



2018 – 2022 Council Strategic Priorities

Pillars, Priorities, Planning and Performance Measurement

April 29, 2019

The Process

- ❖ Consultant Engaged – MDB Insight
- ❖ Key Influencing Documents / Processes -
Review
- ❖ 9 Council Interviews; 3 Council Workshops
- ❖ 3 Senior Staff Team Working Sessions



Today

Adoption of the report recommendations will result in:

- ✓ Confirmation of the Vision
- ✓ Confirmation of Council's Strategic Pillars and Priorities

❖ Quick update on Next Steps

(design/communications pieces; measurement /dash boarding)



Strategic Alignment



Vision

*Well Beyond the
Ordinary*



Six Strategic Pillars

1. Long – term Financial Sustainability

Maintain long-term financial sustainability while ensuring a thriving community

2. Extraordinary Places and Spaces (priority focus on the

Mulock Park)

Creating the environment for an engaged, accessible, inclusive community

3. Safe Transportation (Streets)

Providing exceptional transportation experiences across all modes through co-ordination and improvement of accessibility, safety and speed reduction.



Six Strategic Pillars

4. Economic Leadership and Job Creation

Attracting, retaining and expanding jobs through innovation, collaboration and urbanization

5. Vibrancy on Yonge, Davis and Mulock

Supporting enhanced to diverse housing, office and retail options

6. Environmental Stewardship

Leading proactive planning and action related to climate change and other environmental initiatives



Strategic Priorities *(summarized)*

** denotes : 2014-2018 outstanding/ongoing priority that is now blended into a related 2018 -2022 Strategic Priority*

Long – term Financial Sustainability

Maintain long-term financial sustainability while ensuring a thriving community

- ❖ Community Engagement*
- ❖ Multi-Year Budgets/Policies **
- ❖ Service Level Analysis*
- ❖ Asset Management Plan*



Strategic Priorities *(summarized)*

Extraordinary Places and Spaces ****** *(priority focus on the Mullock Park)*

Creating the environment for an engaged, accessible, inclusive community

- ❖ *Mullock Property*
- ❖ *Parks Master Plan*
- ❖ *Cultural and Place making Master Plan*
- ❖ *Vacant Municipal Properties*
- ❖ *Pedestrianize Main Street (at times)*



Strategic Priorities *(summarized)*

Safe Transportation *(Streets)*

Providing exceptional transportation experiences across all modes through continuous improvement of accessibility, safety and speed reduction.

- ❖ Technology/Data Driven Tools*
- ❖ Mulock Multi-Use Path*
- ❖ Partnerships/Collaboration*
- ❖ Communication & Engagement Strategies*
- ❖ 'Complete Street' Designs*



Strategic Priorities *(summarized)*

Economic Leadership and Job Creation

Attracting, retaining and expanding jobs through innovation, collaboration and urbanization.

❖ *ENVI*

❖ *Downtown Parking **

❖ *Continued Downtown Success * **

❖ *Economic Development Strategy Re-fresh*

❖ *South of Davis Area (SODA) Focus*



Strategic Priorities *(summarized)*

Vibrancy on Yonge, Davis and Mulock

Supporting enhanced to diverse housing, office and retail options

- ❖ *Implement Policy Framework*
- ❖ *Transit Oriented Development ***
- ❖ *Corridor Marketing*
- ❖ *Smart Cities Technology and ENVI*
- ❖ *Consider Development Incentives*

Strategic Priorities *(summarized)*

Environmental Stewardship

Leading proactive planning and action related to climate change and other environmental initiatives

- ❖ Low Impact Design (LID) Leadership*
- ❖ Alternative Energy (solar, battery)*
- ❖ Community Energy Plan*
- ❖ Partnerships/Collaboration*
- ❖ Implement Tree Related Policy Frameworks*



Next Step - Look and Feel



OUR VISION
Well beyond the ordinary is more than just words printed on a page. It is our vision to inspire. It is a way of life that is being created and is embraced by our community and Town staff. Being a community that's well - healthy, happy, thriving, dynamic and extraordinary - we are guided by five areas of wellness: Living Well, Well-Balanced, Well-Equipped & Managed, Well-Planned & Connected and Well-Respected.

OUR MISSION
Shaped by our vision, our mission is to make Newmarket even better. Guided by Council, Newmarket's team of dedicated staff always seek ways to improve, go the extra mile and better serve the community by striving to make Newmarket even better every day.

OUR CORE VALUES
These are the guiding principles the employees of the Town of Newmarket have chosen to live by as they strive to make Newmarket even better.

- Courage and Creativity
- Respect and Integrity
- Accountability and Accessibility
- Excellence

OUR ACTION PLAN
Council defines Strategic Priorities that are inspired by resident feedback and shaped by the Town's vision and mission. Town staff work closely with Council to create long term plans and strategies to ensure we continue to be a community that is well beyond the ordinary.

WELL-BALANCED

Encouraging a sense of community by interweaving small town charm and big city conveniences means we are:

- Meeting the needs of all Newmarket residents
- Nurturing inclusivity and celebrating diversity
- Encouraging arts, culture, entertainment and heritage preservation
- Building state-of-the-art recreational facilities and services for residents of all ages
- Providing green and open spaces, parks, trails and sports fields
- Planning events that engage people and help to create a sense of community spirit
- Creating meeting spaces and places for conferences, events and festivals
- Ensuring increased accessibility for persons of all abilities

Newmarket's Riverwalk Commons



Next Step - Performance Measurement & Dash Boards

- ✓ Initial concepts explored with Council in last workshop
- ❖ SLT/Innovation and Strategic Initiatives exploratory conversations/options – discussions ongoing

Discussion / Questions
