



The Corporation of the Village of Cumberland

2018 Corporate Strategic Priorities

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2018 Corporate Strategic Priorities

The Village of Cumberland Corporate Strategic Priorities guide the Village's short and long-term corporate management and decision-making. The primary purpose of the Corporate Strategic Priorities is to communicate the priorities of Council and the community and to focus and coordinate the resources of the Village of Cumberland Council and staff.

This plan is a living document that is used in the day to day work of the Council and staff. It will be reviewed and revised annually so that it remains relevant and current.

The 2018 Corporate Strategic Priorities were developed at a workshop held January 19, 2018. The key task of the workshop was to review, modify and revise 2017 Corporate Strategic Priorities as needed.

The 2018 Corporate Strategic Priorities include the following components:

- The Corporate Vision
- The Corporate Priorities, and
- The related timeframes.

Vision

The Village of Cumberland is a unique community. Its rich coal mining history is visible everywhere—from the heritage homes in the historic core, to the abandoned mine sites scattered throughout the surrounding forests.

Despite the challenging fiscal realities that the Village of Cumberland faces, the people of Cumberland are here because this Village offers an unmatched quality of life. They envision that Cumberland will continue to be a community vibrating with activity. Surrounded by living forests, the Village is a mecca for outdoor recreation, with opportunities for anyone who wants to immerse themselves in nature. Protected by living natural corridors, the wetlands, forested areas, lakes and streams attract a diversity of wildlife and the network of walking and biking paths attracts visitors from all over the world.

People choose to live in Cumberland for its small town friendliness and values. The core of Cumberland retains its historic look and feel. Small shops and businesses offer respite from the sameness of shopping malls and cookie cutter commercial establishments found elsewhere.

People of all ages and backgrounds greet each other on the streets. They come here for opportunity, to be part of a vibrant community that values diversity, creativity and hard work. The Village is growing. As it grows, it will embrace the best land use practices to ensure that it is a livable community. Housing will be available for all income levels. Walkability, accessibility, greenways, bikeways, opportunities for urban farming and public spaces will all contribute to continuing to make Cumberland a great place to live.

The Village of the future is managed in a sustainable and orderly fashion with full public participation. It has a thriving, resilient and diversified economy based on tourism and other industries and businesses that are compatible with community values and provide jobs to residents.

The vision for the Village is built upon the following priorities:

- Improvement and expansion of infrastructure to accommodate measured growth.
- Attainable housing.
- Village Centre rejuvenation.
- Promotion of the Village as a location for local and regional businesses.
- Recreation and tourism.
- A healthy, active and engaged citizenry of all ages and walks of life.
- Accountability and transparency.
- Protection and enhancement of natural features and functions.

These priorities will be reinforced with collective and passionate environmental stewardship and closer ties to the region.

Plan

1. QUALITY INFRASTRUCTURE PLANNING AND DEVELOPMENT

The Village of Cumberland seeks to replace and expand the utility, dedicated road and building assets of the Village in an organized and responsible fashion. The strategic goals to accomplish this priority are:

- (a) Establish an adequate and high quality source of water for the current and future residents of the Village
- (b) Develop an environmentally sustainable method of treating the liquid waste that is produced by the Village
- (c) Create a road and utility rehabilitation plan
- (d) Revitalize the historic Village commercial core
- (e) Develop an alley enhancement and maintenance strategy
- (f) Construct a new fire hall

2. COMPREHENSIVE COMMUNITY PLANNING

The Village of Cumberland seeks to move towards environmental sustainability through a broad range of means including effective land use planning, waste reduction and protection of natural resources. The strategic goals to accomplish this priority are:

- (a) Create a Perseverance Creek stewardship plan
- (b) Create an industrial land development and promotion strategy
- (c) Examine all solid waste management options, including alternative energy and integrated resource recovery
- (d) Ensure trail connectivity to regional trail networks
- (e) Develop a land management strategy for Village-owned forest lands
- (f) Develop and implement an economic development strategy

