

# LOCAL MUNICIPALITIES'

## Strategic Plans Summary



**ECONOMIC  
VITALITY**



**HEALTHY  
COMMUNITIES**



**SUSTAINABLE  
ENVIRONMENT**



**GOOD  
GOVERNMENT**



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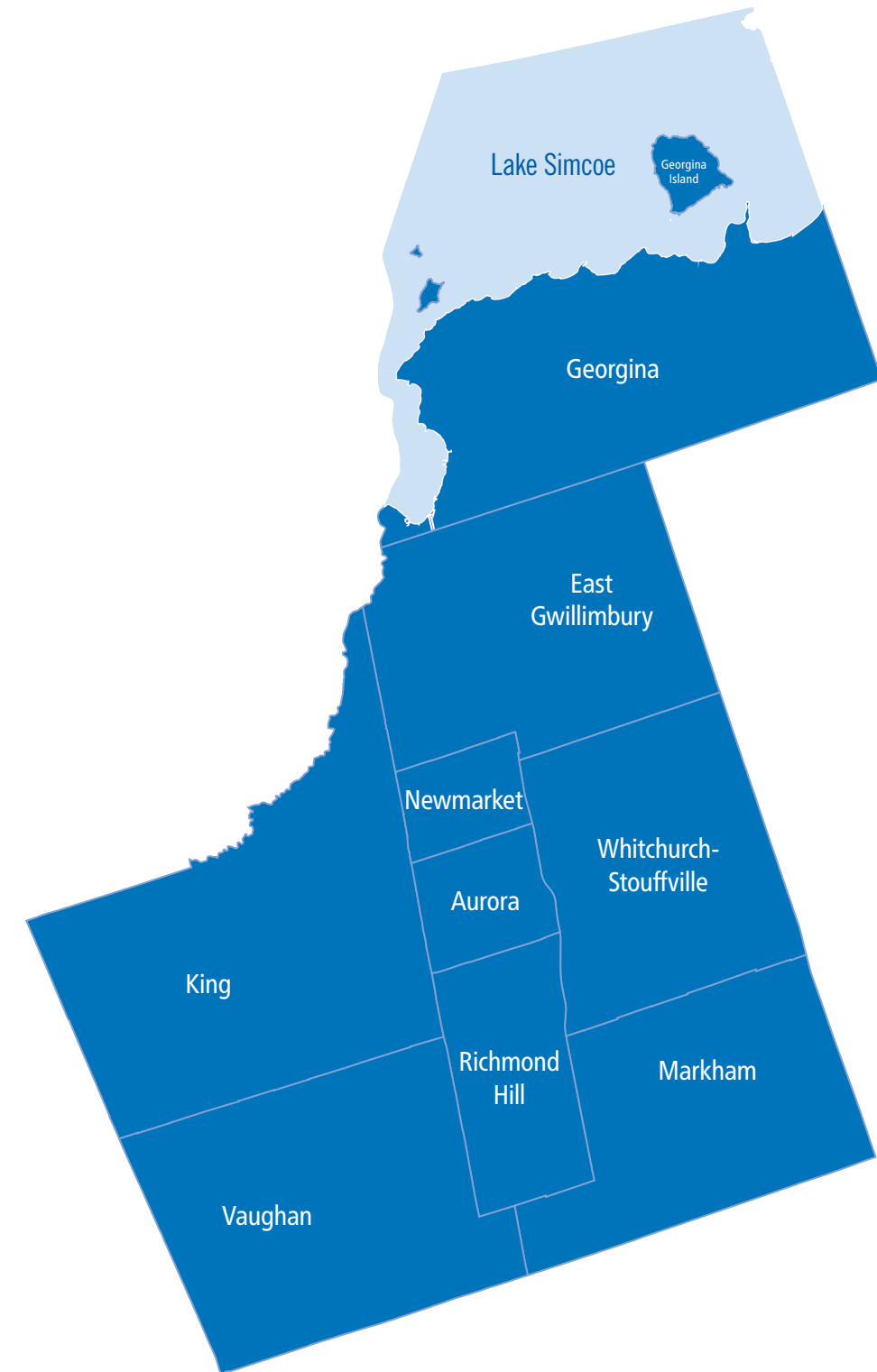
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## ABOUT YORK REGION

Almost 1.2 million residents call York Region home, making it one of the largest municipalities in Canada. Our geography – which is comprised of about 1,800 square kilometres over nine different municipalities – is as beautiful, interesting and diverse as our people. York Region is a two-tier municipality, meaning the Region delivers specific services for its nine local municipalities.

### YORK REGION'S NINE LOCAL MUNICIPALITIES





## TOWN OF AURORA



**2011-2031 Town of Aurora Strategic Plan:**  
Today, tomorrow, our future together

The 2031 Strategic Plan was approved by Council in June 2012.

