



**Chelsea,
a harmonious community**

STRATEGIC PLANNING 2040

PROCESS

- Review of past consultations and planning documents
- Market research including review of award winning eco-villages and most liveable cities in the world
- Strategic planning sessions with councillors and directors
- Public consultation and survey
- Integration of inputs from various stakeholders into the plan (residents, councillors, directors)



OVERVIEW

01

VISION

The future state you are looking to create.

02

MISSION

The fundamental reason for your existence.

03

VALUES

Enduring principles to live by.

04

STRATEGIC PILLARS

Essential elements in realizing our vision.

05

ENABLERS

Essential supports and objectives.



01

VISION

The future state you are
looking to create.



**CHELSEA 2040:
NATURAL. CONNECTED. REGENERATIVE.**

VISION



CHELSEA 2040: NATURAL. CONNECTED. REGENERATIVE.

The target date of 2040 for the vision statement was chosen to provide a **clear and ambitious north star** for the municipality's strategic direction.

This long-term vision will help guide decision-making and ensure that future councils, staff, and citizens remain **aligned towards a common goal**.

By setting a target date, we can establish a clear and shared understanding of what we want Chelsea to look like in the future, while also allowing for flexibility in how we get there.

We hope this vision will inspire and guide future leaders to continue the work of creating a strong, connected, and regenerative community.

VISION



CHELSEA 2040: NATURAL. CONNECTED. REGENERATIVE.

Here in Chelsea, we understand that our natural environment is not just a resource to be exploited, but a treasure to be cherished and protected for generations to come.

We believe that when we prioritize the **health and wellbeing of our natural surroundings**, we are also creating a healthier and more vibrant community.

We know that our surroundings have a profound impact on our physical, emotional, and mental wellbeing.

We are committed to doing everything in our power to **protect and preserve** it, from reducing our carbon footprint to promoting regenerative practices in our homes, businesses, and schools.

VISION



CHELSEA 2040: NATURAL. **CONNECTED.** REGENERATIVE.

At the heart of Chelsea's vision is a deep commitment to **fostering a connected community.**

We believe that when we come together, we are stronger, more resilient, and better equipped to face the challenges that lie ahead.

We know that small moments of connection can have a profound impact.

As we look to the future, we are committed to shaping a community that is even more tightly knit, one that draws strength from its natural setting and the people who call it home.

Because when we are connected, we are unstoppable.

VISION



CHELSEA 2040: NATURAL. CONNECTED. REGENERATIVE.

We understand that true sustainability requires us to not only minimize harm but actively regenerate and restore the natural systems that sustain us.

This means promoting regenerative practices that help us **create a community that is healthy, vibrant, and abundant**. For example, we prioritize renewable energy systems, sustainable transportation and green infrastructure.

By implementing regenerative practices, we are creating a community that is not just sustainable, but has a **positive impact** across the municipality.

02

MISSION

The fundamental reason
for your existence.



**WORKING ALONGSIDE OUR COMMUNITY
TO PROVIDE SOCIALLY RESPONSIBLE
SERVICES TO EXPERIENCE CHELSEA, FULLY.**



MISSION

WORKING ALONGSIDE OUR COMMUNITY TO PROVIDE SOCIALLY RESPONSIBLE SERVICES TO EXPERIENCE CHELSEA, FULLY.

We believe that working alongside our community means **being present** for our residents, listening to their needs, and working collaboratively to foster a strong, inclusive and vibrant community.

This is a long term **commitment**.



MISSION

WORKING ALONGSIDE OUR COMMUNITY
TO PROVIDE SOCIALLY RESPONSIBLE
SERVICES TO EXPERIENCE CHELSEA, FULLY.

We are committed to providing services that promote the **well-being of our community.**

It is at the heart of why we exist.



MISSION

WORKING ALONGSIDE OUR COMMUNITY
TO PROVIDE **SOCIALLY RESPONSIBLE**
SERVICES TO EXPERIENCE CHELSEA, FULLY.

We are committed to providing services that are **ethical, respectful and sustainable** for our community.



MISSION

WORKING ALONGSIDE OUR COMMUNITY
TO PROVIDE SOCIALLY RESPONSIBLE
SERVICES TO EXPERIENCE CHELSEA, FULLY.

We believe that **Chelsea has so much to offer**, from its natural beauty to its unique culture and community spirit.

Regardless of what attracted you to Chelsea, we are dedicated to help you **experience it fully**.

03

VALUES

Enduring principles
to live by.



- **AGENT OF CHANGE**
- **UNDERSTANDING**
- **SOCIALLY RESPONSIBLE**



VALUES

- **AGENT OF CHANGE**
- UNDERSTANDING
- SOCIALLY RESPONSIBLE

We believe that each and every one of us has the power to make a **positive difference** in the world, whether through small everyday actions or large-scale projects.

We are committed to taking local initiatives and implementing concrete changes to improve our community.

