



Future Focus Corporate Plan

2014 - 2018

Roads, Transportation and Traffic

Continue deliberate and purposeful planning resulting in improved road conditions, travel options, safety and convenience.

To improve our transportation system we plan to:

- Carry on implementation of the Roads Rationalization Review
- Participate in processes to establish more efficient truck access to the escarpment
- Complete a speed assessment review for our rural road network
- Develop, with the region, strategies to manage truck safety and speed, including a report on the impact of truck traffic on the community
- Support regional transportation initiatives – Niagara Region Transportation Strategy, Complete Streets for Niagara, Regional Niagara Bikeways Master Plan, Greenbelt Route, Intermunicipal Transit initiative (Niagara Region Transit), and the Go Transit initiative
- Develop and implement a sidewalk program making Lincoln more pedestrian friendly.

Economic Development

Council Commitment

Build our economic capability, securing our economic future and improving the quality of life for our residents.

Create an investment-friendly environment maintaining Lincoln as a sustainable and prosperous Town that:

- Partners with other levels of government to implement an economic development strategy to establish Lincoln as a Centre of Excellence for Agriculture – a catalyst for industry and business growth
- Markets Lincoln as “open for business”
- Promotes development of downtown business districts making them “market ready”
- Participates in establishment of community events promoting and focussing on local food, wine, arts and culture
- Develops and implements a single tourism and economic development signage program to reflect our character as an attractive permanent small Town (and is aligned with the Regional signage program)
- Pursues opportunities to support current investment, attract new businesses, and research and development with private and public sector entities
- Supports implementing planning guidelines to develop Prudhommes Landing making it a vibrant part of our community.

Customer Service

Strive to be known by citizens for a positive and high quality service-centered culture.

Develop a Customer Service Strategy focusing on excellence and making it part of the day-to-day corporate culture. The Strategy:

- Reviews the current delivery of customer service
- Provides a framework within which decisions about customer service can be made
- Identifies customer service standards for Council and Staff
- Provides a roadmap for the organization.

We strive to protect the quality of Town assets, provide effective and efficient service delivery and encourage a working environment that ensures high value to Lincoln residents for each tax dollar expended.

Communication

Create and enhance active and engaged dialogue with the community.

Develop and implement a Corporate Communications Strategy that:

- Aligns communication practices with the way citizens and stakeholders prefer to communicate with the Town
- Provides a structure for how the Town can best communicate with citizens and stakeholders
- Maximizes the use of technology and builds upon the proliferation of social media and new media channels (such as digital, mobile, web)
- Examines needs and protocols for internal communications, such as employee updates, staff training
- Works effectively with other levels of government.

Cultural Planning

Encourage bringing people together in a civil, caring community where we can thrive.

Develop a Cultural Plan that:

- Sets out a strategy and recommended actions to identify, recognize and promote the health and vitality of local cultural groups and their activities while maintaining alignment with municipal and community priorities
- Complements the Region of Niagara Cultural Plan
- Attracts investment and creative talent, growing local business, boosting tourism, enhancing community image and while promoting adaptive reuse for downtown revitalization.
- Identifies arts, recreation and sports opportunities for all age groups e.g. Mayor's youth advisory group.

Develop a Parks Plan including: an inventory, policies and protocols, design and amenity considerations, and maintenance schedules.

Develop a plan to implement the 2014 Facilities Review; and complete the Jordan Museum grounds Master Plan including implementation options.