

Strategic Plan Update

January 30, 2023

Engagement Process

More than
260 people
engaged in a
conversation
about the future

Public Survey

Community Conversations

Pop-Ups

Coffee Chat

Staff Engagement Sessions

Council
Workshop

Draft
elements

Further
refinements

Council
Jan 30th

Public
Review

What We Heard

What is most loved about Scugog

- Small-town feel
- Friendly and kind people
- Safe
- Waterfront
- Downtown Port Perry
- Natural beauty
- Access to hiking trails
- Proximity to greenspace and farmland
- Community spirit
- Culture and local events

What We Heard

Factors that Make Scugog Great

Of the factors identified, the highest ranked were:

1. The opportunities for recreation, sports, leisure and cultural activities
2. The amount of green space
3. Lake Scugog
4. The ease at which people and businesses can travel
5. A vibrant downtown with shopping, restaurants and entertainment areas

Updated Vision and Mission



Vision Statement

Scugog will be a creative and complete community that respects our history and enhances our natural environment.



Mission Statement

To create a progressive, sustainable, inclusive community through service excellence.

Updated Values



Accountable – we are honest, professional, open, transparent and responsible for informed decision-making.



Engaged – we are connected to the community; working together to create a better Township for everyone.



Responsive – we actively listen and are respectful of community inputs.



Creative – we actively respond and adapt to community needs to arrive at solutions that work for Scugog.

What We Heard

Priorities for Strategic Direction & Advocacy

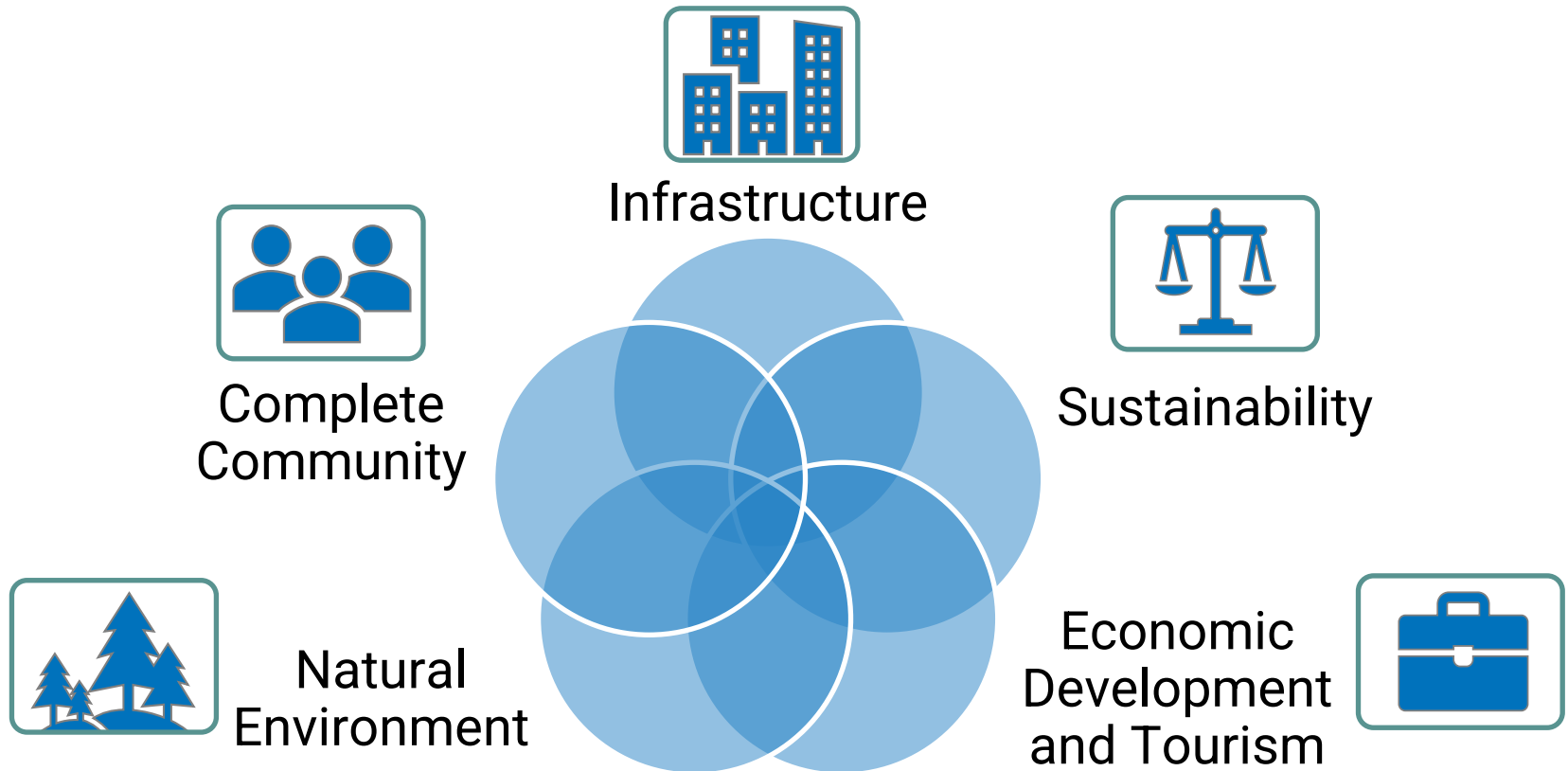
Township Strategic Priorities

1. Roads and Municipal Infrastructure
2. Natural Environment
3. Financial Sustainability
4. Municipal Services
5. Economic Development and Tourism
6. Community Engagement
7. Complete Community

Priorities for Advocacy

1. Community Safety & Well-being
2. Housing and Social Services
3. Economic Development & Tourism
4. Climate Change Mitigation & Adaptation
5. Regional Roads
6. Addressing Speeding Issues

Updated Strategic Directions



- 4-5 objectives for each strategic direction.
- Includes a series of potential actions to achieve the objectives.

Infrastructure

Leverage and improve roads, transportation, infrastructure, facilities, equipment, and assets.

Objectives:

1. Invest in roads and related infrastructure
2. Enhance recreation facilities
3. Improve waterfront amenities
4. Enhance transportation options
5. Proactively manage facilities, equipment, and assets

Sustainability

Improve sustainability through financial management, innovative funding and efficient and effective delivery of services.

Objectives:

1. Formalize long-term financial planning in decision making
2. Ensure service effectiveness and efficiency
3. Manage Township properties
4. Modernize technology and digital services

Economic Development & Tourism

Create, attract and retain employment opportunities and promote tourism.

Objectives:

1. Retain and expand businesses across Scugog
2. Attract investment
3. Promote tourism and attract people to Scugog
4. Encourage partnerships and leverage resources to enhance public assets and deliver community events

Natural Environment

Protect, enhance, and restore the natural environment.

Objectives:

1. Improve water quality, aesthetics, and recreation opportunities for Lake Scugog
2. Prepare the Township for extreme weather events and climate change impacts
3. Maintain, expand and enhance parks, greenspace and trails
4. Mitigate environmental impacts

Complete Community

Strengthen our communities to be inclusive, healthy, safe, connected and engaged.

Objectives:

1. Serve the community at all ages and stages
2. Create a vibrant, safe and healthy community
3. Engage and involve Scugog residents in enhancing life in the Township
4. Expand community and governmental partnerships

Next Steps

The draft strategic plan will be available for public review and comment before finalizing in early 2023.