

CORPORATION OF THE UNITED TOWNSHIPS OF HEAD, CLARA AND MARIA



2023-2027

STRATEGIC PLAN



THE UNITED TOWNSHIPS OF HEAD, CLARA AND MARIA

MISSION

AT YOUR SERVICE; WORKING EFFECTIVELY TO BRING TOGETHER PEOPLE, PARTNERSHIPS AND POTENTIAL FOR A STRONG, CONNECTED COMMUNITY.

VISION

PROVIDING A HEALTHY, CONNECTED, AND SUSTAINABLE COMMUNITY TEEMING WITH POSSIBILITIES FOR OUR CITIZENS NOW AND INTO THE FUTURE.

CORE VALUES

The United Townships of Head, Clara and Maria strives to be an organization known for providing excellent municipal governance and public relations. To provide excellent service delivery, we promote a high standard of integrity, professionalism and ethical behaviour. The following Core Values guide how Council and Staff serve the community.

TRANSPARENCY

As an organization, we demonstrate open communication and transparency both internally and externally.

ACCOUNTABILITY

We are accountable for our decisions and our actions, we continuously build trust with our community.

CUSTOMER SERVICE

We strive to provide a positive experience for everyone we interact with. We consistently meet or exceed our customer expectations. We welcome and encourage the opinions and expertise of our residents, businesses and community partners.

INTEGRITY


Integrity is vital to good governance. By upholding the highest ethical standards, Staff and Council conserve and enhance public confidence in the honesty, fairness and impartiality of the Municipality.

SUSTAINABILITY

Commitment to efficient and effective municipal services that will be sustainable for future generations.

RESPECT AND EQUALITY

We treat others with respect and show consideration for each other. We are an accessible community inclusive of all people and honour and celebrate our diversity.





FISCAL RESPONSIBILITY

We will work to ensure value and affordability for taxpayers, adequately fund municipal services and infrastructure and build upon our existing financial health.



PRUDENT SPENDING

- Support the services our community needs while keeping tax increases low.
- Annual review of departmental spending to ensure it aligns with Council's priorities and determine if there is opportunities for cost-savings.

SHARED SERVICES

- Continue to look for opportunities for shared services to reduce redundancy and increase municipal capacity.
- Build strong relationships to secure successful shared services, where feasible.

GRANT FUNDING

- Continue to seek upper level government support for funding infrastructure improvements and social/recreational programming.

POLICY DEVELOPMENT

- Develop and implement a Reserve Fund Strategy.
 - Develop a Long-Term Capital Plan.
 - Continue to use Asset Management Plan as a planning tool in operating and long term budget creation.
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ECONOMIC GROWTH AND PROSPERITY

We will leverage the Municipality's assets to encourage economy growth and prosperity while ensuring our residents and businesses have what they need to succeed and contribute to a resilient economy.



BUSINESS GROWTH

- Encourage zoning that supports business development while undertaking a comprehensive zoning by-law review.
- Encourage expansion of high-speed internet to support home based business and continuing education.
- Supporting business through fair user fee programs.

RESIDENTIAL DEVELOPMENT

- Complete Comprehensive Zoning By-law considering the needs of a growing and evolving community and to support attainable building.
- Encourage new residential construction; supporting applications for severance, access to private and unopened road allowances and requirements of outside agencies.



MARKETING

- Create a brand/ marketing strategy that brings increased awareness to the municipality, its facilities and the businesses within.
- Utilize the municipal website and social media to showcase municipal assets and businesses.



QUALITY AND SUSTAINABLE INFRASTRUCTURE

We will create goals and allocate resources to meet the infrastructure needs of the community including maintaining existing assets and planning for future infrastructure investments that may be required as the community grows and changes.



EXISTING INFRASTRUCTURE

- Embrace best practices in asset management to continuously maintain and improve municipal infrastructure assets contributing to long-term sustainability.
- Continue to review current levels of service, considering financial sustainability and the needs of the community, to ensure the level of service is adequate.



LONG-TERM PLANNING

- Ensure that new construction of infrastructure that meets regulatory requirements and positions the municipality to provide accessible and sustainable services while accommodating growth.
- Invest in energy initiatives that support the sustainability of the organization and the community.



ASSET MANAGEMENT PLAN

- Update the Asset Management Plan on a continuous basis to build awareness of current conditions and replacement costs.
- Continue to reference the Asset Management Plan to plan for short and long-term funding of the infrastructure needs of the community.
- Maintain compliance with provincial requirements for Asset Management Planning.



SAFE, HEALTHY AND CONNECTED COMMUNITY

We will provide services, programs and facilities, through direct service delivery and collaboration with others, that allow people and businesses to thrive.

SAFE

- Continue to work with partners to implement a Community Safety and Well-Being Plan.
- Engage the community to ensure a high level of safety through education, prevention, monitoring and reporting services.
- Continue to work towards securing an auto-extrication solution.
- Continue to practice compliance, and safe practices, of Emergency Management in order to increase community preparedness.

HEALTHY

- Continue to support community events in conjunction with the Recreation Advisory Committee.
- Endeavour to bring more health, social and recreational services into the community.
- Continue to support physician recruitment and other healthcare expansion services.

CONNECTED

- Increase effectiveness of the municipal website for communication purposes.
- Continue to explore new ways to increase distribution of municipal publications.
- Continue to support community events and volunteerism.
- Endeavour to bring more services and into the municipality.
- Lobby for better transportation services.





EFFECTIVE GOVERNANCE AND SERVICE DELIVERY

We will provide friendly, responsive, and citizen-focused services, encouraging meaningful community engagement, demonstrating transparent decision-making, and providing a safe, inclusive and exceptional working environment for Staff and Council.



LEADERSHIP

- Provide efficient municipal governance and service delivery through accountable and transparent practices.
- Foster a healthy workplace that includes strong Council-Staff relationships.
- Continue to ensure service standard policies align with emerging community needs

MODERNIZATION

- Continue to modernize municipal processes and services.
- Continue to complete a digital records management strategy
- Complete a review and update of the municipal website to increase user efficiency.
- Establish a modern marketing for the municipality
- Improve municipal signage



COMMITMENT TO CONTINUOUS IMPROVEMENT

- Implement a continuous review program for existing processes and policies that incorporates public feedback.
- Enhance education and skills development of Staff and Council to support strengthened municipal service delivery
- Continue implementing recommendations to enhance provision of services presented in the Service Delivery Review.