



Report to: General Committee

Date Report Authored: June 9, 2015

---

**SUBJECT:** Building Markham's Future Together (BMFT) - Council's Strategic Plan 2015 to 2019 - Summary of findings from the Training and Education Sessions and Proposed Public Engagement Program

**PREPARED BY:** Meg West extension 3792

---

**RECOMMENDATION:**

- 1) THAT the report entitled Building Markham's Future Together (BMFT) - Council's Strategic Plan 2015 to 2019 - Summary of findings from the Training and Education Sessions and Proposed Public Engagement Program be received; and,
- 2) AND THAT the summary of the Council Training and Education Sessions held on April 20, 2015, April 24, 2015 and May 13, 2015 as outlined in Appendices A, B, C and D attached be endorsed;
- 3) AND THAT Staff be authorized and directed to do all things necessary to give effect to this resolution.

**PURPOSE:**

The purpose of this report is to provide a summary to General Committee on the Council and Senior Staff Training and Education Sessions held on April 20<sup>th</sup>, April 24<sup>th</sup> and May 13<sup>th</sup> and outline the Public Engagement Program for BMFT.

**BACKGROUND:**

Through the *Click with Markham* campaign in 2008, residents, local businesses and other interested parties were asked to share their thoughts on Markham's future direction. Seven strategic priorities were validated through this campaign (Growth Management, Transportation & Transit, Environment, Municipal Services, Integrated Leisure Master Plan, Diversity and Economic Development) which formed Building Markham's Future Together – The City's Strategic Plan.

**OPTIONS/ DISCUSSION:**

In February 2015 Markham Council and senior staff held a training and education workshop and worked together to refresh Building Markham's Future Together – Council Strategic Plan. The Plan identified four Goal Areas for Council and staff to focus on from 2015 to 2019. They include:

---

**Exceptional Services By Exceptional People**

*We will foster a safe and healthy work environment, and embrace an organizational culture and adopt management systems that empower and inspire our employees to be champions of excellent service delivery and innovative practices.*

**Engaged, Diverse and Thriving City**

*We will have an inclusive city, where every person has a role in building a liveable, caring and interconnected community.*

*We will enable a strong economy and effectively manage change while respecting our community's history, meeting current requirements and anticipating future needs.*

**Safe and Sustainable Community**

*We will protect the public and respect the natural and built environments through excellence in sustainable community planning, infrastructure management, and programs.*

**Stewardship of Money and Resources**

*We will demonstrate sound, transparent and responsible financial and resource management to mitigate risks while ensuring efficient and effective service delivery.*

A number of Key Actions have been proposed under each Goal statement. These actions will be reviewed as part of the community engagement program to gain feedback from stakeholders as to what is important to them.

**Community Engagement Program**

The Community Engagement program will inform, educate and provide input opportunities to residents and stakeholders on *Building Markham's Future Together 2015 to 2019 Council Strategic Plan*. Over the course of the summer, engagement opportunities will be provided at key community events and locations across the City to solicit community feedback from a variety of key demographics. In September, a Public Meeting will be held in Council Chamber to highlight this initiative and further engage residents and businesses. It is anticipated that the final *Building Markham Future Together 2015 – 2019 Council Strategic Plan* will be presented to Council for approval in November 2015.

The components of the Community Engagement program are set-out below:

**Face to face: July to September**

- Attendance at Markville Mall, Pacific Mall, and Community Centers and Library's
- Attendance at community events –Globalfest, Night it Up, Markham Jazz Festival, RBC Children's Festival, RBC Bollywood Film.
- Marketing Handout/Takeaway that highlights proposed strategic plan and provides incentive to participate using the on-line tool that has been developed.
- Tool kit prepared that will include:
  - FAQ's

- Glossary of Terms
- “How To” for on-line engagement Tool
- Artwork for publications

**Digital: On-going**

- Online citizen engagement software to gain feedback from stakeholders
- MetroQuest <http://metroquest.com/>
- Information posted on Markham.ca including News Item on Portal, Homepage banner
- Social media posts
- Electronic Information Boards
- Markham eAlerts

**Public Meeting: September and November**

- September public meeting which will include Live video/audio stream online
- General Committee meeting endorse BMFT 2015-2019 Fall 2015

**FINANCIAL CONSIDERATIONS AND TEMPLATE: (external link)**

Not applicable

**HUMAN RESOURCES CONSIDERATIONS**

Not applicable

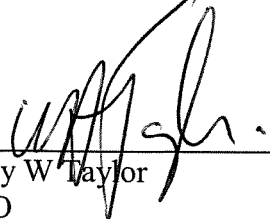
**ALIGNMENT WITH STRATEGIC PRIORITIES:**

Building Markham’s Future Together (BMFT) Council Strategic plan is aligned with the City’s strategic goals and objectives.

**BUSINESS UNITS CONSULTED AND AFFECTED:**

None

**RECOMMENDED BY:**

  
\_\_\_\_\_  
Andy W Taylor  
CAO

**ATTACHMENTS:**

Appendix A Summary of the discussion regarding Engaged, Diverse and Thriving City held on April 20, 2015

Appendix B Summary of the discussion regarding Exceptional Services by Exceptional People held on April 24, 2015

Appendix C Summary of the discussion regarding Safe and Sustainable Community held on May 13, 2015

Appendix D Summary of the discussion regarding Stewardship of Money and Resources held on May 13, 2015