CENTRAL YORK RURAL COMMUNITY
MAYOR AND COUNCIL



STRATEGIC PLAN

2025-2030

BRIDGING COMMUNITIES, BUILDING FUTURES

https://centralyork.ca / 506-363-3477 / cao@centralyork.ca

DRAFT

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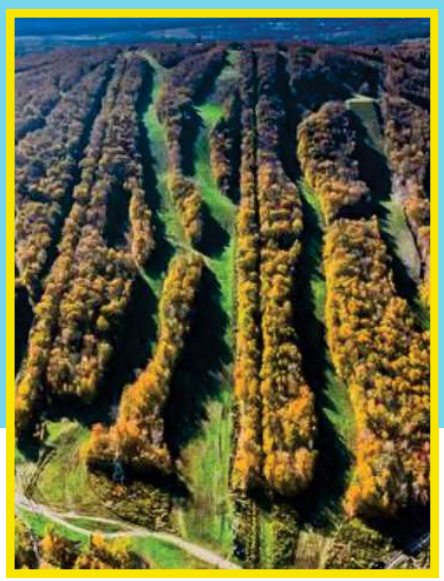
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MISSION & VISION & VALUES







MISSION STATEMENT

A thriving community, where families work, play and explore. We are committed to partnership, responsible stewardship, and enhancing recreational opportunities.

VISION STATEMENT

To create a vibrant, welcoming community that celebrates our rural lifestyle, fosters strong connections, and embraces sustainable growth. We aim to honor our rich history, while protecting our natural resources. We value the contributions of every resident, all while offering a high quality of life and a strong sense of belonging.

VALUES

Central York is guided by the following core values:

- **Community-centered:** Local control, local decisions with a deep sense of pride, fostering community-specific solutions and engagement.
- **Transparency:** Open, inclusive communication to enhance community awareness & understanding.
- **Cohesion:** 'Many households, One community' with a strong sense of interconnectedness and unity.
- **Creativity:** Innovating for sustainable growth and diversity of our community.
- **Respect:** All residents are heard, valued and respected .



MESSAGE FROM MAYOR DAVID DUPLESSIS

Let me start by saying “Thank you”. Creating a new Rural Community has been a big job and would not have been possible without the support of residents and the Council for Central York.

In two short years we have been able to learn and grow into a functioning municipality. Residents now have a local voice over the decisions that matter to them, including fire services, recreation, recycling and garbage pickups, and policing. But none of this would be possible had it not been for what our ancestors worked hard to build in all seven wards of this community.

Over the past few months, we have been collectively setting the stage for the next five years. Thank you for participating in the online survey and coming out to the Strategic Plan breakfast.

It is the wish of Council that we will be able to look back in five years at what everyone has accomplished together. The residents, the associations and clubs, the neighbourhood groups, and your elected representatives.

This plan lays out the priorities where you can expect to see progress, some in the short term and some will take longer to implement. During this process, I hope we continue to encourage one another and build each other up, just as we are building up Central York.

David DuPlessis
Mayor







Strategic
Commitments and Actions

These are the key strategic priorities:

- Adventure, Tourism & Country Living
- Community Safety & Protection
- Land Planning & Responsible Stewardship
- Sport, Recreation & Healthy Living
- Sustainable Development & Growth
- Thriving & Connected Community

Adventure, Tourism & Country Living



We promote a lifestyle of adventure and country living, welcoming everyone to experience the unique charm of Central York. By leveraging our community assets, we aim to enhance inclusive recreational offerings, making Central York a premier destination for year-round indoor/outdoor activities. Developing new hiking and biking trails, kayak launches, enhancing our arena, ballparks, organizing seasonal sports leagues and outdoor adventure camps for all ages.

CYRC will:

- Learn what is required to develop and expand tourism for Central York. Explore what are possible opportunities and apply flexibility in the rural plan to promote growth and development.
- Meet with local operators/businesses and invite them to council to engage on expanding tourism opportunities.
- Partner with the local chamber of commerce, community connector programs, and neighbouring municipalities, to identify opportunities to work together.
- Actively promote Central York and find potential investors to expand our cottage/accommodations industries. Develop a scenic drive video to showcase our region to businesses and investors (with Capital Region Tourism).
- Facilitate and encourage operators to work collaboratively on tourism events. Encourage and refer local businesses to work with Capital Region Tourism.

