

COUNCIL STRATEGIC PRIORITIES

KEY ACTION ITEM WORK PLAN



APRIL 27, 2020 COUNCIL PRESENTATION

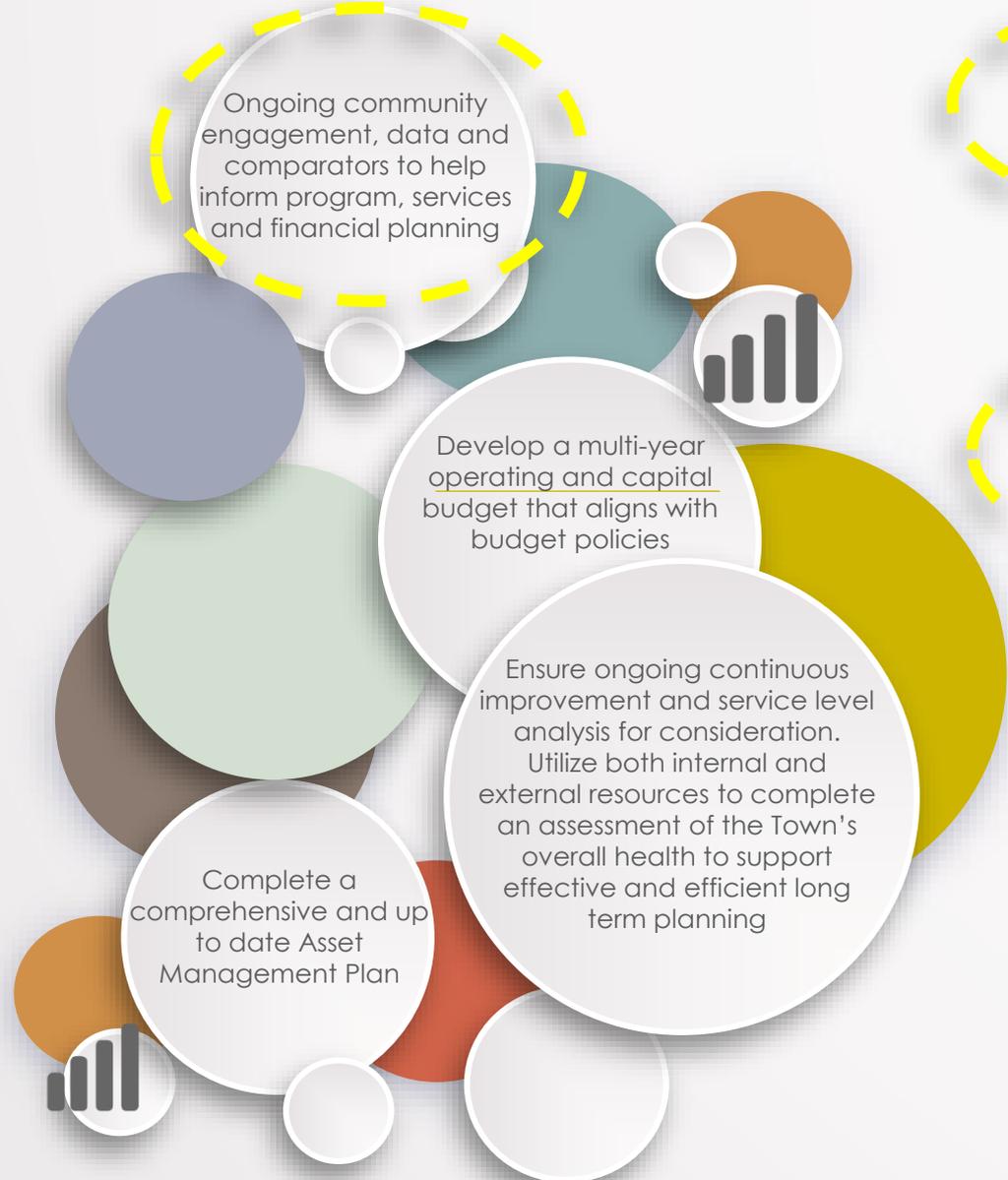


Newmarket

Background

Since Council last reviewed Council Strategic Priorities:

- Planning Session between SLT, Project Team and Strategy Corp to review Council Strategic Priorities with REV it up to assist in integrated work planning
 - **February 12, 2020:** Full day SLT/OLT planning day to identify Key Action Items for each pillar
 - **April 14, 2020:** SLT/OLT Review and final planning for April 27 Council Meeting
 - **April 27, 2020:** Today's Council Meeting
-



Ongoing community engagement, data and comparators to help inform program, services and financial planning

Develop a multi-year operating and capital budget that aligns with budget policies

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

Complete a comprehensive and up to date Asset Management Plan

Strategic Pillar Overview

Long Term Financial Sustainability

4

Strategic Priorities

Strategic Pillar: Long Term Financial Sustainability

Maintaining long-term financial sustainability while ensuring a thriving community

**Pillar Lead:
Mike Mayes**

Key Action Item

Ongoing community engagement, data and comparators to help inform program, services and financial planning

Conduct ongoing public engagement related to financial planning

Identify, develop, track and report on a new and ongoing comparator data approach to help educate and inform financial planning by 2022

Strategic Priority

Key Action Item

What are Key Action Items:

Two identified important things that once accomplished will lead the priority at or near a state of completion

Role of the Pillar Lead:

Meet with broader team
Ensure actions
Report to SLT/OLT
Inform Reporting/Dashboards
(Council & Community)

Strategic Pillar Overview

Long Term Financial Sustainability

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Strategic Priorities

Ongoing community engagement, data and comparators to help inform program, services and financial planning

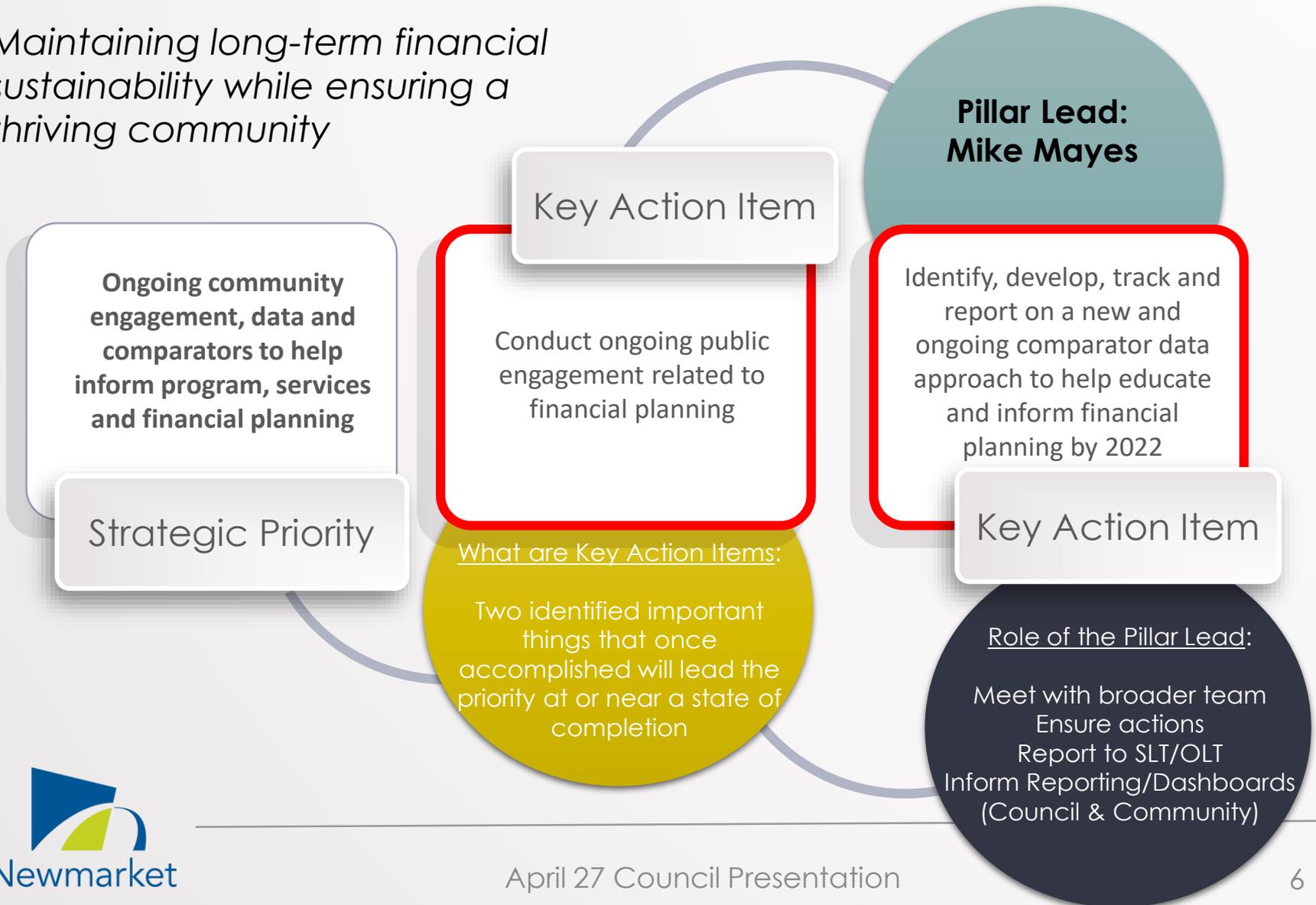
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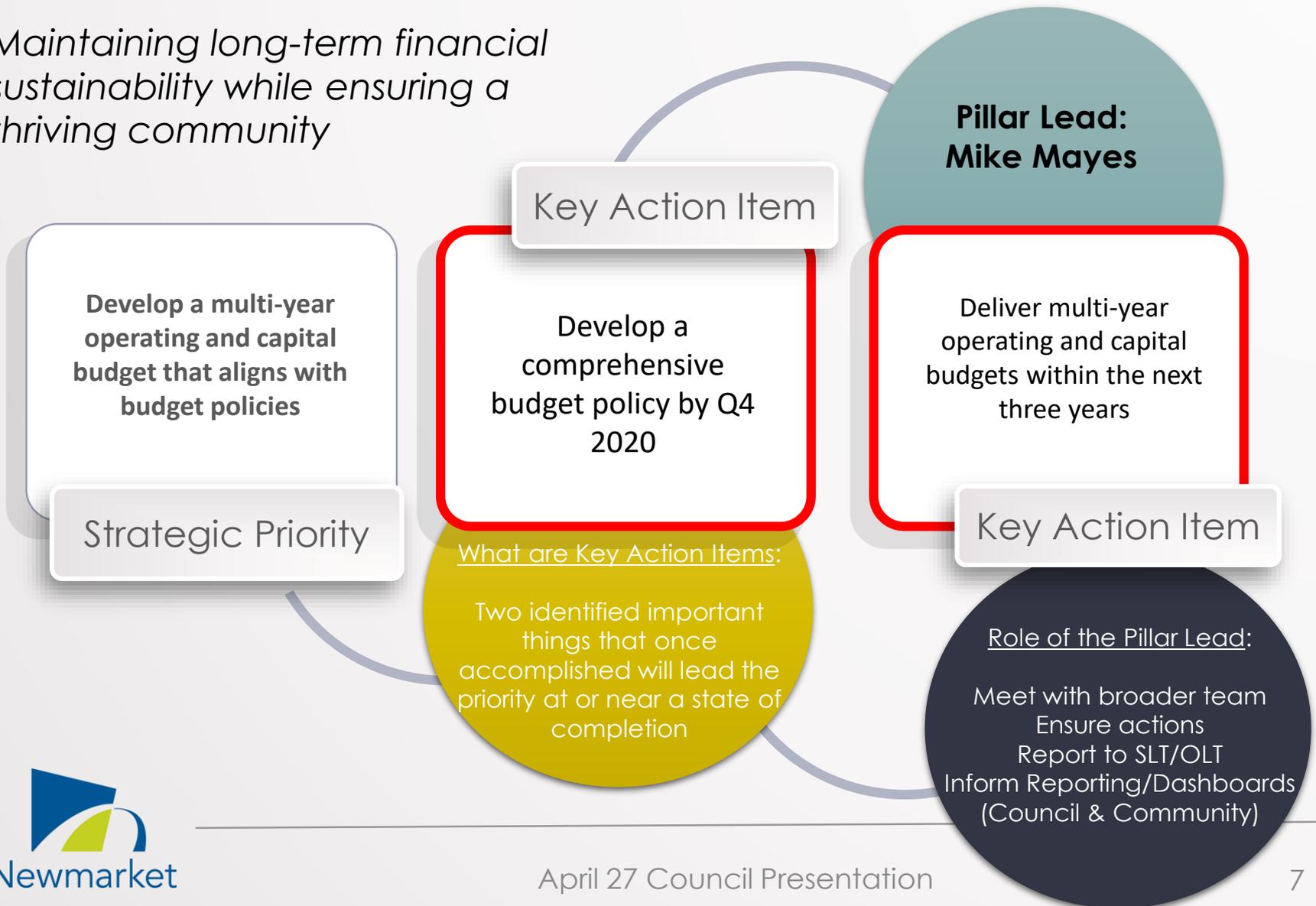
Strategic Pillar: Long Term Financial Sustainability

Maintaining long-term financial sustainability while ensuring a thriving community



