

A photograph of a sunset over a body of water. The sun is low on the horizon, creating a bright orange and yellow glow in the sky. The sun's reflection is visible on the water's surface. In the background, there are silhouettes of trees and a distant shoreline.

Township of Douro Dummer

Strategic Plan

2012 - 2015

Vision:

Dedicated to building our future, while respecting our past.

Mission Statement:

The Township of Douro Dummer is committed to providing a high level of effective and efficient service throughout our municipality. We promise open responsible leadership, enhancing the quality of life, and building for the future while respecting our heritage.

Process:

The Strategic Plan process originally began in 2007 with a number of sessions led by representatives from the Ministry of Agriculture, Food and Rural Affairs and under the overall direction of Council with assistance and input from the senior management team. Our vision and mission statement were developed and adopted at that time, but the process was put on hold because of other more pressing needs until the spring of 2011.

The whole process of the strategic planning exercise was to establish a living blueprint for the future of our community that would be used to guide decisions and actions.

In the spring of 2011, with the assistance of representatives from the Ministry of Municipal Affairs and Housing, council and the senior management team met for a one day strategic planning exercise. This exercise focused on the strengths, weaknesses, opportunities and threats as well as to identify key strategic issues facing our community.

Goals:

The goals reflect the values that drive our priorities and culture. They identify the 5 key areas on which the municipality wants to focus its strategic directions and actions. These 5 key areas are:

- Infrastructure
- Recreation and Culture
- Effective Administration
- Public Works
- Economic Development and Community Promotion

Infrastructure Goal:

To effectively respond to the challenges of addressing the Township's municipal infrastructure needs as well as effectively managing the assets of the corporation.

Recreation and Culture Goal:

To develop and/or assist with the development and delivery of social and recreational programs as well as effectively maintaining and updating recreational facilities to promote healthy lifestyles and meet the broad range of community needs.

Effective Administration Goal:

To ensure and enable an effective and efficient municipal administration.

Public Works Goal:

To ensure that the public works department operates efficiently and effectively.

Economic Development and Community Promotion Goal:

To set out a direction of focus for economic development while utilizing resources to facilitate the promotion of the community.

Strategic Actions:

Strategic Actions are high priority activities that prescribe the actions being performed and that are required to achieve the identified goals and implement the strategic plan. It is recognized that Strategic Actions are both one-time and ongoing initiatives that represent the highest priority issues of the current Council. They will take place over time and will be monitored to measure the extent to which each goal is achieved. They will be reviewed periodically by council to reflect changing priorities.

1. Infrastructure

To effectively respond to the challenges of addressing the Township's municipal infrastructure needs as well as effectively managing the assets of the corporation;

Strategic Actions:

- Pursue solar energy for municipal building and properties (2011-2014)
- Investigate the need and potential for a seniors home (2014)
- Pursue an increase (over what is presently planned) in hard surface roads (by 2014)
- Investigate the need and potential for sewer and water (by 2014).

2. Recreation and Culture

To develop and/or assist with the development and delivery of social and recreational programs as well as effectively maintaining and updating recreational facilities to promote healthy lifestyles and meet the broad range of community needs.

Strategic Actions:

- Promote the use of the Robert Johnston EcoForest Trails (by 2013)
- Pursue accessibility to all municipal facilities for persons with disabilities (beginning in 2012)
- Actively promote better utilization of our buildings and parks (beginning in 2011 through to 2014)
- Promote energy efficiency for all municipal facilities (ongoing)
- Pursue continual improvements to the north portion of Douro Park- canteen and washroom facilities (beginning in 2012)
- Complete a Recreation Master Plan (beginning in 2012)
- Develop and implement restoration plan for 5 abandoned cemeteries (2011 through to 2014)
- Pursue acquisition and development of lime kiln property (beginning 2011)

3. Administration

To ensure and enable an efficient and effective municipal administration.

Strategic Actions:

- Administrative plan to help manage risks/priorities (service delivery review) (2011)
- Continue to update municipal policy manual (beginning in 2011)
- Develop and implement record retention by-law and record management system (beginning 2012)
- Pursue more electronic transactions in all municipal operations(beginning 2012 through 2013)
- Update developers guide and other internal planning documents (beginning 2011)
- Pursue outreach to schools (re: local government careers) (beginning 2011)
- Pursue the use of the asset management system with the budget process to better plan use of assets (beginning 2012 through to 2013)

3(a) Municipal Wide

Strategic Action:

- Implement an electronic system of tracking inventories/supplies/training in all areas of our operations (beginning in 2011)

4. Public Works

To ensure that the Public Works Department operates efficiently and effectively.

Strategic Actions:

- Pursue the acquisition of property for the purposes of establishing a municipal aggregate resource (beginning 2011)
- Consider implementing the recommendations of public works needs analysis (start 2012 with emphasis on 2014)

5. Economic Development and Community Promotion

To set out a direction of focus for economic development while utilizing resources to facilitate the promotion of the community.

Strategic Actions:

- Actively pursue marketing of facilities and municipality to achieve better use of facilities and a higher profile for municipality (consider branding exercise) (begin in 2011 with emphasis on 2014)
- Promote and pursue more residential and commercial development in keeping with the goals and objectives of the Official Plan (beginning 2012 and continue)
- Work closely with the GPAEDC to pursue new development as well as retention and expansion of existing development.
- Revenue generation ideas- pursue development of commercial/industrial lands adjacent to the Douro Community Centre. (2013)

