



# STRATEGIC PRIORITIES | 2022



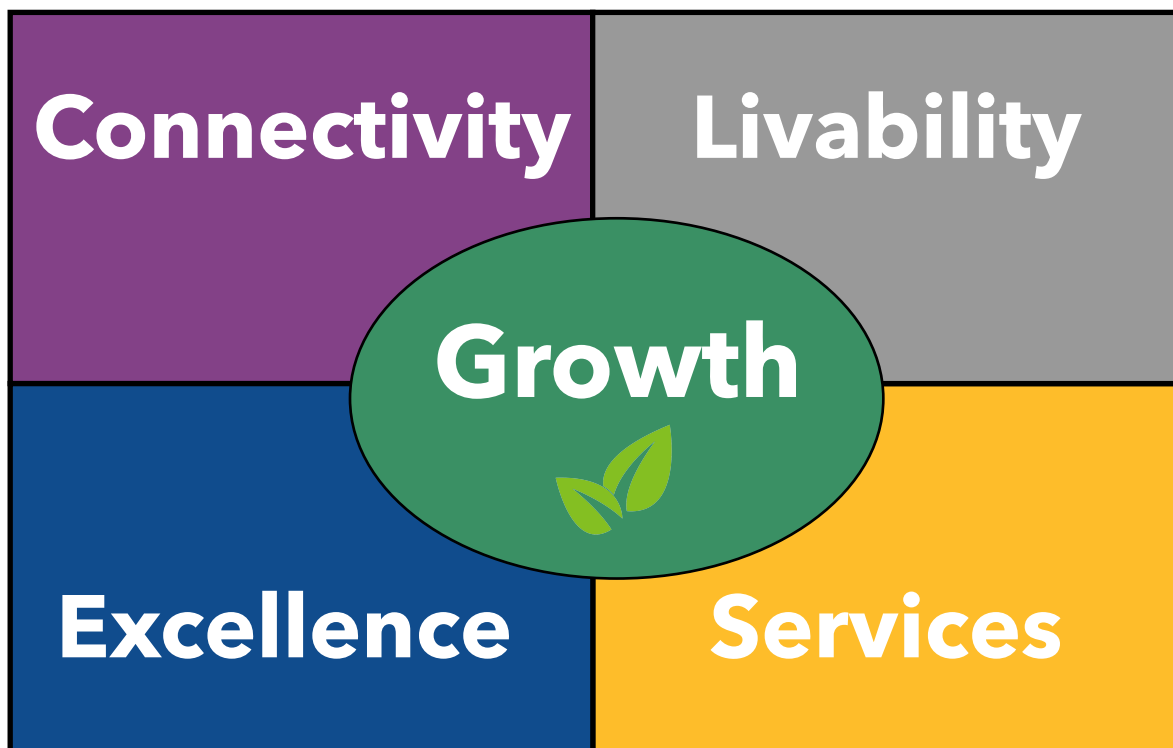
# OUR VISION

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.

# STRATEGIC FOCUS



# Strategic Priorities 2022

## EXCELLENCE

Provide greater value to residents and stakeholders by improving the way we do business and building a workforce that is able to respond to business needs.

### PRIORITIES:

1. Develop a Human Resources Framework and Strategy.
2. Expand internal systems and management of communication.
3. Undertake the digitizing of records and implement an Electronic Document Management System.
4. Develop an Asset Management Plan for core assets.
5. Implement a Citizen Portal and grow online services.

## CONNECTIVITY

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

### PRIORITIES

1. Undertake in 2022 Election with onboarding.
2. Develop Strategic Plan.
3. Continue to maintain and grow our partnerships.
4. Research and develop training for staff related to Inclusion & Diversity, and Indigenous awareness.
5. Continue to expand internet services.
6. Re-examine established boards and committees.

## SERVICES

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

### PRIORITIES:

1. Develop Customer Service Strategy with Service Standards.
2. Install Water Meter technology.
3. Investigate automated water collection.
4. Continue to review and update by-laws.
5. Continue to investigate options for water and sewage works in Ramara.

