



Strategic Plan 2025-2030

Message from the Mayor and Council

Towards a more Sustainable and Prosperous Bonfield

In developing this Strategic Plan, Council and Staff have attentively listened to the needs and priorities of the community. We have engaged in two separate strategic planning sessions and conducted additional research & analysis to both refine and update the strategic pillars, goals, and priority action items itemized within.

Working together, Council and Staff have reaffirmed our vision, mission, and guiding principles; and identified a series of key priorities, initiatives, and action items to guide Council in its decision-making for the next 5 years, and beyond. Our aim has been to take a future-oriented approach, while recognizing the unique heritage, socio-economic circumstances, and natural assets which characterize the Township of Bonfield.

On behalf of Council,

Narry Paquette

Mayor Narry Paquette



Message from the CAO

The Township of Bonfield pleased to present its Final Strategic Plan, 2025-2030.

Strategic planning is an organizational management activity used to set priorities, focus energy and resources, and strengthen operations, while ensuring employees and other stakeholders are working towards the same common goals. A Strategic Plan aims to establish agreement around intended outcomes and results. As a living document, it allows an organization to assess and adjust the organization's direction in response to a changing environment.

In effect, a Strategic Plan is used to inform decision-making and actions that shape and guide what an organization is, who it serves, what it does, and why it does it - with a focus on the future. Effective strategic planning articulates not only where an organization is going, and the actions needed to make progress, but also how it will know if it is successful.

This document is critical to defining Council's direction and as staff this provides the foundation in our decisions and actions to make Bonfield more sustainable and prosperous for all stakeholders.

Nicky Kunkel

**Nicky Kunkel,
Chief Administrative Officer**



Stakeholder and Community Engagement

In accordance with provincial legislation, combined with an understanding of best practice approaches, Council has committed to stakeholder and community engagement activities in ways that have informed the new vision, goals, and objectives for the Township of Bonfield.

A detailed report which summarizes the stakeholder and community engagement activities that have taken place, and how these have informed the development of this Final Strategic Plan is provided in the separate [Background Report](#) which accompanies this plan for reference.

The following provides a brief summary of the timeframes and activities involved:



AT A GLANCE

Vision

The Township of Bonfield is a reliable, effective, and trusted provider of services to the community.

Mission

A modern municipal government which fosters safety, and a sense of community through fiscal responsibility and sustainable growth

Guiding Values and Principles

The Township is a service provider and facilitator making decision based upon the following values:

1. Service Excellence with Courtesy and Respect
2. Financial Prudence and Accountability
3. Sustainable Growth and Investment Readiness
4. Environmental Consciousness
5. Collaboration and Transparency

Strategic Pillars

Responsible Government	Economic and Social Development	Fiscal Prudence	Environmental Stewardship
Goal #1 Create a Communications Plan	Goal #4 Foster an environment to promote positive Social, Health and Economic Development outcomes	Goal #6 Ensure spending is based on Asset Management Priorities	Goal #9 Lead and support the move to a more sustainable future
Goal #2 Create an environment that facilitates Community Participation	Goal #5 Maintain Municipal Infrastructure	Goal #7 Modernize and simplify administrative processes	
Goal #3 Comply with Legislation and Regulations		Goal #8 Understand opportunities for Shared Resources	



Strategic Pillar One: Responsible Government

A responsible government builds and maintains trust and increases community pride. It engages and encourages participation with residents on projects and initiatives. It promotes healthy and active living, and equal opportunity amongst all residents. It



also produces robust policies and procedures in accordance with prescribed legislation. Working in collaboration and partnership, the Township will create modern, accessible, and inclusive spaces for all, while demonstrating openness, transparency, and our capability to address strategic challenges.

Priority Action Items

Goal #1 - Create and Maintain a Communication and Brand Strategy

1. Update and modernize the website to be more accessible and user-friendly
2. Create and maintain a community events calendar
3. Produce informative newsletters, and regular social media updates
 - Quarterly
 - Monthly
 - Bi-weekly; and
 - As required

Goal #2 - Create and Foster an Environment that Facilitates Community Participation in Events

1. Host events which unite and engage the community (including Family Day, Canada Day, Remembrance Day, etc.)
2. Facilitate and support service club activities and events
3. Explore opportunities for new and inspiring events within the Township

Goal #3 - Comply with Federal, Provincial, Regional and Municipal Legislation and Regulations

1. Stay informed about changes and updates in prescribed legislation and regulations.
2. Attend conference and training sessions
3. Review existing township-owned policies and procedures
4. Produce action plans to ensure compliance with all regulatory requirements.



