

# Strategic Plan: 2026 & Beyond (Working title)

## Vision

### What we strive to become

A bold, prosperous, and collaborative community with an unwavering commitment to prioritizing the environment while providing an exceptional quality of life for all who live here.

## Mission

### What we do now and who we serve

We use a collaborative approach to deliver efficient, high-quality services informed by our corporate values and expertise to enhance day-to-day life for everyone in our community.

## Foundations

These are the themes upon which all components of this plan are based – the bedrock of the Strategic Plan. We will:

### Prioritize the environment

Protect, preserve, and invest in our natural environment.

### Invest in our team

Continue to recruit, develop, and retain a diverse and high-performing team, focusing on knowledge transfer and succession planning.

### Provide service excellence

Consistently aim to enhance the quality and efficiency of Township services, balancing person-to-person contact with modern service delivery.

### Practice fiscal responsibility

Trusted with the taxpayer dollar, make decisions and plan for a healthy financial future, investing responsibly and utilizing funding resources when possible.

### Engage our community

Inspire residents to get involved in our community and bring people together through opportunities that build meaningful connections.

## Values

Guide how Seguin Township approaches daily operations, short- and long-term decision making.

## Trust

We are committed to building and maintaining community trust in all that we do –delivering services, maintaining Township assets, protecting the natural environment, and supporting a high quality-of-life.

## Balance

We are committed to maintaining financial transparency and investing responsibly.

## Collaboration

We recognize that our organization, businesses, and region thrive when people from diverse backgrounds, with broad experiences, come together to create solutions that help everyone live, work, and play better.

## Innovation

We are committed to forward-thinking processes, services, and solutions that bridge human talent and cutting-edge technology to achieve excellence today and into the future.

## Inclusion

We encourage and value all voices in our community, from diverse backgrounds and identities, whether they have been here for days or decades, live here seasonally or all year.

## Goals

These broad objectives will apply to all Seguin Township services and departments.

### Goal #1: Lead

#### Priorities

- 1.1 Advocate for infrastructure and services that support a healthy, active, and engaged community.
- 1.2 Work with community organizations that address inequities to understand and address the needs of underrepresented individuals and groups.
- 1.3 Advocate to other levels of government to raise awareness of issues that matter to Seguin residents.
- 1.4 Support the wellbeing of Seguin residents of all ages.

### Goal #2: Grow

#### Priorities

- 2.1 Advocate for more attainable housing options.
- 2.2 Create opportunities for businesses to establish and thrive in Seguin Township for the long term.
- 2.3 Create opportunities to be an attractive tourism destination.
- 2.4 Expand infrastructure and services to meet emerging needs.

## Goal #3: Connect

### Priorities

- 3.1 Remove transportation barriers faced by residents.
- 3.2 Strengthen our identity to ensure we accurately represent and engage everyone in our community.
- 3.3 Explore opportunities to work with the library as a community partner and community builder.
- 3.4 Advance reconciliation with Indigenous communities.
- 3.5 Identify opportunities to provide additional support services to newcomers.

## Guiding Documents

### Official Plan

The Official Plan describes how Seguin Township will grow over the long-term. It is prepared with input from the community and helps to ensure that future planning and development will meet Seguin Township's specific needs, including protecting the environment and maintaining community character.

### Seguin Township Leadership Statement

The Seguin Township Leadership Statement was written by the senior leadership team and is based on input from staff who shared their feedback on creating positive workplace culture.

### Council Leadership Statement

This statement was written collaboratively by the 2023 Council outlining how they will support the Seguin Leadership Team and the entire organization in achieving their goals for organizational excellence.

### Asset Management Plan

This document is vital in how Seguin manages Township-owned infrastructure and other assets to an agreed standard of service. The document is a key component of an ongoing and long-term process that allows the Township to make the best possible investment decisions.

### Memorandum of Understanding

Wasauksing First Nation and the Township of Seguin signed a Memorandum of Understanding (MOU) in 2022. The MOU states that the parties will "work together in the spirit of cooperation, respect, and mutual benefit." The community-to-community agreement means that Seguin Township and Wasauksing First Nation will work together and coordinate efforts to address several priorities, including infrastructure and resource needs, services to support healthy communities, the local economy and quality-of-life in the region.

