



## COMMUNIQUÉ DE PRESSE

Pour diffusion immédiate

# REVEAL OF THE STRATEGIC PLAN

## Chelsea 2040 : Natural. Connected. Regenerative

**Chelsea, June 15, 2023** – At a public presentation held at La Fab sur Mill last night, Mayor Pierre Guénard unveiled the Municipality of Chelsea's 2040 Strategic Plan. Residents in attendance were able to discover the Municipality's vision, mission, values and strategic pillars.

"It's the culmination of several months' work, and I'm very proud of what we've presented. Although ambitious, this strategic plan is well within our means. It also enables us to affirm ourselves as a municipality, get to know us better and, above all, give ourselves a common direction for the years to come. future," said Chelsea Mayor Pierre Guénard.

### Five strategic pillars

The Municipality's strategic plan is built around five strategic pillars representing the key elements essential to the realization of its Chelsea 2040 vision: Natural. Connected. Regenerative.

1. Identity
2. Nature et environment
3. People and community
4. Mobility and active lifestyle
5. Responsible operations & services

### The culmination of several month's work

In parallel, two public consultations have been held. The first was an in-person event that allowed for discussions with about 50 residents. The second was held online, and more than 200 residents took the opportunity to have their say. In addition, some 900 residents responded to the vision exercise held as part of the review of the urban plan. Their input has also been analyzed and taken into account.

The strategic plan is centred on a vision towards 2040 and will be implemented over the course of three years. It will guide the decisions of the municipal organization and council until 2026. The 2040 goals serve as a foundation to ensure continuity with each renewal of the strategic plan, even after elections.

To consult the strategic plan, [click here](#).

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#### Information :

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