



Tay Township

Community Strategic Plan Presentation

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Agenda Slide

- The purpose of a corporate strategic plan
- Strategy development process
- Strategic priorities / key findings
- Framework for strategic plan
- Goals, objectives, actions
- Q+A



The Purpose of a Strategic Plan

- Provides a structure for mutually accepted goals and a common agenda for moving forward
- Identifies a set of prioritized objectives that can be measured and monitored.
- Defines the purpose of the municipality and its role in achieving stated goals
- Balances the aspirations of the community with municipal and local resources



Strategy development process

- A community profile that summarizes the township's current socio-economic condition
- A review of the township's policy framework and current master planning efforts as it relates to municipal assets and infrastructure
- A review of other municipal initiatives considered relevant to the preparation of the strategic plan
- Community and stakeholder engagement that included:
 - Council and municipal staff, community stakeholders
 - Focus groups with 32 residents and stakeholders
 - An online survey and a telephone survey with 400+ residents



Strategic Priorities

Focus Group 1	Focus Group 2	Online Community Survey
Improved communication	Youth retention strategies	Capitalize on waterfront and improve tourism offerings
Keep improving roads	Revitalize / clean up downtowns	Investment in municipal infrastructure – water, sewer, roads
Develop a tourism focus	Community engagement/needs identification	Clean up waterfront, streets and sidewalks
Develop a single inclusive community	Environmental focus of the Township	Improve access and enjoyment of waterfront
Seniors housing	Waterfront development, enhancement	Foster an engaged, cohesive community
		Business attraction geared to residents and visitors
		Promotion of existing assets
		More residential development



Key findings

- Address the implications of amalgamation
- Promote the notion of single inclusive community
- Streamline service delivery and increase efficiencies
- Assess the role and function of the township's library services
- Inventory and rationalization of parks and recreational services
- Plan for maintaining and improving roads
- Increase levels of communication
- Increase public confidence in local decision making



Key findings (cont'd)

- Bring closure to the Grandview Beach sewer debate
- Embrace and meet the needs of seniors
- Invest in the waterfront



Framework for community strategic plan

- A Mission Statement for the Corporation
- A Vision Statement for the Community
- Key Principles by which the Township will conduct municipal business
- Goals, Strategic Objectives and Actions for moving forward



Corporate goals

- **Open and effective communication between the municipality and the residents of Tay**
- **Efficient and sustainable municipal infrastructure**
- **Leverage and enhance our community, heritage and natural assets**
- **Improve opportunities for business development and attraction**
- **Provide strong financial management**



Corporate Goals, Objectives + Actions

- **Goal 1: Open and effective communication between the municipality and the residents of Tay**
 - *SO: Increase local awareness, interest and transparency around key issues impacting the future of the municipality*
 - Communications strategy
 - Refining external outreach efforts
 - Annual/bi-annual community satisfaction surveys
 - Publishing capital and operating budgets
 - Annual report card
 - Communication and public relationship training for key staff and Council



Corporate Goals, Objectives + Actions

■ **Goal 2: Efficient and sustainable municipal infrastructure**

- *SO: Timely and responsive investment in municipal infrastructure that reflects our rate of growth and rural nature*
 - Obtaining necessary information to inform the maintenance, repair, rehabilitation, replace municipal infrastructure
 - Identifying financial resources to support sustainability of infrastructure assets
 - Allocating annual surplus to capital infrastructure gaps
 - Finalizing the costs of Victoria Harbour Waste Water Treatment Plant
 - Collaborating with senior levels of government and others to plan and finance infrastructure needs
 - Bringing closure to the Grandview Sewer debate



Corporate Goals, Objectives + Actions

- **Goal 3: Leverage and enhance our community, heritage and natural assets**
 - *SO: Integrate community, culture and related assets into municipal planning and decision making*
 - under research to inform the merits of new modes of library service delivery, including consolidation
 - Complete an age friendly strategy to inform the needs of local seniors
 - Complete a parks and recreation master plan to inform the long term needs of the community
 - Develop a comprehensive waterfront master plan to guide development of and investment in Tay's waterfronts
 - Advance the proposed development of Port McNicoll



Corporate Goals, Objectives + Actions

- **Goal 4: Improve opportunities for business development and attraction**
 - *SO: Establish a supportive corporate culture that strengthens business retention, expansion and attraction opportunities, entrepreneurial activity and industry investment*
 - Complete OP Review and initiate update of Zoning By-law
 - Update policy language, enhance planning tools etc.
 - Maintain active involvement in North Simcoe Economic Development Corporation
 - Review opportunities to support a broader range of affordable housing options
 - Explore opportunities for a public private partnership in the delivery of seniors housing
 - Explore ways to improve access to small business support



Corporate Goals, Objectives + Actions

■ **Goal 5: Provide strong financial management**

- SO: Improved decision making and organizational performance relating to financial management
 - Ensure municipal staff are accountable and measured for successful outcomes
 - Rigorous departmental business plans
 - Initiate a best practice review of other like municipalities to identify new and creative approaches to revenue generation
 - Explore opportunities for the adaptive reuse of vacant and surplus municipal properties



Implementation

- Departmental report cards will support the creation of a corporate annual report
- Corporate annual report will report on
 - Key areas of focus for the Township
 - Major community initiatives and events
 - A matrix of accomplishments based on the corporate strategic plan
 - A description of initiatives and actions for the coming year



Thank you
Q+A