



Council Strategic Priorities

2020 – 2022

City of Richmond Hill
Strategic Priorities 2020-2022

To support good decision making and effective administration, especially in light of the current and anticipated financial pressures the COVID-19 pandemic, the City undertook a strategic planning exercise in mid-2020 to understand Council and community priorities for the organization in the immediate term.

To that end, a consultant was hired to interview Councillors to understand their priorities for the community, complete a survey of the community and facilitate a discussion at a Special Council meeting toward the synthesis of priorities with which to move forward.

This document includes the four Strategic Priority Areas identified in this process.

As the priorities areas that emerged were reflected in a number of current and planned projects, programs and initiatives of the organization, these are identified under each area to demonstrate how the City's work aligns with the four Strategic Priority Areas to the end of 2022.

Progress on these Priorities, and the work related to each, will be tracked by the City Manager's Office.

Strategic Priority Area:

Balancing Green and Growth

Explanation	Major Projects, Programs and Initiatives
<p>This priority area recognizes the critical balance between economic development and environmental protection. It includes stewardship of green spaces such as wetlands, parks and trails and longer-term sustainability planning and climate action initiatives, alongside decisions that promote responsible economic intensification and prosperity.</p>	<ul style="list-style-type: none">• Official Plan Update<ul style="list-style-type: none">○ Establish land-use planning policies that support intensification and green space, including parks and natural areas.• Comprehensive Zoning By-law<ul style="list-style-type: none">○ A by-law that provides for a consistent and predictable approach to similar land uses on a City-wide basis and that reflects modern development trends and standards.• Parks, Recreation and Culture Master Plans<ul style="list-style-type: none">○ Plans for the future parks, recreation and culture needs of Richmond Hill residents.• Resilient Richmond Hill<ul style="list-style-type: none">○ The completion of a Community Energy and Emissions Plan to reduce greenhouse gas emissions.• City Transformation Project<ul style="list-style-type: none">○ Streamlining planning and development processes.• Urban Forest Management Plan<ul style="list-style-type: none">○ Plan and protect to preserve canopy cover while strengthening the urban forest to increase resilience.• Climate Change Framework<ul style="list-style-type: none">○ Applying a climate change lens to corporate governance, land use planning and asset management.○ Creating climate change action programs for community risk mitigation and green infrastructure.○ Fostering collaboration and innovation by engaging stakeholders within and beyond City government.• Development and implementation of a single-use plastics reduction strategy.

Strategic Priority Area:

Fiscal Responsibility

Explanation	Major Projects, Programs and Initiatives
<p>Council will endeavour to keep tax increases below cost of inflation and will avoid unnecessary expenditures in order to emerge from COVID-19 in a strong financial position.</p>	<ul style="list-style-type: none">• Financial Sustainability Strategy (including COVID-19 response and mitigation)<ul style="list-style-type: none">○ Keeping tax increases in 2021 and 2022 below the cost of inflation.• Revenue Generation and Brand Partnership Initiatives<ul style="list-style-type: none">○ To maximize City assets to acquire alternate sources of revenue for City operations.• Asset Management Plan<ul style="list-style-type: none">○ A plan to ensure continued and sustained asset and infrastructure health through long term financial sustainability planning.• City Transformation Project<ul style="list-style-type: none">○ Implement digitization and process improvement to streamline staff effort, improve customer experience and minimize costs.• Development of an Investment Attraction Strategy.

Strategic Priority Area:

Strong Sense of Belonging

Explanation	Major Projects, Programs and Initiatives
<p>This is a placemaking priority that combines a desire for everyone to feel welcome in Richmond Hill and a commitment to community building in places like the downtown core, Lake Wilcox and the Richmond Hill David Dunlap Observatory.</p>	<ul style="list-style-type: none">• Diversity, Equity and Inclusion Initiative<ul style="list-style-type: none">○ Increasing awareness to support diversity, equity and inclusion through corporate training.○ Recruitment strategies that aim to attract a more diverse candidate pool.• Age Friendly Community Initiative<ul style="list-style-type: none">○ To enhance the City's capacity and approach to provide, design, plan, facilitate and deliver age friendly features within the community.• Recover Richmond Hill Action Plan<ul style="list-style-type: none">○ Outdoor patio expansions and shop local promotion.○ Municipal Business Innovation Contest.○ Creation of a Local Innovation Centre.○ Launch of the COVID Support Network.• myRichmondHill community e-newsletter<ul style="list-style-type: none">○ Keep residents and stakeholders informed and engaged about what is going on in the City.• Affordable Housing Strategy<ul style="list-style-type: none">○ Include affordable housing strategies in the revised Official Plan.○ Official Plan and Zoning By-law amendments to permit secondary suites.• Official Plan Update<ul style="list-style-type: none">○ Establish land-use planning policies that support the creation of focal points, gateways, experiences and landmarks and strive for design excellence in the public and private realm.

Strategic Priority Area:

Getting Around the City

Explanation	Major Projects, Programs and Initiatives
<p>Council will prioritize ease of movement around the city by promoting Richmond Hill's multiple transportation interconnections, being well-positioned for the Yonge subway extension and improving active transportation networks for cyclists and pedestrians.</p>	<ul style="list-style-type: none">• Richmond Hill Centre Secondary Plan and Yonge North Subway Extension<ul style="list-style-type: none">○ A plan to coordinate the expected growth in the Richmond Hill Centre area that will also support the creation of public spaces, walkable streets, and transit-oriented development.○ Supporting the construction of subway infrastructure to facilitate higher density, mixed-use developments connected to major transit stations. • Transportation Master Plan<ul style="list-style-type: none">○ A plan to establish a future vision for all travel modes within the City, including active transportation. • Official Plan Update<ul style="list-style-type: none">○ Implementation of land-use planning policies that support a sustainable, interconnected community, including an effective transportation network.