Outcome: Strengthening our tourism sector helps our businesses thrive by generating revenues, new business, and economic spin-offs that benefit everyone in Central York.

Community Safety & Protection



We will strive for the protection and safety of our rural community and social well-being of our citizens. Our goal is to align our community fire services and provide effective and timely emergency response for fire, ambulance and policing across Central York. We aim to evolve our services to promote safer community living.

CYRC will:

- Develop a strong mandate and increase fire department standards that guides senior leaders with policies, by-laws and training. Explore opportunities to provide for financial and human resource benefits for volunteers.
- Increase communications by working with NB911 and Radcom to develop an internal communications plan and boundaries. Advocate for improved Emergency Medical Services in the region.
- Advocate for improved coverage of cellular services in Central York dead zones that limit communications for emergency services for residents. Advocate for added cellular hubs being provided in emergency situations.
- Work with the Provincial (Public Safety) and Federal government & UMNB (Union of Municipalities of New Brunswick) to raise awareness of the safety concerns (roads, signage, bridges) and influence policy makers.
- Ensure policing services are monitored, maintained and improved across Central York. Encourage and advocate for increased recruitment and presence in our community.
- Education and awareness for the residents on policing services being provided and where to call with complaints. Promote neighborhood watch.

Outcome: An efficient and unified response to ensure enhanced and modernized fire and ambulance services. Reasonable and unified cell coverage across Central York for emergency services to ensure a safer community. Decreased crime and an improved community policing service for Central York.

Land Planning & Responsible Stewardship



Our vision includes responsible land management, balancing our financial resources and natural assets, reflecting the needs and values of our community. We will strive to maintain a peaceful community that preserves our natural beauty and tranquility, offering unique experiences through our rich natural resources. Implementing conservation programs to protect local wildlife and natural habitats. Promoting eco-friendly practices among residents.

CYRC will:

- Produce the Central York Rural Community Plan to ensure it represents the community now and in the future. The preservation of our natural resources, waterways and rivers with corresponding by-laws and land-use zoning that are respected.
- Establish an advisory committee that includes Council, local residents, and CRSC Planners. Engage the public and involve residents through surveys and web-based education.
- Hold open houses to consult with residents, organizations and businesses on the development of the rural plan. Support businesses in their plans for expansion and future development when feasible for the community. Explore the needs for affordable seniors housing.
- Encourage increased recycling programs and services in the community. Conduct large items pick-up days and promote and maintain local sanitation services.
- Coordinate contracts, enhance awareness and report on amount of garbage collected, the collection of tipping fees, and look at ways to ensure efficient service delivery.

Outcome: Have a comprehensive rural plan that enhances economic development while preserving the rural way of life in our community. Residents of Central York will understand the importance and benefits to the environment of recycling & waste management.



Sport, Recreation & Healthy Living

We aim to enhance affordable and inclusive sport and recreational opportunities that celebrate our rural roots, including fishing, boating, kayaking, ATV riding, snowmobiling, camping, hiking, and hunting. We strive to create opportunities for healthy living through diverse recreational activities, connecting our community through shared experiences in nature through our waterways, rivers and lakes. We aim to build opportunities for children, youth and our seniors ensuring they have access to enriching experiences and a supportive community.

CYRC will:

- Encourage the use and expansion of all community recreational facilities to ensure they are equitable, and accessible, multi-use sport surfaces.
- Explore and consult citizens on the potential expansion of the Keswick Valley Recreational Complex, by adding another ice surface to maximize the use of the ice time, including an indoor walking track.
- Complete a feasibility study on the expansion of Keswick Valley Arena property.
- Conduct a community engagement process to solicit feedback from residents and adjacent landowners.
- Recruit a recreational resource to plan, organize and develop recreational-based services and events in the community
- Explore creating a gathering place and programs in the community for seniors.
- Expanding after-school programs, summer camps, safe spaces and youth mentorship initiatives to provide enriching experiences for children and teens.

Outcome: Enhanced recreational opportunities for outdoor sport, recreation and exercise infrastructure for residents and citizens from surrounding communities to spend more time in Central York Rural Community.

Sustainable Development & Growth



We envision a community that collaborates strategically for sustainable economic development, balancing growth with the protection of our natural resources. Partnering with local businesses and environmental groups to develop green infrastructure projects and sustainable housing initiatives. An attractive place to live and an inviting community open to new residents, offering a high quality of life and a strong sense of community.

