

Approved by Town Council on December 11, 2023  
Motion # C-14-12/11/2023

# STRATEGIC PLAN

## 2024-2028





There's a reason  
people choose  
Petrolia ...

# Contents

A Message from Council	_____	<b>4</b>
Vision, Mission & Values	_____	<b>6</b>
Remarkable Quality of Life	_____	<b>9</b>
Responsible Governance	_____	<b>11</b>
A Sustainable Community	_____	<b>13</b>
Measuring & Reporting Progress	_____	<b>16</b>

# Town Council



*From left to right*

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### To the Residents of Petrolia:

Named in 1861, a tiny hamlet set in an undrained mud hole was soon to become the oil capital of the Canada. This discovery would transform the oil industry and the global economy. What people likely didn't know at the time was what a special community would develop at the site of this discovery over generations to come.

We know it. You know it. Petrolia today offers the very best of small town life in Ontario. We are a connected, vibrant and caring community with a rich heritage and exciting future. We are experiencing unprecedented growth, as more people and families are choosing Petrolia as a place to live and to grow.

At a time of rapid change and growth, it is essential that we focus on what matters most. This Strategic Plan captures our plans for the 2024-2028 period: three priorities, nine strategies and 28 actions. It was developed through thoughtful conversations with Council, Administration and with Petrolia residents.

It is our honour to serve you. Let's work together to make life in Petrolia the best it can be for everyone, today and in the future.

**Petrolia Town Council**  
**2022-2026**



“Petrolia has everything one would need within a 15 minute walk: beautiful parks, a good variety of stores, entertainment, and it’s quiet.”

*- 5-year Petrolia resident, on what they like most about living in Petrolia*

# Vision

To continue to create an outstanding quality of life for our residents through progressive and sustainable governance; to be a leader and a model for all Ontario municipalities through innovation, civility, adaptability and inclusivity; to foster growth and encourage development and diversity.

# Mission

To provide exceptional leadership and to sustain the quality of life in Petrolia through fiscal responsibility and community engagement.

# Values

- Meaningful partnerships
- Promote equity, diversity and inclusion
- A safe community for all
- Participation in active communication
- Foster growth and development
- Celebration of our heritage
- Financial viability and responsibility
- Respect and civility
- Environmental leadership
- A healthy community
- Ethical and informed decision making
- Technological innovation

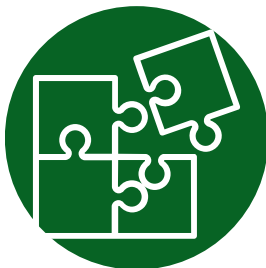
# 2024-2028 Priorities

Through a series of conversations with Council, Administration and Petrolia residents, three priorities were identified to guide decisions in 2024-2028. Every decision and action by the Town of Petrolia aims to advance:



## Remarkable Quality of Life

A connected, inclusive community offering something for every stage of life



## Responsible Governance

Working across partners to lead our community and deliver innovative, exceptional municipal services



## A Sustainable Community

Facilitating growth while sustaining our infrastructure, preserving our heritage and protecting our environment





“Everyone smiles as they pass you. Strangers will stop and talk to you. Kids can walk uptown on their own and bike through town safely. Neighbours look out for one another.”

*- 10-year Petrolia resident, on what they like most about living in Petrolia*



# Remarkable Quality of Life

A connected, inclusive community offering something for every stage of life

## Strategies: How will we deliver on this priority?

1. Provide opportunities for residents to celebrate, connect and deepen their relationships with Petrolia and with each other.
2. Support Petrolia's unique culture, facilities and amenities.
3. Ensure Petrolia is an inclusive, equitable and accessible community for all people and at all ages and stages of life.

**Strategy #1:** Provide opportunities for residents to celebrate, connect and deepen their relationships with Petrolia and with each other.

What **actions** will we take?

**When** will this happen?

Celebrate Petrolia's 150th anniversary including major gatherings and a legacy project

2024

Support robust calendar of regular community gatherings and opportunities for residents to connect

Ongoing

Continue to provide opportunities for residents to volunteer and contribute to the community

Ongoing

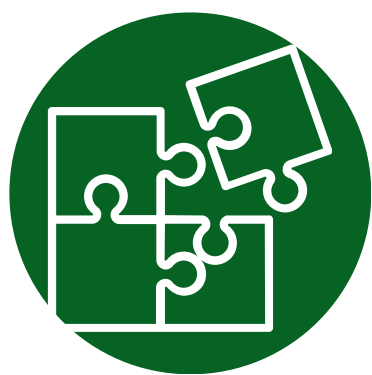
**Strategy #2:** Support Petrolia's unique culture, facilities and amenities.

<i>What <b>actions</b> will we take?</i>	<i><b>When</b> will this happen?</i>
Invest in the Victoria Playhouse Petrolia including the building and operations	By 2028
Commit to, invest in and implement first two phases of the community recreation project	By 2028
Explore the future of Town Hall to meet current and expected space needs	By 2028
Work with Bluewater Health towards Phase I renovations to modernize and expand capacity at the Charlotte Eleanor Englehart Hospital	By 2026

**Strategy #3:** Ensure Petrolia is an inclusive, equitable and accessible community for all people and at all ages and stages of life.

