

Strategic Plan



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Vision

Strasbourg is a welcoming and vibrant community that will grow with purpose by supporting families, empowering local business, and building a high quality of life rooted in our cooperative spirit and strong community pride.

Mission

We deliver reliable services, plan strategically, and focus on high-impact priorities that advance economic development, housing, and community well-being while providing value to the region.

Strategic Priorities

The strategic priorities identified below represent the areas where focused leadership, coordinated effort, and intentional investment will have the greatest impact on Strasbourg's long-term success. All strategic priorities lead back to the Town's Vision and Mission Statement. The following priorities were identified through Council's strategic planning sessions and reflect both the Town's current realities and its desired future:



Value of the Strategic Plan

The Strategic Plan communicates Council's intent and direction. It demonstrates accountability, transparency, and a commitment to long-term community wellbeing. By clearly articulating priorities and actions, the plan helps residents, businesses, and partners understand how decisions are made and how they can contribute to Strasbourg's future.

A Living and Accountable Document

This Strategic Plan is intended to be a living document. Its value lies not in its creation, but in its consistent use. As conditions change - whether due to economic shifts, infrastructure needs, funding opportunities, or community expectations - the plan is designed to be adaptable and responsive. Regular review, discussion, and refinement ensure that it remains relevant, practical, and achievable.

PRIORITY: GOVERNANCE, ORGANIZATIONAL CAPACITY, AND COMMUNICATIONS

By strengthening governance, organizational capacity, and communications, the Town of Strasbourg aims to achieve the following outcomes:

- Clear, consistent, and strategic decision-making by Council
- Strong alignment between Council priorities and administrative work planning
- Improved organizational resilience and continuity
- Increased transparency and trust with residents and stakeholders

The initiatives within this priority area are designed to move Strasbourg from intention to execution. They focus on:

- Strengthening governance practices, roles, and policy frameworks
- Building organizational capacity through realistic workload alignment, skill development, and succession planning, including the creation of a new Community Development Officer role
- Improving internal and external communications to support clarity, accountability, and engagement through public engagement and conversations, plus public education
- Embedding the Strategic Plan into regular Council and administrative processes



PRIORITY: ECONOMIC DEVELOPMENT AND BUSINESS RETENTION

This priority area reflects Council's recognition that economic health directly influences the Town's ability to invest in infrastructure, housing, recreation, and community services. By focusing on both retaining existing businesses and creating the conditions for appropriate new investment. Through this priority area, the Town of Strasbourg seeks to achieve the following outcomes:

- Increased stability and retention of existing local businesses
- A diversified and more resilient local economy
- Improved alignment between economic development, land use, and infrastructure planning
- Enhanced regional collaboration to leverage shared opportunities and resources
- A stronger and more sustainable municipal tax base

The initiatives within this priority area are designed to shift economic development from ad hoc activity to intentional strategy. They focus on:

- Strengthening relationships and communication with local businesses, including the implementation of a Business Retention & Expansion (BRE) program
- Identifying and removing barriers to business retention and expansion
- Aligning zoning, infrastructure planning, and development readiness with economic objectives
- Leveraging regional partnerships and external funding opportunities
- Clarifying the Town's role in economic development to ensure efforts are realistic and sustainable

PRIORITY: HOUSING AND GROWTH READINESS

Without appropriate housing options and the infrastructure, policies, and partnerships needed to support growth, the Town's long-term vitality is constrained. This priority area reflects Council's recognition that housing is not simply a development issue - it is a community sustainability issue. Housing influences population stability, workforce attraction, service delivery, and the Town's ability to plan confidently for the future.

By prioritizing housing and growth readiness, the Town of Strasbourg seeks to achieve the following outcomes:

- Increased availability and diversity of housing options aligned with community needs
- Improved readiness of serviced land to support residential development
- Better alignment between infrastructure planning, land use policy, and housing demand
- Stronger partnerships with developers, housing organizations, and senior governments
- Population stability and gradual, sustainable growth

The initiatives under this priority area are designed to create the conditions necessary for housing development and managed growth. They focus on:

- Identifying and prioritizing infrastructure investments that unlock residential development
- Updating and aligning land use policies, zoning, and development processes
- Supporting and partnering on housing projects that meet demonstrated local needs
- Leveraging regional collaboration and senior government funding programs
- Establishing clear roles for the Town in facilitating, rather than directly delivering, housing

PRIORITY: INFRASTRUCTURE RENEWAL AND CORE SERVICES

This priority area reflects Council's commitment to maintaining essential services while planning proactively for renewal, capacity, and risk management.

Through this priority area, the Town of Strasbourg aims to achieve the following outcomes:

- Reliable and safe delivery of core municipal services
- Reduced infrastructure risk through proactive planning and asset management
- Improved alignment between infrastructure investment, growth planning, and financial sustainability
- Greater readiness to leverage external funding opportunities
- Enhanced public confidence in municipal services and infrastructure stewardship



The initiatives within this priority area are designed to shift infrastructure decision-making from reactive to strategic. They focus on:

- Strengthening asset management and long-term capital planning
- Prioritizing infrastructure investments based on risk, service impact, and strategic alignment
- Coordinating infrastructure renewal with housing, economic development, and growth objectives
- Enhancing operational planning to sustain service levels efficiently
- Positioning the Town to access senior government funding through readiness and compliance

PRIORITY: RECREATION, COMMUNITY EXPERIENCE, AND QUALITY OF LIFE SERVICES

This priority area recognizes that quality of life is shaped not only by infrastructure and services, but by opportunities for participation, belonging, and community pride.

By prioritizing recreation, community experience, and quality of life services, the Town of Strasbourg seeks to achieve the following outcomes:

- Accessible, inclusive, and well-maintained recreation and community spaces
- Programs and services that reflect the needs of diverse age groups and interests
- Stronger social connections, volunteerism, and community pride
- Improved alignment between recreation services and long-term financial sustainability
- Enhanced attractiveness of Strasbourg as a place to live, work, and visit

The initiatives within this priority area are designed to strengthen both the physical and social infrastructure of the community. They focus on:

- Assessing and prioritizing recreation and community asset needs
- Beautification of community green spaces and facilities
- Planning for renewal, shared use, or repurposing of facilities
- Supporting partnerships with community organizations and volunteers
- Enhancing programming and event coordination to maximize participation
- Aligning recreation investment with broader strategic and financial planning
- Marketing the community and promoting Strasbourg as a preferred destination

PRIORITY: REGIONAL COLLABORATION AND ADVOCACY SERVICES

This priority area reflects Council's commitment to working collaboratively with neighbouring municipalities, regional organizations, senior governments, and external partners to advance shared interests while protecting the Town's local priorities.

By prioritizing regional collaboration and advocacy, the Town of Strasbourg aims to achieve the following outcomes:

- Stronger, more effective partnerships with neighbouring municipalities and regional organizations
- Improved access to funding, expertise, and shared services
- A more coordinated and influential voice in regional, provincial, and federal discussions
- Reduced duplication of effort and improved efficiency through collaboration
- Better alignment between regional initiatives and local strategic priorities

The initiatives within this priority area are designed to move collaboration and advocacy from informal engagement to structured strategy. They focus on:

- Clarifying Strasbourg's regional priorities and advocacy objectives, including a Regional Community Safety Officer program
- Willingness to participate in regional tables and shared service initiatives
- Coordinating advocacy efforts with regional partners to maximize impact
- Aligning regional collaboration with the Town's strategic priorities and capacity
- Regularly evaluating the value and effectiveness of regional partnerships