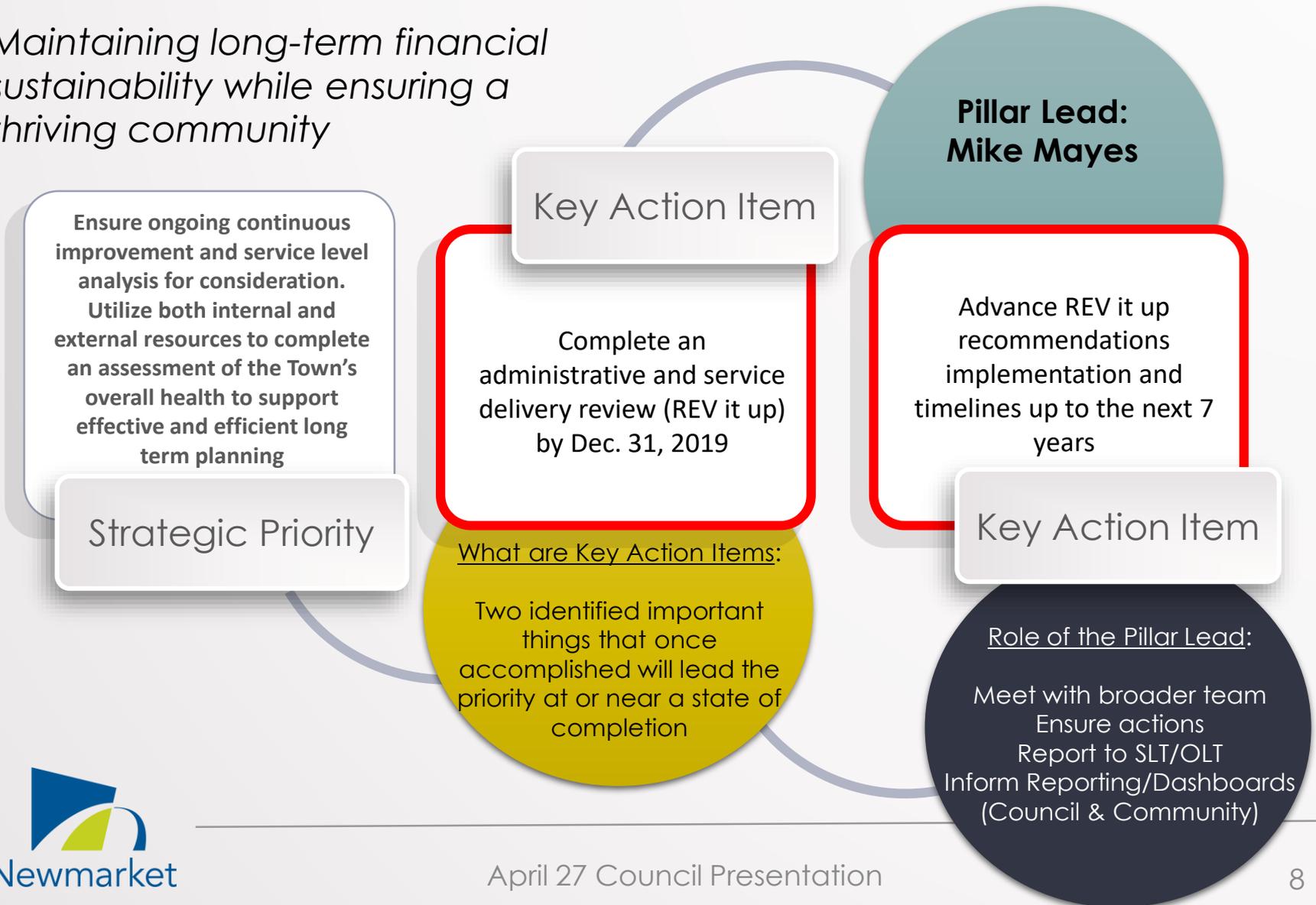
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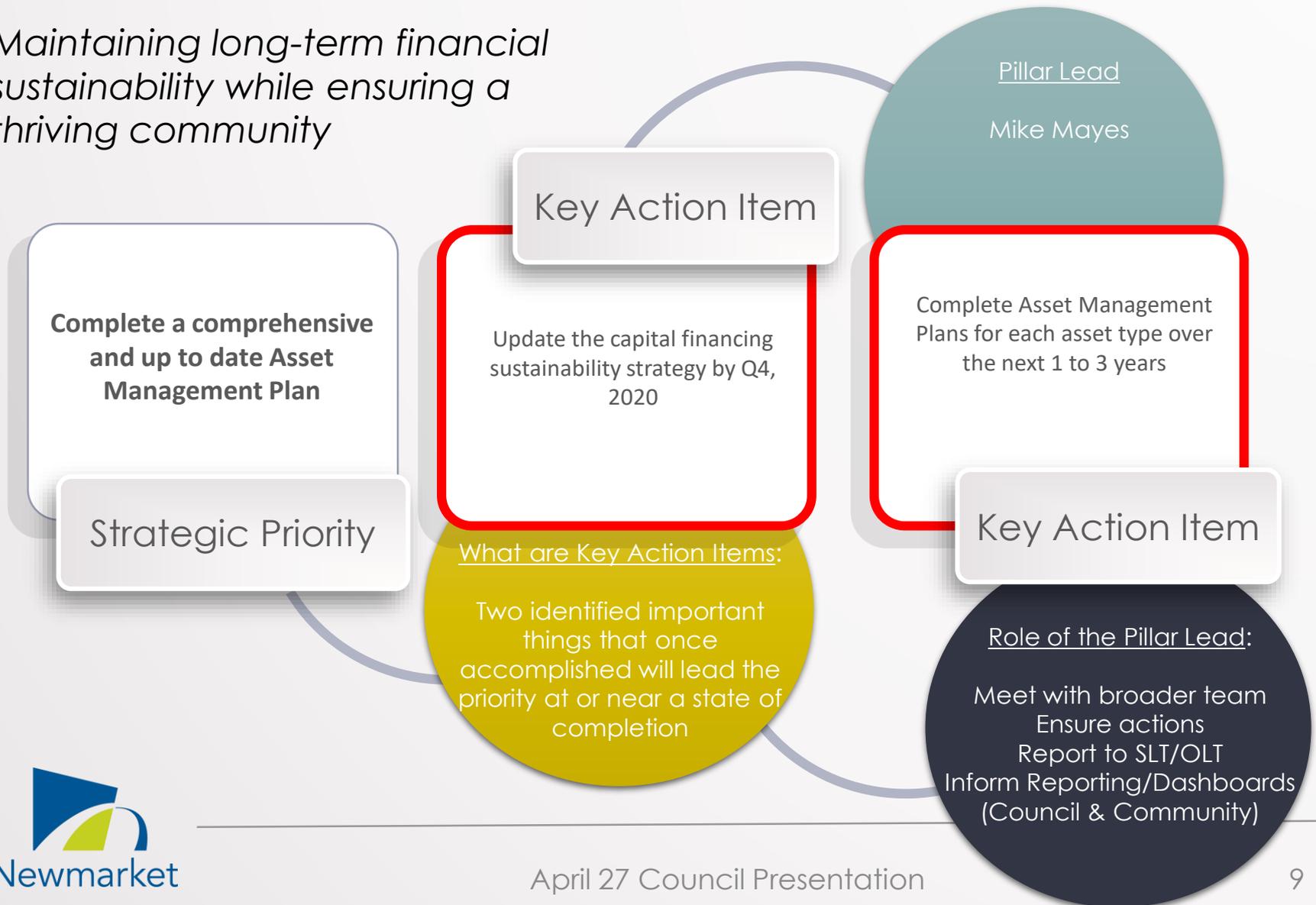
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Strategic Pillar Overview

Economic Leadership and Job Creation

5

Strategic Priorities

Staff to support the success of the municipally owned broadband (ENVI) and leverage other technologies

Focus on continued success of the downtown

Increase downtown parking availability through additional spaces and by leveraging Smart City solutions and other innovative options

Evaluate feasibility of SODA (South of Davis Area) for concerted growth / re-development

Review and refresh the Economic Development Strategy

Strategic Pillar: Economic Leadership and Job Creation

Key Action Item

**Pillar Lead:
Chris Kallio**

Staff to support the success of the municipally owned broadband (ENVI) and leverage other technologies

Develop and begin implementation of an Economic Development marketing program in 2021 that includes specifics related to Newmarket's broadband advantages resulting in a minimum of 15 new leads to ENVI year

Strategic Priority

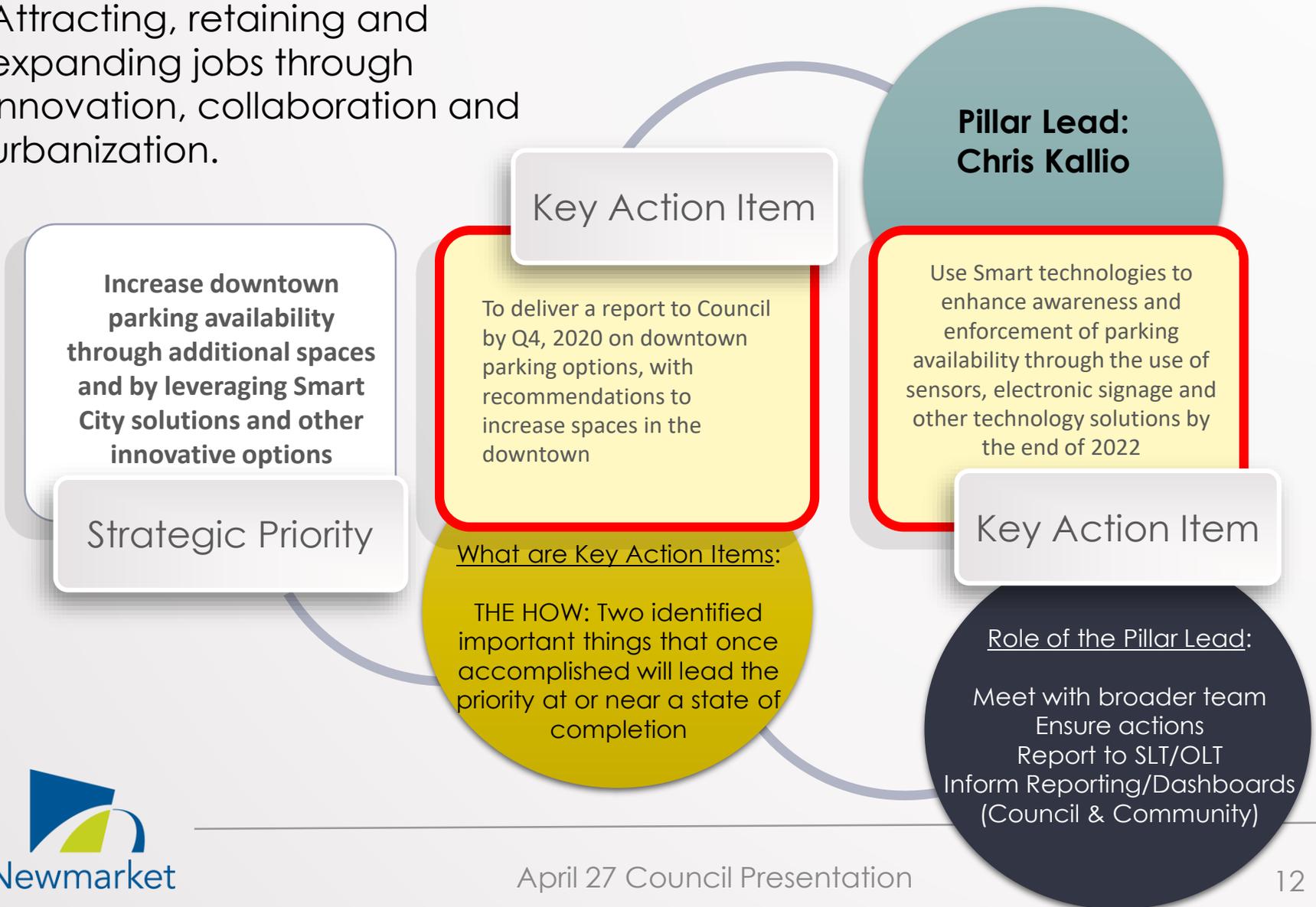
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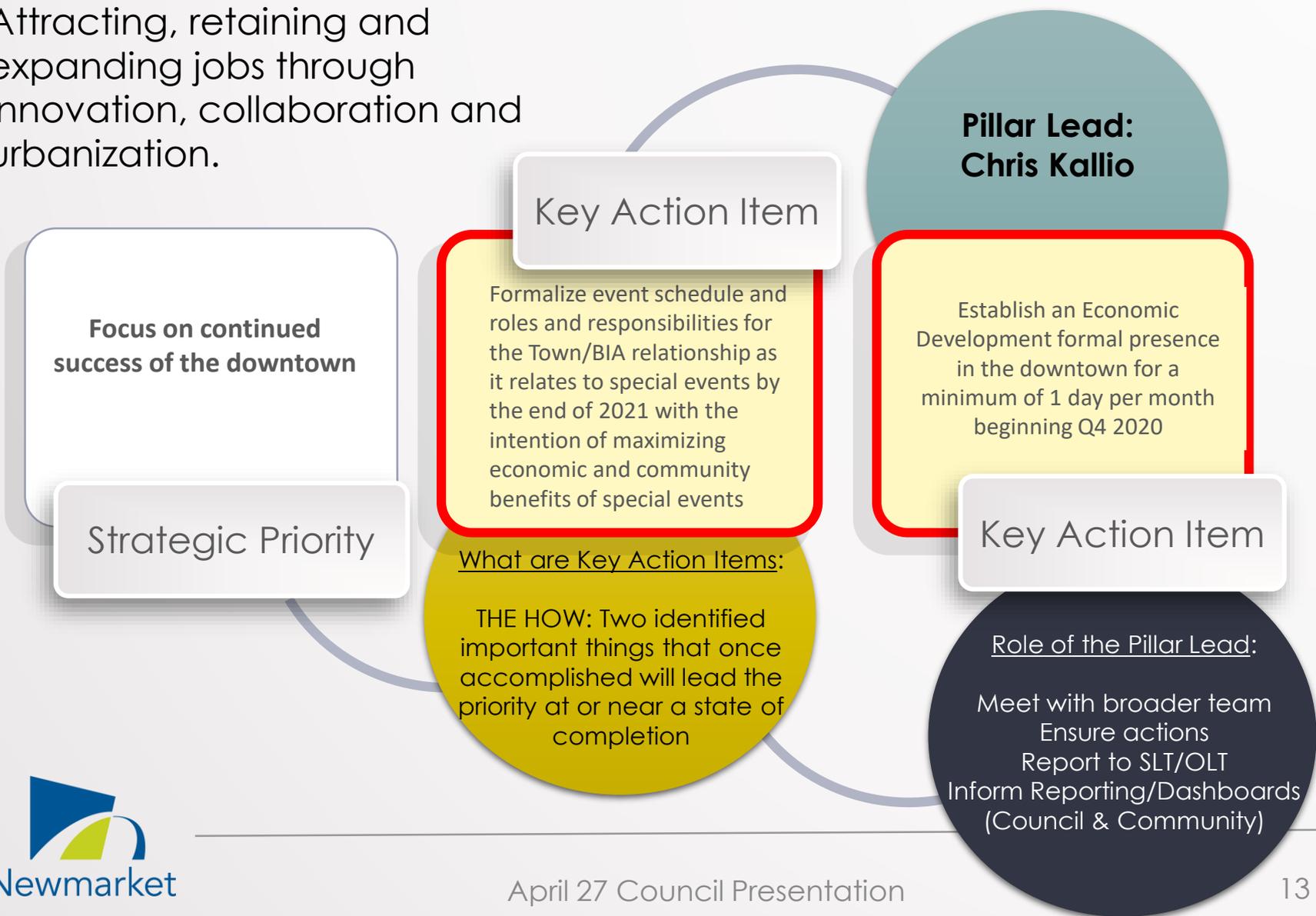
Strategic Pillar: Economic Leadership and Job Creation

