

## Protecting our Environment

### WE WILL....

- Improve water quality and quantity for the entire community
- Incorporate environmental sustainability into City policies, planning and operations
- Reduce the impact of waste on the environment
- Take a leadership role in protecting and conserving our natural resources
- Reduce the municipal production of greenhouse gases, and overall carbon footprint
- Explore best practices and new technologies to benefit the environment

### Strategic Initiatives

- Q2 2009 Develop a Water Conservation Strategy for Municipal Water/Wastewater users
- Q4 2009 Develop an integrated community sustainability plan\*  
Develop and adopt a Solid Waste Master Plan including Source Separated Organics (SSO), and Energy from Waste (EFW)  
Develop and implement a Corporate Energy Management/Conservation Strategy\*  
Develop an Environmental website  
Introduce conservation measures, new technologies and operational policies to reduce the environmental impact of city fleet operations\*
- Q1 2010 Implement a Source Separated Organic (SSO) Program for waste diversion\*  
Develop a brownfields redevelopment strategy, maximizing non-city funding resources\*
- Q4 2011 Develop an Energy From Waste (EFW) strategy\*  
Implement recommendations of the Source Water Protection Committees\*

## Growth & Infrastructure

### WE WILL....

- Manage growth and development through good planning and decision making
- Invest in development project that meet current and future needs
- Maintain the status of required assets and infrastructure to prescribed standards
- Optimize the development approval process
- Secure a sufficient amount of resources to be used for developmental activities

### Strategic Initiatives

- Q2 2009 Adopt a new Official Plan for the City.
- Q3 2009 Complete the Growth Plan Conformity Exercise
- Q4 2009 Create a city-wide Zoning By-law, to be adopted by Council  
Develop Master Plans for Solid Waste, Transportation, Servicing and Pits & Quarries
- Q1 2010 Identify surplus assets in preparation for future sale/disposal\*
- Q2 2010 Prepare a 5 year plan for capital projects\*
- 2010 - 2011 Develop Secondary Plans for the City's Urban Settlement Areas\*
- Q4 2011 Implement Asset Management System (PSAB) throughout the organization\*



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## Strategic Priorities 2008-2013

### Our Mission

***"We are a municipality that respects our past, our diversity, and our environment while embracing the future. Council and Staff are committed to providing excellence in public service through progressive and accountable leadership."***

## Effective Government

### WE WILL....

- Promote an effective and progressive Council and Staff relationship
- Make the Corporation an "Employer of Choice"
- Ensure the most effective and efficient service provision to our constituents
- Provide resources that meet expected service levels and affordability of residents.

### Strategic Initiatives

- ✓ Q1 2009 Review and strengthen the Procedural By-law  
Allocate resources to identify and apply for funding from all potential external sources (such as sustainability, environment, community building, events, economic development)
- ✓ Q2 2009 Review and update the Agenda and Reporting Policy  
Provide training on roles and responsibilities of staff and Council members
- Q3 2009 Develop and adopt an internal communications protocol  
Develop and adopt a Code of Conduct for Council and staff in conjunction with Ethics Workshops  
Conduct an Annual Strategic Planning session to review accomplishments of the plan and to update as needed.  
Implement an Employee Suggestion Program
- Q4 2009 Complete an Organizational Review
- Q3 2010 Conduct the 2nd Citizens Survey to receive feedback\*
- 2010 Complete a Performance Management System  
Support the implementation of Action Plans identified through the Employee Survey and staff follow-up sessions  
Implement Issue Traj in all city departments\*
- 2011 Re-survey employees to assess results of actions taken from the first Employee Survey

## Economic Development

### WE WILL....

- Focus on our community's economic strengths
- Utilize strategies that are strongly driven toward business interests
- Raise awareness of the City's unique economic opportunities
- Attract investment to assist the operations of businesses in our communities
- Provide consultative assistance to business owners
- Promote and maintain commercial and industrial growth
- Encourage continued development of a skilled workforce

### Strategic Initiatives

- ✓ Q1 2009 Conclude the Airport Review and implement approved recommendations.
- ✓ Q2 2009 Establish an Events Task Force and an Events Strategy Plan in order to attract more cultural and social events for the City including exploring opportunities with the Trent-Severn Waterway.
- ✓ Implement a Municipal Investment Strategy Plan to retain and attract new businesses
- ✓ Support small businesses by initiating an Outreach Business Visitation Program and completion of the Broadband Initiative  
Develop a dedicated economic development website
- Q3 2009 Create a Community Improvement Plan for a Green Hub to help guide long-term prosperity\*
- Q4 2009 Complete a rolling three-year Tourism Marketing Strategy to achieve increased visitation to the City\*  
Review and support refinements of our corporate processes to support being "open for business"
- 2009 - 2010 Develop and implement an Agriculture Action Plan to support agriculturally-based businesses and organizations in consultation with other stakeholder groups including the Agricultural Advisory Committee\*
- 2009 - 2012 Implement recommendations found within the Strategic Tourism Plan utilizing timelines within the document as a guideline.  
Explore and identify the various indicators such as Top Cities in Canada and the BMA Study, or other similar benchmark indicators, to monitor and benchmark the municipality's progress.
- 2011 Work with community partners to address downtown revitalization

## Community Building

### WE WILL....

- Promote accessibility for all citizens and visitors
- Support the public need for practicing health care professionals
- Enhance citizen engagement in community affairs
- Encourage and recognize volunteerism in the community at large
- Provide recreation and wellness activities for the community
- Encourage art and culture in the City
- Recognize the heritage and lifestyle associated with our various communities

### Strategic Initiatives

- Q2 2009 Deliver a report on refining volunteer committee structures for public/stakeholder review and input.  
Complete Fire Master Plan and establish implementation schedule.  
Investigate EMS Base locations for enhanced service responsiveness and establish implementation schedule\*
- Q3 2009 Develop a recognition event for City of Kawartha Lakes volunteers, such as an appreciation showcase\*
- Q4 2009 Adopt an Accessibility Strategy  
Implement Customer Service Standard requirements as per legislation by December 31, 2009\*  
Establish Water Tanker Shuttle Certification\*
- Q1 2010 Allocate resources to initiatives that encourage the development of groups that support arts, culture and heritage programs (budget)
- Q3 2010 Develop a Municipal Housing Strategy
- 2010 - 2012 Support strategies of the Kawartha Lakes Health Care Initiative to retain and attract more doctors to the area\*  
Renew and renovate necessary municipal facilities and infrastructure within our financial capabilities\*  
Pursue advancement of recommendations of various existing Master Plans and Strategic initiatives in process (ie. Trails, Parks, Recreation & Culture, Affordable Housing, Libraries, Arenas)\*  
Adopt and implement the Transit Study Enhancement recommendations\*