Strategic Pillar Two: Economic & Social Development

Economic and social development includes working with residents, agencies, and neighbouring communities to address important issues and opportunities. The Township will implement the strategic direction



of Council, ensuring municipal infrastructure is maintained, while carrying out regular inspections to manage the lifespan of assets over time. We will advance opportunities to increase productivity and accelerate the delivery of new and innovative housing solutions that meet the needs of Bonfield's residents. Together, we will build a solid foundation for future economic growth and social development, while avoiding undue hardship to taxpayers through smart investment decisions.

Priority Action Items

Goal # 4 - Foster and Support an Environment which promotes positive Social, Health & Economic Development outcomes.

1. Housing: Promote a mix of safe, affordable, accessible, and desirable housing
2. Employment: Promote a diverse economic base, considering trends and gaps analysis, through business retention and expansion programming.
3. Health & Wellbeing: Create opportunities to advance regional partnerships that promote trails, recreation, exercise, and inclusive activities across demographics.
4. Strategic Growth Initiatives: Identify and allocate sufficient land supply for housing, employment, agriculture, forestry, and light industrial uses.

Goal # 5 - Ensure municipal infrastructure is being maintained based upon a robust analysis of its condition.

1. Conduct regular and regulatory inspections
2. Prepare Studies and Plans related to municipal assets including roads, bridges, and buildings
3. Conduct Lifecycle Analysis in support of municipal asset management plans



Strategic Pillar Three:

Fiscal Prudence

Fiscal prudence requires spending decisions to be informed by asset management priorities and best practices, alongside defined policies, roles, and responsibilities.

The Township will implement modern and simplified administrative processes and explore other opportunities to increase efficiencies that reduce total costs across the township's operations. Through long term planning for service delivery, we will demonstrate and deliver departmental efficiencies through budgeting.



Priority Action Items

Goal # 6 - Ensure new spending decisions are informed by an up to date understanding of asset management priorities

1. Create and maintain a long-term asset management plan which includes roads, bridges, machinery, and equipment.
2. Ensure financial due diligence through Key Performance Indicators (KPIs), monitoring and reporting.

Goal # 7 - Modernize and simplify administrative processes

1. Prepare multi year budgets which includes reporting, forecasting, and analysis.
2. Advance new file management and record keeping systems
3. Produce and maintain new and updated checklists and forms, providing clear and consistent information.

Goal #8 - Understand the opportunities for shared resources

1. Research and evaluate partnership development among regional communities
2. Facilitate partnerships with NGOs, and other service clubs, to provide collaborative opportunities to save money, time, and resources.

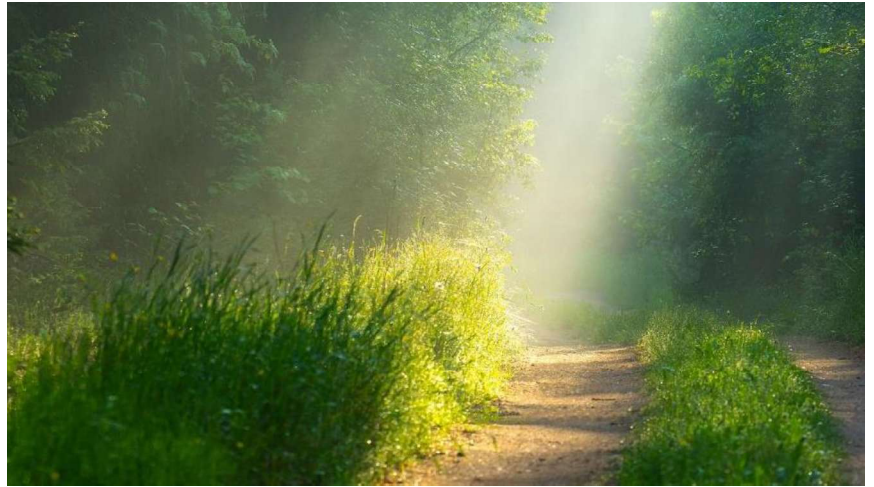


Strategic Pillar Four: Environmental Stewardship

Environmental sustainability will guide the Township of Bonfield as it makes the transition to a more green, resilient, and prosperous community.

We will apply mitigation and adaptation-led solutions which reduce the communities' footprint

and prepares it for a less predictable climate. Through current and future planning documents, we will adopt stringent and realistic targets, and work with partners to advance stewardship which fosters enhanced sustainability and environmental stewardship.



Priority Action Items

Goal #9 - Lead and support the Township of Bonfield as it makes the transition to a more sustainable future

1. Execute municipal plans and studies, including the Official Plan, Comprehensive Zoning By-law, and the Municipal Energy Plan.
2. Promote Energy Efficiency Standards in Buildings and Infrastructure.
3. Increase awareness of sustainable products, technology, and other solutions in procurement activities.
4. Focus on compliance with regulations related to healthy watershed management.
5. Continue to maintain a robust waste management plan.
6. Support efforts to advance public education.



For inquiries related to this Strategic Plan please contact us at:

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March 2025