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



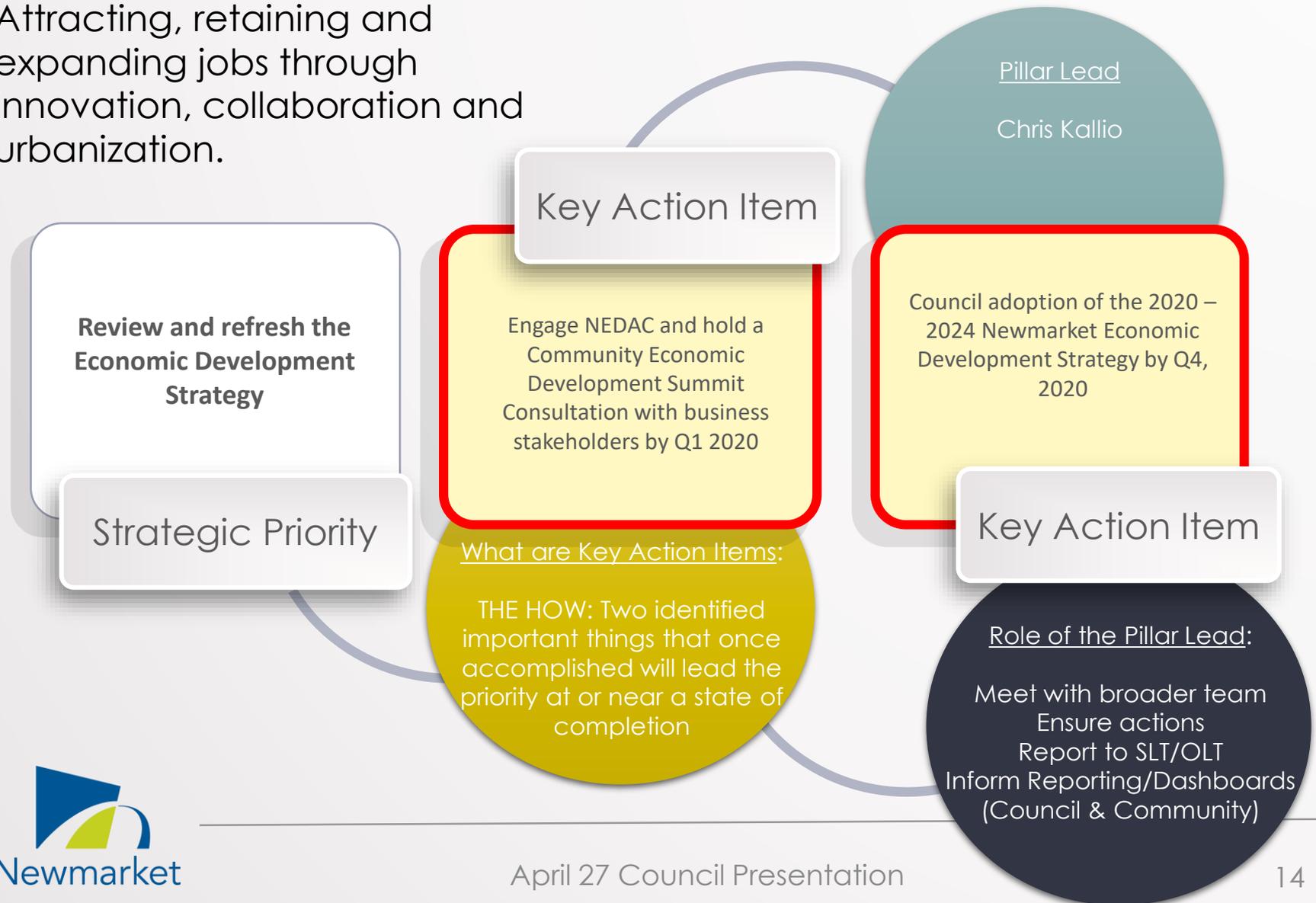
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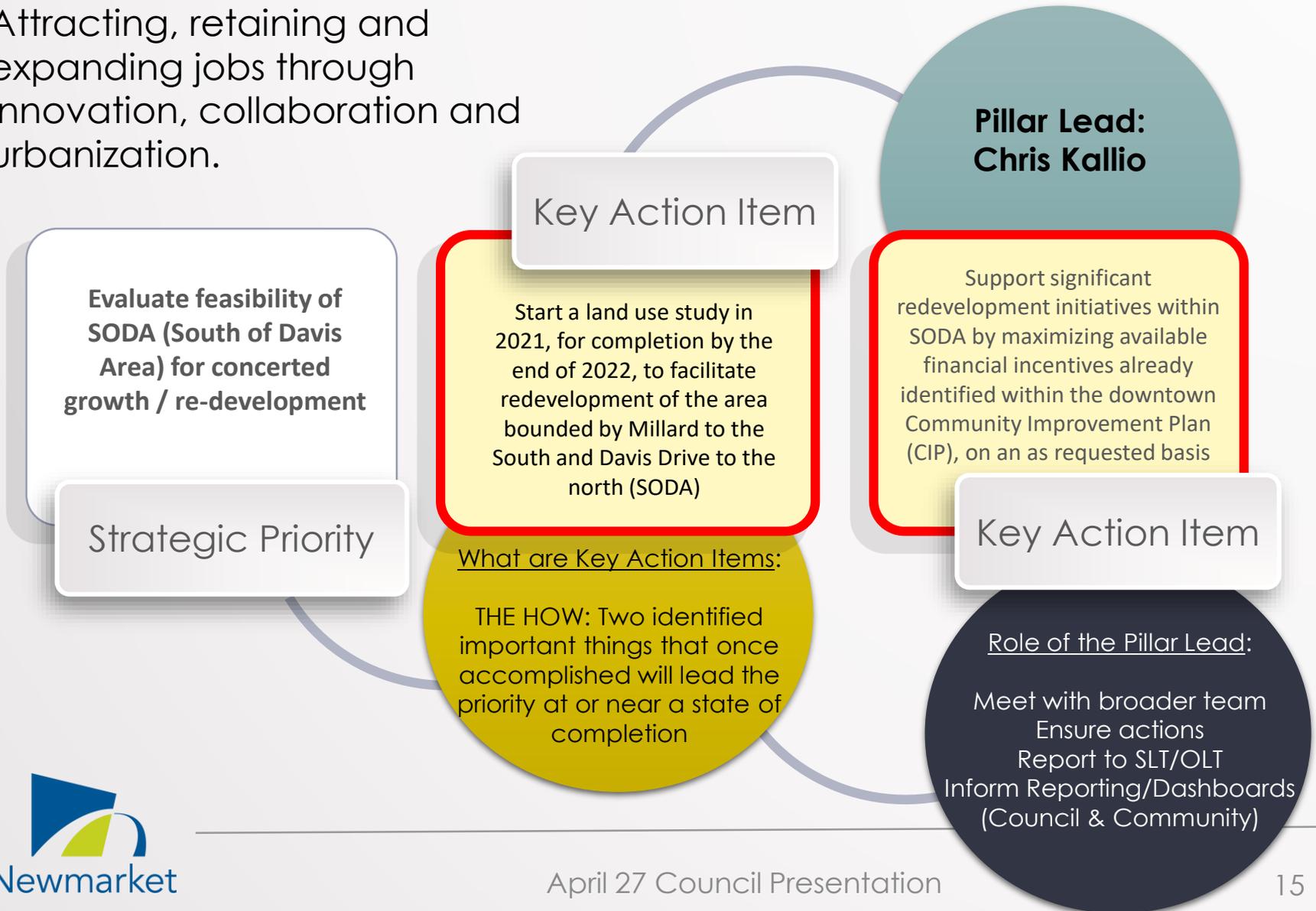
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Strategic Pillar Overview

Extraordinary Places and Spaces

5

Strategic Priorities

Complete the design, planning and costing for Mulock Park through a Master Plan, and advance construction enough for the public to enjoy

Develop a new Cultural and Place – making Master Plan that integrates and reflects inclusivity and diversity within our growing community

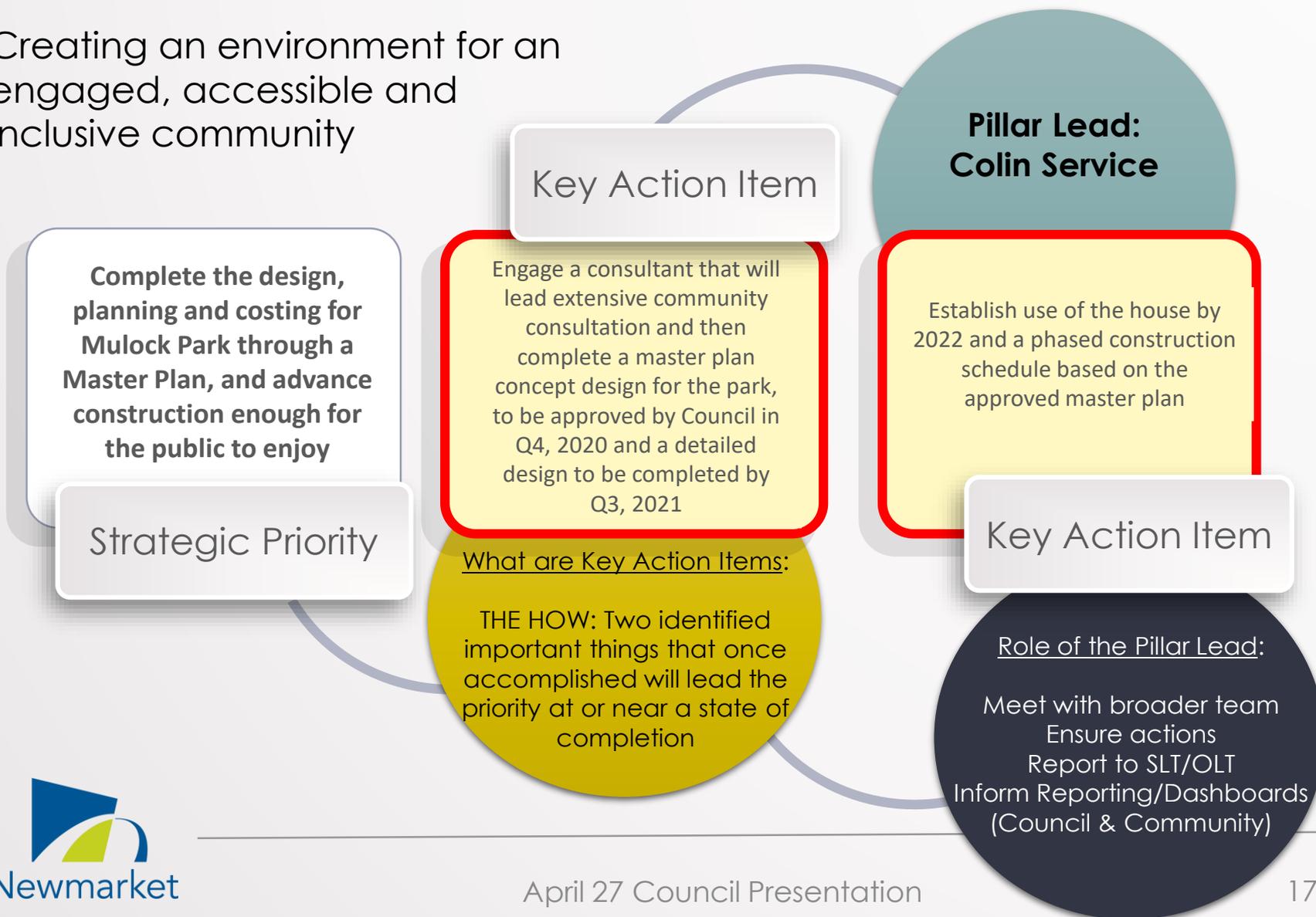
Develop a Parks Master Plan focused on both new development and re-development opportunities; update the Recreation Playbook, as required

