



Town of
East Gwillimbury



STRATEGIC PLAN 2015 - 2018

Our Town Our Future

For 165 years East Gwillimbury has been a community of villages, separated by farms and forests, each with its own rich history, unique charms and character.

Our current population of 24,000 will grow to over 86,000 residents by 2031. The Town will transition to a balanced urban area with environmentally protected countryside.

As we grow, we will preserve the heritage and character that make East Gwillimbury a great place to live, work, play and learn.



As one of the first major accomplishments of the new term of Council, this Strategic Plan represents our vision for the next four years and the actions by which we will measure our progress.

This process worked extremely well for us last term. At the end of 2014 we looked back at the previous four years and compiled a Community Report to show the progress we made to advance the goals set forth in 2010. Our accomplishments demonstrated it had been a very successful and productive period and we used that as a platform to establish our goals for the next four years.

As we move forward in this planning period, we will ensure the Town will grow and flourish and, at the same time, preserve the traditional values that make this such a great place to live and raise a family.

We believe we have established a strong vision built upon the input of many community stakeholders whose comments and ideas have added strength to the plan. We made this collaboration central to the process because we want residents to feel East Gwillimbury is where they belong, a place that listens to their concerns and will make the effort to find solutions that work for the whole community.

This plan positions us well to build upon our successes in the past, and it is a collective vision we can all be proud of.

Sincerely,



Mayor Virginia Hackson
Councillor James R. Young
Councillor Tara Roy-DiClemente
Councillor Marlene Johnston
Councillor Joe Persechini



The Strategic Plan for the Town of East Gwillimbury is Council's vision for the future direction of the Corporation. As with the initial versions of the Town Strategic Plan, we have included main pillars which reflect our current goals and provide direction to Council and Town staff on how we will serve our citizens.

In order to update the 2015-2018 Strategic Plan, Town staff engaged with many stakeholders including residents, advisory committees, businesses, staff and Council. This Strategic Plan includes:

- What We Will Do (Our Vision, Purpose and Pillars) - Decided by Council
- How We Will Do It (Actions and Implementation Plan) - Managed by staff

Town staff and Council are proud of our accomplishments over the past four years. Together, we will continue to build groundwork for the future by developing streamlined budget and business plan processes; delivering excellent customer service; ensuring we are building complete communities and continuing to be a transparent municipal organization.



Thomas R. Webster
Chief Administrative Officer

Our Community Vision

The Community Vision describes the Town's current context and outlines a strategic outlook for the future.

- Our Town, proud of our strong, livable communities
- Our future, together, we will build a balanced tomorrow

Our Core Purpose

The core purpose describes the role of the Corporation of the Town of East Gwillimbury in supporting the Community Vision.

- To provide excellent, cost effective programs and services to meet the changing needs of our community

Our Corporate Values

The Town of East Gwillimbury is a Character Community. These values are incorporated and promoted throughout the workplace and have been embedded in the Strategic Plan.

- | | | |
|--------------|-----------------|------------------|
| ■ Compassion | ■ Inclusiveness | ■ Perseverance |
| ■ Courage | ■ Initiative | ■ Respect |
| ■ Fairness | ■ Integrity | ■ Responsibility |
| ■ Honesty | ■ Optimism | ■ Trust |

Three Strategic Pillars

- 1** Providing quality, affordable programs and services for a safe, accessible and livable community
- 2** Building a complete community that provides healthy places to live, work, play and learn
- 3** A high performance municipal organization committed to service and excellence



Providing quality, affordable programs and services for a safe, accessible and livable community



Continue to review and enhance services and programs with innovation and best practices to meet the needs of our growing community



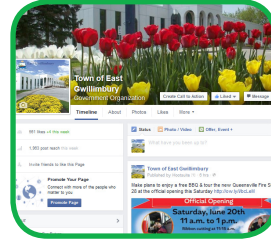
Invest in services to maintain and enhance community-wide safety



Deliver leisure, sport, cultural and arts initiatives for all residents



Leverage the spirit of volunteerism and community engagement



Ensure communication of Town services and programs and encourage regular resident feedback

Annual Year End/ Projection Reports

Successful implementation of the Strategic Plan will require the CAO and Senior Management to meet annually to discuss and review their progress against the Strategic Plan pillars and actions. A Community Report will be completed to provide a progress update and outline the strategic initiatives underway or accomplished. Objectives will be established for the following year as part of the development of business plans and budgets.

Management will engage all staff to evaluate progress and accomplishments on strategic goals. This will allow staff to thoroughly understand and use the Strategic Plan to help set goals and performance objectives for themselves.

The implementation of the 2015-2018 Strategic Plan will include:

- Master Plans
- Business Plans
- Budget
- Employee Objectives



Building a complete community that provides healthy places to live, work, play and learn



Manage growth to ensure the balanced development of a variety of housing and employment options for residents in every stage of life



Maintain and build on the Town's investment in infrastructure including roads, sidewalks, trail systems, facilities, parks, water and sewer systems



Explore innovation and partnerships for community building initiatives including environmentally friendly practices



Attract businesses and human service providers to create jobs and affordable services for our residents



Protect, preserve and respect the Town's cultural and natural heritage features



Public Input

“Let the Vision, Purpose and Strategic Pillars be your strong guide.”

“The Strategic Plan provides a connected effort to protect and preserve current cultures and traditions and plan for new ones as we embrace the multitude of new people that will make EG home in the coming years.”



“The Plan will guide in the creation of a balanced community where amenities are available here to facilitate live, work, play and learn within EG.”

A high performance municipal organization committed to service and excellence



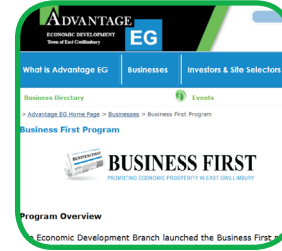
Deliver a fiscally responsible organization in a high growth community



Focus on excellent customer service practices to meet the needs of our residents today and tomorrow



Continue to enhance a transparent and accountable municipal government



Brand Town services and the community to attract investment



Continue to develop a strong staff team where employees are valued and provided opportunities to grow



Online:

www.eastgwillimbury.ca

Facebook: Town of East Gwillimbury

Twitter: @TownofEG



Email:

customerservice@eastgwillimbury.ca



Phone:

905-478-4282



In person or by mail:

Civic Centre

19000 Leslie Street, Sharon ON

LOG 1V0



OUR TOWN
OUR FUTURE