



Town of Newmarket  
395 Mulock Drive P.O. Box 328,  
Newmarket, Ontario, L3Y 4X7

Email: [info@newmarket.ca](mailto:info@newmarket.ca) | Website: [newmarket.ca](http://newmarket.ca) | Phone: 905-895-5193

## **REV It Up - Action Plan Staff Report to Council**

Report Number: 2020-30  
Department(s): Office of the CAO  
Community Services  
Corporate Services  
Development and Infrastructure Services  
Author(s): Lisa Lyons, Director of Legislative Services  
Meeting Date: April 27, 2020

### **Recommendations**

1. That the REV It Up – Action Plan, presentation and report be received; and,
2. That the Action Plan contained in the staff presentation and included as Attachment 1, be approved in principle.

### **Purpose**

The purpose of this report and accompanying presentation, is to provide Council with a proposed Action Plan for the 18 high priority initiatives developed through the REV It Up (Revenue, Efficiencies, and Value Ad) Campaign, and to obtain Council approval to implement the Plan.

### **Background**

In 2019, Newmarket received funding from the Ministry of Municipal Affairs and Housing's Audit and Accountability Fund. Newmarket hired StrategyCorp to conduct an administrative and service delivery review that included the following scope:

1. All aspects of the Town's administration and services were part of the review, and it was in support of the Town's mission of "Making Newmarket Even Better."
2. The REV It Up Campaign (Revenue, Efficiencies, and Value Add) engaged staff at all levels of the organization to identify potential improvement opportunities and included a detailed analysis of high-priority initiatives that make a positive impact on the Town.

3. Not included in this review were any initiatives that could result in layoffs or reductions to services.

The extensive review and consultation resulted in the prioritization and recommendation of 18 initiatives that would lead to cost savings, improved productivity, and new revenue streams. A final report regarding the Administrative and Service Delivery Review was published on the Town website at the end of December 2019.

In February 2020, a planning session was held by the Strategic Leadership Team (SLT) and the Operational Leadership Team (OLT), to review the 18 priority initiatives identified, consider alignment with Council's Strategic Priorities, assign Department Leads and supporting Departments, and develop an Action Plan. This exercise resulted in the Plan that is presented for Council's approval.

## **Conclusion**

The 2018-2022 Council Strategic Priorities, identifies Long Term Financial Sustainability as a pillar, with one of the following priorities:

*“Ensure ongoing continuous improvement and service level analysis for consideration. Utilize both internal and external resources to complete an assessment of the Town's overall health to support effective and efficient long term planning”*

With the completion of the Administrative and Service Delivery Review at the end of December 2019, one of the Action Items to support this priority is now completed. The next Action Item is to advance REV It Up recommendations, implementation and timelines.

Upon approval of the recommendations in this report, staff will move forward with continued implementation of identified actions. Reporting of progress for the REV It Up Action Plan will be included in the Council Strategic Priorities bi-annual progress report to Council and on the public facing dashboard.

## **Business Plan and Strategic Plan Linkages**

This report provides an Action Plan for REV It Up, which has a direct linkage to the 2018-2022 Council Strategic Priorities, specifically the Long Term Financial Sustainability Pillar.

## **Consultation**

This report and corresponding presentation was developed in consultation with the Strategic Leadership and Operational Leadership Teams.

## **Human Resource Considerations**

Development of the REV It Up Action Plan was done using existing staff. Any human resource considerations associated with the implementation of the pillars/priorities will be subject to the annual budget process.

## **Budget Impact**

Implementation of the recommendations would coincide with annual operating and capital budget considerations.

## **Attachments**

Attachments (1): Presentation – REV It Up – Key Action Item Work Plan

## **Approval**

Jag Sharma, Chief Administrative Officer

Ian McDougall, Commissioner of Community Services

Peter Noehammer, Commissioner of Development and Infrastructure Services

Esther Armchuk, Commissioner of Corporate Services

## **Contact**

Jag Sharma, CAO, [jsharma@newmarket.ca](mailto:jsharma@newmarket.ca)

Ian McDougall, Commissioner of Community Services, [imcdougall@newmarket.ca](mailto:imcdougall@newmarket.ca)

Esther Armchuk, Commissioner of Corporate Services, [earmchuk@newmarket.ca](mailto:earmchuk@newmarket.ca)

Peter Noehammer, Commissioner of Development and Infrastructure Services,  
[pnoehammer@newmarket.ca](mailto:pnoehammer@newmarket.ca)

