

Hampstead Strategic Plan

2026-2030

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Leadership Message

A message from the Mayor of Hampstead, Jeremy Levi



This Strategic Plan reflects a shared vision for a community that is thoughtful in its growth, deliberate in its actions, and anchored in a commitment to rigour. As Mayor, I see this plan not only as a framework for decision-making, but as a clear expression of our collective purpose: to serve our residents with integrity, foresight, and care. This strategic direction is grounded in a fundamental principle: that every action contributes meaningfully to the well-being of our community. Our focus remains to cultivate a town that is resilient, inclusive, and responsive to evolving needs. Guided by this plan, Council is committed to working collaboratively with the administration to translate priorities into tangible outcomes. Above all, this plan affirms our responsibility to lead with clarity and purpose, while remaining attentive to the voices and expectations of our community. Together, we will continue to build a Hampstead that reflects our shared values and collective aspirations.

An introduction by the Director General, José R. Nunez



The Town of Hampstead's 2026–2030 Strategic Plan establishes a clear and forward-looking direction for our administration—one that is disciplined, aligned, and firmly focused on results. As Director General, I am committed to ensuring that our organizational processes, internal structures, and staff efforts are fully aligned with the priorities set out in this plan. This is not simply a statement of intent; it is an operational roadmap that will guide how we plan, allocate resources, and deliver services to our residents. By strengthening the alignment between Council's vision and administrative execution, we will enhance accountability, improve efficiency, and ensure that every initiative—whether in infrastructure, public safety, community engagement, or financial management—contributes meaningfully to the long-term resilience and quality of life in Hampstead. Through a cohesive and mobilized organization, we will deliver measurable results and position the Town to meet both current expectations and future challenges with confidence.

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Vision, Mission and Values

Vision

A safe, connected, and vibrant community supported by resilient infrastructure, accessible public spaces, strong public safety, and meaningful engagement with residents.

Mission

To deliver reliable infrastructure, ensure public safety and security, enhance parks and recreational opportunities, and foster strong community relations through responsible governance, transparent communication, and collaboration with residents and partners.

Core Values

Accountability & Efficiency

Responsible stewardship of public resources, guided by sound governance and administrative rigour.

Collaboration

Constructive collaboration with residents, partners, institutions, and organizations to advance shared objectives and public interest outcomes.

Community Focus

Municipal policies and actions oriented toward the well-being, safety, and quality of life of residents.

Innovation

Ongoing improvement of municipal practices through the thoughtful adoption of modern, evidence-based approaches.

Clarity & Accessibility

Accessible, clear, and timely communication that enables informed participation and strengthens public trust.

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Strategic Lines of Effort

The Town of Hampstead Strategic Plan is organized around **five lines of effort**, providing a clear framework to guide municipal action and decision-making from 2026 to 2030.

Infrastructure

Maintain and improve municipal infrastructure

Parks & Recreation

Preserve green spaces and promote active lifestyles for residents of all ages.

Public Safety and Security

Strengthen community safety through prevention, public awareness, and coordinated public security initiatives.

Communications & Engagement

Strengthen transparent and accessible communications while fostering meaningful engagement with the community.

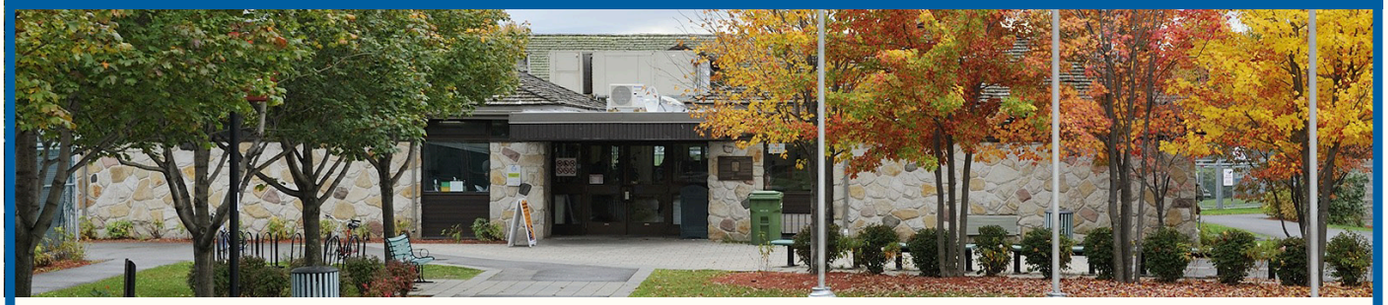
Financial Governance

Ensure responsible and sustainable management of public funds through disciplined financial practices and long-term planning.

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Infrastructure



Maintain and modernize municipal infrastructure through disciplined asset stewardship, lifecycle planning, and resilient investment sequencing, ensuring safety, service continuity, and long-term value for residents. In keeping with the Town's governing philosophy, infrastructure planning reflects institutional rigour, ensuring that technical decisions translate into tangible improvements in residents' daily lives.

