

MUNICIPALITY OF EAST FERRIS

STRATEGIC PLAN 2019-2022:
ACTIONS, IMPLEMENTATION & MEASUREMENT



VISION

Our home/notre chez-nous:
residents and government
working together to build a
vibrant and healthy rural
community.



*Municipality of
East Ferris*

MISSION

We provide high quality public services, through collaboration and partnerships, to promote community health and well-being for all.



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GUIDING PRINCIPLES

Transparency:

Openness of government decision making and operations

Sustainability:

Good stewardship of community assets & natural resources

Responsiveness:

Resources & ability to adapt to changing community priorities



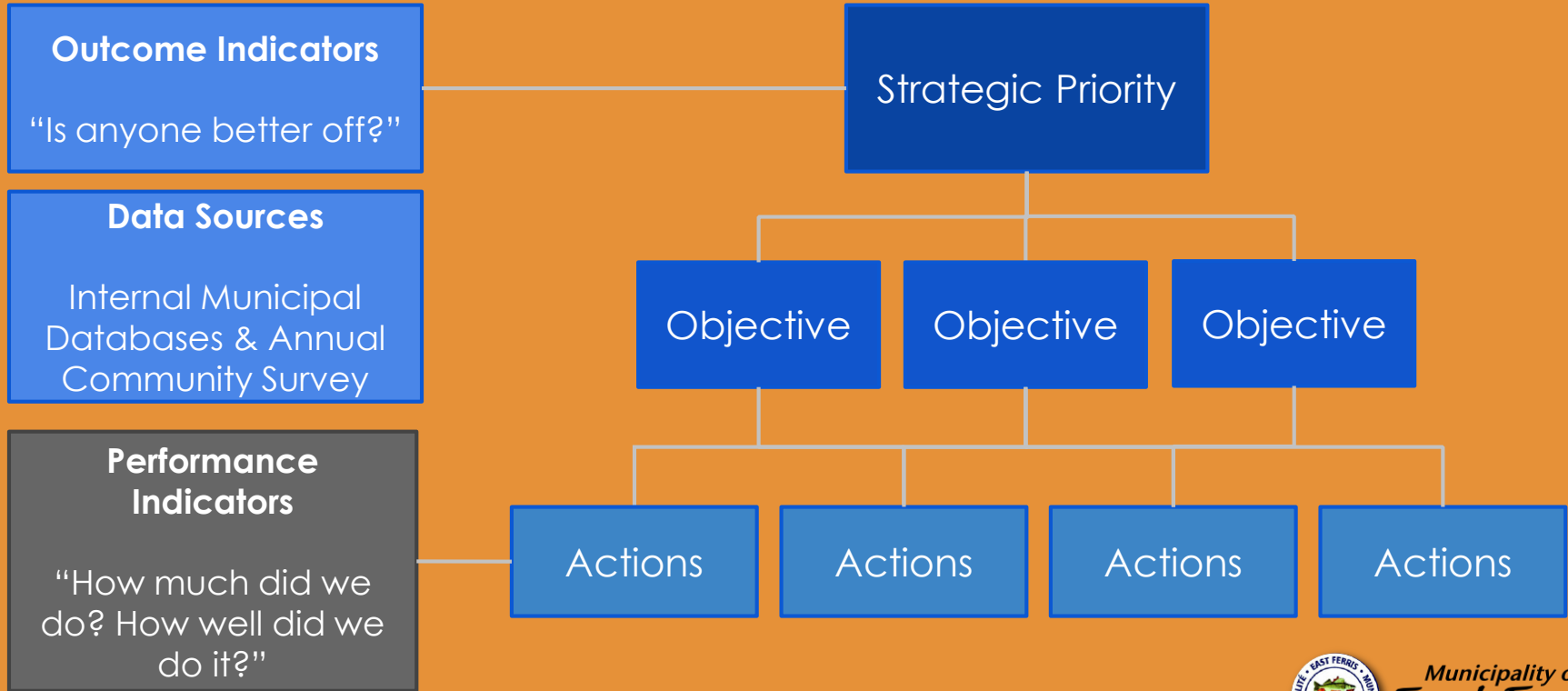
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STRATEGIC PLAN PRIORITIES



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OPERATIONAL FRAMEWORK FOR IMPLEMENTATION AND MEASUREMENT





A positive and inclusive sense of place, belonging and community.