**Vision Statement:** An innovative and sustainable community where neighbours care and businesses thrive.



**Regular monitoring and reporting on progress**

### Pillar of Success: Community

**Goal: Supporting an exceptional quality of life for all**

- Improve transportation, mobility and connectivity
- Invest in sustainable infrastructure
- Celebrating and promoting our culture
- Encouraging an active and healthy lifestyle
- Strengthening the fabric of our community

### Pillar of Success: Economy

**Goal: Enabling a diverse, creative and resilient economy**

- Promoting economic opportunities that facilitate the growth of Aurora as a desirable place to do business
- Supporting small businesses and encouraging a more sustainable business environment

### Pillar of Success: Natural Environment

**Goal: Supporting environmental stewardship and sustainability**

- Encouraging the stewardship of Aurora's natural resources
- Promoting and advancing green initiatives

# TOWN OF EAST GWILLIMBURY



## Town of East Gwillimbury Strategic Plan 2022-2026

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



**Annual monitoring and reporting on progress**

### Economic Sustainability, Environmental Sustainability, Social Sustainability lens

#### 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.

#### Responsible Growth

**Strategic Priority:** Ensure responsible and balanced growth management.

#### Environmental Stewardship

**Strategic Priority:** Preserve and protect our natural environment as we grow.

#### Build Complete Communities

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

#### Culture of Municipal Excellence

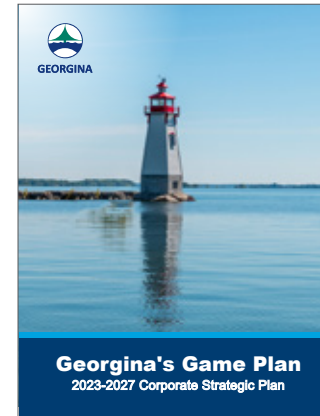
**Strategic Priority:** Foster a culture of service excellence, engagement, and transparency.



GEORGINA



# TOWN OF GEORGINA



## Georgina's Game Plan 2023-2027 Corporate Strategic Plan

**Vision Statement:** To be the most progressive, inclusive and vibrant community on Lake Simcoe, with a balance of rural and urban character.



Annual monitoring and reporting on progress

### Delivering Service Excellence

1. Commit to citizen-centric service delivery
2. Support employee engagement, development and well-being
3. Ensure continued financial sustainability and accountability
4. Build a future-focused, results-driven organization
5. Proactively manage infrastructure and assets to ensure service continuity

### Ensuring Balanced Growth

1. Promote and ensure responsible growth and long-term planning
2. Support a diversity of housing type in Georgina
3. Improve physical and communications infrastructure

### Diversifying Our Local Economy

1. Support investment attraction, job creation, business retention and expansion, including within our agricultural sector
2. Continue to support Georgina's tourism sector as an economic driver

### Creating a Vibrant, Healthy, and Safe Community for All

1. Ensure an ongoing commitment to Truth and Reconciliation and strengthening relations with the Chippewas of Georgina Island First Nation
2. Support a safe, healthy and inclusive community
3. Continue to invest in community spaces and amenities

### Advancing Environmental Sustainability

1. Celebrate and respect Georgina's natural environment, including Lake Simcoe
2. Support Georgina's resilience through environmental sustainability and climate mitigation and adaptation



## TOWNSHIP OF KING



**Township of King Strategic Plan 2023 - 2026**

**Vision Statement:** Making life better in King.



**Annual monitoring and reporting on progress**

### **Priority Area: A Greener Future**

**Objective 1:** Develop environmentally sustainable solutions that reduce King's footprint and mitigate against the impacts of climate change

**Objective 2:** Promote tree canopy growth and enhance natural lands

### **Priority Area: Sustainable Asset Management**

**Objective 1:** Develop asset-funding strategies which ensure long-term fiscal sustainability

**Objective 2:** Improve our linear (transportation and environmental) and non-linear (facilities and parks) assets for continued community use and enjoyment

### **Priority Area: Complete Communities**

**Objective 1:** Implement regulatory changes to manage growth which best serves King's unique landscape

**Objective 2:** Enrich community well-being and make King the ideal place to live, work and play

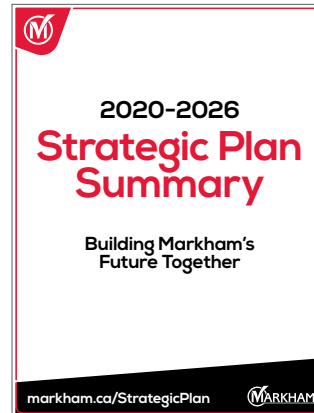
### **Priority Area: Service Excellence**

**Objective 1:** Increase data-driven decision making to improve organizational performance

**Objective 2:** Enhance Citizen Service Experiences



# CITY OF MARKHAM



## City of Markham Strategic Plan 2020 - 2026

The Strategic Plan was approved on May 1, 2024 .

