



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.



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**.

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.

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.

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.



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.

A photograph of a woman in winter attire, including a purple jacket, black beanie, and gloves, holding ski poles and smiling in a snowy forest. The word 'VALUES' is written vertically in large white letters over the image.

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**

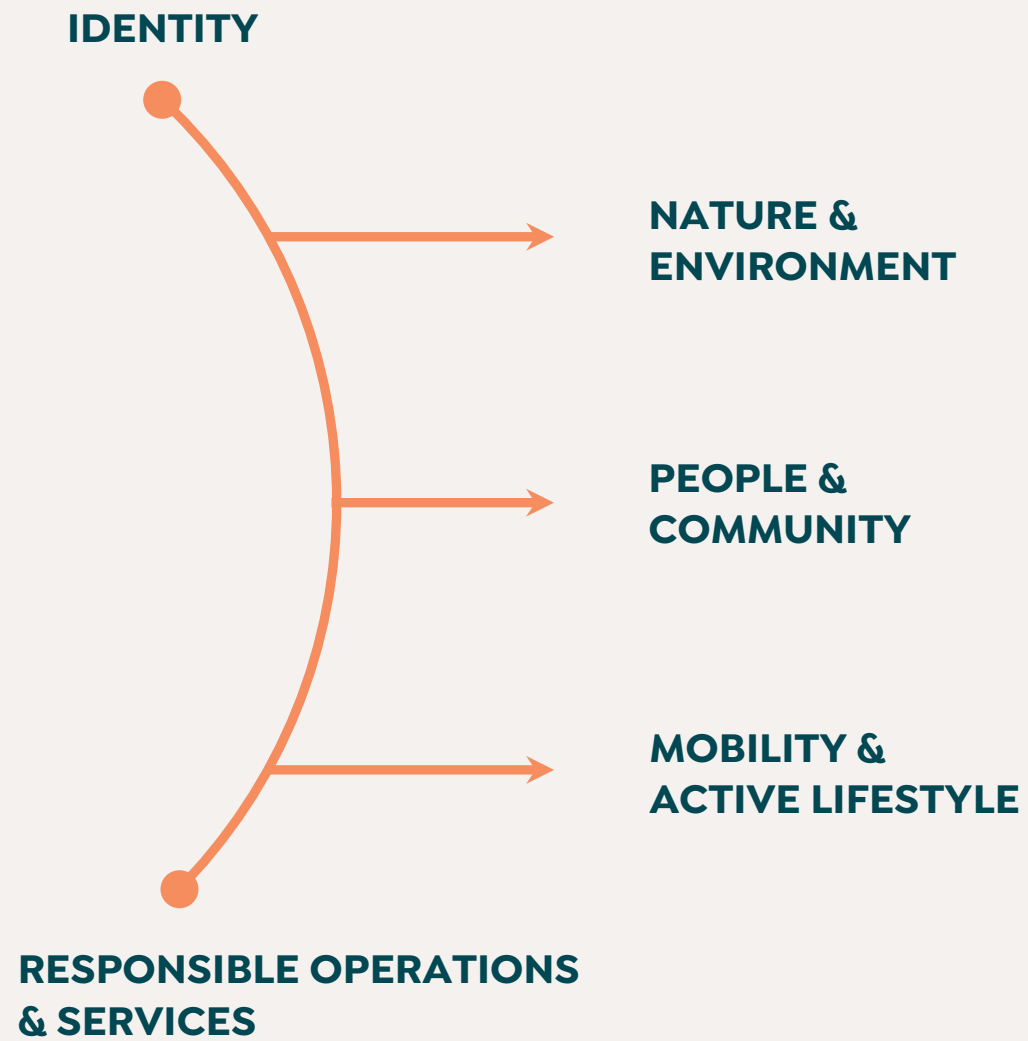
04

STRATEGIC PILLARS

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



STRATEGIC PILLARS



IDENTITY

STRATEGIC PILLARS

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



NATURE & ENVIRONMENT

STRATEGIC PILLARS

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



PEOPLE & COMMUNITY

STRATEGIC PILLARS

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



MOBILITY & ACTIVE LIFESTYLE

STRATEGIC PILLARS

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



RESPONSIBLE OPERATIONS & SERVICES

STRATEGIC PILLARS

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



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** website and other media outlets



Municipality of Chelsea

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