In partnership with the BIA, design a best practice approach to pedestrianize Main Street in order to enhance economic and social vibrancy of the downtown core

Design and implement a strategy to address municipal vacant properties

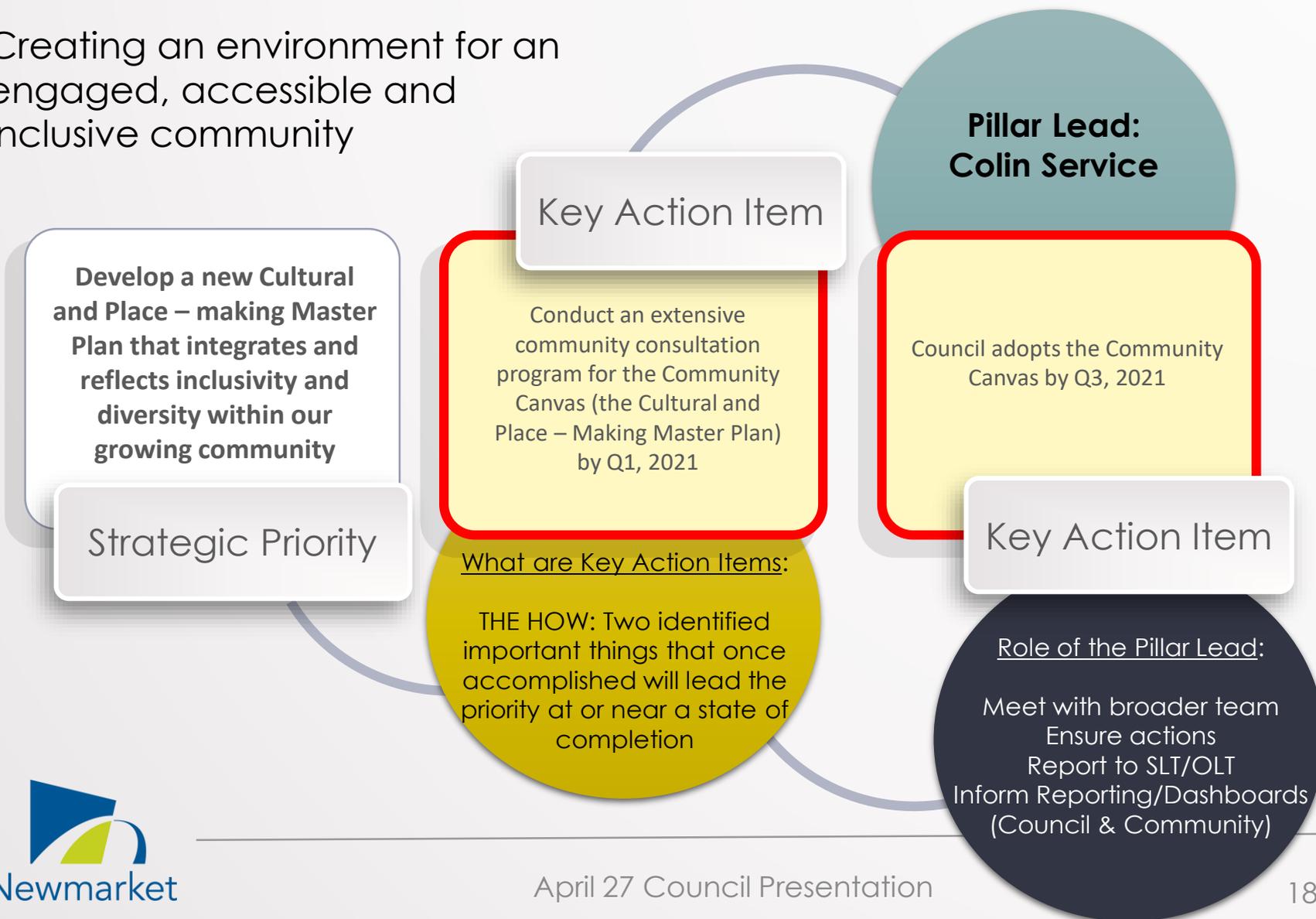
Strategic Pillar: Extraordinary Places and Spaces

Creating an environment for an engaged, accessible and inclusive community



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Key Action Item

**Pillar Lead:
Colin Service**

Develop a Parks Master Plan focused on both new development and re-development opportunities; update the Recreation Playbook, as required

Conduct extensive community consultation program by Q4, 2022

Strategic Priority

What are Key Action Items:

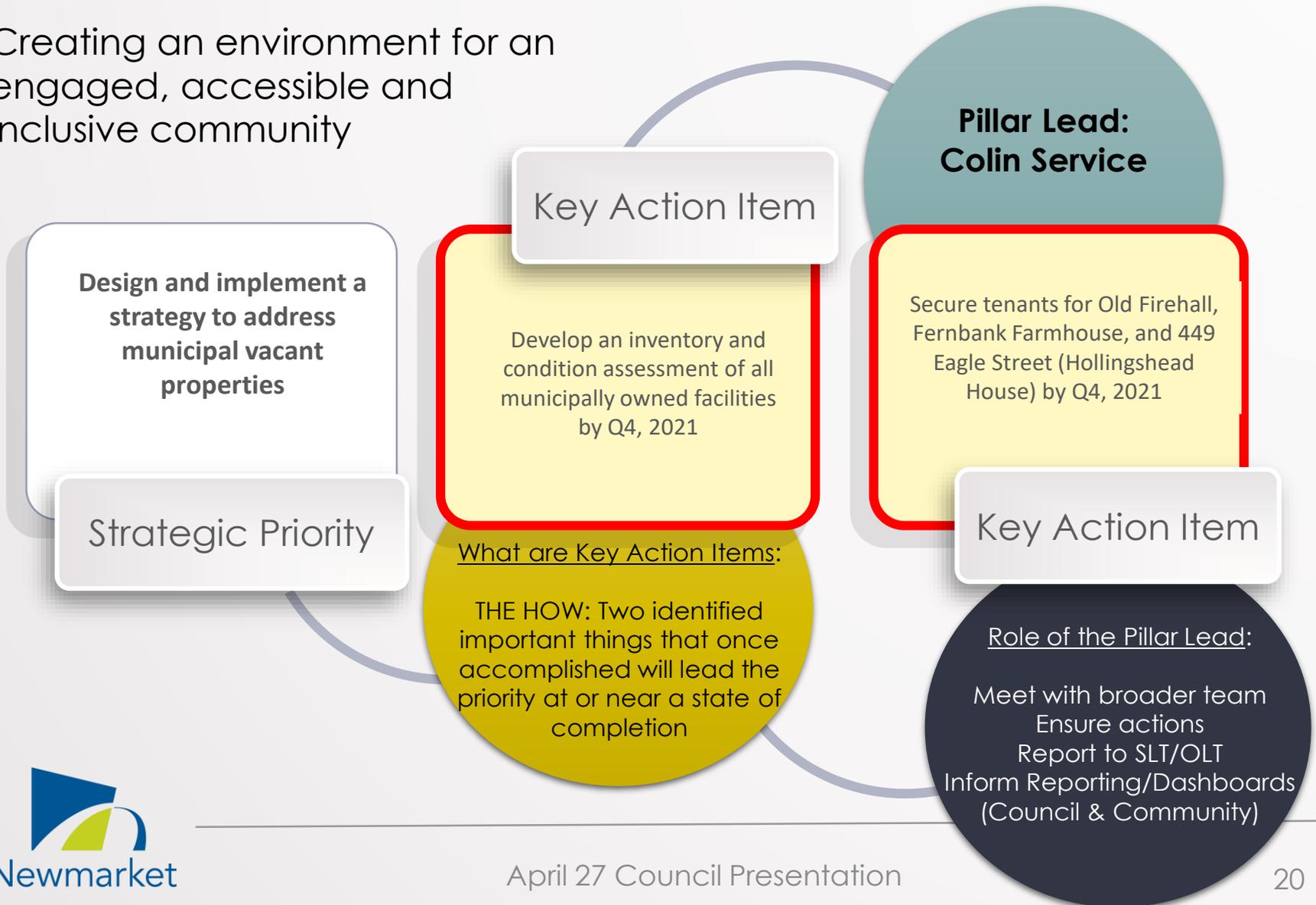
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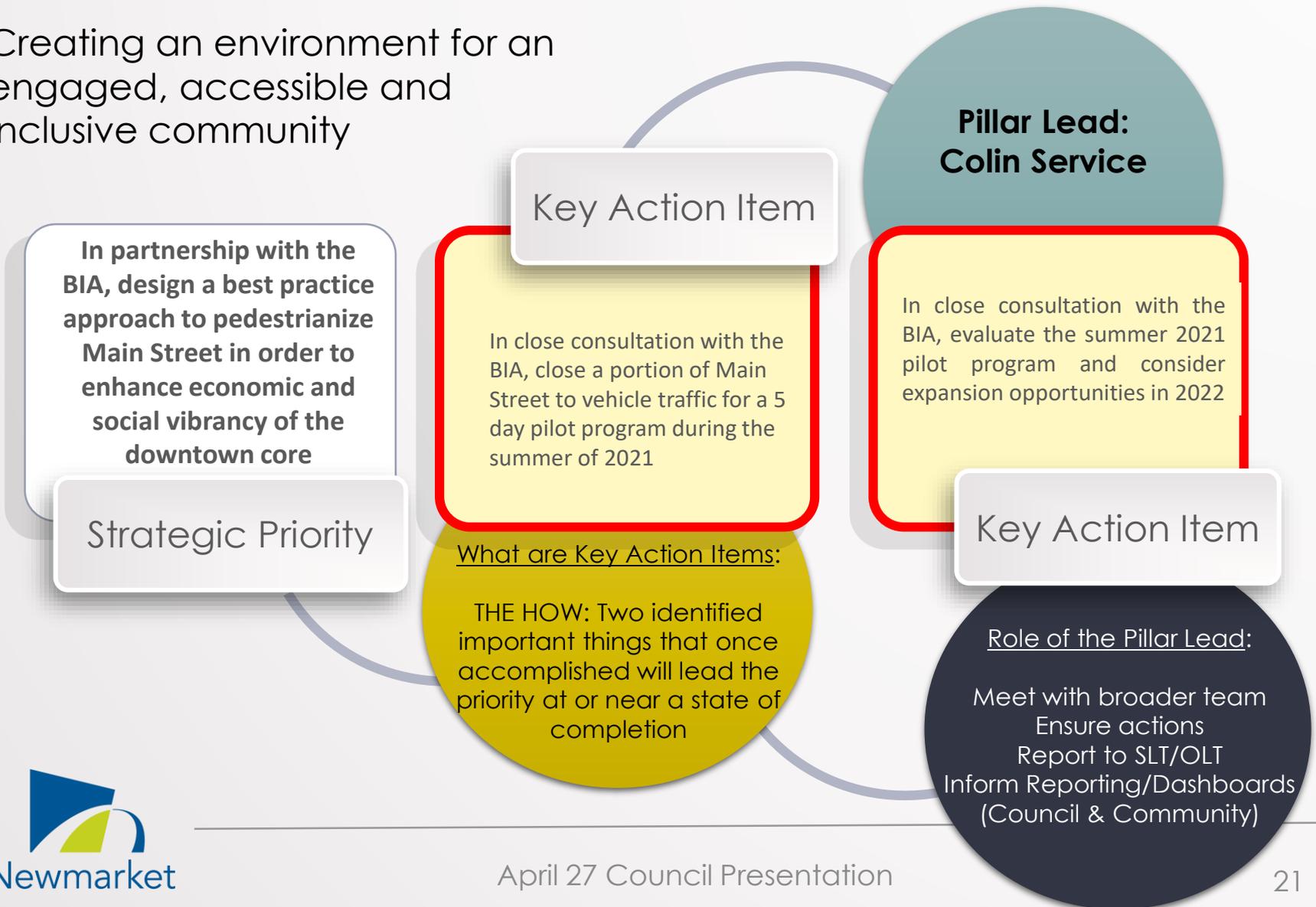
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Strategic Pillar Overview

Vibrancy on Yonge, Davis and Mulock

5

Strategic Priorities

Implement policy frameworks and practices that will more easily support the development of the corridors



Transit oriented development:
Implement Newmarket GO Station Mobility Hub Study and development for Mulock Station Area Secondary Plan

Advance corridor growth through highly targeted, data-driven strategies that leverage enhanced relationships with developers and prospective investors