**Vision Statement:** Markham, the leading Canadian municipality – embracing technological innovation, celebrating diversity, characterized by vibrant and healthy communities – preserving the past and building the future.



**Regular monitoring and reporting on progress**

### Goal 1: Exceptional Services by Exceptional People

- Deepen our understanding of what our community and stakeholders value and need to inform municipal leadership and continuous improvement of our services
- Leverage leading technologies to enable city building and evolution / transformation of our services
- Attract and retain the right talent and invest in and empower our people to drive innovation and service excellence

### Goal 2: Engaged, Diverse, Thriving & Vibrant City

- Enhance community cohesion and inclusion by creating strong neighbourhoods that are connected to the broader community
- Support arts, culture, recreation and sport to enrich the fabric of our communities
- Build Markham as the best place to live, invest, work, and experience rich diversity

### Goal 3: Safe, Sustainable & Complete Community

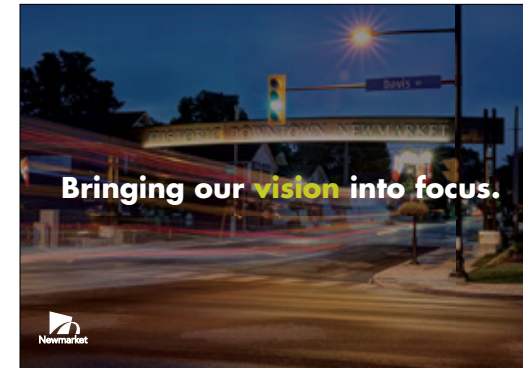
- Accelerate delivery of an enhanced comprehensive transportation network in partnership with other levels of government / private sector
- Build complete communities that offer a range of housing and employment opportunities, transportation options and outstanding community amenities
- Ensure business continuity of our services and infrastructure, and enable community resiliency and community safety
- Protect and enhance our natural environment and built form

### Goal 4: Stewardship of Money & Resources

- Align the short- and long-term financial strategy with Building Markham's Future Together and changes in the business environment to ensure the ongoing viability of the City
- Proactively manage our assets to maximize the return (financial, social, environmental & cultural) on taxpayer investment
- Increase transparency and accountability of our stewardship of services, policies, processes, money and resources



# TOWN OF NEWMARKET



Town of Newmarket Strategic Plan



2022-2026 Council Priorities

**Vision Statement:** Well beyond the ordinary.

**Strategic Directions:**

- Living Well
- Well-Balanced
- Well-Equipped & Managed
- Well-Planned & Connected
- Well-Respected

**2022-2026 Council Priorities:**

**Community and Economic Vibrancy:** We are attracting and retaining amazing people and businesses to ensure Newmarket’s long-term viability.

**Customer-First Way of Life:** We are ensuring the community has timely access to services that enhances their quality of life

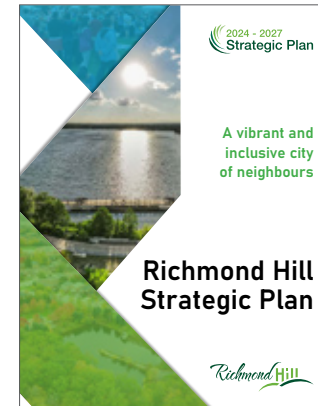
**Extraordinary Places & Spaces:** We are creating exceptional experiences for the community in shared and accessible public spaces

**Environmental Sustainability:** We are preserving our environmental assets and addressing climate change for our future generations

**Diverse, Inclusive & Welcoming:** We are building a strong, healthy and equitable community where everyone feels an unwavering sense of belonging



## CITY OF RICHMOND HILL



### City of Richmond Hill Strategic Plan 2024 - 2027

**Vision Statement:** A vibrant and inclusive city of neighbours

#### Pillar 1: Growing a Livable, Sustainable Community

##### Priorities:

1. Manage growth in a way that enables choice and connection for the city, its residents and businesses now and in the future.
2. Implement environmental sustainability practices in our work in collaboration with the community, including planning for climate change mitigation and adaptation.
3. Make decisions that meet the needs of today's residents without compromising the ability of future generations to meet their own needs.

#### Pillar 2: Focusing on People

##### Priorities:

1. Engage the community, stakeholders and City staff to support informed participation and to ensure that all voices can contribute toward effective decision-making.
2. Support Richmond Hill's unique character and sense of community through programs, services and events.
3. Build a workforce for tomorrow to ensure that expertise and continuity is in place to deliver on the city's aspirations for the future.

