

Township of Blandford-
Blenheim
Strategic Plan (2025-2028)

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| Vision: | An engaged, forward-thinking community that values responsible growth and embraces its natural beauty, small town charm and enhanced quality of life for all. | Mission Statement: | To support our residents, businesses and future generations by advocating for and delivering quality services that promote growth and well-being. |
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Engaged and
Informed Community

Goal:

To foster a culture of open communication, transparency, and community involvement, ensuring residents are well-informed, engaged, and empowered to contribute to municipal decision-making.

- Objective:**
- Strengthen two-way communication through transparent and effective outreach
 - Increase public participation in municipal decision-making and initiatives
 - Develop and implement a comprehensive communication strategy leveraging technology, social media presence, and digital engagement tools
 - Promote community identity and pride through storytelling and branding efforts

Responsible and
Strategic Growth

Goal:

To guide well-planned, sustainable growth that balances economic development, environmental sustainability, and community needs, while preserving our rural and agricultural heritage.

- Objective:**
- Support economic growth that aligns with community values and long-term development plans
 - Leverage economic development opportunities along key corridors, such as the 401
 - Strengthen advocacy efforts with upper-tier governments to support local growth initiatives, including the necessary infrastructure and services to support responsible expansion
 - Protect farmland and rural character while fostering economic development
 - Encourage mixed-use and walkable community planning

Community Well-
Being and Inclusivity

Goal:

To create a safe, healthy, and inclusive community where all residents feel welcome, connected, and supported through diverse programs, services, and opportunities.

- Objective:**
- Support and advocate for initiatives that promote active living, aging in place, and family-friendly environments
 - Encourage diverse and welcoming community programs that appeal to all demographics
 - Develop walkable and connected neighbourhoods that enhance quality of life
 - Promote and encourage volunteerism

Excellence in Public
Service

Goal:

To uphold transparency, accountability, innovation and responsible fiscal management in municipal operations by fostering a high-performing workforce, delivering exceptional public service, and providing high-quality, accessible, and efficient municipal services and facilities.

- Objective:**
- Foster a culture of continuous improvement and innovation in service delivery
 - Prioritize workforce development, succession planning, and staff resources
 - Enhance, expand and improve access to municipal programs and services to meet evolving community needs
 - Invest in facility maintenance and upgrades for long-term sustainability
 - Foster partnerships and shared service models to maximize efficiency
 - Leverage technology to improve service delivery and responsiveness
 - Ensure long-term financial stability through responsible fiscal planning and diversified revenue streams
 - Implement financial policies that promote efficiency, accountability, and cost-effective service delivery