



TOWNSHIP OF
ASHFIELD-COLBORNE-WAWANOSH

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Council Report

STAFF: Kelly Thomson, Deputy Clerk / Communications Co-ordinator DATE: February 4, 2025

SUBJECT: 5-Year Strategic Plan Update

Recommendation

That Council receives this report for information and continues to support the initiatives of the 5-Year Strategic Plan.

Background

In 2023, Council supported the development of a 5-Year Strategic Plan to guide the Township's long-term vision for the future. As well as, act as a roadmap for our goals, planned projects to achieve those goals, and metrics to determine success. Council adopted By-Law 65-2023 Corporate Strategic Plan and Action Plan for the Township of Ashfield-Colborne-Wawanosh. Here is a summary of the Strategic Initiatives by Success Factors defined in the Action Plan.

Summary of Strategic Initiatives by Success Factor					
Success Factor	Advancing Service Excellence	Cultivating Community Trust	Championing Environment Practices	Supporting Economic Growth	Promoting Safety and Well-being
Strategic Initiatives	<ul style="list-style-type: none"> Establishing service standards Streamline Resident and Stakeholder Interactions with the Township Transparency in Responses Times Continue to Align with Resident Expectations on Core Services 	<ul style="list-style-type: none"> Civic Engagement Enhancement Upholding Inclusivity and Respect 	<ul style="list-style-type: none"> Community Engagement and Awareness Incorporate Sustainable Practices in Procurement and Capital Projects Sustainable Community and Development Planning Strategic Partnerships for Sustainability 	<ul style="list-style-type: none"> Economic Development and Community Engagement Infrastructure and Investment Planning Collaborative Ventures and Partnerships 	<ul style="list-style-type: none"> Continue to Build Community Well-being and Safety Enhance Community Communication Promote Employee Well-Being and an Engaged Workforce

Comment

Since the implementation of the 5-Year Strategic Plan, the following Strategic Initiatives under the Success Factors have been successfully achieved:

Advancing Service Excellence

- Established a texting line to facilitate communication, allowing for the delivery of information promptly.
- Re-designed the bi-yearly newsletter, enhancing readability and expanding the capacity to include more information.
- Customer Service Standard has been drafted but has not yet been adopted by Council.
- Purchased cell phones for the Building Department to improve accessibility and communication while working out of office.
- Increased By-law Enforcement Officer contracted hours.

Cultivating Community Trust

- Volunteer Recognition and Appreciation Policy was developed and successfully implemented and well received by the community and award recipients.
- Short-Term Rental Ad Hoc Committee established to make a recommendation to Council on a draft licensing by-law to regulate STRs in the Township.
- Enhanced communication through the website and social media, resulting in improved overall engagement and social media followings.

Championing Environmental Practices

- Tree Planting Program revamped, improving management and ensuring greater fairness for applicants.
- The Community Onsite Septic Inspection Program established and launched.
- 15 trees planted, flower beds created, and benches installed completing Phase Three of the Dungannon Park Project.
- A Passive House constructed by Sommers Brothers Ltd, utilizing a vacant lot in Dungannon.
- Council agreed to contribute \$40,000 over the next 4 years, commencing in 2024, to support the Maitland Valley Conservation Authority's application to the Natural Resources Canada - Climate-Resilient Coastal Communities Program to continue work on the Lake Huron Shoreline.

Supporting Economic Growth

- Deputy Clerk / Communications Coordinator: Provides support to local community groups by promoting their events and activities, enhancing visibility and community engagement.
- Economic Development Committee developed a 3-Year Action Plan to clarify the Township's role in Economic Development and identify available opportunities.
- Partnered with the Southwestern Ontario Isotope Coalition Council as a Regional Collaborative Partner and with Mayor Glen McNeil appointed to represent the Township.
- Rebranded the Dungannon Main Street Market and hosted 2 Children's Markets, encouraging youth entrepreneurship.

- Supported Brookside School with the Capital Community Partnership Grant and the site preparation for the new swings.

Promoting Safety and Well-Being

- Community Grant Policy established aiming to improve the well-being and quality of life of the community and its residents through strategic partnerships and financial assistance to non-profit, community-based organizations.
- Employee Appreciation Committee established to organize a mix of team building and professional development events throughout the year.
- Construction of new Ashfield Park Accessible Washrooms.
- New bleachers installed at the Benmiller Ball Diamonds.
- Radon Campaign offering free radon kits for testing of homes.
- Completed Parks and Recreation Concepts Plans, illustrating the initial long-term vision for development of Parks and Recreation in the Township.
- Huron County Community Safety Well-Being participation and promotion.
- Supporting the Mackay Centre and Dungannon Seniors Centre Partnership with the Seniors Active Living Centre Program in Dungannon.
- Created a Deputy Treasurer position to support staff and help alleviate their workload and enable greater focus on upcoming projects.
- Improved Westmount Line for safer pedestrian traffic.
- Installed a digital display at the Municipal Office to promote Municipal information and community events.
- Acquired the lands adjacent to the Dungannon Park from West Wawanosh Insurance for potential expansion of the existing park.

Others Consulted

Mark Becker, CAO

Respectfully submitted,

Approved by:



Kelly Thomson
Deputy Clerk / Communications Co-ordinator

Mark Becker
Chief Administrative Officer