3. HEALTHY COMMUNITY

The Village of Cumberland seeks to create and improve the social, environmental and economic assets that support the health and well-being of residents. The strategic goals to accomplish this priority are:

- (a) Implement the Village Park Master Plan
- (b) Implement the Coal Creek Historic Park master plan
- (c) Implement the Lake Park Master Plan
- (d) Implement the Cemeteries Master Plan

- (e) Implement the Cumberland Recreation Renovation Study
- (f) Support tourism through parks and recreation, heritage, and environmental conservation
- (g) Implement the Affordable Housing Implementation Framework
- (h) Explore BearSmart Program
- (i) Continue to work with local governments to address air quality issues
- (j) Develop a public art policy

4. CLIMATE CHANGE

In addition to being carbon neutral, the Village of Cumberland seeks to advance itself as a sustainable community now and for the future by addressing climate change. The strategic goals to accomplish this priority are:

- (a) Reduce corporate greenhouse gas emissions
- (b) Promote active transportation
- (c) Explore eco-asset management
- (d) Investigate alternative energy options

5. EFFECTIVE COMMUNICATION, ADMINISTRATIVE, FINANCIAL AND SUPPORT SERVICES

The Village of Cumberland seeks to promote transparency and an easy flow of information both within the corporation and between the corporation and the public and to deliver effective services to the community for the benefit of its citizens, businesses and visitors. The strategic goals to accomplish this priority are:

- (a) Maintain an ongoing civic engagement process
- (b) Use new and emerging technologies for internal and external communications
- (c) Review the business licence scheme
- (d) Implement a reserve fund policy

Timeframe

Long Term Priorities (up to ten years):

- Create a Perseverance Creek stewardship plan
- Implement the Village Park Master Plan
- Implement the Lake Park Master Plan
- Implement the Cemeteries Master Plan
- Implement the Cumberland Recreation Renovation Study
- Reduce corporate greenhouse gas emissions
- Promote active transportation
- Investigate alternative energy options
- Maintain a civic engagement process

Medium Term Priorities (within four years):

- Establish an adequate and high quality source of water for the current and future residents of the Village
- Develop an environmentally sustainable method of treating the liquid waste that is produced by the Village
- Create a road and utility rehabilitation plan
- Revitalize the historic village commercial core
- Construct a new fire hall
- Create an industrial land development and promotion strategy
- Examine all solid waste management options, including alternative energy and integrated resource recovery
- Ensure trail connectivity to regional trail networks
- Implement the Coal Creek Historic Park master plan
- Support tourism through parks and recreation, heritage, and environmental conservation
- Implement the Affordable Housing Implementation Framework
- Explore BearSmart Program
- Continue to work with local governments to address air quality issues
- Develop a public art policy
- Explore eco-asset management
- Use new and emerging technologies for internal and external communications

Short Term Priorities (by the end of 2018):

- Develop an alley enhancement and maintenance strategy
- Develop a land management strategy for Village-owned forest land

- Develop and implement an economic development strategy
- Review the business licence scheme
- Implement a reserve fund policy

Implementation

The Village of Cumberland has laid a solid foundation for its Corporate Strategic Priorities. A number of steps should follow to move the actions/initiatives/projects forward.

Council review and adoption

Council will review the draft strategic priorities, seek community input and once satisfied consider adoption of the priorities.

Identify required resources

Council will direct staff to detail any significant resources necessary to carry out each of the actions/projects/initiatives and identify the lead personnel responsible for the action/initiative.

Progress Updates

The Chief Administrative Officer will provide progress updates to Council on the status of the actions outlined in this Corporate Strategic Priorities. Further, reports to Council will, where appropriate, provide references to the Corporate Strategic Priorities.

Annual Renewal of the Plan

Each year the Council and senior staff will hold a workshop to review the progress and implementation of the current plan. The workshop will also enable the Council and staff to update, adjust and renew the plan to reflect the priorities and actions required for the next one to four years.