### Seguin Township Public Library Strategic Plan

The Library Board's Strategic Plan focuses on the overarching goals of Partnerships & Collaboration, Library Value and Programs & Marketing. While the Library has its own objectives, this plan supports Township goals and allows both organizations to collaborate and share in success.

## **Parry Sound Area Municipal Airport and Business Park Strategic Plan**

The Parry Sound Area Municipal Airport and Business Park Strategic Plan provides a corporate flight path that will guide the Airport Commission toward its Vision of ensuring that the Parry Sound Area Municipal Airport and Business Park are the engines that drive prosperity and growth...for the entire West Parry Sound region.

## **Zoning Bylaw**

The comprehensive zoning by-law divides the municipality into different land use zones, with detailed maps. The by-law specifies the permitted uses (for example, commercial or residential), protects environmental features and the required standards (for example, building size and location) in each zone.

## **Active Transportation and Trails Master Plan**

The Trail Master Plan (TMP) is a Council-approved strategy that guides how we plan, design, fund, build and maintain Seguin's trails system.

## **Climate Action Plan (Community and Corporate)**

These climate action plans provide road maps that guide Seguin Township and its residents towards achieving emission-reduction goals while making our community more resilient to climate change. These plans hold the Township accountable for making real progress on reducing emissions, improving air quality and making the community a healthier place to live.

## **Conservation and Demand Management Plan**

This document describes previous, current, and proposed measures for conserving and otherwise reducing the amount of energy consumed through the Township's operations and for managing its demand for energy, including a forecast of the expected results of current and proposed measures.

## **Waste Strategy**

A strategy that recognizes we all have a significant role to play in reducing the amount of solid waste we send to landfill through actions to: reduce the waste we produce, reuse items as much as possible, recycle waste items so their materials can be recovered and reused, and compost of organic waste.

## **Roads Needs Study**

Serves as a road map for short-range, medium-range and long-range infrastructure investments. Re-evaluated every five years.

## **Procurement By-law**

A by-law to establish policies and procedures for the procurement of goods and services.

## **Emergency Management Plan**

The Emergency Plan describes the framework of how the Township of Seguin will respond to, recover from, and mitigate the impact of an emergency. It describes the legal authorities, conceptual plan of operations, functional responsibilities of the EOC Management Team, and notification procedures.

## **IT Strategy**

The IT Strategy (Information Technology) is a comprehensive plan that outlines how technology should be used to meet business goals.

### Multi-Year Accessibility Plan/AODA

This plan outlines steps Seguin is taking to prevent and remove barriers to accessibility. Seguin's document will be updated in 2025.

## Guiding Documents – Upcoming

### Parks, Recreation and Culture Master Plan

This document will help Seguin plan for community services to meet the needs of future generations. It will play a vital role in developing and enhancing recreation and culture programs and how parks and trails develop over the short-, medium-, and long-term.

### Branding and Marketing Plan

This document will include an updated Seguin brand and will provide a roadmap to inform how Seguin Township's identity is communicated to all stakeholders to reflect our community and support our strategic goals.

### Fire Services Master Plan

The Fire Services Master Plan is a long-range strategic planning framework to guide the priorities and objectives of the Seguin Fire Department

### Community Engagement Strategy

This plan will create a methodology to enhance our communications, with the goal to increase our overall program participation, enhance community connections and increase civic engagement from individuals and groups that reflect our population, with an emphasis on those who are often underrepresented. Corresponding plans:

#### *Youth Engagement Plan*

This plan will encourage Seguin youth to share their insights on decisions that affect them, their peers, and their communities. This plan will help to ensure that local youth are given opportunities to thrive and that their voices are included to help shape the future.

#### *Seniors Engagement Plan*

This plan will help to connect Seguin's seniors with essential services, one another, and leaders in the community to help support their health and wellbeing.