

# Strategic Plan - Shediac

**VISION:** A viable coastal community where everyone belongs

**MISSION:** To foster an inclusive community by delivering high-quality services to all, leveraging our strategic location, distinctive strengths, Acadian heritage and our rich cultural diversity

**CORE VALUES:** Collaboration - Innovation - Integrity - Sustainability

DG – Direction générale / CAO  
 GREP – Greffier / Clerk  
 DCOM – Directeur des communications / Director of Communications  
 DF – Directrice des finances / Director of Finance  
 DOMI – Directeur des opérations municipales et de l'ingénierie / Director of Municipal Operations and Engineering  
 DVCR – Directrice de la vie communautaire et récréation / Director of Community Living and Recreation  
 DDET – Directeur du développement économique et du tourisme / Director of Economic Development and Tourism.  
 MHR – Gestionnaire en ressources humaines / Human Resources Manager  
 MDET – Gestionnaire en développement économique, tourisme et initiative stratégique / Manager of Economic Development, Tourisme and Strategic Initiatives  
 SPDC – Chef pompier / Shediac Fire Department Chief  
 GP – Gestionnaire de projet Net-Zero / Net Zero Project Manager

STRATEGIC PLAN			OPERATIONAL PLAN			
STRATEGIC PILLARS	PRIORITIES	CONTEXT	ACTIONS or INITIATIVES	OBJECTIVES (KPIs/performance)	TIMELINE	RESPONSABLE
1. Environment	1.1 Municipal Plan: align the municipal plan with our commitment to environmental stewardship by prioritizing sustainable, balanced development, protecting our natural assets, fostering resilience against climate change impacts.	Let's proactively address environmental challenges through collaborative forward-thinking solutions, focusing on protecting residents from the impacts of climate change, preserving green spaces, managing runoff to safeguard our waterways, and promoting sustainable, balanced development so as to safeguard our community's long-term well-being.	1.1.1 Finalize all steps necessary for the development of the municipal plan in 2026, such as: Transportation Master Plan; Storm Water Master Plan; etc.	- Provide all documents (reports, studies, etc.) to the RSC by early 2026 so that they have all the information necessary to complete the Municipal Plan	2025	DOMI
			1.1.2 Complete the Municipal Plan	- That the Municipal Plan be completed by Plan 360, presented and approved by the Council in 2026	2026	GREP
			1.1.3 Identify strategic areas for residential and commercial development (current and future areas), as well as natural preservation spaces (for parks, trails, etc.)	- Use this information to feed the update of the municipal plan	2026	DOMI / DVCR / DDET
	1.2 Climate Change Adaptation Strategy: work collaboratively with our community partners as well as all other provincial and federal stakeholders to implement a climate change adaptation strategy for the entire community of Shediac.		1.2.1 Develop the implementation of a climate adaptation strategy for the entire new municipality of Shediac	- That a consultant be identified to see to the development of a climate change adaptation plan for the entire new municipality of Shediac	Q4 2025	DG
				- That sources of financing by financial partners be identified to see to the development of a climate change adaptation plan for the entire new municipality of Shediac	2026	
				- That a climate change adaptation plan for the entire new municipality of Shediac be presented for adoption by the municipal council	2026	
	1.3 Net Zero initiative: work with partners and stakeholders to develop an action plan for Shediac to become Canada's first net-zero community by 2035.		1.3.1 Confirm funding for a resource person (project manager for the continuity of the Net Zero master plan)	- That the amount of secure funding for the position be confirmed before the end of March 2025	T1 2025	DDET
				- Signing of a financing agreement	T1 2025	DDET
			1.3.2 Hire the resource person (project manager) as soon as funding is in place	- Recruitment process launched	T2 2025	DDET / MHR
				- Hiring the project manager	T2 2025	DDET / MHR
			1.3.3 Personne ressource : mettre en place un plan de communication (incluant une stratégie d'éducation, 'outreach', etc.)	- Hiring a communications firm	2025	DDET
				- Development and adoption of a communication plan (number of publications, events and communication initiatives)	2025	DDET
- Creation of a report, including the steps for implementing the renewal of financing	T2 2026	GP				
	-Town of Shediac Employee training	2025 - 2026	GP			