

DRAFT STRATEGIC GOALS, OBJECTIVES, AND ACTION ITEMS
DRAFT FOR DISCUSSION PURPOSES ONLY - SUBJECT TO CHANGE

A. **COMMUNICATION**

a. **Description**

To promote opportunities to engage all stakeholders and to strengthen community involvement and connectivity.

b. **Objectives**

- i. To continue to support timely and open communication between Council, staff, residents and businesses using traditional avenues and emerging technology.
- ii. To investigate opportunities that support seamless internet and mobile device access to/from all areas of the municipality.

c. **Action Items**

- I. Develop a comprehensive communications policy for internal and external communications. **(S)**
- II. Develop a community engagement strategy to improve public relations and provide new opportunities for public input to Council. **(S)**
- III. Increase public education opportunities related to access to Council and other Township information. **(S)**
- IV. Formalize the process for, and continue to issue, mailed quarterly newsletters **(S-L)**
- V. Continue to update and improve the Township website by:
 - i. Making it more user friendly (accessible, interactive, and up-to-date) for all stakeholders **(S)**
 - ii. Providing a broader range of information about Township services, policies and processes **(S)**
 - iii. Continue reviewing and updating contents of Township's website (at least monthly) **(S)**
- VI. Work with other partners to overcome existing internet coverage gaps in the municipality **(S>L)**

B. ECONOMIC DEVELOPMENT

a. Description

To promote economic opportunities that meet the needs of the community and are financially and environmentally sustainable.

b. Objectives

- i. To encourage an increase in the number and types of businesses and jobs in the Township.
- ii. To promote environmental protection with the development of new business opportunities.
- iii. To enhance economic development in the Township.

c. Action Items

- I. Develop an Economic Development Strategy, including opportunities to increase tourism in the Township. **(S>M)**
- II. Promote the development of the Highway 89 Employment Lands, including a review of servicing options. **(S>L)**
- III. Develop and maintain a complete and current inventory of all businesses located in the Township. **(S)**
- IV. Develop a branding and marketing strategy for Adjala-Tosorontio. **(S>M)**
- V. Develop and maintain partnerships with the County of Simcoe and surrounding municipalities that support local business development. **(S)**
- VI. Encourage environmentally friendly businesses. **(S>M)**
- VII. Maintain and develop Federal, Provincial and County contacts to assist with encouraging local economic development, particularly in regard to funding opportunities. **(S)**

C. EFFECTIVE GOVERNANCE

a. Description

To provide governance (Council and Staff) that is responsive to the needs of residents in a manner that is open, transparent and fiscally responsible.

b. Objectives

- i. To implement all elements of the Community Based Strategic Plan.
- ii. To protect and maintain Township infrastructure in a manner that is supports sustainable development and energy conservation.
- iii. To maintain a fiscally responsible and sustainable Township.
- iv. To ensure Township staff continue to be appropriately trained and skilled.

c. Action Items

- I. Review and optimize the Committees of Council structure, including creating clear and concise terms of reference. **(S)**
- II. Require the CAO to submit a completed CBSP "Implementation Report" to Council twice per year, and prior to any "Council Open House". **(S)**
- III. Conduct a minimum of two (2) "Council Open Houses" per year. **(S)**
- IV. Require, as a standing procedure, all reports to Council to identify the part(s) of the CBSP that are relevant to the report. **(S)**
- V. Establish a customer service policy and provide regular customer service training to all staff. **(S-L)**
- VI. Publish an organizational hierarchy to assist the public with understanding how the Municipality functions. **(S)**
- VII. Evaluate the potential to use alternate methods of voting (e.g., by mail and/or electronically) and other methods to increase voter turnout for future Municipal elections. **(S)**
- VIII. Review options to enable ratepayers to make payments to the Municipality electronically. **(S)**
- IX. Update policies related to By-law enforcement to be more pro-active with infractions that are within the jurisdiction of the Township. **(S)**
- X. Encourage Municipal decisions related to municipal operations to support energy conservation, wherever possible. **(S-L)**
- XI. Continue to complete long-term financial projections for operating and capital budgets, based on CBSP requirements. **(S)**

- XII. Continue annual Financial Reporting, in a public forum, that links budget items to Community Based Strategic Plan Action Items. **(S-L)**
- XIII. Review opportunities for Township activities that facilitate involvement in the community. **(S-L)**

Nov. 25 DRAFT - Subject to Change

D. ENVIRONMENTAL STEWARDSHIP

a. Description

To promote responsible use and protection of the natural environment through conservation and sustainable practices, in areas that fall under the jurisdiction of the Township.

b. Objectives

- i. To become leaders on environment issues (water, soil, habitat) by ensuring that the appropriate documentation and processes are in place to protect local features that are most important to the community.
- ii. To promote practices that reduce negative environmental impacts and the consumption of resources.
- iii. To protect and enhance the health of existing forests, groundwater aquifers, and streams.
- iv. Continue to review opportunities for the development of alternate energy.

c. Action Items

- I. Develop a comprehensive Environmental Master Plan documenting features that are important at the local level and identifying actions to protect those features and promote Environmental Stewardship opportunities. **(S>M)**
- II. Update the Township's Official Plan to take climate change into consideration by protecting and creating: environmental features and functions; water resources; agricultural lands; tree canopies; dark skies; and, scenic vistas. **(S-L)**
- III. Identify options to promote environmentally responsible construction, based on internationally recognized design standards (such as Leadership in Energy and Environmental Design/LEED). **(M)**
- IV. Promote more holistic and environmentally friendly agricultural practices through information sharing. **(M)**
- V. Work with other government and non-governmental agencies to investigate opportunities for funding and cost-sharing for environmentally-related projects. **(S)**

E. QUALITY OF LIFE

a. Description

To promote activities that foster physical, mental and social well-being for people of all ages and abilities.

b. Objectives

- i. To promote a balanced, safe, healthy and age-friendly lifestyle throughout the Township.
- ii. To promote housing opportunities and services to support people of all ages and abilities.
- iii. To review levels of service provided for recreational facilities and to determine future needs.
- iv. To preserve, promote and protect the natural heritage and traditional cultural values of the Township.

c. Action Items

- I. Review opportunities to facilitate the construction of affordable housing types while providing a wide range of options for families, disabled persons and an aging population. **(S>M)**
- II. Develop a Sustainability Plan (environment/economy/culture) for the Township. **(M)**
- III. Update the Recreation Master Plan for the Township. **(M)**
- IV. Continue to review opportunities for public transit and other modes of transportation that improve residents' mobility, in partnership with other agencies/agents. **(M)**
- V. Ensure continued physical accessibility to all public municipal buildings. **(S-L)**
- VI. Support events that foster volunteerism and other forms of community involvement and interaction, while encouraging positive relations between new and long-term residents. **(S-L)**
- VII. Develop opportunities to promote and educate local residents regarding the heritage and history of the Township. **(S)**
- VIII. Explore options to foster support of younger and older residents of the Township. **(S)**
- IX. Promote accessibility of services to residents regardless of their specific circumstances, and in accordance with the Township's Accessibility Master Plan. **(S>L)**
- X. Encourage health services options within the community. **(M)**

- XI. Update the Roads Master Plan to identify minimum operational and service standards. **(M)**
- XII. Develop a Fire and Emergency Services Master Plan to identify minimum operational and service standards. **(M)**

Nov. 25 DRAFT - Subject to Change