



# STRATEGIC PLAN

2019-2022



*A plan to move us forward...*



Town of  
East Gwillimbury

The Town of East Gwillimbury is made up of several villages, each with its own rich history and unique charms and surrounded by 70 per cent green space and farmland.

The Town is in the midst of growth, and Council is committed to preserving and protecting the culture and natural heritage of the Town, while balancing the residential community with quality jobs, services and amenities, all located in key locations around Town.

As this transition occurs, the Strategic Plan will provide the foundation and direction to Council and staff to ensure the community develops in a balanced and thoughtful manner because we are focused on creating....

*Our Town, Our Future.*

“ I am very much looking forward to continued growth and development in the Town ...exciting time to be a part of this Town! ”

- EG Resident

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2019-2022 Council (left to right): Councillor Lorelea Carruthers, Ward 1, Councillor Scott Crone, Ward 3, Councillor Tara Roy-DiClemente, Ward 2, Mayor Virginia Hackson, Councillor Joe Persechini, Ward 2, Councillor Cathy Morton, Ward 3 and Councillor Terry Foster, Ward 1.

## MESSAGE FROM mayor & council

As elected officials of the Town of East Gwillimbury, our role is to ensure that the needs of residents and businesses are met in an effective and efficient manner. One of the first major tasks we undertook as a Council this term was to develop the Strategic Plan, to guide our decisions and actions over the term.

The priorities and actions laid out in the Strategic Plan are based on many discussions and interactions with residents as well as a formal consultation process. The four priorities identified evolved naturally out of the themes that we continuously heard as residents' wishes for the future. Each of these priorities becomes an important puzzle piece and complements one another to guide us along the path of creating a strong, vibrant community.


This plan is our commitment to each resident, to remind you that we have listened to your feedback and are focused on moving forward projects and initiatives that support your values.

As we move through this term, we will conduct annual Community Reports to ensure we are on track and share with you the progress we are making.

We welcome feedback, and look forward to a healthy and productive four years for the Town of East Gwillimbury!

Mayor Virginia Hackson

### CONNECT WITH COUNCIL

 905-478-4282 ext.1276  
 council@eastgwillimbury.ca

*A plan to move us  
forward...*



## OUR core purpose

### *Our Town...*

To be a safe, connected community, focused on livability, and high quality, affordable services

## OUR community vision

### *Our future...*

To be a balanced community, evolving to meet the changing needs of our residents

## STRATEGIC 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
- Courage
- Fairness
- Honesty
- Inclusiveness
- Initiative
- Integrity
- Optimism
- Perseverance
- Respect
- Responsibility
- Trust

STRATEGIC  
purpose & vision

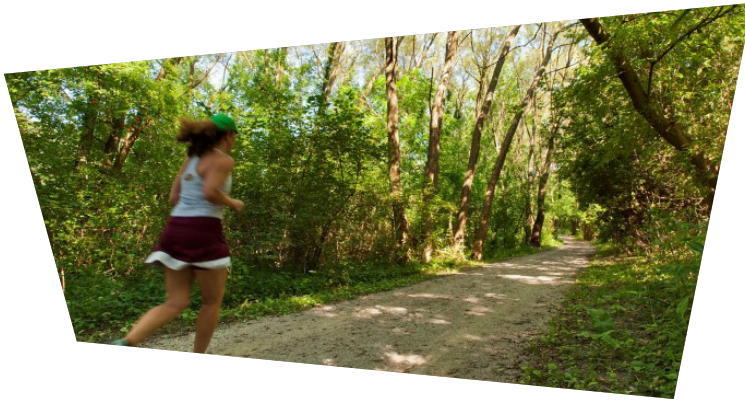


# PUBLIC INPUT

In order to develop the Strategic Plan, Council underwent a public consultation process. The thoughts and feedback we heard helped to shape the priorities and actions listed in this book. Some of the comments we heard were:



“ Strategic Plan should identify priorities of Council that align with Official Plan and community as a whole ”



“ Would like to see some public conversation, in the new mandate of council, about transportation, planning to accommodate growth, while protecting residential and environmentally sensitive areas. ”

“ Focus on meaningful engagement and communication ”



“ Going forward, the ability to live, work and play will become vital. ”

“ It is important to have safe and affordable programs and services for the people of all ages living in the community. ”



RESPONSIBLE  
growth &  
environmental  
protection



QUALITY  
programs & services

STRATEGIC  
priorities



BUILD  
complete communities



CULTURE  
of municipal  
excellence



# QUALITY programs & services



## STRATEGIC priority

Provide affordable programs and services which celebrate our quality of place, culture, heritage, and natural environment while promoting a healthy, inclusive, and safe community



## STRATEGIC actions

- ✓ Continue to develop high quality programs that promote healthy and active living that encompass the diverse interests of our residents
- ✓ Provide programs and services that are inclusive, affordable, and accessible to all residents
- ✓ Continue to build and leverage natural heritage features, allowing residents to connect with the environment
- ✓ Continue to advocate for a safe and livable community for our residents while leveraging opportunities and partnerships
- ✓ Continue to support and promote the arts, culture and heritage of East Gwillimbury