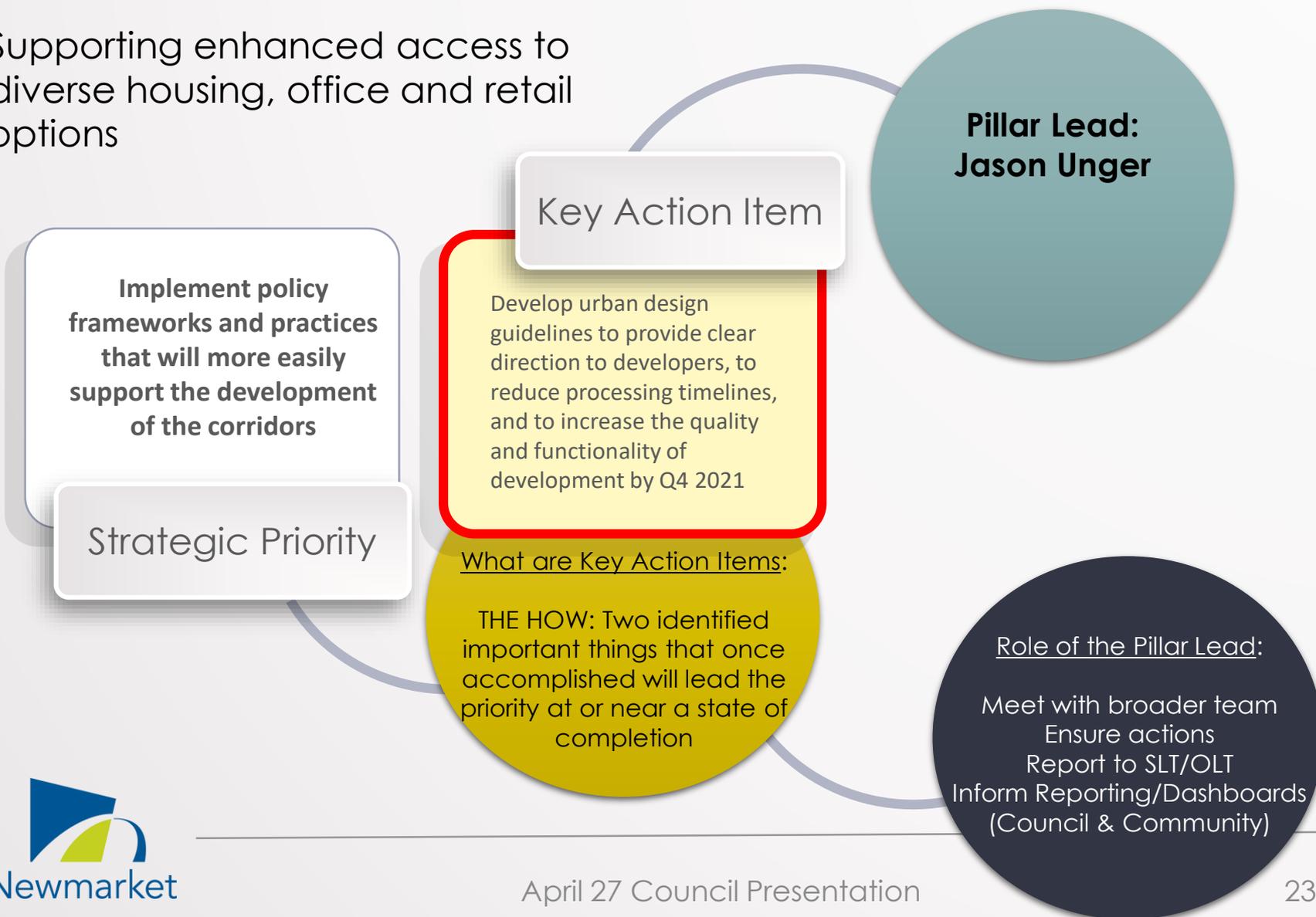
Consider development incentives to provide a range of housing and office employment options that meet the needs of current and future residents, including the pursuit of the CIP to incent corridor development

Leverage Smart City technologies and municipally owned broadband (ENVI) to support corridor development and business retention and expansion efforts



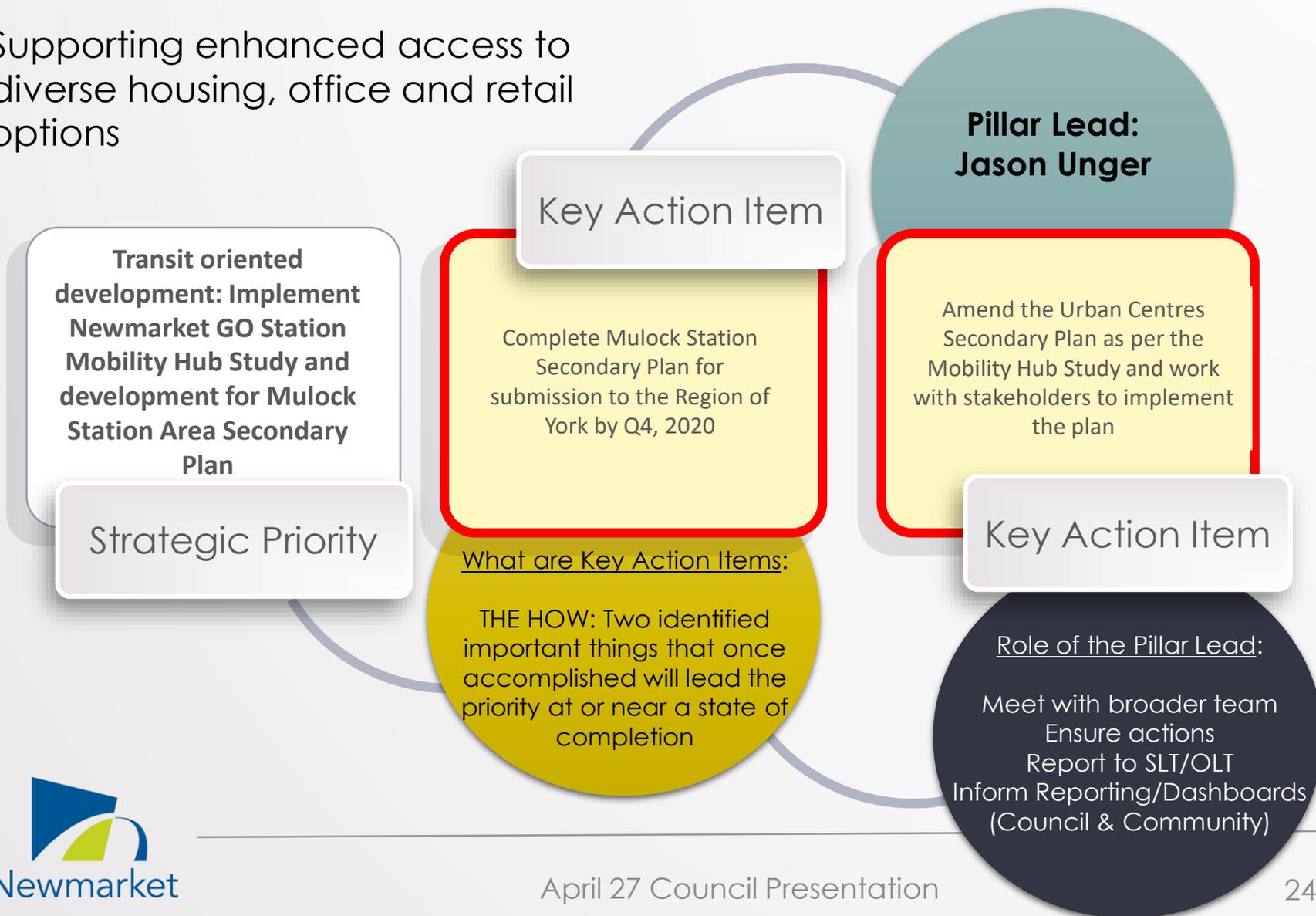
Strategic Pillar: Vibrancy on Yonge, Davis and Mulock

Supporting enhanced access to diverse housing, office and retail options



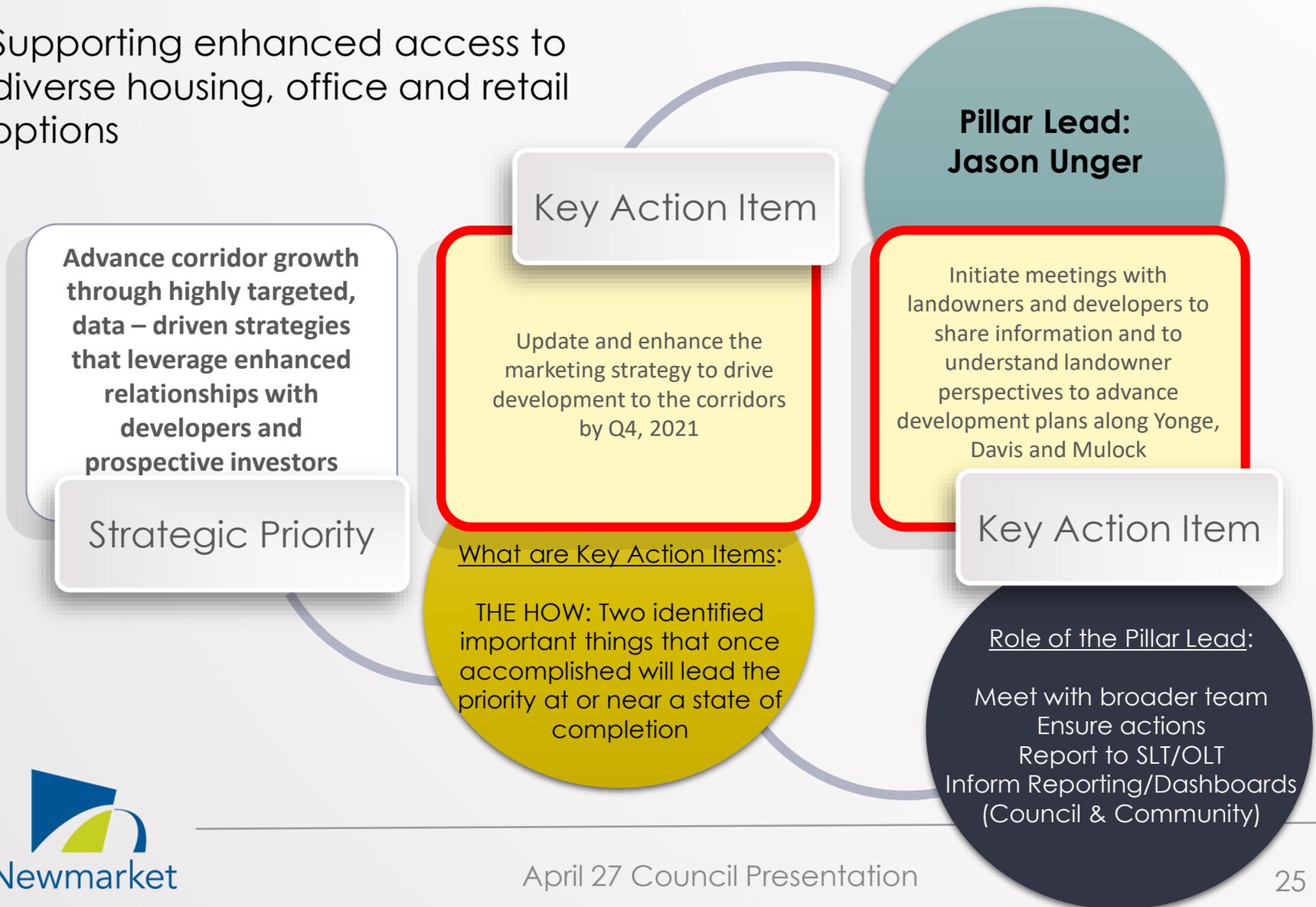
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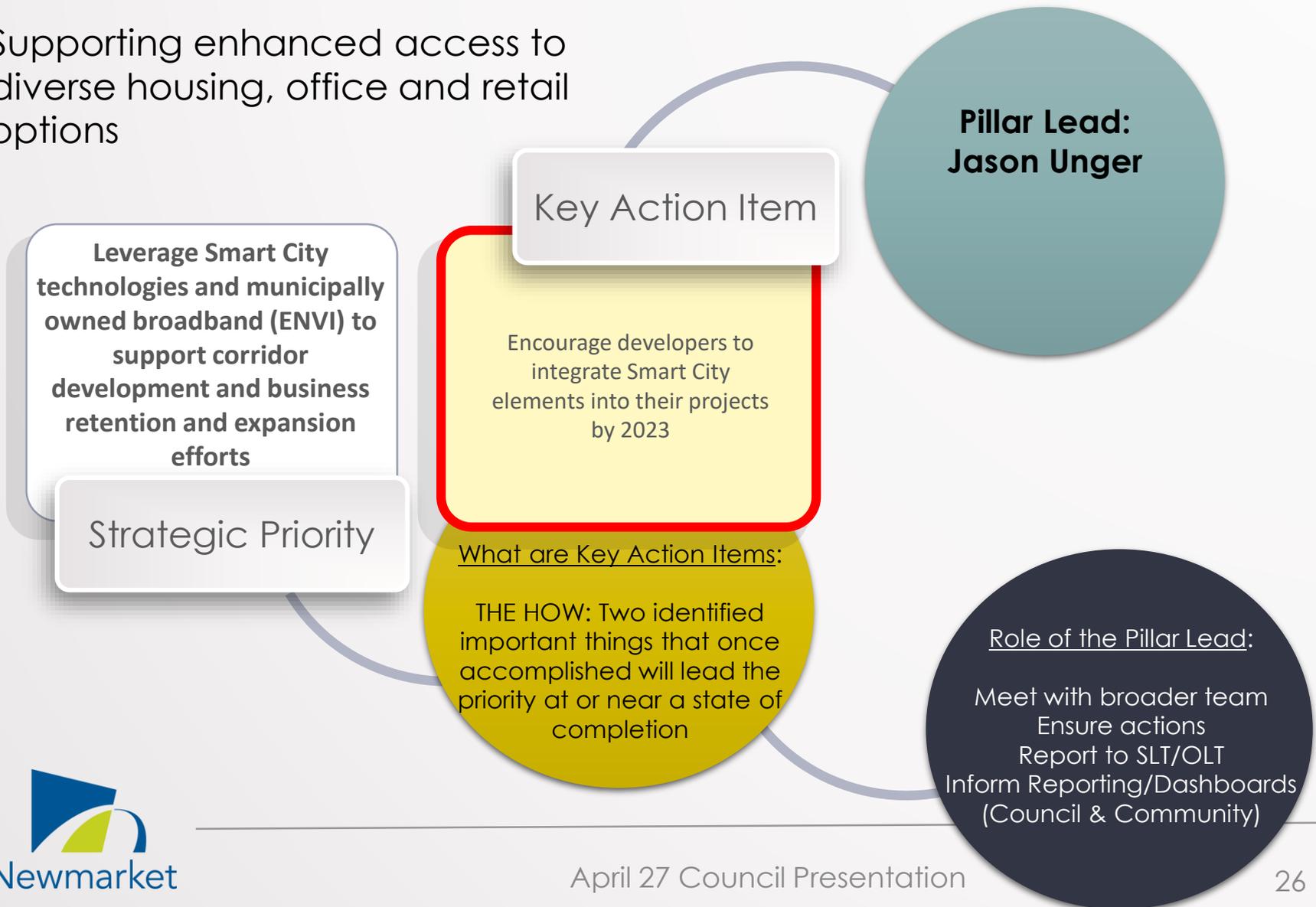
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Strategic Pillar: Vibrancy on Yonge, Davis and Mullock

