

Richmond Hill

Council Strategic Plan 2020-2022

Special Council Education & Training Meeting

Briefing Document

September 22, 2020

This two-hour workshop planned for September 22, 2020 will be an opportunity for Council to analyze the input received through individual Councillor interviews (9) with the facilitator (Rebecca Sutherns www.rebeccasutherns.com) and a recent community survey (781 responses), and develop to the ingredients for a two-year Council Strategic Action Plan.

Here is a summary of what's been heard so far:

Framing the task

Councillors expressed various ways of framing this planning task, in answer to questions such as:

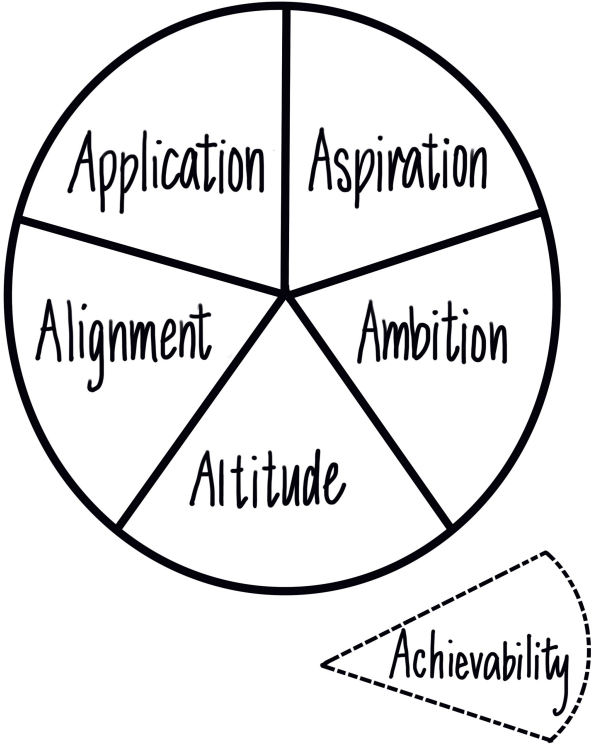
- Do we need a strategic plan at all?
- Is it new or a continuation of the 25-year one?
- Is strategy development a Council or staff responsibility?
- Does Richmond Hill need to drive a vision or create a differentiator at all?
- Should Council work toward a shared agenda or make decisions vote by vote?
- To what extent should we ask the community for their priorities (between elections)?
- Are we competing with or collaborating with our neighbouring municipalities?

For this workshop, what we can say with certainty is this:

- Council sets high-level directions while staff decides how to deliver on those
- An explicit set of priorities will help you get more done and offer more defensible decision-making
- Two years is more like 18 months, given the campaign cycle. Lots of initiatives are already underway, so plan accordingly
- COVID management and recovery is a shared and prominent focus
- You are in a relatively strong financial position and don't want to lose ground
- How Council works together is as important as the content you decide to work on

Strategic Planning 101

As you develop a two-year strategy, consider these elements of a strong strategic plan. We will review them in further detail at the workshop



Repeated Priorities

These priority areas were repeated by four or more Councillors in the interviews with each of the nine of you. Opinions on the intention or the way forward within each priority did vary.

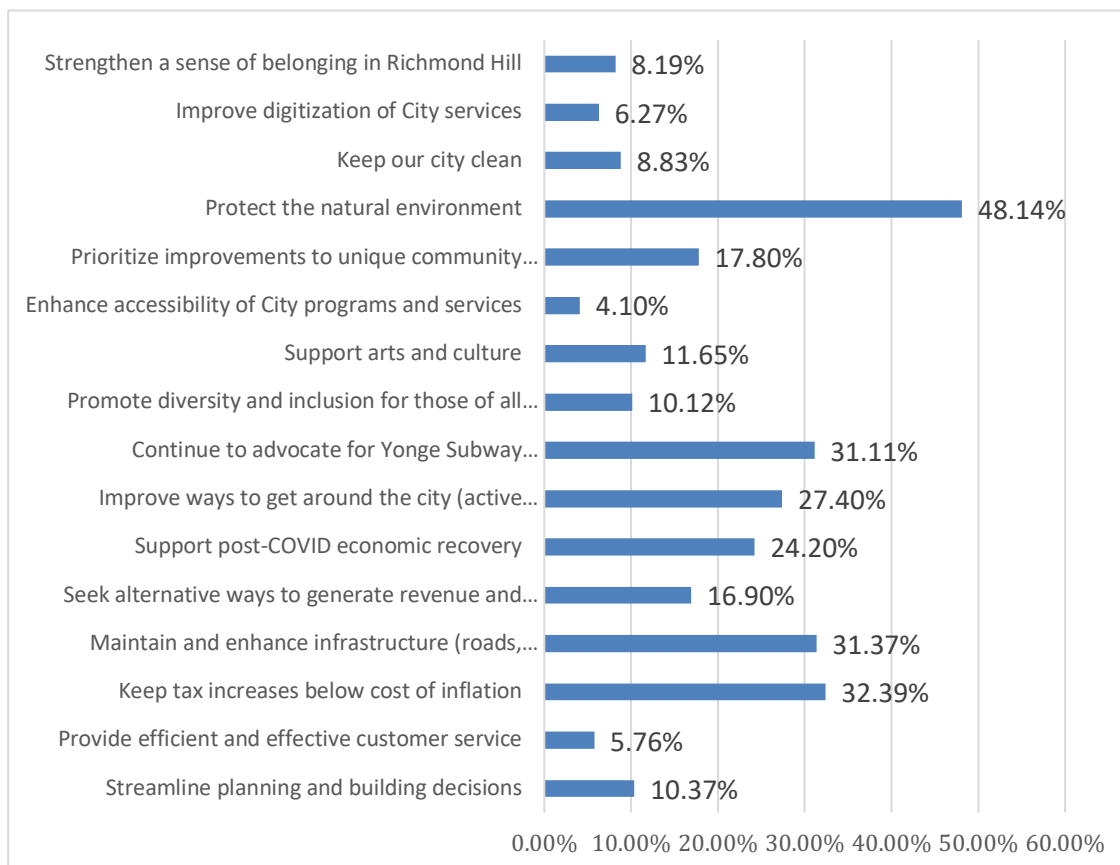
- Leverage multiple transit connections
- Improve Economic Development
- Deliver value for money for taxpayers
- Create a place people *want* to live
- Accelerate planning application responses
- Pay attention to equity, diversity and inclusion
- Highlight green spaces such as lakes, parks and the Observatory

Additional priorities mentioned by two or three Councillors included:

- Become the downtown of York Region
- Increase efficiency – getting things done
- Act like a city
- Improve communications, internally and externally
- Spell out a job creation strategy
- Drive a brand
- Leverage technology as a game changer
- Promote a stronger sense of belonging and accessibility

Initial Community Survey Results

The community survey generated 781 responses as of Sunday September 20. The detailed feedback will be processed once the survey closes early this week, but quantitative highlights so far are noted here.



Other priorities

421 people provided answers to this question in addition to the options above. The two most frequently repeated categories were:

Manage development

- Limit intensification
- Concerns about traffic and insufficient infrastructure
- Affordability of housing

Council behaviour

- Respectful treatment of each other, staff and residents
- Increase level of cooperation
- Demonstrate Integrity

We look forward to your participation in the workshop on Zoom at 1:30 on September 22.

With thanks,



