



VILLAGE OF
PERTH-
ANDOVER
STRATEGIC
PRIORITIES
2016-2020

Strategic planning enables us to project a hopeful and purposeful future that preserves the best of the present, even while we improve upon it and leap towards a new plateau of excellence.



Table of Contents

- **Council Introduction**
- **Strategic Priorities – Key Areas**

Citizen Engagement

**Economic
Development**

**Financial
Sustainability**

**Municipal &
Community Services**

Infrastructure

- **Appendices**

Council Introduction

Dear Residents,

Our Council is pleased and excited to present our current strategic priorities for the next four years. These strategic priorities were developed by Council members after considering all the strengths and challenges facing the municipality.

The overarching goal of the current Council is to work towards a ***“strong and vibrant Perth-Andover”*** for years to come. In setting these goals, Council recognizes the interdependency of the five strategic areas and the significant opportunity and challenges facing the community.

After long discussion and deliberations, we have chosen priorities in the following five focus areas:

Citizen Engagement

Economic Development

Financial Stability

Municipal & Community Services

Infrastructure

The Strategic Plan is a guiding reference document for Council and staff in terms of allocating the resources necessary to prepare and implement work plans required to meet the identified challenges of the goals and objectives of Council.

Through continuous improvement and community feedback, this plan will be updated and improved with additional priority action items. This open approach to our strategic plan, will provide opportunities for the community to give feedback on the goals and initiatives identified in the Strategic Plan.

Sincerely,

Marianne Bell
Mayor

Strategic Plan – what we plan to accomplish

Council will focus on these five strategic priorities over the next four year period.



In addition to these priorities, Council and staff will include to focus on continuous improvement, efficiencies, and effectiveness in all municipal endeavors.

Citizen Engagement

Engaging citizens is an important role of any community's development. Perth-Andover is certainly no exception to this rule. Council looks forward to fostering and encouraging engagement on important municipal issues.

Our Goals:

Empower citizens to become informed on municipal Issues

Improve communication with the public

Improve Public Participation in local government

Priority Actions:

Citizen engagement through committee work, focus groups, surveys

Communicate information via website, social media

Encourage Volunteerism – Promote volunteer opportunities on website, Calendar of Events, annual volunteer recognition, Wall of Fame



Economic Development

Business retention and expansion is the backbone of any community economic development plan. Recognizing this, Council will continue to support our business community. When opportunities arise Council will aggressively encourage businesses to locate in Perth-Andover.

Our Goals:

Pursue flood mitigation options for business community

Increase efforts for business retention, expansion, and attraction.

Encourage tourism and promote the use of the beautiful St. John River

Priority Actions:

Business Mitigation - relocation funding, land for commercial development, TCH exit

Update promotional documents and website

Develop Community Champions program

Market and Coordinate festivals and special events in area

Develop new branding – slogan and graphic design

Update zoning map and rural plan



Financial Sustainability

Financial stability is extremely important to our municipal council. We are committed to ensuring prudent financial practices are implemented in the municipality.

Our Goals:

Ensure adequate finances to sustain services & infrastructure

Ensure revenues and cost savings address the infrastructure deficit and other municipal resource needs.

Pursue financial partners for municipal projects.

Priority Actions:

Ensure all projects are sustainable capital vs operation

Funding partnerships – research and apply for relevant funding opportunity

Explore revenue options

Explore municipal expansion



Municipal Services

Council will strive to ensure that our level of municipal services meets our community needs in a long term sustainable manner.

Our Goals:

Continuous improvement of services

Ensure services are developed that meet community demand

Healthy community – increase participation

Develop and support programs that improve quality of life

Build a sustainable green community

Priority Actions:

Lobby to support government services in community

Develop formal evaluation process for projects/services/contracts

Update policies and by-laws

Improve HR manual and update staff structure

Encourage and support continuous improvement in service delivery



Infrastructure

Perth-Andover residents enjoy a high level of municipal services and infrastructure that contribute significantly to our quality of life. Long term planning for infrastructure must be done in a sustainable manner that considers not only the capital cost but also the ongoing operation cost.

Our Goals:

Long term asset management plan for infrastructure renewal

Pay as you go policy

Priority Actions:

Develop infrastructure for business mitigation program

Create capital asset management plan

Capital Projects – generators, mobile event building, RVCC facility improvements, waterfront development, and sidewalk improvements

Commercial lot development on DTI property



Appendices – other information of interest

Strategic Priorities Summary Page

Mission, Vision & Values

Municipal Services

Mission, Vision & Values – the future we will create together for the

Village of Perth-Andover

Mission

The Village of Perth-Andover Municipal Council is elected to serve the citizens of Perth-Andover. We do this with integrity by being an open, responsive, and fiscally accountable corporate body, dedicated to provide services leading to a healthy, well planned, and economically vibrant community.

Vision

To become a desirable community in which to live, work, and play. We will work to overcome challenges by making them opportunities for growth and enhancement for the local economy, culture, recreation and social amenities and services.

Values

- to listen
- to pursue green sustainability
- to provide services which are prompt, reliable, and cost effective
- to continually strive to improve the quality of everything we do
- to communicate openly and act with integrity and accountability
- to display a courteous and considerate attitude in all of our affairs
- to invest in the competence of our staff, leading and empowering them to make effective and proactive decisions in the workplace
- to ensure our amenities are well maintained and welcoming to all

Municipal Services – What we do for Perth-Andover

Administration

- Building permits & electrical application
- General information
- Community planning
- Assist in Fire Protective Services
- Economic development
- Light Commission account management
- By-law & legislative policies
- Municipal and utility finances
- Monthly billing
- Dog licenses & animal control
- Assist in the provision of Police Services
- NB 911
- Tourism & development
- EMO
- Meter service orders

Public Work & Water Commission

- Fire hydrant services
- Culvert installation
- Snow removal
- Sidewalk installations
- Water & wastewater connects/disconnects
- Street maintenance
- Water testing & reporting
- Highway signage
- Treatment of wastewater
- Inter-departmental assistance

Light Commission

- Consultation on entrance location
- Provision of temporary power
- Permanent service
- Street light maintenance
- Trouble shooting & calls
- Underground location wires
- Christmas decorations
- Tree trimming
- Ensure safety of public from our system
- Service upgrades
- Disconnect/reconnects
- Energy management
- Construction & maintenance of lines
- Coordinate jobs with aliant and NB Power
- Meter readings

Recreation & Community Development

- Public pool complex & swim programs
- Active living fitness centre
- River valley civic centre
- Leaders in training program
- Youth programs & special events
- Adult programs & special events
- Senior programs & special events
- Community trails (ski programs, snowshoeing, hiking, etc.)
- Minor soccer programs
- Minor baseball programs
- Summer day camp
- Ice rentals/bookings
- Room rentals/bookings
- Field rentals/bookings
- Municipal webpage & social media