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Strengthen
Community
Partnerships

Preserve and
Promote Our
Heritage



Utilize and
Safeguard
Community
Assets

Respond to
Community
Needs



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Action	Lead	Year	\$
Develop a volunteer recognition program.	Municipal Clerk	2019	Staff time
Organize an annual volunteer recognition event (review/revamp).	Manager of Facilities & Recreation	2019-2022	\$1,500 / year
Plan and implement annual Canada Day Event .	Manager of Recreation and Facilities	2019-2022	\$2,000 / year
Update Community Facilities Master Plan for sports, recreation, leisure and culture for all age groups.	Manager of Recreation & Facilities	2019-2020	\$2,500
Strengthen our safety and security programs via the development of a Community Safety and Well-Being Plan in partnership with other municipalities.	Municipal Clerk	2019-2020	Staff time

Action	Lead	Year	\$
Investigate and recommend a solution for moving forward with the building of a new municipal office and fire hall with advice from the Municipal Office Advisory Committee.	CAO	2019-2020	Staff time
Investigate opportunities for shared use of municipal and school facilities (reciprocal agreements).	Manager of Recreation & Facilities	2019-2020	Staff time
Plan and implement a Centennial Celebration with advice from the Centennial Celebration Committee .	CAO and Manager of Recreation and Facilities	2019-2021	\$20,000

Action	Lead	Year	\$
Preserve and promote our heritage and sense of community by developing a policy that identifies how the municipality supports local organizations and citizen leadership .	Manager of Recreation & Facilities	2020	Staff time
Develop an annual information booklet for Recreation and Economic Development programs and events.	Manager of Recreation & Facilities and Manager of Planning & Economic Development	2020-2022	\$1,750 / year

Action	Lead	Year	\$
Create a strategy on how to improve our existing village cores as community hubs focused on social connectedness, walkability, and green spaces.	Manager of Recreation & Facilities	2021	\$5,000
Develop an Active Transportation Plan .	Manager of Facilities & Recreation	2022	\$2,500
Promote affordable housing and seniors services through the development of various policies.	Manager of Planning & Economic Development	2022	\$0
Develop a Community Cultural Master Plan .	Manager of Facilities & Recreation	2022	\$5,000



OUTCOME INDICATORS:

% of residents who reported that the municipality has increased its efforts to respond to community needs (↑).

of residents who reported volunteering with local community organizations/events (↑).

% of residents who reported a strong sense of belonging to community (↑).

% of residents who reported that the municipality has increased its efforts to preserve and promote heritage (↑).



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A strong local economy
to support youth, families,
and seniors.



*Municipality of
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**Grow Our
Local Economy**

Retain and
Support Local
Business

Pursue
Economic
Development



Attract New,
Diverse
Business and
Industry

Develop,
Promote, and
Fill Vacant
Commercial
Properties



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Action	Lead	Year	\$
Complete an inventory of municipal properties and recommend the sale of properties deemed surplus.	Manager of Planning & Economic Development	2019	Staff time
Utilize the Community Improvement Plan (CIP) to promote the development of vacant commercial properties.	Manager of Planning & Economic Development	2019	\$500
Advocate for the delivery of more modern, adequate and reliable high-speed internet service throughout the municipality to service the needs of the residents and business community.	CAO and Manager of Planning & Economic Development	2019-2020	Staff time
Keep the Business Registry on our website current.	Municipal Clerk	2019-2022	Staff time

Action	Lead	Year	\$
Facilitate discussion with potential service providers for the expansion of medical and well-being services .	CAO	2020	\$500
Create an e-blast business contact list in order to circulate relevant information to businesses.	Manager of Planning & Economic Development	2020	Staff time
Develop a “ new business ” welcome package .	Manager of Planning & Economic Development	2020	\$1,500
Update the Economic Development Strategy to focus on identifying and increasing community services and promoting our businesses.	Manager of Planning & Economic Development	2020	\$5,000

Action	Lead	Year	\$
Review Policies and By-Laws affecting businesses to determine whether changes are needed to ensure we are providing a business-friendly environment .	Manager of Planning & Economic Development	2020	Staff time
Examine the need/demand for a farmer's market .	Manager of Planning & Economic Development	2020	\$500
Pursue expansion of Natural Gas service into our community.	CAO	2019-2022	Staff Time
Investigate the feasibility of establishing an industrial park on existing municipal property.	CAO and Manager of Planning & Economic Development	2021	Staff time



OUTCOME INDICATORS:

of registered businesses in business directory on municipal website (↑).

of building permits issued (↑).

