



Vision Statement

With breathtaking coastlines, lighthouses, farms, forests, and leafy neighborhoods – all in proximity to Portland – Cape Elizabeth will continue to be a desirable place to live. We honor our heritage and history. We strive to encourage citizen engagement; support excellence in our schools; diversify housing choices; create a vibrant town center; preserve our open space, farming and natural resources; and connect neighborhoods through a safe pedestrian network. By embracing these ideals, our vision is for Cape Elizabeth to remain a highly desirable and welcoming community.



One-Town Concept

In order to preserve services at the least cost, a One-Town Concept operates to reduce the budget for both the School Department and non-school departments. For example, the school human resources and payroll coordinators also perform those services for non-school departments. The Facilities Department is responsible for all town buildings, including the school campus, and is funded from both the school department and non-school department budgets. Similarly, the Information Technology Department is operated out of the school department with partial non-school department funding, but is responsible for technology needs town-wide. The Public Works Department, which is funded from the non-school department budget, is responsible for plowing the school campus and maintaining all athletic fields.

Town Strategic Map

Strategic Pillars

Infrastructure

Maintain current infrastructure while building toward the future.

Address traffic and parking challenges.

Expand cellular coverage and reduce impact of power outages.

Provide reliable public and emergency services.

Create climate action goals.

Education and Continuous Learning

Support library programming and services for all ages.

Demonstrate value for education of our youth.

Seek opportunities to provide learning opportunities for all citizens.

Fiscal Responsibility & Economic Opportunity

Create visibility and transparency for all financial decisions.

Ensure financial data and information is easy to access and understand.

Ensure elected officials have the data they need to make informed decisions.

Healthy & Diverse Community

Ensure diverse housing opportunities.

Provide public and community services for all ages.

Promote spaces & connections for diverse physical activities.

Natural & Cultural Resources

Support farming and locally grown food.

Value and protect community character and open spaces.

Preserve and protect natural resources.

Expand waterfront access.

Encourage historic preservation.

Resources

Involved Citizens

Effective Leadership

Equipped Workforce

Regional Collaboration

Informed Fiscal Management

2021 Goals & Objectives

Infrastructure

Maintain current infrastructure while positioning the town for the future

- Incorporate new technologies where possible as current infrastructure needs are addressed
- Stay current with capital improvement projects

Develop climate change goals and action plan

- Reduce energy dependence and greenhouse gas emissions and promote alternative fuels and sustainable energy
- Seek to reduce energy consumption for all buildings
- Complete solar project at the Recycling Facility and LED street lamp installation

Establish a 5-10 year strategy for fire and rescue services

- Determine the long term needs and costs for fire/rescue services and recommend direction

Education and Continuous Learning

Support programming and services for citizens

- Encourage library programming for a variety of interests and ages
- Seek opportunities for learning and experience opportunities for all citizens through community services

Ensure citizens have access and opportunity for feedback and engagement

- Assess the need and ability to implement virtual meetings and online forums as part of meeting options
- Assess how other towns engage citizens
- Survey residents

2021 Goals & Objectives

Fiscal Responsibility & Economic Opportunity

Maintain fiscal responsibility, balancing town priorities with economic realities

- Ensure financial decisions consider current and future impacts the town's tax base
- Identify new revenue sources
- Pursue cooperative purchasing and resource sharing with neighboring communities
- Maintain municipal bond ratings to ensure capital needs can be met on favorable terms

Promote the businesses in town

- List businesses on town website

Promote agriculture in town

- Create visibility

Healthy & Diverse Community

Meet the diverse needs of our community

- Develop and preserve affordable housing opportunities locally and regionally
- Evaluate assistance needs among senior residents.

Promote safe and healthy homes and neighborhoods.

- Ensure all citizens have consistent access to healthy foods/meals
- Resolve issues relative to Short-term Rentals



2021 Goals & Objectives

Natural & Cultural Resources

Protect access to town resources and assets

- Fort Williams Master Plan
- Come to resolution with paper streets
- Establish a new boat access area at Crescent Beach

Preserve the natural resources of Cape Elizabeth

- Willowbrook culvert replacement
- MSW management (ex. Kettle Cove drainage project)

Natural resource protection

- Consider a pesticide/herbicide ordinance
- Promote clean and litter-free streets and other public places
- Develop a “Don’t Trash Cape” campaign to ride the streets, paths and open spaces of litter

Celebrate our historical properties

- Evaluate the requirements and opportunities national landmark designation

Ongoing Initiatives

Equip employees with the training and resources they need to deliver high-quality services to the town

- Continuously evaluate organizational structure, succession planning, staff utilization, and process improvements
- Encourage professional & personal growth opportunities for all employees
- Offer Diversity, Equity, and Inclusion training

Collaborate with regional partners.

- Identify opportunities to share services and resources with other communities
- Participate in solving regional social/economic issues

Leverage the work and recommendations of town committees.

- Review and incorporate committee recommendations in council direction and decision making (e.g., Fort Williams, Civil Rights, Energy)