We're proud to be part of a committed municipality that's ready to take on challenges, and work together to create a better future for everyone.



VALUES

- AGENT OF CHANGE
- **UNDERSTANDING**
- SOCIALLY RESPONSIBLE

We understand that to meet the needs of our community, it's important to listen to our residents.

We are committed to **creating spaces for dialogue and collaboration.**

We believe that listening and understanding the needs are key to creating a united and harmonious community.



VALUES

- AGENT OF CHANGE
- UNDERSTANDING
- **SOCIALLY RESPONSIBLE**

We are committed to acting **ethically and responsibly** towards our stakeholders, with **empathy, transparency and respect**.

We take pride in our actions to meet the needs of our residents, reduce our ecological footprint, and support local and social projects.

We believe that social responsibility is a key element in creating a sustainable and resilient community.

OVERVIEW

01

VISION

**CHELSEA 2040:
NATURAL. CONNECTED. REGENERATIVE.**

02

MISSION

**WORKING ALONGSIDE OUR COMMUNITY
TO PROVIDE SOCIALLY RESPONSIBLE SERVICES
TO EXPERIENCE CHELSEA, FULLY.**

03

VALUES

- **AGENT OF CHANGE**
- **UNDERSTANDING**
- **SOCIALLY RESPONSIBLE**

04

STRATEGIC PILLARS

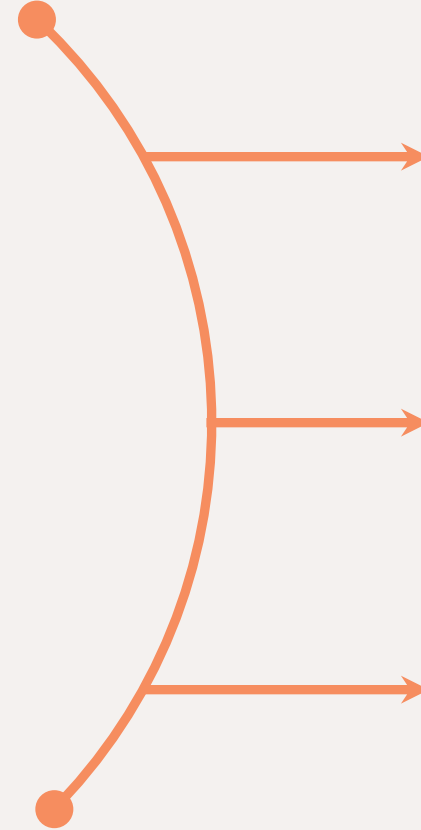
Core areas of focus to achieve our
vision, mission and strategic
priorities.



STRATEGIC PILLARS



IDENTITY



**NATURE &
ENVIRONMENT**

**PEOPLE &
COMMUNITY**

**MOBILITY & ACTIVE
LIFESTYLE**

**RESPONSIBLE OPERATIONS
& SERVICES**

IDENTITY

STRATEGIC PILLARS

DEFINITION

Promote a **unique and sustainable community** where residents can enjoy a natural lifestyle in **harmony with the environment**.

This is a place where one **can slow down and reconnect with nature**, while adopting a healthy and active lifestyle.

Chelsea aims to be a **progressive and inclusive village** that remains true to its rural roots, offering opportunities for **ecotourism and local economic development**.



IDENTITY

STRATEGIC PILLARS

HOW WE GET THERE

- Establish and promote a clear identity and brand image
- Develop and maintain key partnerships with stakeholders in the community
- Increase the number of local businesses based on the needs of residents



IDENTITY

STRATEGIC PILLARS

MEASURES OF SUCCESS

- Establish and maintain x committees bringing together experts from the MRC, NCC, neighboring towns and other regional entities each year to create strong, healthy relationships with stakeholders
- Encourage local entrepreneurship to increase the percentage of local business owners
- Develop policies and procedures to promote local entrepreneurship
- Manage tourism in Chelsea to empower visitors, implement responsible practices, raise awareness and promote ecotourism and sustainable tourism
- Quality of life satisfaction rate of residents



NATURE & ENVIRONMENT

STRATEGIC PILLARS

DEFINITION

Protecting our **natural heritage** and promoting an **environmentally respectful community** in order to effectively combat climate change.

By working together, we can **ensure a healthy, sustainable, and regenerative environment** for future generations, as well as for the residents and visitors of Chelsea.

Our commitment to the environment goes beyond sustainability and aims for the active **regeneration of natural ecosystems**.



