

The Regional Municipality of York

Committee of the Whole
Finance and Administration
May 13, 2021

Report of the Chief Administrative Officer

Renewing York Region's Vision: "Strong, Caring, Safe Communities"

1. Recommendations

The Regional Clerk circulate this report to local municipalities.

2. Summary

This report presents the updated Draft Vision.

Key Points:

- Vision outlines Regional Council's commitment towards realizing the quality of life our residents want now and in the future
- Vision serves as the guiding star for the Region's corporate planning activities and ensures all York Region staff are working in the same direction, regardless of their role or function within the organization
- Consultation efforts identified a desire for a simplified Vision document while maintaining key components of Vision, including the Vision statement of Strong, Caring, Safe Communities and support of the four community result areas of Economic Vitality, Healthy Communities, Sustainable Environment and Good Government
- Community indicators will be reported to each term of Council to share the progress towards achieving Vision
- A Final Vision is anticipated to be presented to Council before end of 2021

3. Background

Vision is Regional Council's commitment to the community, outlining the quality of life our residents want now and in the future

Vision outlines aspirations for our community and measures of success towards achieving the quality of life our residents want now and in the future. York Region works with community partners towards achieving this "Vision".

The previous Vision, [Vision 2051](#), was endorsed [May 2012](#) and carried forward the vision statement of "Strong, Caring, Safe Communities" from Vision 2026.

The Vision update process was last communicated to Council through the [October 2019](#) Council Education Session and follow-up memo in [November 2019](#). Due to COVID-19, this Draft Vision report to Council has been slightly delayed.

The Region's Corporate Strategic Plan, Multi-Year Budget and other plans align with Vision

Vision serves as the guiding star for the Region's corporate planning activities and strengthens corporate culture. It ensures all York Region staff are working in the same direction, regardless of their role or function within the organization. York Region's corporate performance management framework ensures consistent, corporate-wide application and alignment with Vision through the Corporate Strategic Plan, Multi-Year Budget, Departmental Plans and Individual Performance Plans.

To maintain a focus on the longer-term Vision, the Region sets priorities over each four-year Term of Council through the Corporate Strategic Plan, in alignment with the four community result areas of Economic Vitality, Healthy Communities, Sustainable Environment and Good Government. To ensure progress is achieved, the Corporate Strategic Plan aligns performance measures and activities with Council's priorities and is integrated with the Region's Multi-Year Budget, department-led plans and individual performance plans.

Vision also serves as a guiding document for the Region's provincially-mandated plans such as the Regional Official Plan.

4. Analysis

Engagement with stakeholders and staff identified what our residents want for their communities now and in the future

The Draft Vision was created through consultations with our community that have been ongoing since 2018. The Region encouraged stakeholders to share information, exchange ideas, generate discussion and ask important questions about York Region's future.

The updated Vision is intended to connect and unify residents and our community partners in achieving York Region's Vision. Consultation efforts have identified a desire for a simplified Vision document while maintaining key components, including the Vision statement of Strong, Caring, Safe Communities and support of the four community result areas of Economic Vitality, Healthy Communities, Sustainable Environment and Good Government.

Progress towards achieving Vision will be monitored through community indicators

Progress towards achieving Vision will be measured through community indicators that will be reported to each Term of Council.

Community indicators are measures that help quantify the achievement of our desired results for our communities. Multiple community and government partners are involved in improving the results of community indicators.

Community indicators are important to provide measurement and integrity for Council's Vision. They are the final steps towards making the Vision credible, measurable and tangible.

Many of the community indicators being considered are also social determinants of health, such as those relating to employment, education, housing and access to services, recognizing that social and economic factors influence people's health and are key to ensuring positive health and wellness outcomes for York Region residents.

Validation sessions will be hosted over the next several months with various stakeholders, including local municipal leaders and key staff from York Region and York Regional Police, to select and prioritize meaningful community indicators.

Meaningful feedback representative of the community will continue to inform the Draft Vision

York Region has a long history of surveying York Region residents to better understand residents' preferences, needs, opinions and satisfaction levels with Regional services. The annual community surveys are statistically representative of the make up of York Region's population according to the latest Census data. Feedback and input received are a tool for internal decision-making and help to inform program and policy decisions.

A Final Vision is anticipated to be presented to Council by end of 2021

Over the next several months, staff will work with key stakeholders to clearly define the Vision's aspirational statements and select meaningful community indicators to measure Vision's goals. Staff plan to develop a final Vision for Council's consideration by end of 2021. The completion and approval of final Vision will kick off the start of a fulsome communications campaign to share Vision with the community, including promotional materials and messaging.

5. Financial

The development of the updated Vision is being completed using the existing Regional Staff complement and within approved business plans and budgets.

6. Local Impact

Local municipalities are key stakeholders in achieving our community Vision for York Region.

Staff recommend this report be circulated to local municipalities for their information and will be reaching out to local CAOs and their senior staff for feedback. This feedback will be used to further inform the final Vision.

7. Conclusion

Vision is Regional Council's long-term commitment to the community and guides decision making towards realizing the quality of life our residents want now and in the future. Vision serves as the guiding star for the Region's corporate planning activities and ensures all York Region staff are working in the same direction, regardless of their role or function within the organization.

Consultations identified a desire for a simplified Vision document while maintaining key components, including the Vision statement of Strong, Caring, Safe Communities and support of the four community result areas of Economic Vitality, Healthy Communities, Sustainable Environment and Good Government. Community indicators will be reported to each term of Council to share the progress towards achieving Vision.

Over the next several months, staff will work with key stakeholders to clearly define the Vision's aspirational statements and select meaningful community indicators to measure Vision's goals. A final Vision will be presented to Council before the end of 2021.

For more information on this report, please contact Krista South, Executive Manager, Office of the Chief Administrative Officer at 1-877-464-9675 ext. 71208. Accessible formats or communication supports are available upon request.



Approved for Submission:

Bruce Macgregor
Chief Administrative Officer

April 30, 2021

Attachments (1)

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