

TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL

FROM: C. HARRIS, MANAGER MARKETING AND COMMUNICATIONS




NOTED: R. JAMES-REID, EXECUTIVE DIRECTOR ACCESS BARRIE
M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: MID-TERM COUNCIL PRIORITIES UPDATE

DATE: DECEMBER 14, 2020

Further to Council's strategic planning session held on December 5, 2020, and the direction given to staff, the following six priorities will be the focus during the second half of the 2018–2022 Council term.

Council Strategic Priority	Goals
Growing our economy 	<ul style="list-style-type: none"> - Make it easier to do business - Provide serviced employment lands and other supports to help businesses grow - Support the creation of more stable and diverse jobs - Focus on supporting the growth of locally owned small businesses - Support tourism industry growth
Fostering a safe & healthy city 	<ul style="list-style-type: none"> - Collaborate to address social issues, especially homelessness and the opioid crisis - Get more affordable housing built - Promote recreation opportunities for all ages & abilities - Build a greener Barrie while mitigating and adapting to climate change - Promote gender and racial equity
Building strong neighborhoods 	<ul style="list-style-type: none"> - Create great public spaces - Build walkable, diverse neighbourhoods that encourage community connections - Grow responsibly

<p>Supporting a vibrant & safe downtown</p> 	<ul style="list-style-type: none"> - Engage the BIA and Chamber of Commerce in support of the downtown and local businesses - Attract and welcome people to the downtown - Improve safety and cleanliness - Revitalize the west end - Improve and expand public spaces for residents in the City centre
<p>Offering innovative & citizen driven services</p> 	<ul style="list-style-type: none"> - Use technology to deliver services more effectively - Achieve customer service excellence - Inspire community participation - Make tax dollars go further
<p>Improving the ability to get around</p> 	<ul style="list-style-type: none"> - Increase transportation options, including active transportation modes - Make connections - Create safer streets

Staff will begin work on developing Key Performance Indicators (KPI's) for the new priority Supporting a Vibrant and Safe Downtown and will launch the Council Strategic Plan dashboard at barrie.ca. The changes to Council priorities will be communicated to the public via a media release, updated facility posters, radio ads, This Week in Barrie, and digital communications such as barrie.ca and our corporate social media channels.

Poster:




2018-2022 BARRIE CITY COUNCIL STRATEGIC PLAN



Growing Our Economy

- ▶ Make it easier to do business
- ▶ Provide serviced employment lands and other supports to help businesses grow
- ▶ Support the creation of more stable and diverse jobs
- ▶ Focus on supporting the growth of locally owned small businesses
- ▶ Support tourism industry growth



Fostering a Safe & Healthy City

- ▶ Collaborate to address social issues, especially homelessness and the opioid crisis
- ▶ Get more affordable housing built
- ▶ Promote recreation opportunities for all ages & abilities
- ▶ Build a greener Barrie while mitigating and adapting to climate change
- ▶ Promote gender and racial equity



Building Strong Neighbourhoods

- ▶ Create great public spaces
- ▶ Build walkable, diverse neighbourhoods that encourage community connections
- ▶ Grow responsibly



Supporting a Vibrant & Safe Downtown

- ▶ Engage the BIA and Chamber of Commerce in support of the downtown and local businesses
- ▶ Attract and welcome people to the downtown
- ▶ Improve safety and cleanliness
- ▶ Revitalize the west end
- ▶ Improve and expand public spaces for residents in the City centre



Offering Innovative & Citizen Driven Services

- ▶ Use technology to deliver services more effectively
- ▶ Achieve customer service excellence
- ▶ Inspire community participation
- ▶ Make tax dollars go further



Improving the Ability to Get Around

- ▶ Increase transportation options, including active transportation modes
- ▶ Make connections
- ▶ Create safer streets



barrie.ca/StrategicPlan