



Town of Cobourg Strategic Plan Components (2015-2018)

February 18-19, 2015

Council adopted the Town of Cobourg Strategic Plan Components (2015-2018) by resolution at the Regular Council meeting of June 29, 2015.

**TOWN OF COBOURG
STRATEGIC PLAN: 2015-2018**

The Town of Cobourg's Strategic Plan is comprised of number of elements as shown following.

Strategic Plan Components



Vision, Mission and Supporting Objectives

Town of Cobourg Strategic Planning Session: February 18, 2015 Vision, Mission and Supporting Objectives

Vision

Cobourg ... a progressive, vibrant lakeside community, honouring our past and embracing our future

Mission

The Corporation of the Town of Cobourg is committed to open and accountable governance and to the provision of accessible services in a fiscally responsible manner

Objectives

The Town's mission will be achieved through the following objectives...

- *Ensuring open, clear and timely communication*
- *Supporting the preservation and enhancement of the Town's arts, culture and heritage*
- *Promoting diverse economic development opportunities*
- *Managing sustainable growth and development*
- *Improving efficiencies and effectiveness in municipal operations*

Strategic Actions and Desired Outcomes

Objective	1. Ensuring open, clear and timely communications
Strategic Actions	
<p>1.1 Develop and implement a fully integrated website</p> <p>1.2 Broadcast all open meetings of Council</p> <p>1.3 Increase the interaction and inter-linkage of community message boards</p> <p>1.4 Introduce a Town-wide internal communication system</p> <p>1.5 Develop and implement a policy and process for public meetings that encourages citizen engagement including education and information sharing</p>	
Desired Outcomes	
<ul style="list-style-type: none"> • Citizens are informed about what Council is doing • Citizens like and use the Town’s website • Public meetings are civil and productive • Citizens are engaged in the work of the Town - high voter turnout, active volunteers, attendance and participation at public meetings • Public confidence and trust in Town Council and administration • Public is well informed about Town activities • Communications is two-way and multi-channel 	

Objective	2. Supporting the preservation and enhancement of the Town’s arts, culture and heritage
Strategic Actions	
<p>2.1 Complete the buildings component of the downtown vitalization plan, including intensification of upper floors</p> <p>2.2 Develop a cultural master plan</p> <p>2.3 Complete and implement Cobourg’s heritage master plan</p> <p>2.4 Review and update the plan for Victoria Square</p> <p>2.5 Develop a policy on the Town’s financial support for arts, culture and heritage</p>	
Desired Outcomes	
<ul style="list-style-type: none"> • Bright, attractive building facades in the downtown • Community awareness and support of Cobourg’s history and stories to be told • Well maintained heritage district with consistent application of policies • Increased investment in our arts, culture and heritage assets • Presence of an arts and culture centre in the Town of Cobourg • Receive Prince of Wales heritage award 	

Objective	3. Promoting diverse economic development opportunities
Strategic Actions	
<p>3.1 Complete the business attraction component of the downtown vitalization plan</p> <p>3.2 Develop and implement a marketing and promotion program that is integrated with other strategic partners</p> <p>3.3 Complete an update of the Town’s economic development strategy</p> <p>3.4 Maintain a presence in the Eastern Ontario Economic Development Corporation (EOED)</p> <p>3.5 Develop and implement a business incubator/entrepreneurship program</p> <p>3.6 Develop a four season tourism strategy</p>	
Desired Outcomes	
<ul style="list-style-type: none"> • Cobourg is a recognized centre/hub for economic development and tourism • People think of Cobourg as a great year round destination • Low vacancy rates in the downtown • Living wage jobs • People able to live and work in Cobourg • Increased industrial commercial tax base • Businesses start, stay and expand in Cobourg 	

Objective	4. Managing sustainable growth and development
Strategic Actions	
<p>4.1 Develop an implementation plan for the parks master plan, including the waterfront</p> <p>4.2 Implement the Cobourg Waterfront Plan as noted in the Parks Master Plan.</p> <p>4.3 Complete the Cobourg Community Centre campus plan and develop an implementation plan</p> <p>4.4 Review future uses of the Tannery property and bring to a resolution</p> <p>4.5 Obtain provincial approval of the Town’s official plan, and complete and implement the supporting zoning bylaw</p> <p>4.6 Ensure that the Town is adequately prepared for climate change</p>	
Desired Outcomes	
<ul style="list-style-type: none"> • Cobourg is recognized for its leading edge planning polices, including brownfields • Citizens support the use of the Tannery project • Infrastructure is well planned, managed and maintained with effective allocation of funds • The Town receives a Canadian Institute of Planners (CIP) award for planning excellence • Enhanced bike and trails systems as well as integrated walking and cycling systems with neighbouring municipalities • Unencumbered public access to the waterfront 	

Objective	5. Improving efficiencies and effectiveness in municipal operations
Strategic Actions	
<p>5.1 Develop and implement an information technology strategic plan</p> <p>5.2 Continue to implement and improve the Town’s asset management plan</p> <p>5.3 Review and improve the financial performance of the Cobourg Community Centre and the arenas</p> <p>5.4 Review the Town’s budget setting process</p> <p>5.5 Maximize the capabilities of the Town’s new financial system for more detailed financial reporting</p> <p>5.6 Work collaboratively across municipal borders to create efficiencies in all operating areas</p> <p>5.7 Review the potential to be more proactive and less complaints-driven in our municipal operations</p>	
Desired Outcomes	
<ul style="list-style-type: none"> • Up-to-date, accurate financial information available to support decisions • Citizens feel they are getting value for money for services provided • Town assets are well managed • Partnerships (public/public, public/private) are in place and used to provide services • Cost savings have been realized in municipal operations 	