



# STRATEGIC PRIORITIES

2015-2018

## MISSION STATEMENT

As stewards of our community, we advance the quality of life in Guelph/Eramosa, foster civic engagement, and use taxes wisely to effectively deliver essential services.

## VISION STATEMENT

We aim to deliver excellent services in support of a prosperous, healthy and growing community, with expanded economic viability and protection of our natural assets.



The Township of Guelph/Eramosa is pleased to present 2015-2017 strategic achievements and 2018 priorities that support our Mission and Vision.

## FISCAL/BUSINESS PLANNING: Supports Strategic Decision-Making



### 2015-2017 Activities

- **Increased Transparency:** budget documents published for operating costs, capital costs, revenue sources and reserve funds
- **Reliable Service:** *Water and Wastewater Rate Study and Financial Plan* approved to inform water and sewer rates that allow for system operating, testing, maintenance and upgrades

### 2018 Activities

- **Cost Recovery:** complete *Development Application Approvals Process* to recover costs related to development applications and inspections
- **Manage Growth:** update *Development Charges Study* to ensure new development covers the costs of any supporting infrastructure that is needed

## ASSET MANAGEMENT: Informs Business Planning to Achieve Goals



### 2015-2017 Activities

- **Energy Savings:** streetlight inventory completed and 565 lights replaced with low-energy LED bulbs
- **Strategic Planning:** Township stormwater facilities and pipes inventoried to identify repair and replacement needs
- **Risk Reduction:** Township trees inventoried to identify areas of damage

### 2018 Activities

- **Asset Regulation:** create policies that guide the quality and frequency of maintenance, repair and replacement of Township assets

# ECONOMIC READINESS AND DEVELOPMENT: Supports Community Prosperity

## 2015-2017 Activities

- **Optimized Operations:** new *Comprehensive Zoning By-law* approved to align with best practices and streamline planning processes
- **Business Strengthening:** participated in Wellington County Business Retention and Expansion project to identify needs and opportunities
- **Destination Promotion:** “*Explore Downtown*” map created to provide one-stop directory for visitors and residents

## 2018 Activities

- **Cost Recovery:** complete *Development Application Approvals Process* to recover costs related to development applications and inspections
- **Economic Diversity:** promote availability of prime industrial Township lands in order to reduce the residential tax burden
- **Investment Attraction:** further explore a *Community Improvement Plan* for continued development of industrial lands



# CAPITAL INVESTMENTS AND SERVICES PRIORITIZATION: Uses Resources Effectively

## 2015-2017 Activities

- **Long-Term Planning:** *Capital Forecast* discussed during approval of each annual budget, identifying Township capital needs
- **Infrastructure Renewal:** 15 kilometres of road paved or surfaced, 2 bridges rehabilitated and 500 metres of sidewalk replaced
- **Rockmosa Visioning:** *Rockmosa Park Master Plan* completed to ensure readiness to take advantage of federal, provincial or private funding opportunities

## 2018 Activities

- **Asset Planning:** complete Phase 2 of the *Asset Management Plan*, to support long-term financial planning, continuous improvement and adoption of best practices
- **Infrastructure Investment:** 6 kilometres of road to be paved or surfaced, 2 bridges to be replaced and 50 metres of sidewalk to be replaced



# COMMUNICATION, ENGAGEMENT AND SERVICE ENHANCEMENT: Working to Make Improvements



## 2015-2017 Activities

- **Public Engagement:** extensive public input sought during the *Rockmosa Park Master Plan*, including online discussion and voting, open houses and phone survey
- **Community Involvement:** feedback and comments sought for new *Comprehensive Zoning By-law* with open houses, surveys and direct contact with property owners
- **Wayfinding Signage:** corporate signage strategy implemented for branded signage at all Township entrances, parks and facilities

## 2018 Activities

- **Community Safety:** installation of traffic signals at MacLennan Street and Highway 7 to improve safety for students crossing the provincial highway
- **Building Trusted Communications:** implement communications strategy for the *2018 Municipal and School Board Elections* to provide clear and concise information for electors and candidates

## OTHER ACHIEVEMENTS:

- **Constructed Rockmosa Skate Park and held Grand Opening**
- **Developed social and recreational programs for older adults**
- **Accessibility upgrades to various facilities**
- **Efforts to preserve heritage**
- **Established a Community Safety Zone on Highway 7**

The Guelph/Eramosa Council, in collaboration Township staff, created this Strategic Priorities framework to measure successes against planned goals and to guide future Township activities in Guelph/Eramosa.

