure funding and resources for these projects.
- Monitor and adjust the plan as needed.

4. Define Inventory of Municipal Trails and Maintenance Plan

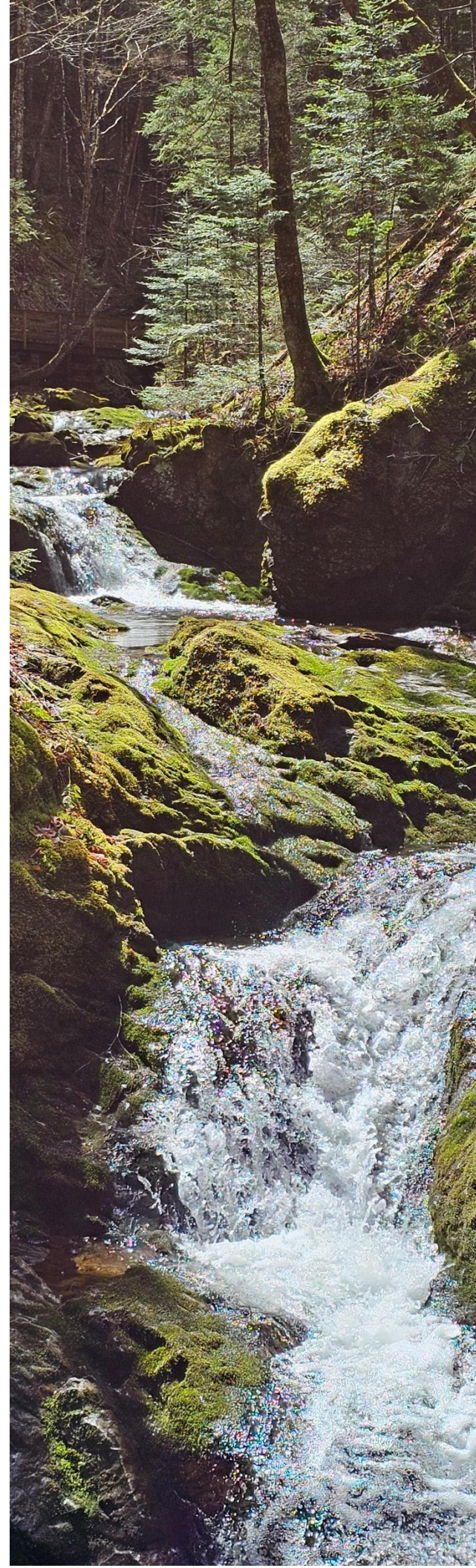
- Inventory existing trails and assess their condition.
- Develop a maintenance and improvement plan.
- Promote trails as key community assets.

5. Lobby for Improved Communication Systems

- Identify communication system gaps.
- Develop a lobbying strategy for infrastructure improvements.
- Engage with service providers and government officials.

6. Upgrade Water and Sewer Systems

- Assess the current state of water and sewer systems.
- Develop a plan for necessary upgrades.
- Secure funding and implement the upgrades.



COMMUNICATIONS

1. Create an Inclusive Public Engagement and Communications Plan

- Develop a plan to engage all community members.
- Utilize multiple communication channels (e.g., social media, newsletters).
- Ensure transparency and responsiveness.

2. Develop a Village of Fundy Albert Brand

- Engage stakeholders in the branding process.
- Develop a brand that reflects the community's identity and values.
- Implement the brand across all communications and marketing materials.

3. Engage on the Strategic Plan

- Regularly update the community on the progress of the strategic plan.
- Gather feedback and make adjustments as needed.
- Celebrate successes and milestones.

4. Create Opportunities to Bring Fundy Albert Together

- Organize community events and initiatives.
- Promote collaboration and community spirit.
- Foster a sense of belonging and pride in Fundy Albert.