Supporting enhanced access to diverse housing, office and retail options

Key Action Item

Consider development incentives to provide a range of housing and office employment options that meet the needs of current and future residents, including the pursuit of the CIP to incent corridor development

Strategic Priority

Provide Town – specific financial incentives for office and residential development by 2022

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**Pillar Lead:
Jason Unger**

Role of the Pillar Lead:

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Strategic Pillar Overview

Safe Streets (Transportation)

5

Strategic Priorities

Incorporate technology/data driven tools and tactics into engineering design and enforcement measures related to the safety of vehicles, pedestrians, and other transportation modes in order to enhance trail and street safety

Continue efforts to build a strong network of community and subject matter experts in the implementation of initiatives

Develop a 'Complete Street' design and construction / re-construction methodology to support ongoing safe street initiatives and continue to explore design options related to speed reduction, where appropriate

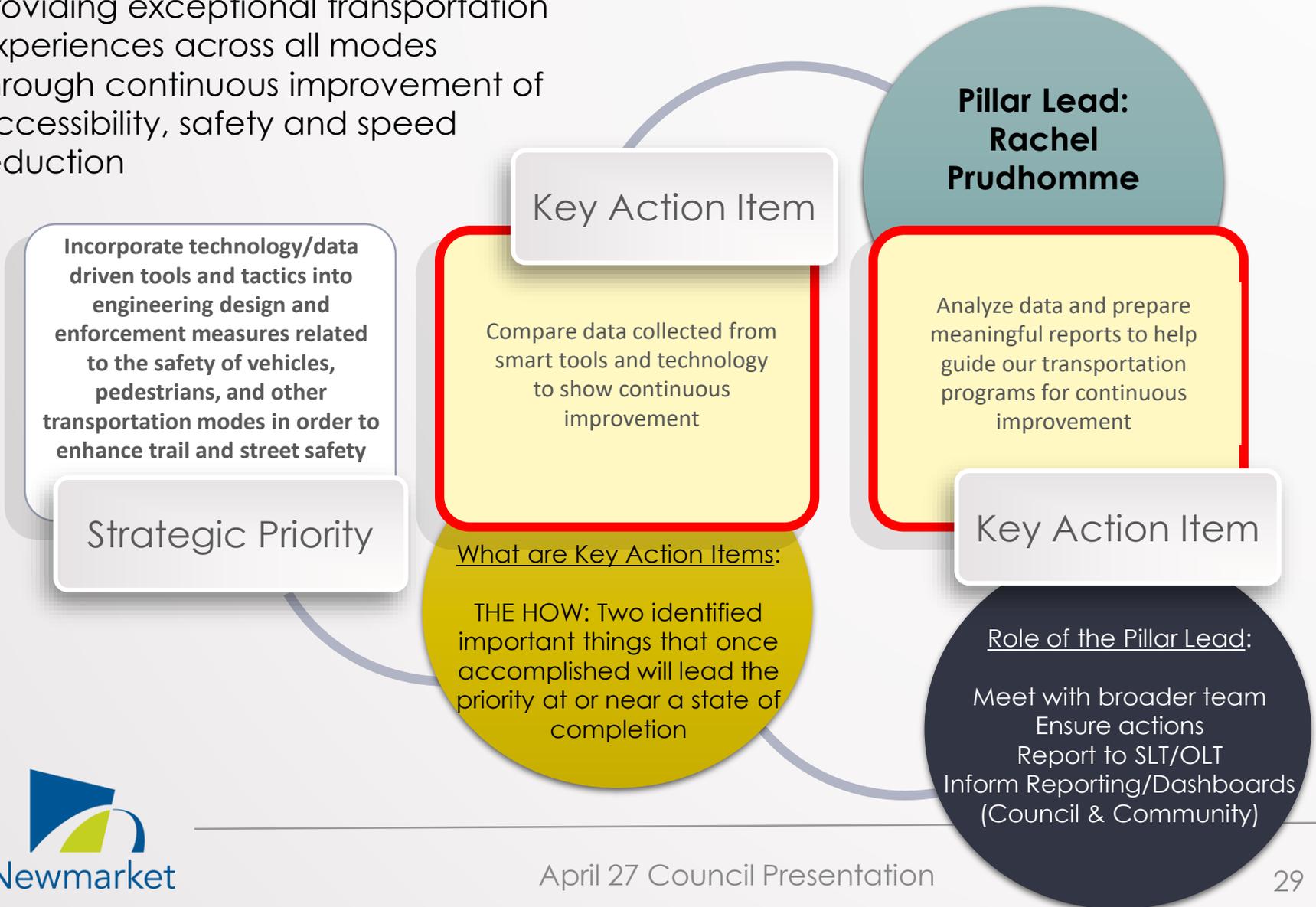
Continue to implement the traffic mitigation strategy and Active Transportation Plan and explore / advance an off road Mulock multi-use path

Design and implement an effective communication strategy that provides expanded opportunity for community consultation and emphasizes education, awareness and safe, respective use among all users of road and trail systems



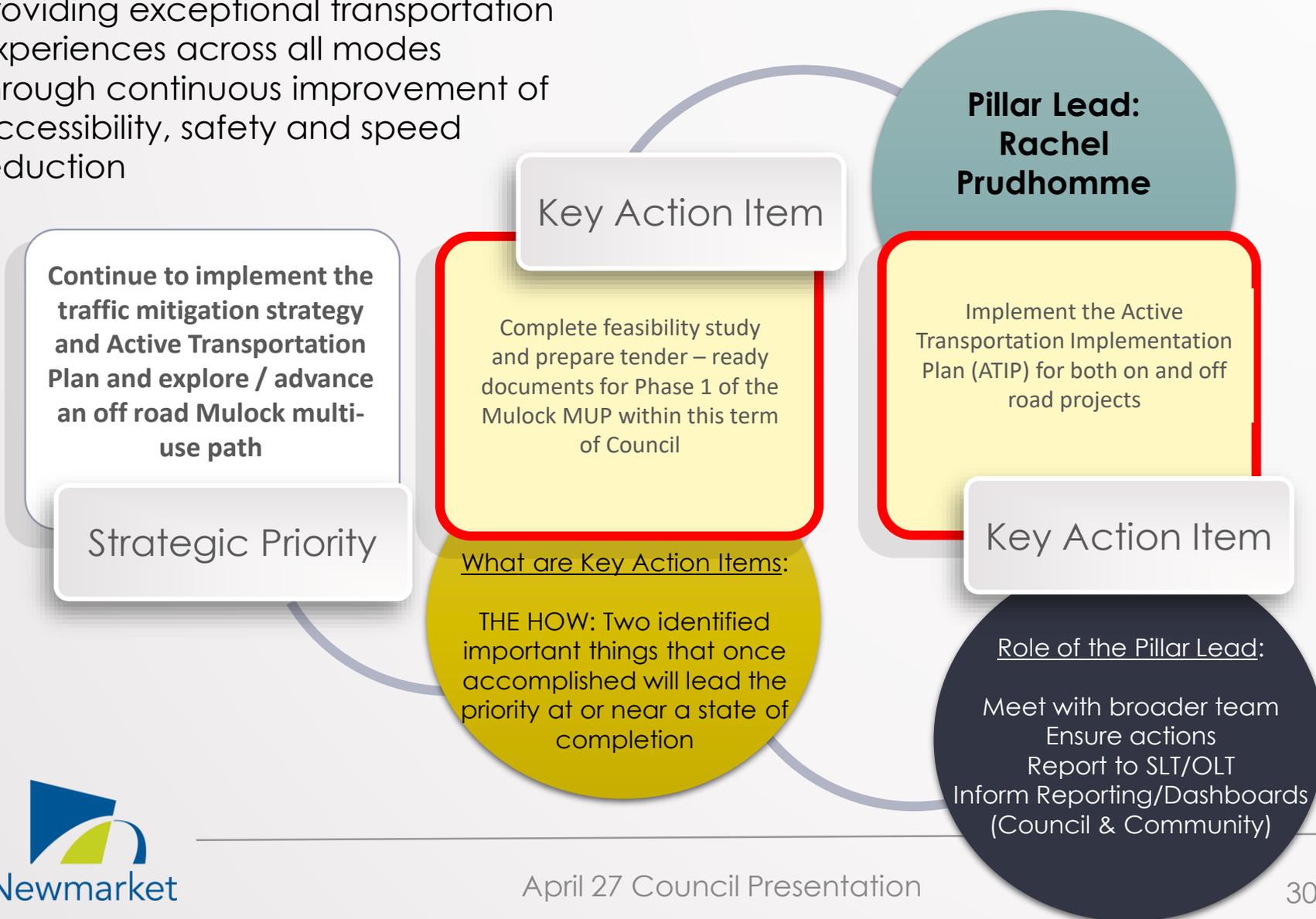
Strategic Pillar: Safe Streets (Transportation)

