



TOWN OF LINCOLN

Council News

Special Edition



Town of Lincoln Council and Staff Deliver on Council's Strategic Priorities!

Council is pleased to provide an update on the 2018-2022 Council Priorities.

This newsletter highlights key activities and initiatives undertaken by the Town to help achieve Council's collective vision for the 2018-2022 term of creating a Welcoming, Connected, Vibrant, and Resilient Lincoln community.

As always, please feel free to reach out to Mayor Easton or either of your Ward Councillors directly if you have any questions or concerns.



Inside
you will find:

Mayor & CAO Messages

Priorities Update

and More!



Mayor's Message

I am pleased to report on the accomplishments of the 2018-2022 term of Lincoln Council, which have met the goals established in **Council Priorities – Strategic Planning for a Future-Fit Lincoln**.

At the start of this term, Town of Lincoln Council worked with Staff and stakeholders to set out concrete steps to make Lincoln a community that is:



Welcoming



Connected



Vibrant



Resilient

These pillars embrace our overarching community vision for the Town of Lincoln as a Place to Grow, a Place to Prosper, and a Place to Belong. This “Future-Fit Lincoln” is one that benefits all members of our community, from newly arrived citizens to families that have been living in Lincoln for generations.

As we near the end of this term of Council, we are highlighting the many achievements and initiatives that have directly supported Council Priorities. Through this newsletter and a report approved by Council earlier in June, we are providing a report card to demonstrate accountability to the community whom we represent as a Council.

While the COVID-19 pandemic posed many new challenges and obstacles for the municipality to overcome, Council and Staff have maintained a clear focus and delivered on the multitude of projects that have made our community better. From the recent opening of Rotary Park to the successful development of a business-friendly environment that has helped grow our local economy and create jobs, Lincoln has prospered these past four years despite the unprecedented global pandemic that has unsettled the world.

We are pleased to announce that all of Council's priorities have been acted upon, either with short-term activities or long-term planning, and can be built upon for the next term of Council. Council's strategic priorities for creating a Future-Fit Lincoln acted as a roadmap for staff to follow during this term of Council, to ensure Lincoln is a community that benefits all, through the delivery of high-value programs, services, and investments.

We have come a long way, and there is still work to be done. I see 2022 as a springboard for even greater things to come – leaning on Lincoln's economic and social advantage. We will build on our initiatives and achievements of the past several years as we continue to meet the changing needs of our growing community.

Mayor Sandra Easton | seaston@lincoln.ca | 905-563-2799 ext. 248





Messages

Message from the CAO

Creating a Welcoming, Connected, Vibrant, and Resilient community that meets everyone's needs has been Council and Staff's focus over the past four years.

The **Council Priorities – Strategic Planning for a Future-Fit Lincoln** document is supported by goals and initiatives for each of these pillars. While there are too many to list in this newsletter we are highlighting some of the key accomplishments over the past few years that have been especially impactful for the health, well-being and prosperity of our community. The themes common to multiple projects are those of opportunity, transformation, innovation, service delivery, user experience, efficiency and sustainability.

The plan is a testament to the faith Council has placed on Staff to deliver on the priorities that have been set in place to serve the community. This collective vision was the first of its kind for Lincoln and was co-created by Council, representing the needs and desires of the community, and our qualified team of professionals who are doing the work daily.

While the pandemic has forced us to pivot and prioritize our activities more than we could have possibly imagined, this roadmap has helped the community weather the pandemic storm. As a community, we have emerged more resilient and on a solid path towards recovery.

This plan has served to ground us for the future, and we are prepared for whatever tomorrow brings. As the Lincoln community and its surrounding environment evolve and change, priorities may shift and we will be flexible and continue to listen to our community members. And at the same time, we will hold steadfast to our commitment to creating the best community in which to live and grow, through excellent service delivery. We look forward to building upon this success in the next term of Council.

Michael Kirkopoulos | Chief Administrative Officer | mkirkopoulos@lincoln.ca | 905-563-2799 ext. 268



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Welcoming Community



The Town of Lincoln strives to create a welcoming environment that is open to fresh ideas and new perspectives; where residents and businesses participate fully in the social, cultural and economic life of the Town; and where people and businesses discover and identify our community as a desirable place to grow, prosper, and belong.