## LIVABILITY

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

### PRIORITIES:

1. Develop a Community Services/ Infrastructure Plan.
2. Continue to enforce Waterfront and Parking Plan with revisions.
3. Install new recreation infrastructure (playground and multi-use court).
4. Continue to manage Short Term Rental Accommodations.
5. Continue to expand the trail network.

## GROWTH

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

### PRIORITIES:

1. Continue to develop an Official Plan and work on the County of Simcoe MCR process.
2. Continue to develop a township-wide Economic Development Plan.
3. Pursue future development on Rama Road Corridor.
4. Continue to develop the Brechin Subdivision.
5. Continue to develop the Industrial Park.



# 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 by providing Internal and external tools that promote efficiencies in the Township while being fiscally responsible.**

- Develop a Human Resources Framework and Strategy that enables our municipality to:
  - attract, engage and retain a high performing workforce
  - achieve and maintain our desired culture
  - provide high quality cost conscious services that meet the needs of our residents.
- Expand internal systems and management of communication, including development and implementation of an intranet and internal newsletter.
- Undertake the digitization of records and implementation of an Electronic Document Management System (EDMS). This will increase efficiencies and effectiveness of information management.
- Implement a Citizen Portal and grow online services, including a new Zoning Interactive Map, interactive forms and payment options

**Purposeful planning of long-term infrastructure needs that meet new regulatory requirements and position the municipality to provide sustainable services and accommodate growth.**

- Develop an Asset Management Plan for core assets

# CONNECTIVITY

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

## **Objectives:**

**Prioritize key programs, services and initiatives based on the needs, values and priorities of all community members through public consultation and engagement.**

- Undertake in 2022 Election and onboarding of 2022-2026 members of Council and Council Committees.
- Continue to expand internet services in order to provide connectivity options to community.
- Re-examine established boards and committees to ensure that the boards and committees meets the future needs of the community.
- Develop a Strategic Plan that aligns with the Township of Ramara Official plan and provides a complementary vision and direction.

**Strengthen local partnerships and relationships with surrounding municipalities, First Nation and other stakeholders.**

- Focus on building and strengthening community partnerships through several key strategies, including cultural training and inclusion and diversity.

# SERVICES

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

## **Objectives:**

### **Improved Service Delivery with a focus on customer service and service standards.**

- Develop a Customer service strategy that aligns process, policy and municipal service delivery to better serve our residents and stakeholders.
- Installation of water metre technology and automation of water collection to increase efficiencies with customer service and information.

### **Ensure bylaws and public policy are in place and reflect current and changing needs.**

- Complete review and update Council policies and bylaw.
  - Licensing Bylaw
  - Canine Control
  - Parking

### **Ensure infrastructure services meets future needs of Ramara and are cost-effective for users.**

- Continue to investigate options for water and sewage works in Ramara.

# LIVABILITY

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

## **Objectives:**

### **Community standards reflective of our rural environment.**

- Manage the Short-term Rental program and adjust as necessary.

### **Community plan that balances growth of a rural community with water access and urban proximity.**

- Manage Waterfront Strategy and Parking plan and adjust as necessary.
- Develop a Community Services/Infrastructure plan.
- Continue to expand the trail network.
- Install new recreation infrastructure:
  - Lovely Day Playground equipment
  - Outdoor Multi-use Court at Crossings subdivision

# GROWTH

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

## **Objectives:**

**Growth and renewed infrastructure is planned with the protection and preservation of natural areas and prime agricultural land.**

- Continue to develop an Official Plan and work on the County of Simcoe MCR process.

**Manage growth and transformation of the community in relation to commercial and residential growth.**

- Continue to develop a township-wide Economic Development plan.
- Pursue future development on Rama Road Corridor.
- Continue to develop the Brechin Subdivision.
- Continue to develop the Industrial Park.