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



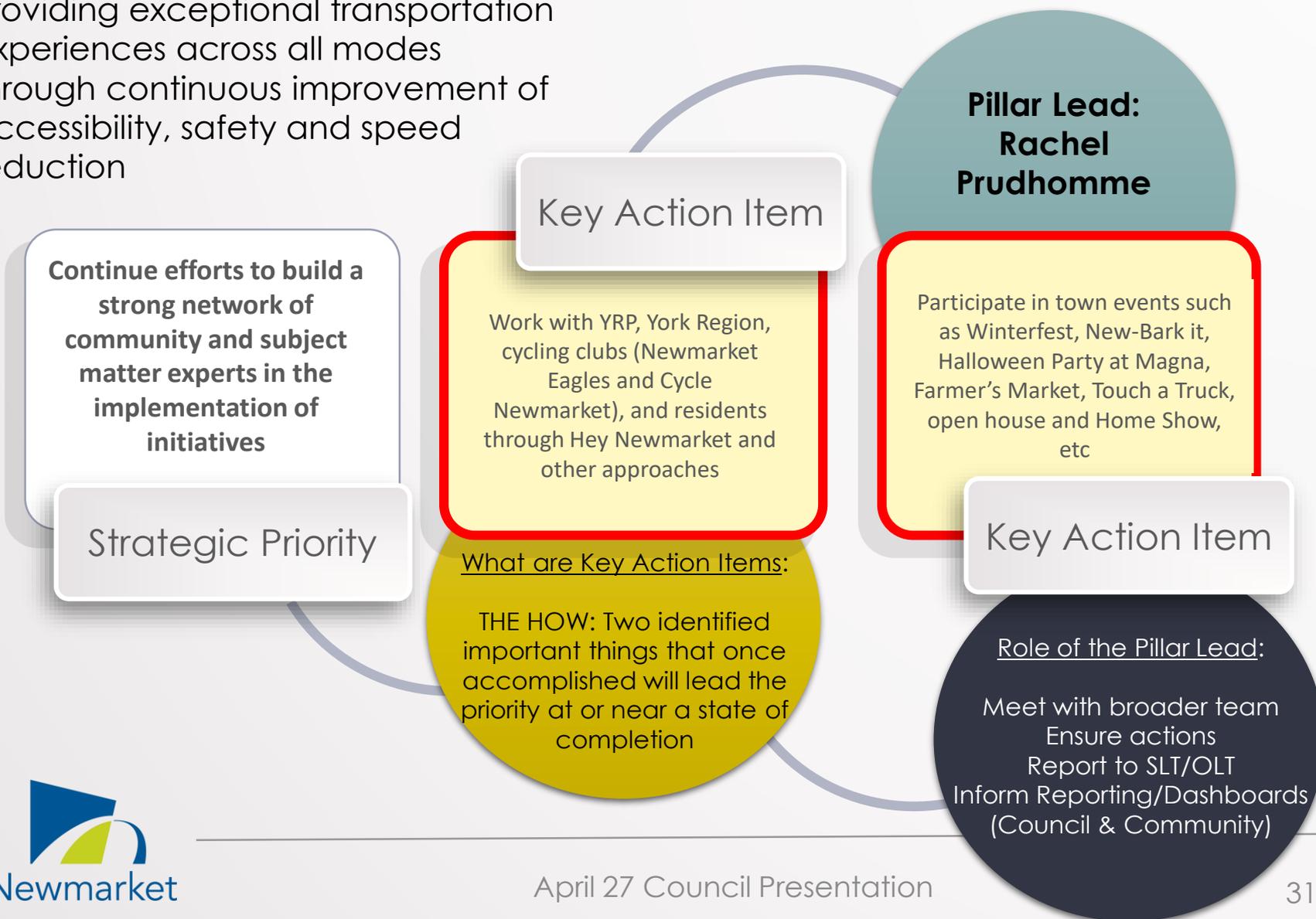
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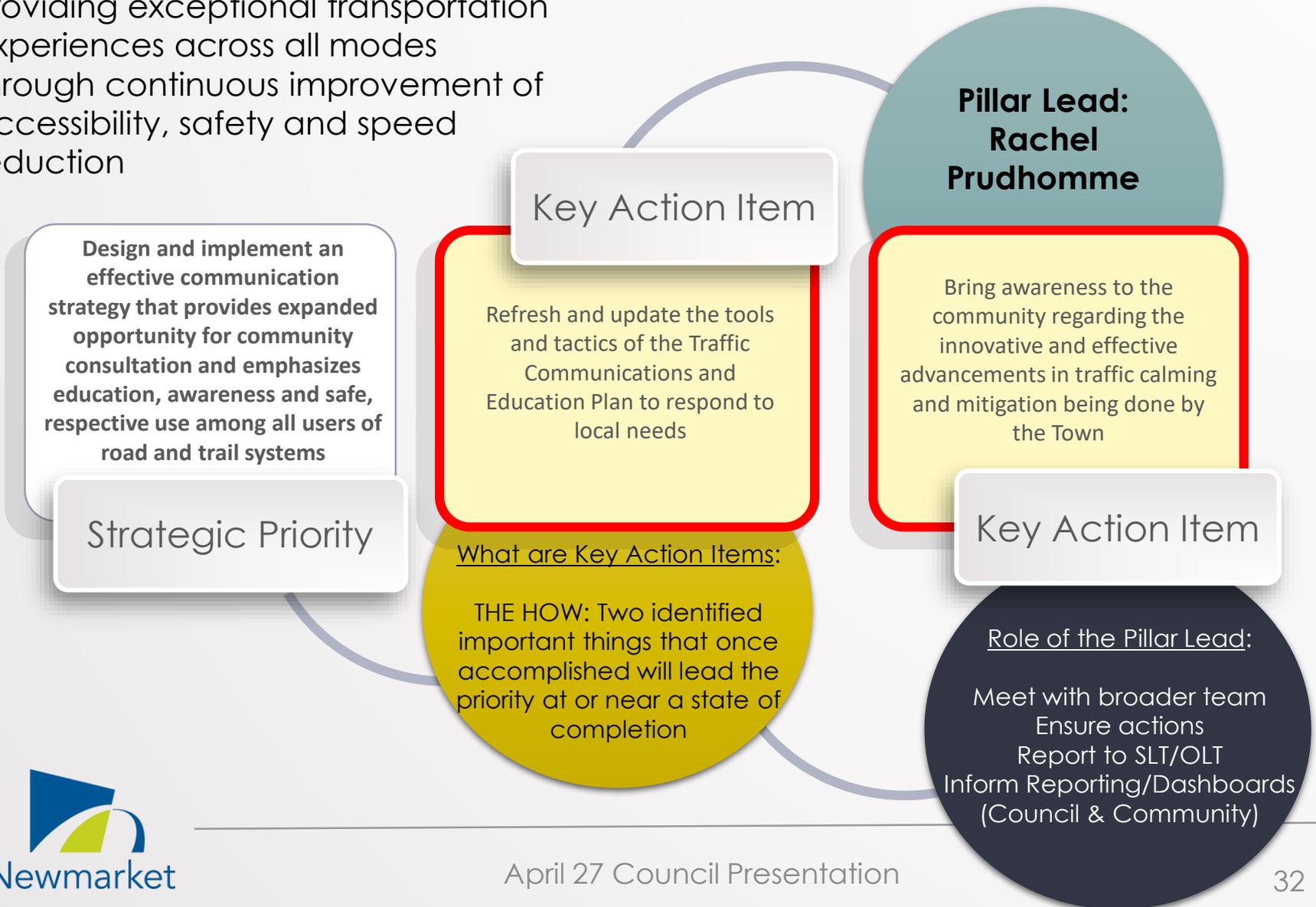
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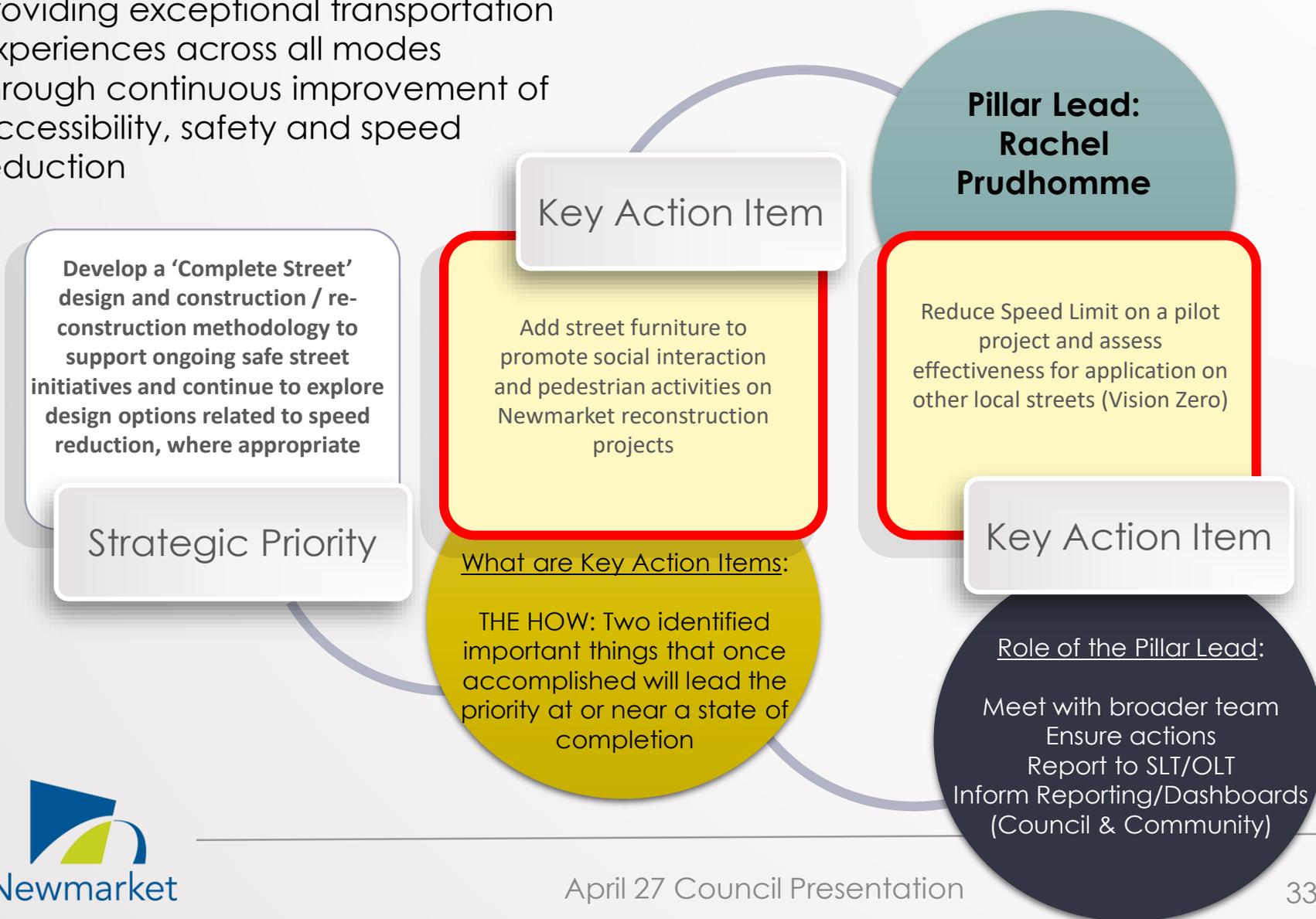
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Strategic Pillar Overview

Environmental Stewardship

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Strategic Priorities

Continue to implement programs that make Newmarket a leader in the implementation of low impact design (LID)

Continue to explore and support solar power installations in place and investigate additional installations; explore options for battery storage opportunities in Town buildings

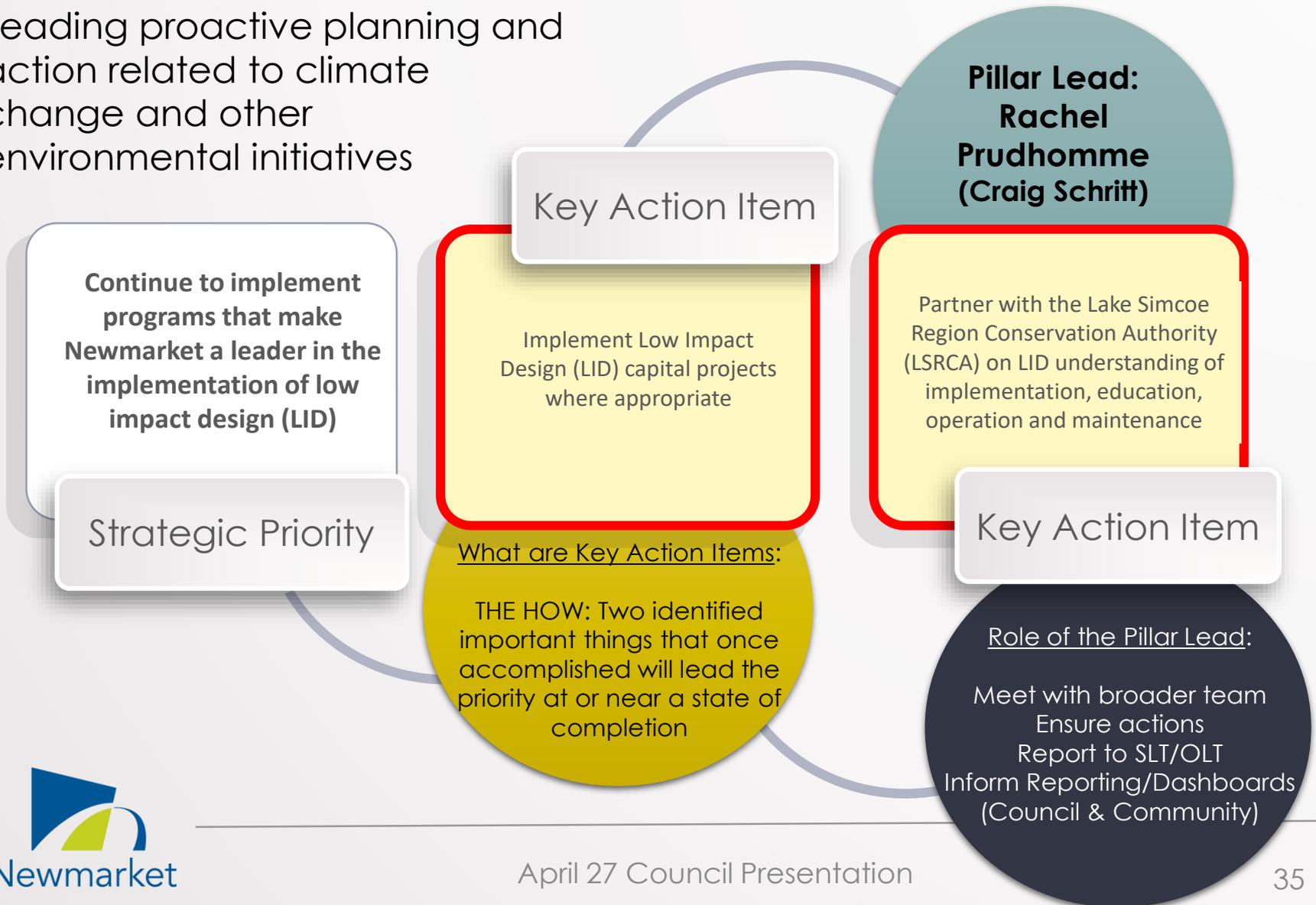
Continue to implement the Community Energy Plan

Implement Private Tree Bylaw, Public Tree Policy and tree canopy management

Support highly effective partnerships with the LSRCA, MECP, York Region, NT Power and others who provide funding and support for our numerous projects

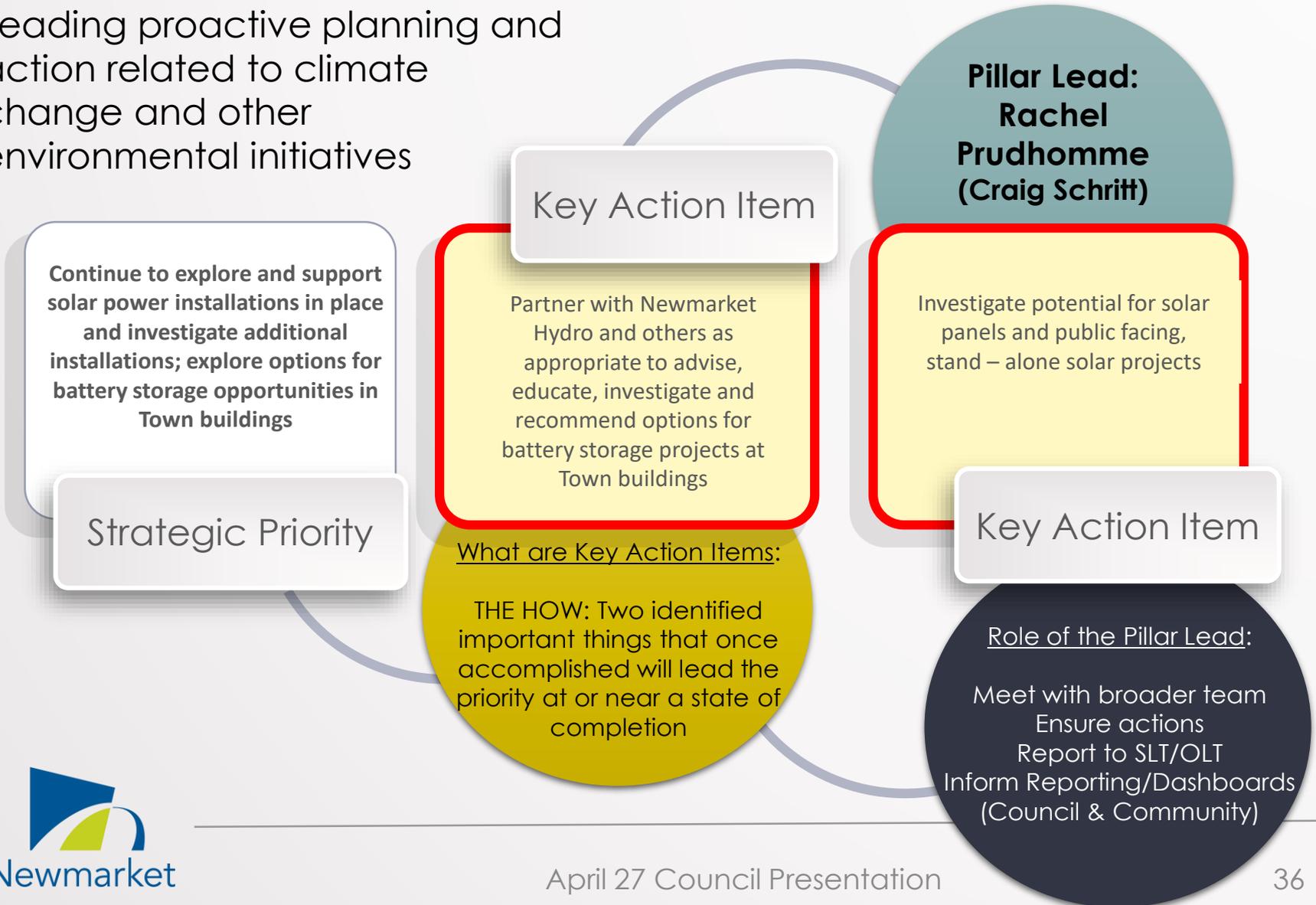
Strategic Pillar: Environmental Stewardship