Priority Objectives and Initiatives Accomplished:

1.1 Improve social and economic inclusion

- ✓ Accessibility needs met in Council Chambers
- ✓ Established new on-demand system and Region-wide transit authority
- ✓ Implemented the Diversity, Equity, and Inclusion Policy
- ✓ Expanded financial service offerings through online technologies
- ✓ Ongoing engagement through the Citizen Advisory Committee
- ✓ Additional digital library platforms
- ✓ Completion of Prokich Park and Rotary Park

1.2 Become a talent magnet

- ✓ Established the Youth Skills Studio
- ✓ Increased Recreation and Culture Programming
- ✓ Launched Ontario's first ever AgriTech Hackathon
- ✓ Developed the Industrial Land and Rural area Community Improvement Plan (CIP)
- ✓ Increased provision of on-farm diversified uses
- ✓ Ongoing recruitment with educational institutions
- ✓ Collaboration with the Employment Help Centre



To be a welcoming community for people, fresh ideas and businesses



1.3 Be a business-friendly environment

- ✓ Ongoing collaboration with local businesses (Museum, recreation & tourism programming)
- ✓ Created ShopLincoln.ca
- ✓ Launched an annual Digital Service Squad since 2019
- ✓ Collaboration with the Lincoln Chamber of Commerce, Downtown Beamsville Business Improvement Area (BIA), and Advisory Committees
- ✓ Streamlined development approval plans
- ✓ Conducting a business licensing review
- ✓ Establishing a new Zoning By-law
- ✓ Increased public awareness through community members and educational institutions
- ✓ Implemented the Cloudpermit pilot program to ensure timely and accurate permit processing

1.4 Open and transparent governance

- ✓ Enhanced social media engagement corporate-wide
- ✓ Electronic records management
- ✓ Implemented e-billing solutions
- ✓ Established Advanced metering infrastructure (AMI) Water meters across the Town
- ✓ Launched SpeakUpLincoln.ca as a public engagement platform for key corporate initiatives
- ✓ Undergoing municipal website updates
- ✓ New library website and resources
- ✓ Created an enhanced budget book
- ✓ Establishing a municipal election webpage
- ✓ Participating in Civic Local Government Week and Advisory/Volunteer Week promotions
- ✓ Increased usage of online mapping tools





Connected Community



The Town of Lincoln is committed to intentionally and strategically building stronger socioeconomic links between and among people and places, both within Lincoln and beyond. We endeavour to build exceptional public places, while celebrating the character and charm of our unique community and preserving our natural landscapes.

Priority Objectives and Initiatives Accomplished:

2.1 Expand cultural and community initiatives

- ✓ Completion of Angelina Macri Prokich and Rotary Park and increased amenities at Hilary Bald Park
- ✓ New Museum and Cultural Centre & exhibitions
- ✓ Completed memorandum of understanding for acquisition of BDSS
- ✓ Successfully merged Lincoln and Pelham Public Libraries
- ✓ Ongoing engagement for community events through Advisory Committee
- ✓ Undergoing Heritage Conservation District Study

2.2 Integrated mobility and active transportation network

- ✓ Advocated for GO Transit at AMO and ROMA conferences
- ✓ Collaborated with Metrolinx for IBC for a Beamsville GO
- ✓ Conducting regular Truck Safety Inspection Blitzes in partnership with Niagara Regional Police (NRP) and Ministry of Transportations (MTO)
- ✓ Traffic Safety & Traffic Calming being incorporated into capital road projects
- ✓ Working to establish a tourism-oriented bike trail across the municipality
- ✓ Completed the Konkle Creek Multi-use Trail
- ✓ Completed the Streetscan condition assessment
- ✓ Ongoing winter maintenance



To connect all of Lincoln – people, places and our natural landscapes



2.3 Balanced and diversified housing options

- ✓ Advocated at conferences hosted by the Association of Municipalities Ontario (AMO) and the Rural Ontario Municipal Association (ROMA)
- ✓ New Housing and Homelessness Community Partnership Committee established by Council
- ✓ Establishing a variety of housing options in the Town's new Zoning By-law
- ✓ Undergoing a CIP review to incentivize affordable housing
- ✓ Working with the public to establish aging in place housing (i.e. Garden Suites)
- ✓ Ongoing collaboration and discussions with Housing, Homelessness Community Partnership and Age Friendly Advisory Committees



