COUNCIL'S STRATEGIC PRIORITIES

2019-2022

A People Place, A Change of Pace
SHELBURNE
ONTARIO, CANADA

MESSAGE FROM THE MAYOR

Wade Mills

There is no doubt that Shelburne's future is remarkably bright if we are willing to do the work that's necessary and lay the foundations that are needed now. That's what this plan is all about. It sets a course designed to move us forward together, as a community, towards that bold and exciting future that is ours to claim.

This plan builds upon our rich history and plays to our natural strengths, but it also recognizes the needs of a growing and changing community. The plan provides a strategic and ambitious roadmap to deliver on those needs in a way that is responsible, transparent, and accountable. The path forward won't always be easy and it's going to require us to be bold and intentional in our decisions, but I am confident that our community will be made better as a result.

We are truly blessed to have a team of Council members and staff who are committed, engaged, and passionate about Shelburne's future. I look forward to leading that team forward and making this plan a reality. I hope that we can count on your continued support!

VISION, MISSION, VALUES AND GOALS

VISION

To be an engaged, connected and innovative community

MISSION

To build a strong, vibrant community, honour our heritage and celebrate our diversity

VALUES

(in alphabetical order)

Community

Engaged

Innovative

Integrity

Respect

GOALS

SUSTAINABLE | ENGAGED | LIVABLE

GOALS AND TARGETS

SUSTAINABLE

Four (4) Targets:

T1	Develop long term (10 – 15 year) financial plan
T2	Municipal services review and evaluation
T3	Invest and fund critical infrastructure for future
T4	Promote balanced growth

ENGAGED

Four (4) Targets:

T5	Improve technology
T6	Promote more open communication
T7	Promote partnerships and collaboration
T8	Enhance marketing and education

LIVABLE

Four (4) Targets

T9	Promote age-friendly, multicultural community
T10	Improve and enhance parks and recreation services
T11	Improve community connections
T12	Support and celebrate arts and culture

SUSTAINABLE

TARGET		Key Performance Indicator's
T1	A	Long Term Financial Plan completed and adopted
T2	A	Complete a service delivery review for all Town services and operations
	B	Complete review of municipal services delivered by third-party boards and complete a governance review
T3	A	Infrastructure plan evaluation completed
	B	Continue development of long-term capital plan/asset management
	C	Commit to funding critical infrastructure
T4	A	Increase business sector - retail, commercial and industrial
	B	Achieve more diversified residential housing; focus on affordable housing, rentals, and lower income housing
	C	Protection of natural areas through existing lands or acquisition

ENGAGED

TARGET		Key Performance Indicator's
T5	A	Complete continual assessment, evaluation and updating of the new Town website and social media platforms
	B	Implement live streaming of Council meetings and monitor
T6	A	Develop plans and strategies to better support ongoing access to information for residents, community engagement, and how information is provided
	B	Develop a new corporate communications strategy to support the diverse communications needs of the Town
	C	Implement a new customer service strategy
T7	A	Expand community partnerships with not for profits, sport organizations and service clubs
	B	Enhance collaboration with youth
	C	Expand collaboration with developers and business'
T8	A	Increase measurements of online use and data collection
	B	Increase Town response times, reactions to, and awareness of community concerns and opinions
	C	Expand the use of community on-line engagement tools and increase engagement and interaction with the community

TARGET		Key Performance Indicator's
T9	A	Increase the variety of amenities and services provided that are accessible
	B	Complete evaluation and analysis related to the demographics of Shelburne in responding and adapting to service needs
T10	A	Complete a Master Plan for Fiddle Park
	B	Expand, increase and improve outdoor and indoor recreation and parks opportunities
	C	Implementation of a parks and recreation task force
	D	Complete a new Parks and Recreation Master Plan
	E	Protect our local and natural environment
T11	A	Achieve decreased heavy truck traffic
	B	Improve walkability and safety
	C	Increase number and kilometres of connected walking and recreational cycling trails
	D	Increase on road cycling opportunities
	E	Increase wayfinding and directional signage throughout Town
	F	Access to local and regional transit or alternative transportation options achieved
T12	A	New Arts and Culture committee established and functioning
	B	Complete master plan or feasibility study for Grace Tipling Hall to achieve better utilization and increased revenues
	C	Evaluate the role of community and special events in supporting and enhancing arts and culture
	D	Complete feasibility review/study for a new art gallery

Back row: (left to right): Deputy Mayor Steve Anderson Councillor Lynda Buffett, Councillor Shane Hall, Councillor Walter Benotto

Front Row: (left to right) Councillor Kyle Fegan, Mayor Wade Mills, Councillor Lindsay Wegener

The Town of Shelburne

203 Main Street East | Shelburne Ontario L9V 3K7

519-925-2600 | info@shelburne.ca

www.shelburne.ca

A People Place, A Change of Pace

SHELBURNE
ONTARIO, CANADA