



# Strategic PLAN

2024-2028

## MANDATE AND MISSION

Provide for the well-being and quality of life of the community of Clarence-Rockland with high quality services delivered directly and through partnerships.

## VISION

Clarence-Rockland will continue to be a growing and prosperous community with an enduring small-town feel.

## ASPIRATION

Clarence-Rockland deliberately shapes its growth and proactively adapts to its changing environment to meet the evolving needs of its community.

## VALUES

Community centred

Innovation

Collaboration

Fiscal Responsibility

Environmental stewardship

## STRATEGIES

### 1 BALANCED GROWTH

Balance residential, commercial, and industrial growth with community values, expectations, and quality of life.

- Leverage and integrate the City's authorities, plans and services to shape the growth of the municipality.
- Create opportunities for dialogue between the City, residents, and the private sector on major development initiatives.
- Support growth by evidence-based decision-making, regular progress monitoring and reporting.

### 2 HIGH QUALITY SERVICES

Expand and improve the City's services and infrastructure to meet the evolving needs of Clarence-Rockland's residents, businesses, visitors, and community organizations.

- Match investments in the City's services and infrastructure to its growth and the changing needs of its residents.
- Continuously improve the City's capacity to deliver services effectively, efficiently, and in a timely manner.
- Explore avenues of collaboration with other municipalities for mutual support and benefit.

### 3 COMMUNITY COHESION

Strengthen community cohesion to ensure Clarence-Rockland remains a desirable place to live, do business, and visit.

- Consistently engage the community to keep the pulse of its needs and aspirations.
- Promote active citizenship to strengthen attachment and contribution to the community.
- Foster the growth of community organizations that bring about positive impact in the community.