2.4 Intergovernmental leadership

- ✓ Increased advocacy at annual AMO and ROMA conferences since 2017
- ✓ 40 community funding applications completed and submitted to date in 2021
- ✓ Ongoing input provided on Provincial planning policy changes
- ✓ Constantly ensured Council Communications in public facing documents
- ✓ Ongoing liaison with business stakeholders and industry leaders in Lincoln
- ✓ Collaboration with a magnitude of partners including but not limited to: Brock-Lincoln Living Lab, Niagara Adapts, Vineland Research and Innovation Centre, Ministry of Municipal Affairs and Housing (MMAH), Municipal Property Assessment Corporation (MPAC), Niagara Public Purchasing Committee (NPPC), Canadian Parks and Recreation Association (CPRA)





Vibrant Community



As a community of neighbours and given our roots in agricultural excellence, we celebrate our history and are emboldened with a creative spirit that embraces the future. We strive to lead forward by sharing knowledge, ideas, resources, and investing in responsible community stewardship. We drive new economic opportunities through innovation and investment.

Priority Objectives and Initiatives Accomplished:

3.1 Be an engaged community

- ✓ Established SpeakUpLincoln.ca
- ✓ Ongoing citizen and community engagement during all corporate projects and budget
- ✓ Established the Customer Service Strategy sub-committee
- ✓ Implemented new software to streamline planning application intake
- ✓ Ongoing SpeakUpLincoln.ca usage to inform/educate the public
- ✓ Launched Zendesk to track customer financial support
- ✓ Provision of programs and services to improve digital literacy and connect with community members

3.2 Cultivate agricultural excellence through support for innovation

- ✓ Permitting as of right, agriculture-related and on-farm diversified uses in the Town's new Zoning By-law
- ✓ Established and promoted the Industrial and Rural Areas CIP
- ✓ Ongoing review of funding suite through Ministry of Agriculture, Food and Rural Affairs (OMAFRA) to support agriculture
- ✓ Continually liaise with Regional Staff to determine opportunities for on-farm diversified uses

To create a happy, healthy, prosperous community



- ✓ Hosted Ontario's first AgriTech Hackathon in 2019 and 2020
- ✓ Strengthened partnership and collaboration projects with Brock-Lincoln Living Lab, VRIC, Niagara College - Horticultural program and Niagara Peninsula Conservation Authority (NPCA)

3.3 Drive economic potential and community well-being

- ✓ Developed ShopLincoln.ca
- ✓ Continually providing clear and concise information in pre-consultation meetings
- ✓ Stewardship arrangement with Ontario Heritage Trust (OHT)
- ✓ Ongoing public engagement to maintain fiscal stewardship for the Town
- ✓ Annual Business Retention and Expansion programming
- ✓ Constantly encourage mixed-use development in new builds
- ✓ Evaluate annual trends in Niagara Region through Statistics Canada
- ✓ Analyse macro and micro economic trends

3.4 Become a top tourist destination

- ✓ Undergoing the Gateway and Wayfinding strategy
- ✓ Opened the new Lincoln Museum and Cultural Centre
- ✓ Began the Jordan Village Improvement project
- ✓ Establishing Short Term Accommodation policies
- ✓ Signed memorandum of understanding with the City of St. Catharines to support tourism
- ✓ Established Niagara Benchlands as Lincoln's new tourism brand identity
- ✓ Working with the Downtown Bench Beamsville BIA to influence additional BIA models
- ✓ Undergoing the Ontario Street Urban Design Vision and Streetscape Master Plan project and the Vineland Central Business District Design project





Resilient Community



To strengthen our community's response and adaptation to a wide array of future changes, the Town of Lincoln is committed to expanding and utilizing our available resources (people and assets) to prepare for, respond to, and move towards a more sustainable future. Our community-driven approach and progressive public policies are foundational to achieving our shared vision for Lincoln.

