



STRATEGIC PLAN **2022-2026**



A plan to move us forward

A sustainable FUTURE



Sustainability means supporting the ability of current and future generations to thrive, while ensuring a balance between economic growth, environmental stewardship, and social well-being. Our efforts are focused on finding ways to improve, enhance, and do better.

Economic sustainability is ...

Sound fiscal management

Resources are managed efficiently, effectively, and transparently, so we deliver the best value for tax dollars.

A vibrant local economy

Residents have access to employment opportunities created by new investment, thriving local businesses, and support for entrepreneurship.

Environmental sustainability is ...

Caring for our natural environment

Preserving, protecting, and enhancing our natural environment as we grow, by considering the environmental impacts of everything we do.

Addressing climate change

Taking action through policy, programs and the adoption of new technology to address the impacts of and reduce our contribution to climate change.

Social sustainability is ...

Inclusion and belonging

The ability for everyone to participate fully in community life through the application of equity, diversity, and inclusion best practices and through active engagement and communication.

Building connections

Delivering programs and services that provide opportunities and invites people to connect with the natural environment and with each other.

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2022-2026 Council (left to right): Councillor Terry Foster, Ward 1, Councillor Lorelea Carruthers, Ward 1, Councillor Susan Lahey, Ward 3, Mayor Virginia Hackson, Councillor Scott Crone, Ward 3, Councillor Tara Roy-DiClemente, Ward 2, Councillor Brian Johns, Ward 2.

Message from MAYOR AND COUNCIL

The work to develop this Strategic Plan began as soon as Council was sworn into office in November 2022. As elected officials for the Town of East Gwillimbury, our role is to ensure that the needs of residents and businesses are met, while providing the best value for your tax dollars. This plan will guide our decisions and actions over this term of Council.

The priorities and actions laid out in the Strategic Plan reflect Council's collective dedication to building a sustainable future for our Town. The plan was developed in response to the feedback heard from residents.

We are a growing community and will continue to see many changes as we grow as a welcoming, inclusive, and resilient community. We will protect and celebrate our unique heritage and natural environment. We will provide the programs and services that promote community participation, well-being, and economic opportunity.

As we progress through this term, regular updates and annual reports will be provided to share our progress. We will continue to explore new ways of engaging with residents and businesses to ensure that this plan remains relevant and that your voices are heard.

We welcome your feedback and are excited to move forward into the next four years here in EG!

CONNECT WITH COUNCIL

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

Strategic VISION AND PURPOSE

**Well planned.
Well managed.
Resilient.**

Our VISION

To be a resilient, sustainable, and welcoming community that connects residents to each other, services, and opportunities.

Our CORE PURPOSE

Deliver value for tax dollars, while providing quality services that the community wants and needs.



Sustainability is at the heart of everything we do as a municipality. As we grow, we are committed to meeting the needs of today's residents and businesses while ensuring the ability for future generations to thrive.



Through a SUSTAINABILITY LENS

Sustainability is the lens through which we examine each decision. Our actions must reflect a balanced focus on environmental stewardship, social well-being, and economic growth now and into the future.

Economic Sustainability

Will this decision increase economic opportunity for our residents and businesses? Will it contribute to a sustainable tax base and provide support for programs and services?

Environmental Sustainability

How does this decision protect or enhance the natural environment? How does it address or reduce the impacts of climate change?

Social Sustainability

Does this decision support equity, diversity, and inclusion? Does it contribute to a sense of belonging? Does it welcome broad community participation?

Sustainability AT OUR CORE



Quality PROGRAMS AND SERVICES



Strategic PRIORITY

Provide value for tax dollars through delivery of programs and services that support our economic, environmental, and social goals.

