
TOWN OF
Oromocto
More than Rivers Connect Us
Elizabeth Neilson
Bridge
2026 - 2030
STRATEGIC PLAN



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Values & Vision

- **Responsible Leadership**
- **Integrity**
- **Respect**
- **Strong Work Ethic**
- **Community Culture**

We envision a prosperous town that stands as a leader in protecting our natural gifts, ensuring a welcoming home where services are accessible to everyone.



The Strategic Planning Process

The 2026–2030 Strategic Plan represents Oromocto's collective vision for the future — a forward-looking road map built on the voices of the people who call this community home.

From the outset, Council and Senior Administration approached this process with a clear commitment: to listen, to collaborate, and to set a course that truly reflects what matters most to Oromocto residents. That commitment came to life through meaningful public engagement. In November 2025, the Town conducted a resident survey and hosted three public engagement sessions, giving community members multiple opportunities to share their ideas, concerns, and aspirations.

The feedback gathered through these conversations was thoughtful, candid, and deeply informative — and it serves as the foundation upon which this plan was built.

From that community input, Council identified **three core strategic pillars** that will guide the Town's decisions and investments over the next four years. Each pillar is supported by clear, achievable goals that reflect both the opportunities ahead and the realities of growing and evolving as a community. Taken together, they offer a unified sense of direction — one that connects residents, community organizations, and government partners around a shared purpose. This plan will shape how the Town approaches budgeting, policy, service delivery, and day-to-day operations.

Staff are committed to turning these priorities into tangible results, reporting transparently on progress, and celebrating milestones along the way. As Oromocto continues to grow and change, Council is dedicated to keeping this vision alive and relevant — revisiting and renewing the plan so that it continues to serve as a meaningful guide for a thriving, connected, and resilient community.



YOUR TOWN COUNCIL





Mayor Robert Powell
Deputy Mayor Gary von Richter
Councillor Ryan Carr
Councillor Kelly Murdock
Councillor Sheridan Mawhinney
Councillor Brad Whalen
Councillor Joseph Myers
Councillor Dean Grattan
Councillor Jeff Kirkbride

The Strategic Pillars

TOWN OF Oromocto



HEALTHY COMMUNITY

To invest in the health, wellness, and quality of life of all Oromocto residents by enhancing recreational opportunities, advocating for improved access to health care, and building a connected and active community.



INFRASTRUCTURE

To build a strong, sustainable, and forward-looking infrastructure foundation that supports the growth, safety, and long-term wellbeing of the Oromocto community.



COLLABORATION

To strengthen Oromocto's position as a connected and cooperative community by building meaningful partnerships with CFB Gagetown, Oromocto First Nation, economic development partners, and residents to advance shared priorities and a prosperous future.



Pillar #1: Healthy Community

To invest in the health, wellness, and quality of life of all Oromocto residents by enhancing recreational opportunities, advocating for improved access to health care, and building a connected and active community.

GOALS:

RECREATION PLAN: Develop a comprehensive recreation plan that reflects the diverse needs of Oromocto residents and ensures access to high-quality programming, facilities, and green spaces for all ages.

NEW MEDICAL CLINIC: Advance efforts to establish a new medical clinic in Oromocto, ensuring residents have reliable, local access to the healthcare services they need close to home.

CONTINUOUS TRAIL SYSTEM: Champion the development of a connected active transportation trail linking Fredericton and Oromocto, promoting healthy lifestyles, sustainable travel, and regional connectivity.



Pillar #2: Infrastructure

Ensure a strong, sustainable, and forward-looking infrastructure foundation that supports the growth, safety, and long-term wellbeing of the Oromocto community.

GOALS:

ASSET MANAGEMENT PLAN: Develop and implement a comprehensive asset management plan that guides strategic investment in municipal assets, extends infrastructure lifespan, and ensures responsible stewardship of public resources.

RENEWAL OF INFRASTRUCTURE : Prioritize the renewal and modernization of aging infrastructure, including Oromocto's recreational and cultural centre, to ensure facilities remain safe, functional, and reflective of community pride.

MUNICIPAL SERVICES: Provide quality accessible services to all residents of Oromocto.



Pillar #3: Collaboration

Strengthen Oromocto's position as a connected and cooperative community by building meaningful partnerships with CFB Gagetown, Oromocto First Nation, economic development partners, and residents to advance shared priorities and a prosperous future.

GOALS:

COLLABORATION WITH CFB GAGETOWN: Deepen the longstanding and valued relationship between the Town of Oromocto and CFB Gagetown, fostering ongoing cooperation that benefits both the military community and local residents.

COMMUNICATIONS STRATEGY: Develop and implement a clear, consistent communications approach that keeps residents informed, engaged, and connected to the decisions and priorities of their local government.

ECONOMIC DEVELOPMENT STRATEGY: Advance a focused economic development strategy that attracts new investment, supports local business growth, and strengthens Oromocto's long-term economic vitality.

COLLABORATION WITH OROMOCTO FIRST NATION: Build and nurture a respectful, meaningful, and mutually beneficial relationship with Oromocto First Nation, grounded in partnership, reconciliation, and shared community goals.

Thank You to the Strategic Planning Team!



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Councillor Brad Whalen
Councillor Joseph Myers
Councillor Dean Grattan
Councillor Jeff Kirkbride

ADMINISTRATION:
CAO: John Jackson
Director of Corporate Services: Peter Wong
Deputy Town Clerk: Cindy Goguen

FACILITATORS:
Sheila Bassi-Kellett,
Transitional Solutions Inc.
Lindsay Reiling,
Transitional Solutions Inc.