Priority Objectives and Initiatives Accomplished:

4.1 Promote a healthy and safe community

- ✓ Hilary Bald Park Crime Prevention through Environmental Design (CPTED) Audit and park pathway lighting
- ✓ Various public education and community outreach initiatives regarding fire safety and emergency preparedness
- ✓ Ongoing engagement on SpeakUpLincoln.ca
- ✓ Finalizing plans for Lakeshore Roads flooding emergencies
- ✓ Continued pilot project with the Town of Grimsby to provide shared fire services
- ✓ Ongoing Traffic Safety Program, Truck Safety Inspection Blitzes, Beamsville Truck Route Study, etc.
- ✓ Cyber security program enhanced and additional steps underway to strengthen existing controls
- ✓ Continue to be involved in Emergency Operations Centre and align with legislation

4.2 Champion environmental stewardship and smart growth

- ✓ Installation of green infrastructure through community butterfly garden at Rotary Park
- ✓ Corporate Climate Adaptation Plan completed
- ✓ Piloted Library single-use plastics/green waste program
- ✓ Updating tree planting standards for both staff and developers
- ✓ Collaborating with Vineland Research and Innovation Centre through the Brock-Lincoln Living Lab
- ✓ Developed a Site Alteration By-law which includes Tree Protection Plan/Tree Inventory



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To be intentional in building stronger community resilience



4.3 Adapt and respond to a changing climate

- ✓ Finalizing Lakeshore Roads Emergency Response Operational Plan
- ✓ Ongoing financial monitoring and reporting of disaster mitigation grants
- ✓ Continually identifying community risks and hazards and developing robust emergency management plans
- ✓ Completed a Corporate Climate Adaptation Plan
- ✓ One-for-one tree replacement standard - 40 new park trees in 2021
- ✓ Updating of design standards related to tree planting
- ✓ Established the Tree Policy and Site Alteration and Fill By-law
- ✓ Work with NPCA on initiatives across Town
- ✓ Active membership in Great Lakes and St Lawrence Cities Initiative (GLSLCI); as part of GLSLCI, Mayor Easton is currently the Canadian Co-Chair for Mayors Advisory Committee on Coastal Resilience
- ✓ Collaborated with Brock University on historic mapping of shoreline, research on climate change impacts of current shoreline and to explore sustainable options for impacts of shoreline erosion
- ✓ Joined the Partners of Climate Protection (PCP) program delivered by the Federation of Canadian Municipalities (FCM) and International Council for Local Environmental Initiatives (ICLEI) - Local Governments for Sustainability
- ✓ Staff are finalizing Environmental Assessments to identify a long-term sustainable lakeshore road network



4.4 Responsible and sustainable financial management

- ✓ Initiated budget process improvements
- ✓ Launched Lincoln's Corporate Asset Management Plan (AMP) Project & the Municipal Natural Assets Inventory initiative
- ✓ Updating Right-of-way AMP, Water/Wastewater AMP and Fleet AMP
- ✓ Approved Reserves and Reserve Funds Policy
- ✓ Undergoing Rates and Fees Study and Community Benefits Plan
- ✓ Coordination of a collaborative working environment at the Town owned facility at 4996 Beam Street
- ✓ Established stakeholder team for retention and disposal of surplus infrastructure and assets





Community Vision

Where we want to go, guiding us

a place to
GROW

a place to
PROSPER

a place to
BELONG



Council Priorities



Welcoming Community

To be a welcoming community for people, fresh ideas and businesses



Connected Community

To connect all of Lincoln - people, places and our natural landscapes



Vibrant Community

To create a happy, healthy, prosperous community



Resilient Community

To be intentional in building stronger community resilience



Organizational Mission

How we will achieve it

The Town of Lincoln takes **pride** in delivering municipal services with an efficient, effective & **customer centered** approach, resulting in a **livable & sustainable** community.



Values

The behaviours that will get us there

Collaborative: We work with others to get things done.

Attentive: We pay attention to what our communities need.

Resourceful: We effectively & skillfully find good solutions.

Engaging: We incorporate diverse perspectives & experiences in what we do & how we do it.

Strategic: We drive our destiny rather than let it happen.

Learn more on our website:
lincoln.ca/Council-Priorities

SCAN FOR WEBSITE