#### Pillar 3: Strengthening our Foundations

##### Priorities:

1. Make decisions that are evidence-based and data-driven to enable the City's long term financial sustainability, as well as social, environmental and economic sustainability.
2. Focus on quality customer service and a continuous improvement mindset to support innovation and be responsive to residents, stakeholders, businesses, the private sector and colleagues.



# CITY OF VAUGHAN



## City of Vaughan 2022-2026 Term of Council Service Excellence Strategic Plan

On March 21, 2023, Vaughan Council approved the 2022-2026 Term of Council Service Excellence Strategic Plan.

**Vision Statement:** A city of choice that promotes diversity, innovation and opportunity for all citizens, fostering a vibrant community life that is inclusive, progressive, environmentally responsible and sustainable.



**Annual monitoring and reporting on progress**

### Strategic Priority Area: Transportation and Mobility

#### Objectives:

- Improve Vaughan's road/street network
- Advocate for improved public transit
- Improve active and emerging modes of transportation

### Strategic Priority Area: City Building

#### Objectives:

- Grow Vaughan as a complete community with a focus on quality of life
- Engage in long-term planning and policy development to meet the city's housing needs
- Continue to invest in making Vaughan a "Smart City"

### Strategic Priority Area: Environmental Sustainability

#### Objectives:

- Advance stewardship of green infrastructure
- Support community and corporate sustainability initiatives
- Invest in climate change mitigation and resilience

### Strategic Priority Area: Active, Engaged and Inclusive Communities

#### Objectives:

- Develop the City as a diverse, equity-based and inclusive community
- Ensure ongoing commitment to Indigenous relations and reconciliation
- Build Vaughan as an active, engaged, creative and culturally vibrant community

### Strategic Priority Area: Community Safety and Well-being

#### Objectives:

- Enhance community safety in collaboration with Regional/Provincial/ Federal partners
- Continue to provide comprehensive fire protection and emergency services
- Continue to implement the By-law Strategy

### Strategic Priority Area: Economic Prosperity and Job Creation

#### Objectives:

- Empower the local business community to grow in Vaughan
- Promote Vaughan's economy as transformative, ambitious and purpose-driven
- Undertake strategic initiatives to bolster the local economy and future investment

### Strategic Priority Area: Service Excellence and Accountability

#### Objectives:

- Committed to citizen service excellence as an innovative, data-driven service organization
- Ensure financial sustainability and an effective and efficient administration
- Ensure Vaughan is an inclusive and equity-based employer of choice

# TOWN OF WHITCHURCH-STOUFFVILLE



## Town of Whitchurch-Stouffville Strategic Plan 2022-2026

**Vision Statement:** To be a welcoming community with a unique rural-urban dynamic, providing an exceptional quality of life, and continuing to build a vibrant community through service excellence, collaboration and integrity.



### Annual monitoring and reporting on progress

#### Seven Service Themes

##### 1 a town that grows

###### Objectives:

1. Increase efficiency in the development process in compliance with provincial regulations.
2. Continue to foster economic development within the Town.
3. Acquire and identify suitable sites for new and expanded Town programs and services.

##### 2 a town that moves

###### Objectives:

1. Improve the condition of the road network by rehabilitating roadways.
2. Add active transportation facilities and improve awareness of active transportation safety.
3. Work with transit partners to promote improvement to local commuting options.
4. Improve active transportation, network connectivity and access to downtown Main Street by reconstructing Edward Street
5. Revitalize the downtown core by reconstructing Main Street

##### 3 a healthy & greener town

###### Objectives:

1. Increase parkland to meet 2 hectares per 1000 people by 2032\*
2. Maximize efficient parkland allocation to meet the per capita target of 2 hectares per 1000 people by 2032\*
3. Improve the tree canopy

\* Subject to Bill 23

##### 4 an engaging town

###### Objectives:

1. Increase activations and offerings at town-led events
2. Increase social media presence
3. Enhance Library and Art Gallery offerings

##### 5 a safe town

###### Objectives:

1. Maintain Emergency Response Standards
2. Continue to implement Community Fire Safety Campaign
3. Improve By-law Community Engagement and Efficiency
4. Enhance Emergency Management Compliance
5. Implement traffic calming improvements

##### 6 good governance

###### Objectives:

1. Review procedural by-law and associated report software
2. Update Development Charge Background Study and approve new Development Charge By-law
3. Complete Information Technology (IT) Strategic Plan
4. Continue to follow sound financial planning principles to ensure fiscal sustainability and responsibility

##### 7 organizational effectiveness

###### Objectives:

1. Improve total procurement lifecycle
2. Implement a customer service framework
3. Improve Information Technology (IT) security framework
4. Improve the employee experience and employee engagement

# Strong, Caring, Safe Communities



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