



**STRATEGIC PLAN**  
**2023-2026**  
 Planning for the future and  
 celebrating our past.  
 JUNE 2023





Council and myself are excited to present the Corporate Strategic Plan which represents our priorities during this term of Council. I would like to thank the community, stakeholders and staff for participating in the consultation phases.

Your input was critical and assisted Council in the development of the 2023-2026 Strategic Plan. The Strategic Plan will guide and focus important resources towards achieving objectives of the plan for our community. We look forward to the annual reports that will provide an update on the achievements made on the goals and objectives outlined in our plan.

### MAYOR WILMA WOTTEN



**Front Row** (Left to Right): Ian McDougall - Regional Councillor, Wilma Wotten - Mayor, Janna Guido - Ward 2 Councillor.

**Back Row** (Left to Right): Robert Rock-Ward 3 Councillor, David Le Roy-Ward 1 Councillor, Harold Wright-Ward 4 Councillor, Terry Coyne-Ward 5 Councillor.

## OUR VISION

Scugog will be a creative and complete community that respects our history and enhances our natural environment.

## OUR MISSION

To create a progressive, sustainable, inclusive community through service excellence.

## OUR VALUES

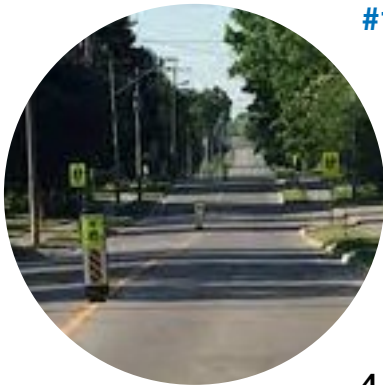
As members of the Township Council and staff, we are:

- **Accountable** – we are honest, professional, open, transparent and responsible for informed decision-making.
- **Engaged** – we are connected to the community, working together to create a better Township for everyone.
- **Responsive** – we actively listen and are respectful of community inputs.
- **Creative** – we actively respond and adapt to community needs to arrive at solutions that work for Scugog.



# OUR STRATEGIC DIRECTIONS

Objectives and Outcomes



## #1 - INFRASTRUCTURE

Leverage and improve roads, transportation, facilities, equipment, and other assets

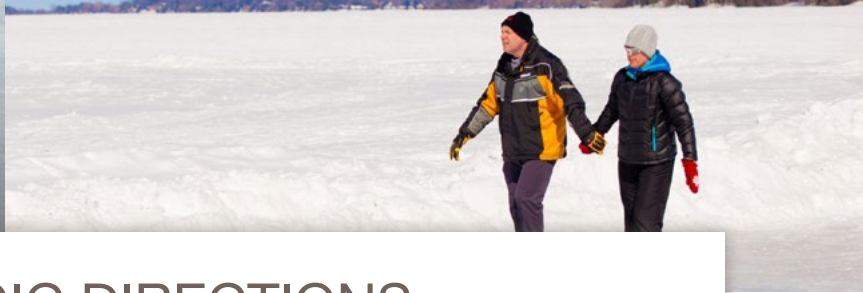
1. Invest in roads and related infrastructure to improve the overall condition and connectedness of roads and municipal servicing.
2. Enhance recreation facilities both new and existing to continue providing recreation activities for all ages and abilities.
3. Improve waterfront amenities to enrich waterfront experiences for residents and visitors.
4. Enhance transportation options to create a more livable community for all ages and abilities.
5. Proactively manage facilities, equipment, and assets with investments made in the right vehicles, assets and equipment at the right time to ensure the continuation of municipal services.



## #2 - SUSTAINABILITY

Improve sustainability through financial management, innovative funding, efficient and effective delivery of services

1. Formalize long-term financial planning to enhance informed decision-making for delivery of services, management of our assets and responses to major infrastructure projects, growth and legislative changes.
2. Ensure the right service levels and mix of services are delivered effectively and efficiently.
3. Manage Township properties by identifying and rationalizing the long-term needs of the township.
4. Modernize technology and digital services in order to support customer service and efficient service delivery.



# OUR STRATEGIC DIRECTIONS

Objectives and Outcomes (cont'd)



## #3 - ECONOMIC DEVELOPMENT AND TOURISM

Create, attract, and retain employment opportunities and promote tourism

1. Retain and expand businesses across Scugog enhancing the business environment.
2. Work with partners to attract and support investment in new business and employment opportunities in Scugog.
3. Promote tourism and attract people to Scugog to enhance the local economy.
4. Develop ecotourism to enhance opportunities that protect and showcase the Township's conservation and wildlife areas.
5. Encourage partnerships and leverage resources to enhance public assets and deliver community events increasing Scugog's vibrancy and vitality.



## #4 - NATURAL ENVIRONMENT

Protect, enhance, and restore the natural environment

1. Improve water quality, aesthetics for Lake Scugog which will improve the health of Lake Scugog and recreational opportunities.
2. Prepare the Township to respond to extreme weather events, climate change and climate emergencies.
3. Maintain, expand and enhance parks, greenspace and trails providing increased opportunities for community members to enjoy the outdoors in a safe environment and promote a healthy lifestyle.
4. Mitigate environmental impacts by managing them through appropriate consultation, legislation and action.



## #5 - COMPLETE COMMUNITY

Strengthen our communities to be inclusive, healthy, safe, connected and engaged

1. Provide the community with accessible and inclusive services that are responsive and sustainable at all ages and stages.
2. Create a vibrant, safe and healthy community enhancing the quality of life in Scugog.
3. Engage and involve Scugog residents in enhancing life in the Township.
4. Expand community and governmental partnerships.