

RAMARA

STRATEGIC DIRECTION

2021-2031

OUR TOWNSHIP

Ramara was established January 1, 1994 after Mara and Rama Townships amalgamated. Ramara is a diverse community with lakefront, village and agricultural communities that hold countless opportunities for Commercial, Industrial, Agricultural and Aggregate development

STRATEGIC APPROACH

Strategic direction is the road map for a community and outlines the plans and actions put in place to achieve the ultimate vision.

This 10 year Strategic Direction document outlines how Ramara is committed to partnerships, community engagement and collaboration by creating a plan that meets the needs of present and future generations.

From this plan, Ramara can build a Strategic Plan that involves community and stakeholder input in order to achieve a strategic vision that will move Ramara towards the vision of our future: sustainability, growth and transformation.

OUR VISION

An engaged and people focused community. A community which balances the tranquility of rural living with the requirements for responsible and sustained growth.

OUR MISSION

The Township of Ramara is focused on providing accessible and affordable citizen centric services to all residents and visitors that is focused on sustainability, growth and transformation.



GUIDING PRINCIPLES

COMMUNICATION

We are committed to operating in an open, accessible and transparent manner. We will continue to enhance how we inform, engage, and listen to residents and stakeholders in order to provide timely, relevant and easily understood communications.

RESPONSIBLE GOVERNMENT

We are committed to fiscally responsible core service delivery by making decisions in the best interest of citizens and the lands we share.

SERVICE EXCELLENCE

We are committed to defining and prioritizing our operations and service standards in order to meet the needs of the community.

COLLABORATIVE PARTNERSHIPS

We are committed to building community partnerships in order to promote economic initiatives and environmental stewardship.



STRATEGIC DIRECTION

The Township of Ramara staff and Council developed five key goals to start the 2021-2031 Strategic Direction. The organization will direct and coordinate all short-term initiatives around these goals. These goals were chosen after hearing from community input, best practices and current organizational initiatives. As this is a draft plan, the Township will work with the community to build on these goals in order to move the Township of Ramara towards a cohesive vision for our future.

FIVE KEY STRATEGIC GOALS





EXCELLENCE

Goal: Provide greater value to residents and stakeholders by improving the way we do business. Build and maintain a workforce that is able to respond to business needs with a focus on succession building and business continuity plans.

Objectives:

- Maintain internal organizational effectiveness and efficiency.

Initiatives:

- Develop a Human Resources Framework and Strategy
- Develop an Information Management Plan



CONNECTIVITY

Goal: Provide a connected community that encourages public engagement, participation and connection.

Objectives:

- Service delivery with a focus on the customer service
- Communication with effective and efficient tools.
- Internal and external tools that provide efficiencies in the Township while being fiscally responsible.
- Community services to support active recreation and participation.

Initiatives:

- Develop a Communications Strategy with resident, staff and stakeholder input.
- Develop an Information technology plan that focuses on IT infrastructure, tools and training.
- Develop a Customer Service Strategy with service standards.
- Develop a Community Services plan



SERVICES

Goal: Provide services and infrastructure that addresses the needs of our growing community.

Objectives:

- Long-term infrastructure needs are planned and related funding models.
- Renewal of aging infrastructure that meets new regulatory requirements and position the municipality to provide sustainable services and accommodate growth.
- Appropriate financial framework is in place to support the long-term sustainability of the municipality.

Short-Term Initiatives:

- Develop a comprehensive Capital Plan
- Develop an Asset Management plan supported by Geospatial data
- Develop a Reserve Plan
- Develop a Budget with a 10-year planning horizon
- Develop a Waterfront and Park plan with focus on parking and signage at Beaches, Parks and Trails



LIVABILITY

Goal: Promote a complete community that supports a healthy, safe and diverse population with transportation options and support community features and services.

Objectives:

- Bylaws and Public Policies are in place and reflect current and emerging needs.
- Effective and efficient emergency management and protective service systems.
- Community standards reflective of our rural environment.
- Community plan safety plan that balances growth of a rural community with water access and urban proximity.

Short-Term Initiatives:

- Management of Short-Term Rental accommodation
- Increase in Bylaw Enforcement
- Management of Gun Ranges
- Fire Master Plan
- Transportation Plan



GROWTH

Goal: Provide opportunities for growth and development which reflects our diverse community.

Objectives:

- Growth and renewed infrastructure in appropriate areas. (Official Plan)
- Active regulation of land use designations. (Zoning Bylaw)
- Protect and preserve natural areas and prime agricultural land.
- Create workable relationships that will assist in promoting and encouraging growth.

Short-Term Initiatives:

- Update Official Plan
- Update Zoning Bylaw
- Develop Infrastructure Plan
- Develop an Economic Development Strategy with focus on Rama Road Corridor