

Building Markham's Future Together - Council's Strategic Plan

Council and Senior Staff Training
and Education Session

**Monday April 20, 2015
Markham Civic Centre
Canada Room**

Strategic Goals 2015 to 2018

- Engaged, Diverse and Thriving City
- Safe and Sustainable Community
- Exceptional Services by Exceptional People
- Stewardship of Money and Resources

Recap from February 27th BMFT Session

- On Feb 27th staff presented Council Term goals, objectives and key actions discussion and input
- Broke out into smaller groups to discuss objective and actions and received input – we heard more time needed for longer discussion
- Staff took input from Council for inclusion in the strategic plan and have provided copy in appendix
- Today we are here to determine if anything more needs to be added, emphasized, or refined
- Another General Committee meeting will be scheduled to discuss the balance of the Actions and Public Engagement program

Agenda

- Introduction
- Goal Area Review & re-cap from last session
- Key Actions for Council Term - clarification and gaps
 - Exceptional Services by Exceptional People
 - Safe and Sustainable Community
- Table Discussion and summary report back
- Another half day will be scheduled
- NOTE: there will be breaks after each table discussion for each of the goal areas and lunch will be at approximately 1:00 p.m.

Goal: Engaged, Diverse and Thriving City

Goal Statement: *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.

Objectives:

1. Increasing Community Engagement
2. Ensuring Markham is welcoming and inclusive
3. Promoting Markham as the best place in Canada to invest and locate Knowledge Based Industries



Engaged, Diverse and Thriving City

What We Heard

- Need to set goals and measure results of activities
- Focus on outreach to our community partners
- Increase use of different marketing tools and tactics
- Measure results
- Diversity is our strength, focus on inclusivity and communication to residents
- Need to address subsidy approach for seniors
- Promote Markham as a destination
- Continue to seek opportunities for economic investment in Markham

Objective 1 - Increasing Community Engagement

- Develop Volunteer Management Program
 - ❑ Provide easy access to meaningful volunteer opportunities for residents
 - ❑ Increase opportunities for residents of all cultures to work together
 - ❑ 'Ready to serve' pool of volunteers to assist the City with events and programs
- Develop and implement a Community Activation Framework and tool kit for City events and activities
 - ❑ Outreach approaches: 'Go to where the people are'
 - ❑ Communication: Plain language/signage/symbols
 - ❑ Set targets and measure results

Objective 2 - Ensuring Markham is Welcoming and Inclusive

Key Actions:

- Active advancement of the Diversity Action Plan - Everyone Welcome - with a focus on:
 - ❑ Developing a corporate diversity and inclusion statement
 - ❑ Implementing an Older Adult Plan
 - Subsidies/affordability
 - Address gaps to participation
 - ❑ Developing and implementing a procurement supplier diversity strategy
 - ❑ Introducing diversity and inclusion training for Council Advisory Committees

Objective 3 - Promoting Markham as the Best Place in Canada to Invest and Locate Knowledge Based Industries

- Update the Economic Strategy in collaboration with strategic partners and measure outcomes
 - ❑ Seek opportunities for economic investment in Markham, regionally and internationally
 - ❑ Attract and maintain quality jobs in growth sectors of the economy
 - ❑ “Investment readiness” through site availability, infrastructure and expedited approvals
- Create Destination Markham
 - ❑ Promoting Markham’s image, brand and attract visitors and businesses
 - ❑ Rouge Park Gateway, Pan Am, Markham Centre, Pacific Mall and Main Streets

Questions for breakout:

1. What is the most important action/task to be worked on for this objective?
2. At the end of four years what does success look like for this area?
3. Where do we need to improve on volunteerism?
4. Age discounts – yes or no? If yes are we willing to have a property tax increase to fund?
5. What is the next frontier for diversity?

Goal: Safe and Sustainable Community

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

Objectives:

1. Managing our transportation network
2. Managing Growth
3. Ensuring the reliability of the Corporation's services
4. Protecting our built and natural environment

Safe and Sustainable Community

What We Heard - Big Picture Themes.....

- Growth and transportation issues are multi-jurisdictional
- Markham needs to influence policy, implementation, and funding decisions at other levels of government
- “The future is rail rapid transit”; transit needs to be readily accessible to be a viable option to driving
- Infrastructure and municipal services need to keep pace with growth and development
- Markham is managing intensification and urban expansion, and we are responsible for local and collector roads, but we need commitment from other levels of government to fund transportation and transit

Objective 1 - Managing our transportation network

- Implement the Master Transportation Plan
 - Work with Region to expedite EA's for transportation capacity improvements
 - Update and validate Transportation Plan as planning progresses for Future Urban Area and Intensification Areas, and monitor results
- Cycling, Pathways and Trails Plan
 - Complete the multi-use path from Toogood Pond to Bob Hunter Park by 2018
 - Inter-connect buildings via podiums and pedestrian links

Objective 1 - Managing our transportation network

- Continue to work with other levels of government to deliver road and transit infrastructure
 - York Region Rapid Transit Corporation and York Region Transportation Task Force
 - VIVA, Metrolinx and Ministry of Transportation EA's and consultation
- Encourage compact, mixed use development to reduce the amount of travel
 - Development Charges – review incentives to support live/work, mixed use and broader range of unit types (e.g. Apartment sizes)

Objective 2 - Managing Growth

- Implementing the new Official Plan
 - ❑ Need for commitment from Region and Province for infrastructure especially rapid transit, to align with timing of development
 - ❑ Need for affordable housing strategies
 - ❑ Provide input to Province on Growth Plan, Greenbelt Plan, Oak Ridges Moraine, and DC Act/Planning Act reviews (2015)

Objective 2 - Managing Growth

- Comprehensive Zoning By-law Project
 - ❑ Second Suites – need to manage and control to ensure regulatory compliance and control life safety aspects
- Creating Great Parks and Streetscapes
 - ❑ Timing of parks and community facilities should be more closely aligned to development
 - ❑ Ensure budgetary and operational impacts are addressed

Objective 4 - Protecting our built and natural environment

- Advance Greenprint implementation by focusing on:
 - ❑ Climate Change Adaptation Strategy as an increasing priority
 - ❑ Review our design standards and infrastructure to address climate change (e.g. storm water management)
 - ❑ Sustainability standards checklist for development applications

Questions for breakout:

1. What is the most important action/task to be worked on for this objective?
2. At the end of four years what does success look like for this area?
3. How can we influence the senior levels of government to invest in infrastructure and transportation capacity improvements in Markham.
4. What opportunities or issues should Markham raise with the Province regarding policies and legislation (2015 review)



Lunch Break