<i>What <b>actions</b> will we take?</i>	<i><b>When</b> will this happen?</i>
Focus on the quality of life for youth including an annual Youth Summit, greater committee participation and other opportunities to engage young people	Ongoing
Working with the County, expand opportunities for seniors to contribute including through the Seniors Advisory Committee	Ongoing
Advocate for increase in affordable housing	Ongoing
Partner with Lambton County to implement the Community Safety and Well-being Plan	2022-2025





# Responsible Governance

Working across partners to lead our community and deliver innovative, exceptional municipal services

## How will we deliver on this priority?

1. Continue to invest in strong, strategic partnerships.
2. Engage, educate and connect with residents in meaningful, accessible and relevant ways.
3. Deliver valued municipal services to the community.

### Strategy #1: Continue to invest in strong, strategic partnerships.

<i>What <b>actions</b> will we take?</i>	<i><b>When</b> will this happen?</i>
Work with community leaders, the County and our local MP and MPP to advocate for Petrolia's priorities, including more publicly-funded childcare options in Petrolia	Ongoing
Partner with other municipalities where practical to deliver services or invest in infrastructure	Ongoing
Foster a supportive and welcoming environment for small businesses, supporting economic growth and development in Petrolia	Ongoing

**Strategy #2:** Engage, educate and connect with residents in meaningful, accessible and relevant ways.

<i>What <b>actions</b> will we take?</i>	<i><b>When</b> will this happen?</i>
Continue opportunities for public engagement with Town Council, including open Town Hall meetings for residents to share their views with all of Council	Ongoing
Leverage emerging technologies and communications platforms to make it easy for residents to stay informed and connected	Ongoing

**Strategy #3:** Deliver valued municipal services to the community.

<i>What <b>actions</b> will we take?</i>	<i><b>When</b> will this happen?</i>
Continue to invest in providing core municipal services in a professional, reliable and affordable manner	Ongoing
Ensure a motivated and professional staff by providing appropriate training, equipment and reasonable compensation	Ongoing
Maintain a safe, healthy and enjoyable work environment for all staff, volunteers and partners	Ongoing



# A Sustainable Community

Facilitating growth while sustaining our infrastructure, preserving our heritage and protecting our environment

## How will we deliver on this priority?

1. Continue to reduce Petrolia's carbon footprint and demonstrate environmental leadership.
2. Continuously steward and invest responsibly in the infrastructure needed to support growth.
3. Continue to improve connectivity and safety throughout Petrolia.

**Strategy #1:** Continue to reduce Petrolia's carbon footprint and demonstrate environmental leadership.

<i>What <b>actions</b> will we take?</i>	<i><b>When</b> will this happen?</i>
Conduct and implement an environmental study aimed to reduce the Town's carbon footprint	By 2026
Explore opportunities for electrification and leading the transition towards cleaner energy sources	By 2028



**Strategy #2:** Continuously steward and invest responsibly in the infrastructure needed to support growth.

<i>What <b>actions</b> will we take?</i>	<i><b>When</b> will this happen?</i>
Well planned, well managed growth	Ongoing
Exercise best practices in asset management and long-range financial planning	Ongoing
Complete a development charges study to facilitate well planned and managed growth	By 2025
Implement master plans for major infrastructure classes (including sewer, water, roads and parks and recreation) making capital investments where required	Ongoing
Continue to provide infrastructure and essential services at reasonable costs	Ongoing

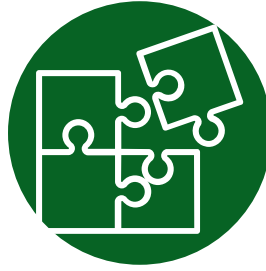
**Strategy #3:** Continue to improve connectivity and safety throughout Petrolia.

<i>What <b>actions</b> will we take?</i>	<i><b>When</b> will this happen?</i>
Implement a connectivity study to identify opportunities to improve access and safety including through sidewalks, bike paths, trails and more	By 2028 and beyond
Complete Safety Master Plan	By 2028



“Petrolia is a historic small town, and with lots of locally owned businesses to support.”

- 10-year Petrolia resident, on what they like most about living in Petrolia



# Measuring & Reporting Progress

The purpose of this Strategic Plan is to guide decisions and action at the Town of Petrolia from 2024 to 2028. It establishes three priorities, nine strategies and 24 actions we will take.

On an annual basis, the Town of Petrolia will check in on the status of the actions identified in this Strategic Plan, and the Plan generally. Is progress being made? Is the Town making measurable improvements towards the priorities identified here? Has something in the community or broader landscape changed, requiring an adjustment to this plan?

An annual check in and summary Report Card on progress will enable Council, Administration and Petrolia residents to ensure progress is being made, and continue to engage in intentional conversations about priorities for the future of Petrolia. This is a particularly important way that the Town of Petrolia can continue to demonstrate high value to all residents -- and engage in open conversation about shared aspirations for the future.







Olde Post Office Shoppe


4189





"Small intown transit system. As the community ages, getting about town can be a challenge. Something unique - not big buses, not taxi companies but Petrolia's own - maybe trolley type vehicle to blend into the heritage?"

"Improved options for walking and biking."



"More dining options."


"Safe childcare options for all families."

"Sidewalks on every street."




## What do you hope is different about life in Petrolia by 2028?

"A little less traffic uptown"



"I hope to see a splash pad, preferably by the arena/new park as there's always children there. More kid friendly things ie. skate park, outdoor ball hockey enclosure (possibly also be used as an outdoor ice surface over the winter months). It would definitely be nice to see more outdoor activities to see children back outdoors."

"More affordable seniors accommodations."



"Lower taxes!"



"More green initiatives. Encourage green building practices for new construction. Encourage businesses to use less single use plastics."



*you'll be surprised!*

[town.petrolia.on.ca](http://town.petrolia.on.ca)