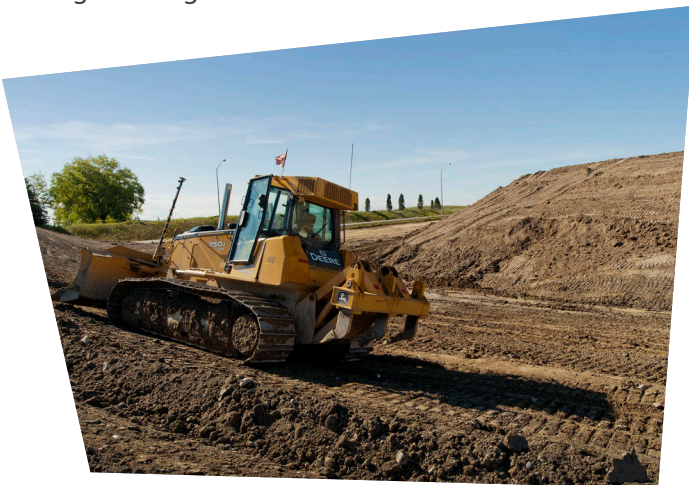


# RESPONSIBLE growth & environmental protection



## STRATEGIC priority

Ensure responsible and balanced growth management by incorporating progressive standards and a commitment to preserve our environment and heritage as we grow



## STRATEGIC actions

- ✓ To promote the stewardship, preservation, conservation, protection and enhancement of the natural environment in East Gwillimbury
- ✓ Ensure development occurs in a sustainable fashion, with a focus on preserving the Town's cultural heritage and environmental features
- ✓ Attract and support business development and job creation in East Gwillimbury
- ✓ Ensure that communities are built in a respectful manner, with resident and business quality of life protected
- ✓ Advocate for a variety of housing and employment options for residents in every stage of life





## STRATEGIC priority

Invest in core infrastructure to connect and serve our growing community



## STRATEGIC actions

- ✓ Enhance the Town's core infrastructure network including roads, sidewalks, water, sewer, and broadband
- ✓ Create infrastructure to support healthy and active lifestyles and connect residents with nature
- ✓ Effectively manage new and existing assets to deliver exceptional services to residents while ensuring a sustainable community
- ✓ Focus on improving availability and quality of telecommunications servicing
- ✓ Revitalization and rejuvenation of key downtown areas to provide a sense of place for the community

BUILD  
complete  
communities





## STRATEGIC priority

Foster a culture of service excellence, engagement, and transparency



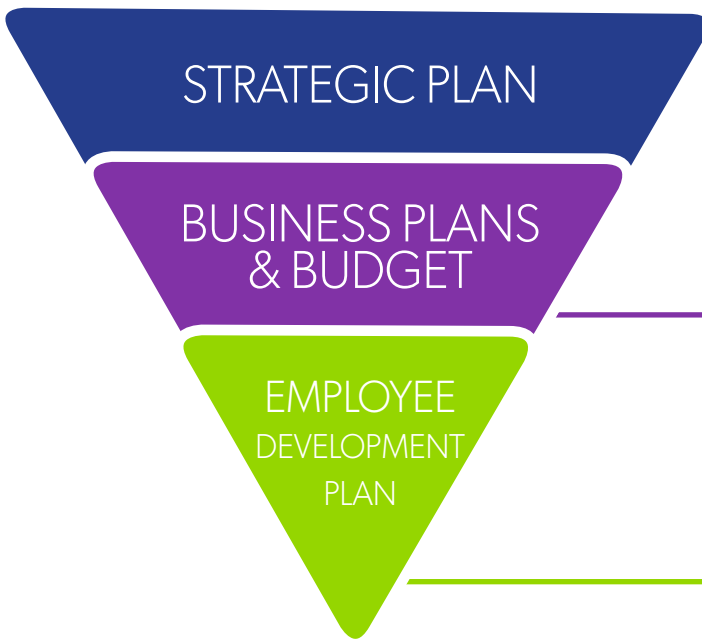
## STRATEGIC actions

- ✓ Build an engaged and strategically aligned staff team to deliver high quality programs
- ✓ Ensure strong fiscal responsibility and program delivery
- ✓ Enhance Customer Service focused culture with increased engagement and communications
- ✓ Build strong partnerships and leverage volunteerism for an engaged community
- ✓ Continue to create an inclusive community that celebrates diversity
- ✓ Foster an environment of innovation and flexibility



CULTURE  
of municipal  
excellence

# ANNUAL report & corporate alignment



## MULTI YEAR

The Strategic Plan is developed by Council to guide the direction of the Corporation for the 2019 to 2022 Term of Council. It sets the stage as the foundation to guide decisions, projects, and initiatives to be undertaken during the four-year term.

## ANNUAL

In order to ensure the Strategic Plan is successfully implemented, staff will integrate the strategic priorities into the Annual Business Plan and Budgets. This ensures that projects move forward and are approved by Council each year.

## DAILY

Once annual work plans are set, staff work together to touch base quarterly, monthly, weekly and even daily to ensure that projects are on track and continue to advance the strategic priorities for the Town.



## PUZZLE pieces

Throughout the term, it is important that residents are familiar with the various initiatives undertaken at the Town, and how they connect back to the resident's wishes, which are captured as the strategic priorities in the Strategic Plan. Watch for these puzzle pieces throughout the Town, in communications, and on the Town's website to see how a project connects back to the Strategic Plan.



## ANNUAL COMMUNITY reports


To ensure we remain on track, and that resident's priorities are moving forward, an annual Community Report will be released to track project statuses and updates.


To watch for more information on the Strategic Plan, visit [www.eastwillimbury.ca/stratplan](http://www.eastwillimbury.ca/stratplan)




Town of  
**East Gwillimbury**

This guide is available in alternative format by request.

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 Town of East Gwillimbury

 @TownofEG