NATURE & ENVIRONMENT

STRATEGIC PILLARS

HOW WE GET THERE

- Protect natural habitats, biodiversity and develop regenerative practices
- Recognize and identify natural protected areas to preserve natural and rural lands
- Reduce ecological footprint and require sustainable construction practices
- Promote the reduction of greenhouse gas emissions and the consumption of water and energy



NATURE & ENVIRONMENT

STRATEGIC PILLARS

MEASURES OF SUCCESS

- Aim to conserve 30% or more of land by 2030, according to the Natural Environment Conservation Plan
- Enhance the protection of natural environments by adopting a Natural Environment Conservation Plan
- Improve municipal tree-cutting bylaws
- Continue to implement the Sustainable Development Action Plan and the Climate Change Adaptation Plan
- Promote green architectural innovations and construction integrated with natural environments to reduce the ecological footprint of infrastructures
- Work on the development and implementation of a strategy to achieve carbon neutrality



PEOPLE & COMMUNITY

STRATEGIC PILLARS

DEFINITION

Develop a welcoming, **inclusive, and connected community** where residents feel included, where community art and culture are celebrated, with **gathering spaces and services** that meet the needs of the community.

This involves **promoting diversity, equity, and inclusion**, providing a variety of housing options, and fostering strong relationships with local businesses.



PEOPLE & COMMUNITY

STRATEGIC PILLARS

HOW WE GET THERE

- Implement processes and procedures that support inclusion, diversity, and equity
- Create gathering spaces to foster community connections and promote the development of activities
- Promote local events (cultural, sports, community, etc.) and establish partnerships with local associations
- Diversify housing options to meet the needs of the community



PEOPLE & COMMUNITY

STRATEGIC PILLARS

MEASURES OF SUCCESS

- Create policies and procedures to promote diversity, equity, and inclusion
- % variety of housing (condos, houses and rental units)
- Development and implementation of policies and procedures to promote diversity, equity and inclusion
- # of community, sports, arts and cultural activities generated by residents
- # neighborhood gathering spaces
- # partnerships and agreements with businesses, associations and groups, schools and community members



MOBILITY & ACTIVE LIFESTYLE

STRATEGIC PILLARS

DEFINITION

Create a **safe and accessible transportation network** for all Chelsea residents by **promoting sustainable mobility choices** for daily commutes, such as traveling to daycare or grocery shopping.

We aim to **provide diverse options** that allow residents to access local services and activities within the municipality.

By **addressing congestion and traffic issues**, we hope to offer an active transportation network connecting our various neighbourhoods.



MOBILITY & ACTIVE LIFESTYLE

STRATEGIC PILLARS

HOW WE GET THERE

- Ensure network safety and quality maintenance to encourage sustainable mobility
- Ensure the continuity of a culture of sustainable mobility in the municipality of Chelsea
- Continue to develop a culture of sustainable mobility by focusing on education, coaching and promotion
- Develop technical tools for effective transportation planning in Chelsea
- Encourage the adoption of a physically active lifestyle



MOBILITY & ACTIVE LIFESTYLE

STRATEGIC PILLARS

MEASURES OF SUCCESS

- Implement the Active Transportation Master Plan and the Policies encouraging healthy lifestyles within x number of years
- Improve safety for pedestrians and cyclists by rehabilitating existing infrastructure and creating new bike paths and sidewalks
- Reducing vehicle speeds on certain roads and increasing the use of public transport to reduce congestion
- # of residential and commercial projects in the next 5 years built within 100 m walking distance of a bus stop
- Create a network of interconnected trails for residents and visitors, offering safe and sustainable travel options



RESPONSIBLE OPERATIONS & SERVICES

STRATEGIC PILLARS

DEFINITION

Ensure that municipal operations are carried out **efficiently, responsibly, ethically, and transparently**.

This includes establishing **clear governance processes**, improving service systems for residents, ensuring information accessibility, and **facilitating effective communication** between residents and the municipality.

We also aim to emphasize **sound growth management** and pay special attention to the needs of the community.



RESPONSIBLE OPERATIONS & SERVICES

STRATEGIC PILLARS

HOW WE GET THERE

- Ensure the necessary resources in terms of finances, personnel, and administration by engaging experts and diverse partners to support activities
- Diversify communication channels and develop systems that enable personalized, two-way, and easily accessible communication
- Regularly assess and revise procedures and policies to identify areas in need of improvement, while consulting with residents
- Adopt a balanced budget for implementing municipal projects and priorities



RESPONSIBLE OPERATIONS & SERVICES

STRATEGIC PILLARS

MEASURES OF SUCCESS

- Reduced % of complaints related to the use of communication platforms
- Implement effective policies and procedures to improve the efficiency and effectiveness of municipal operations
- Increase resident satisfaction with municipal services by 2026
- Reduced response time for municipal service requests
- % buy-in and engagement of communication platforms and information systems
- Implement sustainable management practices to reduce the environmental impact of municipal operations
- Establish a strategy to diversify municipal revenues



NEXT STEPS

01

Set annual targets towards the achievement of our strategic plan

02

Develop the 1-year action plan for each municipal service

03

Publish and communicate the strategic plan on the [Chelsea.ca](https://chelsea.ca) website and other media outlets



Municipality of Chelsea

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