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



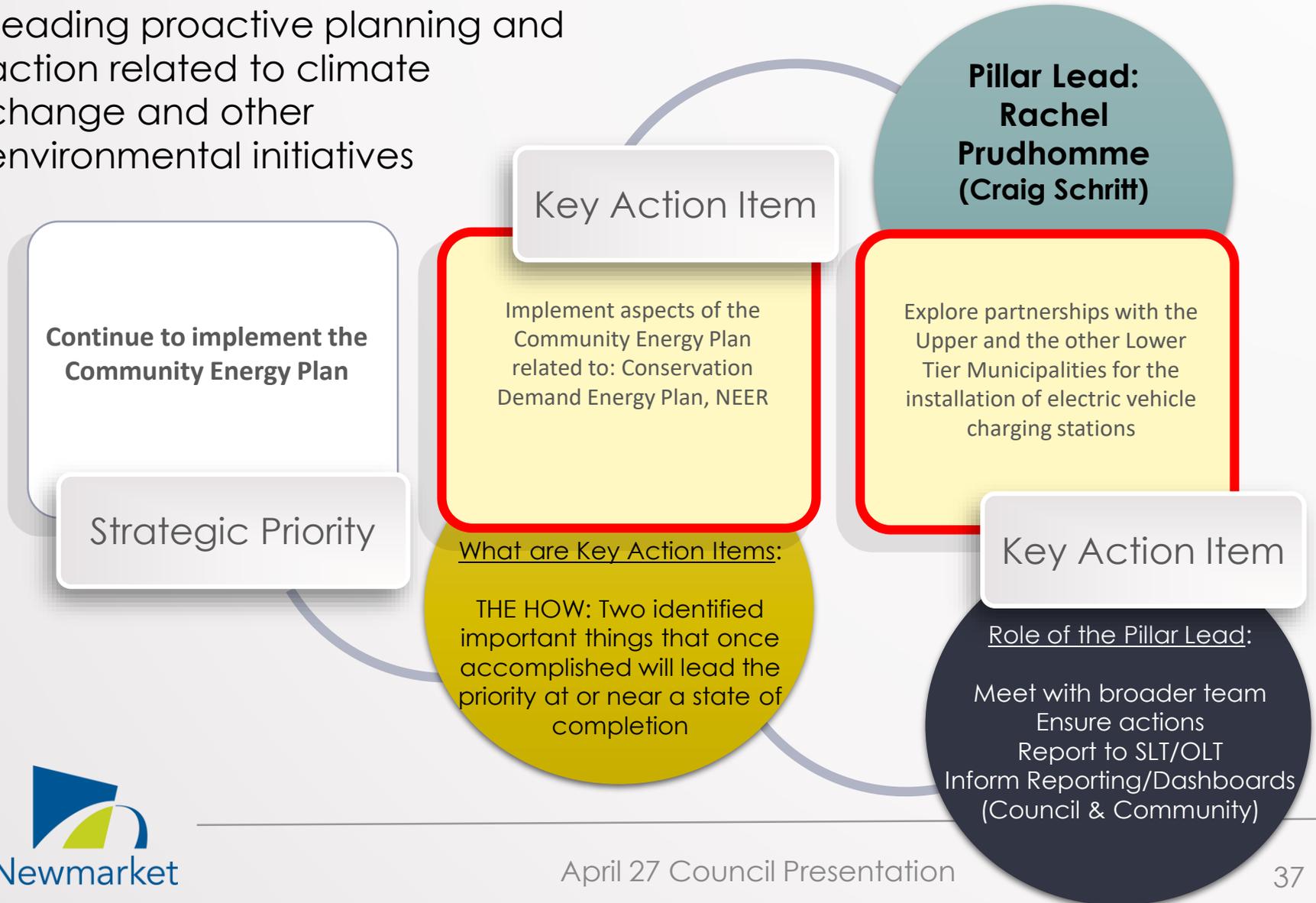
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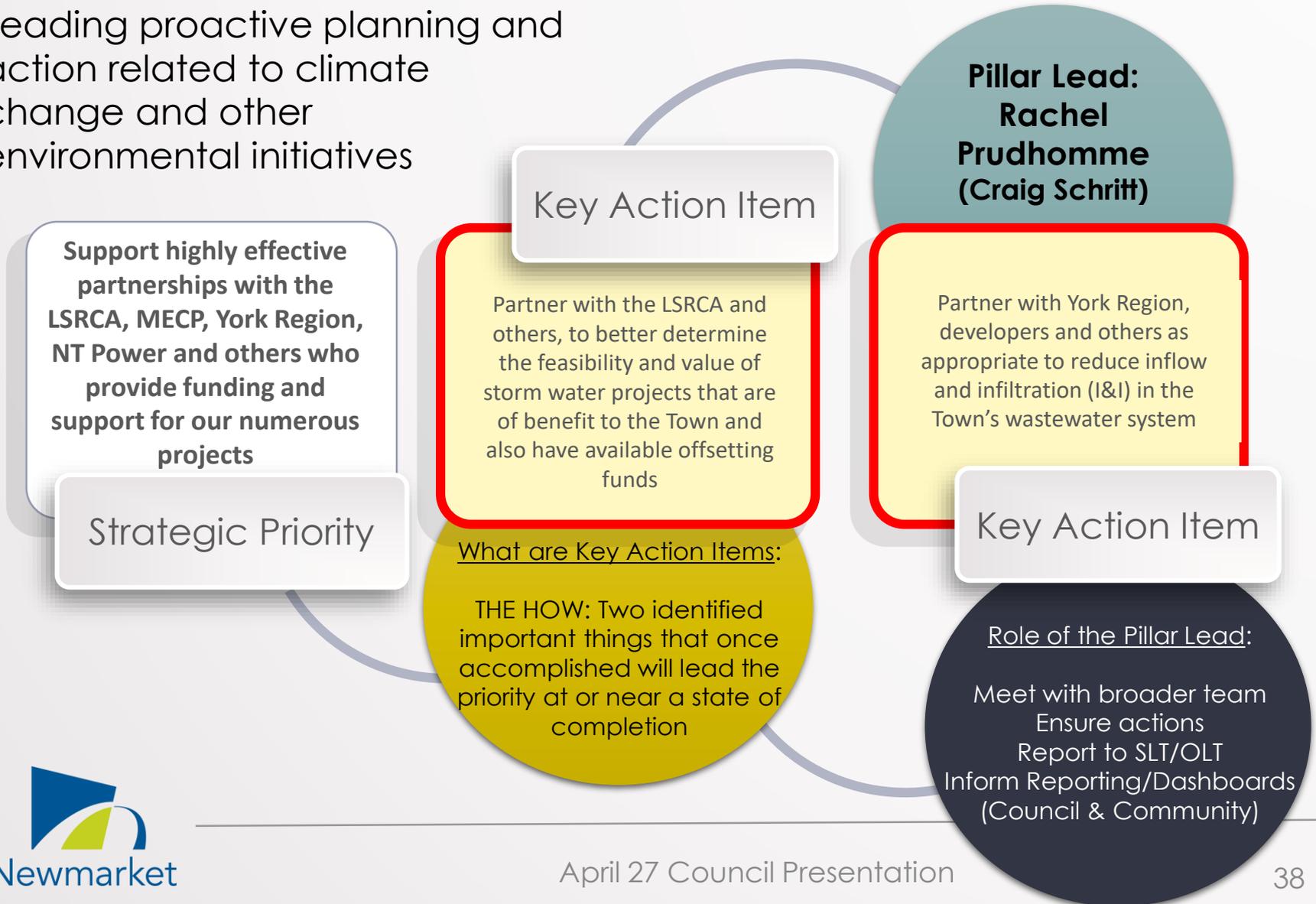
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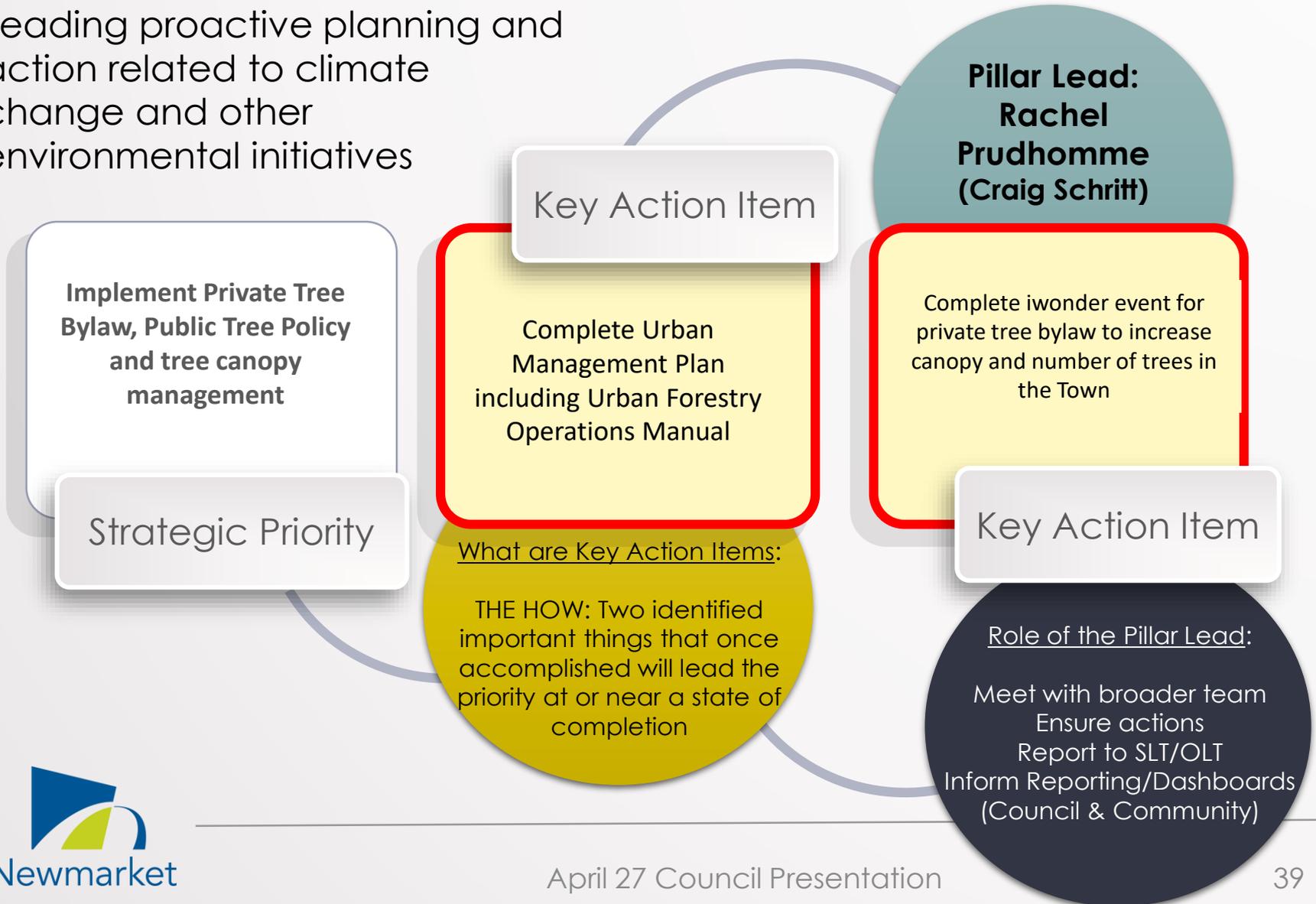
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Performance Measurement and Dashboards

The objective is to establish a new methodology that can keep Council, the community and all Town staff connected with updated performance management reporting at least twice annually. This will include the introduction of a new dashboard system for a number of the Strategic Priorities, all of which will be housed on the Town's website along with regular Information Reports.

Separate presentation to follow.

So let's begin...

Thank you.....
Questions?