\$ value of building permits issued (↑).

of Community Improvement Plan applications approved (↑).

% of businesses registered in directory who reported that the municipality's by-laws and policies offer a business-friendly environment (↑).



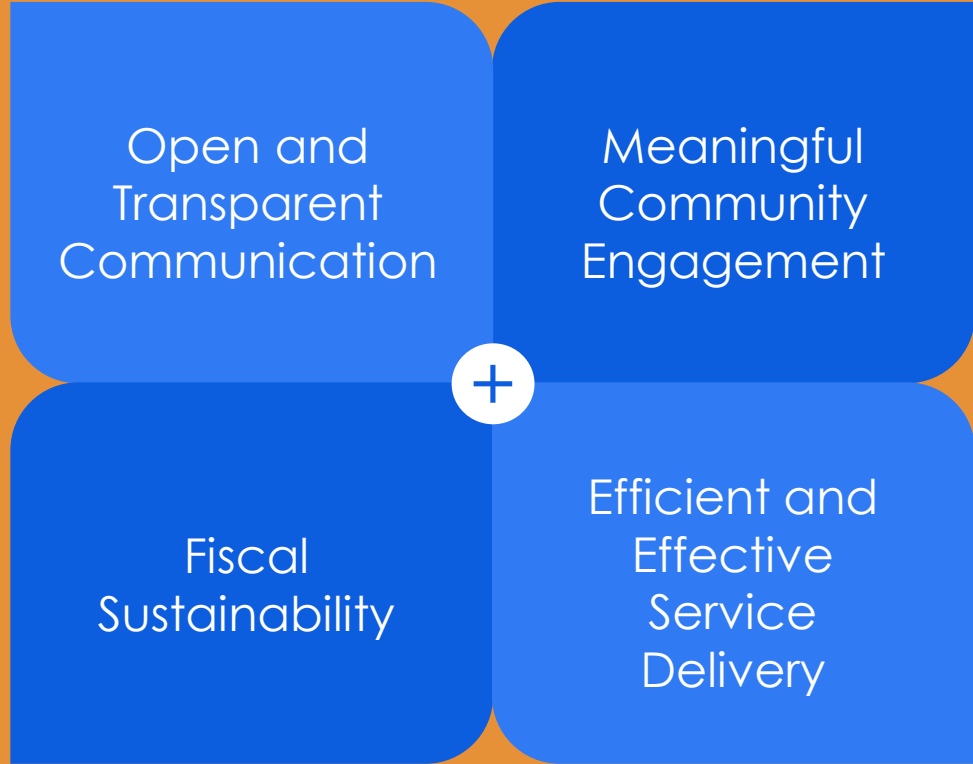
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A place where residents are engaged, empowered, welcomed and well-served by their municipality.



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Action	Lead	Year	\$
Develop a Complaint and Service Request Policy .	Municipal Clerk	2019	Staff time
Draft a new zoning by-law .	Manager of Planning & Economic Development	2019-2020	\$7,500
Re-skin website , review content and look at increasing access to information, ensure compliance with accessibility legislation, and upgrade for mobile use.	CAO and Manager of Planning & Economic Development	2019	\$8,000
Update Establishing Regulating By-Law for Fire Services .	Fire Chief	2019	Staff time
Update Open-Air Burning By-Law .	Fire Chief	2019	Staff time