How we will get there

Short-term priorities

- Proactive maintenance of roads, sidewalks, lighting, and pedestrian infrastructure to preserve safety and service reliability
- Targeted infrastructure repairs based on condition assessments, risk analysis, and operational priorities
- Systematic integration of road safety measures within infrastructure interventions to reduce risks and enhance mobility

Long-term priorities

- Consolidation and continuous updating of a comprehensive municipal asset inventory
- Lifecycle-based capital planning aligned with provincial frameworks and funding requirements
- Sequenced renewal of priority corridors and underground infrastructure based on value, risk, and service impact
- Integration of resilience, climate adaptation, and long-term sustainability considerations into infrastructure decision-making

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Infrastructure

How we will measure our success

- Percentage of infrastructure assets evaluated through lifecycle analysis
- Number and scope of infrastructure renewal interventions completed annually
- Resident feedback related to infrastructure condition, safety, and accessibility
- Alignment of completed projects with approved capital planning schedules
- Infrastructure projects delivered within planned timelines



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Parks & Recreation



Preserve and enhance Hampstead's parks and recreational spaces as essential civic assets that support well-being, social connection, and community identity. Parks and public spaces are approached as living neighbourhood environments that foster intergenerational interaction, civic pride, and environmental stewardship.

How we will get there

- Maintain high standards for park maintenance, landscaping, and cleanliness
- Improve accessibility, inclusivity, and usability of green spaces for residents of all ages and abilities (upgrade 2 parks per year)
- Expand and diversify recreational, cultural, and community programming
- Strengthen partnerships with community, cultural, and recreational organizations to support programming and shared initiatives
- Modernize and upgrade sports facilities to ensure quality, safety, and sustainability
- Enhance and optimize aquatic facilities, including the municipal pool

How we will measure our success

- Participation rates in municipal programs and activities
- Number of supported community and cultural initiatives
- Accessibility and inclusivity indicators (where applicable)

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Public Safety and Security



Ensuring a safe and resilient community through proactive prevention, neighbourhood-scale interventions, and strong institutional partnerships. Public security in Hampstead is grounded in visibility, education, and trust, supported by coordinated action, data-informed decision-making, and targeted road safety initiatives as one component of a broader community safety approach.

How we will get there

- Implement targeted safety interventions, including traffic calming and road safety measures
- Enhance pedestrian safety through improved signage, visibility, and public-realm design
- Strengthen coordination and operational alignment with SPVM/SIM emergency services and institutional partners
- Advance public education, awareness, and preparedness initiatives related to community safety
- Modernize public security tools, practices, and data use to support proactive and responsive interventions
- Strengthen and formalize municipal emergency preparedness measures

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Public Safety and Security

How we will measure our success

- Reduction in traffic incidents, speeding, and safety-related complaints
- Improved resident perception of safety and confidence in public security measures
- Timely completion of planned safety and prevention interventions
- Preparedness and response to emergency measures



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Communications & Engagement



Strengthen trust, transparency, and civic connection through clear, accessible, and consistent municipal communication, while fostering strong community relations.

How we will get there

- Modernize municipal communication platforms and tools
- Expand and modernize digital access to municipal services and information
- Ensure clear, timely, and contextualized communication regarding municipal initiatives and emergency situations
- Implement structured consultation and engagement mechanisms
- Strengthen interdepartmental and community partnerships

How we will measure our success

- Resident satisfaction with municipal communications
- Engagement metrics across platforms
- Participation in consultations and community activities
- Compliance with adopted communication standards

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Financial Governance



Ensure disciplined and sustainable fiscal responsibility that advances service excellence, infrastructure renewal, and long-term resilience through strategic investment and intergenerational equity.

How we will get there

Short-term priorities

- Maintain balanced budgets and transparent financial reporting
- Monitor expenditures and operational efficiency
- Align spending with strategic priorities

Long-term priorities

- Implement multi-year financial forecasting
- Integrate capital and asset planning
- Strengthen strategic alignment with provincial and federal funding programs
- Develop a systematic grant maximization strategy

How we will measure our success

- Annual budget variance
- External funding secured annually
- Long-term financial sustainability indicators
- Council and public reporting compliance

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Implementation & Monitoring

The Strategic Plan will guide municipal decision-making between 2026 and 2030.

Municipal departments will integrate these priorities into their operational planning, and progress will be monitored through the performance indicators identified in each strategic priority.

Ensure regular reporting to promote transparency and allow the Town to measure progress toward its strategic objectives.



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Conclusion

The successful implementation of this Strategic Plan will rely on a shared commitment between Council, the administration, municipal employees, residents, and community partners. While the priorities and initiatives outlined throughout this document provide direction for the years ahead, the Town's guiding principle remains simple: to remain resident-focused in everything we do.

Every project, service, and decision undertaken between 2026 and 2030 will be guided by the objective of enhancing the daily lives of residents and preserving the strong sense of community that defines Hampstead. Whether through infrastructure renewal, improved public spaces, enhanced safety initiatives, stronger communication, or responsible financial management, the Town's focus will remain on delivering practical and meaningful results for the community.

This Strategic Plan is intended to serve as both a roadmap and a commitment — one that promotes accountability, adaptability, and continuous improvement. As the needs of the community evolve, the Town will continue to listen, adapt, and work collaboratively to ensure Hampstead remains a safe, connected, and vibrant place to live for current and future generations.

Together, we will continue building a community that reflects pride, resilience, and a shared vision for the future.



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