CYRC will:

- Explore, promote and encourage economic development opportunities in our community. Be open to businesses and entrepreneurs meeting with Council to discuss potential opportunities. Praise and promote our local entrepreneurs and businesses. Conduct a review to identify mechanisms to minimize taxes and barriers to growth.
- Create a website of resources and information to support entrepreneurs and businesses in navigating programs and services. Develop an inventory of available properties/land to get the word out to businesses where they might grow in our community.
- Explore ways to expand and further develop cottage industries. Encourage and support the local farmer's markets and locally made products. Encourage and support community campaigns that recognize our diverse key sectors like forestry and agriculture (eggs, dairy, beef, apples, maple syrup, etc.).
- Invest in a social media resource for Central York to further enhance the attraction and retention of businesses in the community. Launch a marketing campaign that highlights the community's unique qualities and benefits that highlights incentives for new residents.

Outcome: Increased economic development that supports expansion of our local farming, businesses, and cottage industries to grow our jobs locally.

Thriving & Connected Community



We envision a vibrant community where families work, play, and explore our cherished rural lifestyle, fostering a deep sense of belonging and pride. Hosting annual community fairs, Summerfest, parades, dances and farmer's markets where families can showcase local produce, crafts, and enjoy various activities together. We strive to create an inviting environment for residents, organizations, and neighbors, fostering strong connections and a sense of unity. We value and recognize the contributions of our volunteers, ensuring their efforts are appreciated and celebrated within our community.

CYRC will:

- Work towards rural healthcare access-recruiting a General Practitioner or Nurse Practitioner in Central York to take patients and allow for the expansion of the health clinic and services offered in the community.
- Review the funding model and opportunities for synergies for local community groups and non-profit organizations who provide community-based services to our residents to ensure fairness and equity.
- Create a stakeholder map that identifies evidence-based data to support the needs (and future plans) for services and programs that benefit the residents in our community. Engage all community groups and conduct a needs assessment for the community.
- Conduct a feasibility study to determine the public transportation needs in the community. Support public education and consultations to solicit feedback from citizens in the community.
- Work collaboratively with the Capital Region Service Commission (CRSC) to explore opportunities for government partnerships, funding, and collaboration with neighboring communities. Promote and offer park and ride, rural ride services and/or wheels to wellness in the community.

Outcome: Our community development investments are strategically allocated with the needs in the community with measurable results. Enhancing our community healthcare to improve the access to primary care for our residents.

COMMUNITY OPEN HOUSE & BREAKFAST: APRIL 26, 2025



OPEN HOUSE BRIEF

Residents deeply value the scenic, friendly quiet country living of our community.



Celebrations like Summerfest, parades, breakfasts and seasonal gatherings are seen as integral to the community's identity.





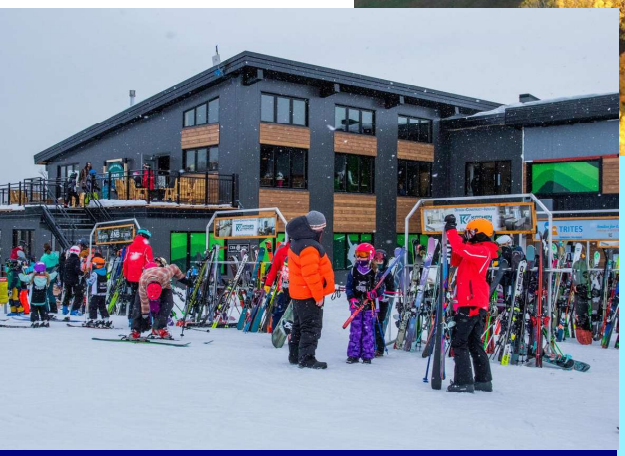
Accessible well-maintained spaces for sports, nature walks, and socialization are highly valued.





More than 80 residents participated in the Open House and shared feedback. There were 63 surveys completed.





OUR COMMITMENT

Bridging communities, Building futures



We are proud to present our first strategic plan to the residents and businesses in our community, This plan is a commitment to work hard, and work smart, to deliver the best value for improved services. It would not have been possible to without the input of the people in Central York.

This plan lays out the priorities where you can expect to see progress, some in the short term and some will take longer to implement. There will be regular updates back to the community so that you can see what has been accomplished and where you might be able to lend a hand.