Action	Lead	Year	\$
Report annually on Strategic Plan implementation progress.	CAO	2019-2022	Staff time
Review Provincial Mutual Aid Participation By-Law.	Fire Chief	2019	Staff time
Obtain Superior Tanker Shuttle Certification.	Fire Chief	2019	\$3,000
Draft an Offence By-Law to provide the municipality with an alternative means of enforcing municipal by-laws.	Municipal Clerk and Chief Building Official	2019-2020	\$3,000
Update Smoking By-Law to take into consideration Provincial legislation regarding vaping and cannabis use.	Manager of Facilities & Recreation	2019	Staff time

Action	Lead	Year	\$
Update financial policies : Reserve Funds, Debt Management, and Long-Term Funding and Financing	CAO/Treasurer	2020	Staff time
Develop a communication policy , to improve public communications and access to municipal information, with strategic advice from the Communications Committee.	CAO and Municipal Clerk	2020	Staff time
Develop a Parks Use By-Law to provide basic rules around operation and conduct of users.	Manager of Facilities & Recreation	2020	Staff time
Review Emergency Management Control Group structure and recommend changes.	Fire Chief	2020	Staff time

Action	Lead	Year	\$
Increase Automatic Aid Agreements with neighbouring municipalities (personnel and tankers).	Fire Chief	2020	Staff time
Update Asset Management Plan .	Municipal Engineer	2020	\$7,500
Develop a Community Engagement Policy to guide meaningful opportunities for resident engagement in the Municipality's democratic process.	Municipal Clerk	2020	\$500
Update Procurement By-Law	Municipal Clerk and CAO	2021	Staff time
Update Property Standards By-Law .	Chief Building Official	2021	Staff time

Action	Lead	Year	\$
Investigate opportunities for providing public-facing GIS on our website.	Manager of Planning & Economic Development	2022	\$5,000
Provide customer service delivery training programs for staff.	CAO	2022	\$2,500

OUTCOME INDICATORS:

% of residents who reported being satisfied with quality of municipal services delivered (↑).

% of residents who reported that the municipality has increased its communication efforts with residents (↑).

% of residents who believe the municipality offers meaningful engagement opportunities for local decision making (↑).

Property taxes as a % of household income are at or below the average of municipal comparators.



Municipality of
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A leader in local
environmental
stewardship.



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**Protect Our
Environment**

Stewardship
of Natural
Resources

Maximize
Landfill
Lifespan



Support
Environmental
Partnerships

Promote
Environmental
Education



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Action	Lead	Year	\$
Facilitate strategic discussions with relevant organizations to protect our lakes from Blue Green Algae .	CAO	2019-2020	\$500
Update studies related to Trout Lake and Lake Nosbonsing (water management/water quality, etc.)	Manager of Planning & Economic Development	2019-2020	\$17,500
Promote environmental programs being delivered by the North Bay-Mattawa Conservation Authority and other local organizations.	Manager of Planning & Economic Development	2020-2022	\$250 / year
Organize an annual Community Clean Up Day to keep our community clean.	Municipal Engineer	2020-2022	\$500 / year

Action	Lead	Year	\$
Educate residents on the benefits of prolonging the life of our landfill site via website content and an annual recycling information mailout.	Municipal Engineer	2020-2022	\$500 / year
Recommend climate change reduction measures , that are aligned with Ontario's Environment Plan <i>Preserving and Protecting our Environment for Future Generations</i> , during annual budget deliberations.	CAO/Treasurer	2020-2022	Staff time
Review, prioritize, and implement recommendations from the Waste Recycling Strategy and the Waste Composition Study .	Municipal Engineer	2021	\$7,500



**Protect Our
Environment**

OUTCOME INDICATORS:

% of residents who are aware of what materials can be recycled and collected at curbside (↑).

Total amount of solid waste diverted from landfill site (↑).

of joint collaborative activities to address environmental issues and concerns (↑).

% of residents who reported that the municipality has increased its efforts to protect the environment and natural resources (↑).



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INTEGRATED PLANNING AND REPORTING CYCLE



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TIMELINES FOR COMMUNICATION/REPORTING

Internal Staff

Quarterly

- Performance (% Actions Completed)
- Challenges
- Successes

Council

Annually

- Outcome Indicators
- Performance (% Actions Completed)
- Challenges
- Successes

Community

Annually

- Outcome Indicators
- Performance (% Actions Completed)
- Narratives



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