



# Staff Report #AD-03-2025

**Meeting:** Regular Council - 24 Feb 2025

**Staff Contact:** Ashley Watson, Business, Communications & Community Engagement Manager

**Subject:** 2025 Strategic Priorities

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## Suggested Motion

THAT we receive report AD-03-25 as information;  
AND THAT we approve the 2025 Priorities as presented.

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## Background & Discussion

Council initiatives present a valuable opportunity for the entire Council to collaboratively define and prioritize shared objectives for the Township. These initiatives will undergo thorough research, comprehensive planning, and careful implementation throughout their term, playing a crucial role in shaping the Township's future.

The overall initiatives outlined in the 2023-2026 Strategic Plan were formally approved during the Council meeting held on January 29, 2024. This Strategic Plan encapsulates the Township's Vision and Mission, as well as outlining four key strategic goals aimed at fostering community development and enhancing residents' quality of life. In alignment with this plan, Township staff have developed a detailed 2023-2026 Work Plan that specifies the timeline for achieving each of the identified priorities, ensuring accountability and progress tracking.

## Discussion

The proposed 2025 Strategic Priorities, elaborated in the 2023-2026 Work Plan and developed through collaborative discussions with Department Directors, provide a clear framework for the objectives that are targeted for achievement this year. It is important to note that several initiatives originally set for 2024 have been carried over into 2025 to ensure their successful completion. Additionally, two new initiatives have been introduced for 2025, reflecting evolving community and organization needs. This not only fosters continuity in project progression but also ensures that Council remains responsive to the needs and changes of the organization and community.

## Alternatives

Council can choose to add or change proposed priorities presented today; however, removing any ongoing project may have budget or policy implications.

## Financial Information

All proposed priorities have been budgeted for through the 2025 budget process.

## Strategic Priority Areas:

## 2025 Strategic Priorities

**Do the recommendations of this report advance the Strategic Priority Areas of the Township?**

☒ Yes

☐ No

☐ N/A

**Which Priority Area(s) does this report support?**

☒ Service Excellence

☐ Sustainable Infrastructure

☒ Community Connection

☐ Strategic Growth

**Recommended Action:**

THAT we receive report AD-03-25 as information;  
AND THAT we approve the 2025 Priorities as presented.

**Attachments:**

[2025 Strategic Priorities Final](#)

**Reviewed By**

**Approved By:**

*Jennifer Connor,  
Legislative &  
Community Services  
Director/Clerk*

**Department:**

**Council/COW  
Agenda Circulation  
(Staff)**

**Status:**

Approved - 03  
Feb 2025

*Gayle Jackson, Chief  
Administrative Officer*

**Council/COW  
Agenda Circulation  
(Staff)**

Approved - 04  
Feb 2025

Service Excellence	Sustainable Infrastructure	Community Connection	Strategic Growth
Create a progressive and positive work environment that fosters innovation and continuous improvement, maintains organizational effectiveness and efficiency, and delivers quality services and programs.	Invest in current and future assets that will respond to the long-term sustainability of the municipality, and the evolving needs of the residents and visitors through transparent and accountable decision-making and responsible financial management.	Invest in current and future assets that will respond to the long-term sustainability of the municipality, and the evolving needs of the residents and visitors through transparent and accountable decision-making and responsible financial management.	Create opportunities for sustainable growth that balances the diversity of the community while being responsible environmental stewards.
<ul style="list-style-type: none"><li>• Develop and provide training and development opportunities for staff and Council.</li><li>• Research and implement innovative Attraction and Retention Strategies.</li><li>• Complete implementation of the budgeting software system and Office 365 products.</li><li>• Evaluate and update current Health and Safety program.</li><li>• Evaluate and revitalize all HR policies and ensure they are in line with current employment legislation and trends.</li><li>• Evaluate and update all corporate policies and ensure they are in line with current practices and organizational needs.</li><li>• Complete Committee and Board review, including updating procedures and processes.</li><li>• Complete Governance Review.</li><li>• Prepare for the 2026-2030 Election.</li></ul>	<ul style="list-style-type: none"><li>• Complete Engineer Design Guidelines.</li><li>• Initiate and complete a Road Needs Study.</li><li>• Update asset management plan requirements as outlined by the province.</li><li>• Complete Water and Sewer servicing plan for South Ramara</li><li>• Develop a Atherley Servicing Study.</li></ul>	<ul style="list-style-type: none"><li>• Continue to grow strategic partnerships.</li><li>• Develop a Special Events Strategy and Policy.</li><li>• Update Parks and Recreation Master Plan.</li><li>• Develop a Signage Strategy and Plan.</li><li>• Support Provincial and regional healthcare initiatives while advocating locally for accessible healthcare for our residents.</li><li>• Continue to invest in emergency enforcement services and programming.</li></ul>	<ul style="list-style-type: none"><li>• Complete Official Plan.</li><li>• Initiate update to Zoning Bylaw.</li><li>• Complete Community Improvement Plan</li><li>• Update Economic Development Strategy.</li><li>• Collaborate with partners to identify opportunities to enhance tourism and business attraction.</li></ul>