- Develop high-quality programs that promote healthy and active living and encompass the diverse interests of our residents
- Provide programs and services that are inclusive, affordable, and accessible
- Support a safe and livable community
- Support and promote the arts, culture and heritage of East Gwillimbury

KEY deliverables

- ✓ Enhance community safety using measures such as expanded traffic calming and speed mitigation
- ✓ Complete a review of Emergency Services to ensure that it meets the needs of our growing community
- ✓ Advance modernization of programs and services to support increased efficiency, cost savings, and enhanced online access to services
- ✓ Support placemaking and community connection through a wide variety of events and recreation programs that support the diverse needs and interests of our community
- ✓ Safely and cost-effectively manage and maintain Town infrastructure and facilities
- ✓ Ensure that municipal programs and services are accessible and in accordance with legislation and equity, diversity, and inclusion best practices



Responsible GROWTH



Strategic PRIORITY

Ensure responsible and balanced growth management.

- Ensure development occurs in an intentional, sustainable fashion, with a focus on preserving the Town's cultural heritage and environmental features
- Strengthen economic sustainability through the attraction of strategic investment and support to new and existing businesses
- Support economic participation through the creation of high value jobs and support for entrepreneurship
- Advocate for a variety of housing options for residents in every stage of life

KEY deliverables

- ✓ Support key development projects that bring investment and jobs
- ✓ Strengthen and update policy frameworks (i.e. Official Plan, Allocation Policy, Master Plans) to support intentional, sustainable growth
- ✓ Support investment attraction through AdvantageEG initiatives such as streamlining the development process for new business development and expansion
- ✓ Work with partners to advance major infrastructure projects that support EG's Complete Community objectives
- ✓ Advance heritage conservation through initiatives such as the development of Heritage Conservation Districts

Environmental STEWARDSHIP



Strategic PRIORITY

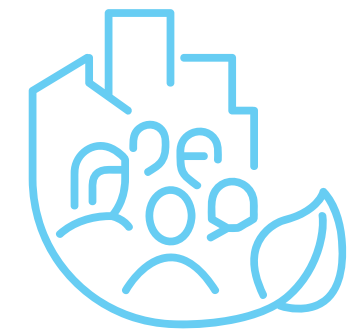
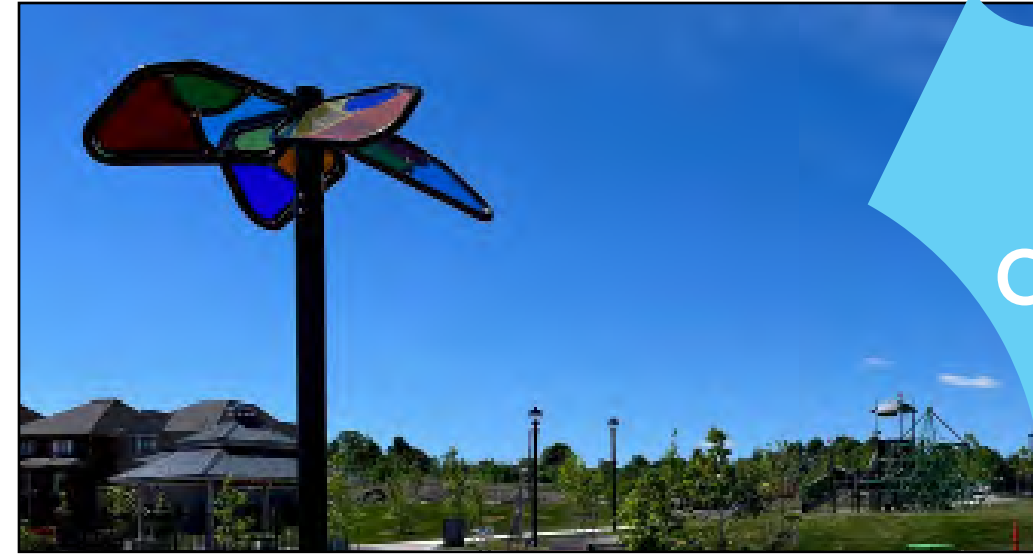
Preserve and protect our natural environment as we grow.

