



# BARRIE

Barrie City Council 2014 - 2018

# 2010-2014 City of Barrie Strategic Priorities

- Direct & Manage Economic Development
- Manage Growth & Protect the Environment
- Strengthen Barrie's Financial Condition
- Create a Vibrant & Healthy City Centre
- Improve & Expand Community Involvement and City Interactions

# 2010-2014 City of Barrie Strategic Plan

## Create Jobs

### Progress:

- Aligned city functions directly connected to Economic Development into one unit: Invest Barrie
- Focus on Entrepreneurship:
  - Partnership with Georgian College to create BEC;
  - Expanded GBBEC to serve Simcoe County
- Business Ambassador program developed and launched
- Work continues on developing an “open for business” culture in City Hall
- Continued efforts to pursue a satellite University campus to support local labour market needs
- Train in Trades: Addressing the demand for skilled trades
- Expanded LSRA partnership to include County of Simcoe



# 2010-2014 City of Barrie Strategic Plan

## Manage Growth & Protect the Environment

### Progress:

- Implemented a new plan for transit and active transportation options
- Completed the Secondary Plan, Infrastructure Plans & FIA for the Annexed lands
- Completed, approved and begun implementation of the sustainable Waste Management Strategy
- Completed intensification by-law updates addressing height and parking for the downtown

MANAGE GROWTH &  
PROTECT THE ENVIRONMENT



# 2010-2014 City of Barrie Strategic Plan

## Strengthen Barrie's Financial Condition

### Progress:

- Completed a long range fiscal analysis as part of growth planning (built boundary and annexed lands)
- Implemented portfolio governance to better manage decision making and financial accountability for operating and capital projects
- Capital Planning on a longer horizon- 5 year plan & 5 year outlook
- Development Charges updated to support growth financing
- Created Innovate Barrie & formalized process improvement function
- Introduced new performance measurement system

STRENGTHEN BARRIE'S  
FINANCIAL CONDITION





# 2010-2014 City of Barrie Strategic Plan

## Create a Vibrant and Healthy City Centre

### Progress:

- Strategic review and assessment for the Sale of vacant parcels in the downtown
- Partnership with BIA for redesigned Memorial Square and Waterfront Band shell
- AskMe! Waterfront and Downtown Ambassador program in the summer of 2014
- Allandale Station Lands ongoing
- Barrie Central redevelopment project
- Downtown Cameras installed by Barrie Police

CREATE A VIBRANT &  
HEALTHY CITY CENTRE



# 2010-2014 City of Barrie Strategic Plan

## Community Involvement and City interactions

### Progress:

- Citizen Surveys conducted on Citizen Satisfaction, Customer Service, Casino, Waterfront
- Access Barrie created to better align Communications, Marketing & Customer Service
- Developed a Customer Service Strategy that was endorsed in principle by City Council
- Improved and enhanced communications with the public- Town Hall Meetings, new Facility monitors in Recreation facilities, etc.
- Provided increase opportunities for public input/feedback on City initiatives
  - Launched Mobile App- Ping Street
  - User Voice
  - Significant growth in Social media followers

IMPROVE & EXPAND COMMUNITY  
INVOLVEMENT & CITY INTERACTIONS



# Organizational Readiness

- The organization is transforming to ensure we can best serve the community
- Improved Business Systems:
  - Portfolio Governance
  - Business Planning
  - Measuring & Reporting
- Technology (tools)
- People



# Corporate Technology Strategy & ERP

- The Corporate Technology Strategy contains the following critical foundational pieces:
  - Flexible, reliable infrastructure for the future
  - Digitize core processes into corporate business systems
  - Mobilize the workforce
  - Embrace consumer like devices and services for improved productivity and collaboration
  - Improve IT Service delivery

The new ERP will:

- Transform the way we do business and deliver service
- Enable staff to provide **Enhanced Customer Service** with more accurate, reliable information
- Strengthen the corporation's ability to **Share Information** between individuals and systems
- Increase **Staff Productivity** by introducing efficiencies, and improved reporting

# Staff Strategic Plan

- Every successful team needs a game plan. A game plan for a positive and motivated workplace
- We are developing a Team Playbook that will define our 'gold standard' for the City and ensure every member of our team is supported and empowered to be the best we can be in the work we do each day for our community

This will result in:

- Improved Organizational Culture
- More Responsive staff
- Alignment with Council's vision for improved customer service