- Support the stewardship, preservation, conservation, and enhancement of the natural environment in East Gwillimbury
- Develop and implement policies that supports environmental sustainability and best practices
- Develop and implement programs and policies that support climate change adaptation, mitigation, and resiliency

KEY deliverables

- ✓ Develop and implement an environmental strategy, climate action plan, and updated community energy plan
- ✓ Increase EG's waste diversion rate through community-based programs such as curbside recycling and composting
- ✓ Initiate a multi-year LED streetlight conversion strategy
- ✓ Ensure effective and sustainable stewardship of EG's stormwater and sanitary infrastructure in accordance with emerging legislation
- ✓ Strengthen EG's tree preservation and protection program
- ✓ Update EG's Thinking Green Development Standards to prioritize the use of sustainable technologies and practices

Build COMPLETE COMMUNITIES



Strategic PRIORITY

Build complete communities that support the ability for residents to connect to amenities, services, employment, and each other.

- Enhance EG's core infrastructure network to support the objective of walkable, connected neighbourhoods
- Create infrastructure to support healthy and active lifestyles for diverse ages, abilities, and interests
- Support efforts to improve the availability and quality of telecommunications servicing
- Foster placemaking through revitalization and rejuvenation of village and commercial cores
- Build strong partnerships and leverage volunteerism for an engaged community

KEY deliverables

- ✓ Complete the Health and Active Living Plaza as a focal point for recreation, placemaking, and connection
- ✓ Update key policies to support development of a variety of housing and employment options
- ✓ Complete Holland Landing and Mount Albert Downtown Revitalization Projects
- ✓ Complete key parks and trails projects including Emily Park reconstruction, Simcoe Trail extension, Soldiers Bay recreation and education pier, Nokiidaa Trail supplementary parking and Oriole Wilderness Park
- ✓ Support efforts to ensure full community access to competitive, affordable, and reliable Broadband

Culture OF MUNICIPAL EXCELLENCE



Strategic PRIORITY

Foster a culture of service excellence, engagement, and transparency.

- Build an engaged and strategically aligned staff team to deliver high-quality programs
- Ensure strong fiscal responsibility and value for tax dollars
- Prioritize and deliver customer service excellence
- Be an accessible, welcoming community that embraces equity, diversity, and inclusion
- Foster an environment of innovation and flexibility

KEY deliverables

- ✓ Sound financial management through comprehensive business plans and budgets
- ✓ Imbed the Equity, Diversity, and Inclusion Framework into all Town programs and services
- ✓ Enhance transparency and accountability through regular, resident-friendly communication
- ✓ Develop and implement a Customer Service Excellence Strategy featuring a “no wrong door” approach
- ✓ Deliver service excellence with a well-trained, highly engaged staff team
- ✓ Update policies to support continued good governance
- ✓ Maintain strong partnerships with York Region, northern six York Region municipalities, the building and development industries, and other stakeholders regarding best practices and future growth



Annual REPORT AND CORPORATE ALIGNMENT



MULTI YEAR

Council develops the Strategic Plan to guide the direction of the corporation for the 2022-2026 term of Council. It provides overall direction to guide decisions, projects, and initiatives undertaken during the four-year term.

ANNUALLY

Staff will integrate the strategic priorities into the Annual Business Plans and Budgets. This annual review will ensure that work plans remain in alignment with Council’s strategic priorities.

WEEKLY/DAILY

Departmental and individual workplans define the specific steps that staff will take to advance strategic objectives and measure progress while ensuring efficient and effective use of resources.

Annual community REPORTS


Annual Reports are made available to the community to measure impact, update on the progress of key projects, and ensure that work remains on track. The Strategic Plan remains a living document that can evolve in response to the changing needs of our community. Through regular progress reports, Council and the community are able to ensure that the Strategic Plan continues to respond to what is most important to our Town.



Strategic Plan 2022-2026


This guide is available in an alternative format by request.

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 Town of East Gwillimbury

 @TownofEG

