

# Clarington

## Strategic Plan 2015-2018

### MUNICIPALITY OF CLARINGTON

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Building A Sustainable, Creative,  
Caring Community

This document adopted by Council, outlines  
goals and actions for this term of Council.





### **VISION**

Building a sustainable, creative,  
caring community

### **MISSION**

Committed to leadership, to respect and  
to the delivery of quality services

### **STRATEGIC PRIORITIES**

1. Facilitate the creation of jobs, attraction of new businesses and expansion of existing businesses
2. Ensure and demonstrate good governance and value for the tax dollar
3. Manage growth to maintain our “small town” feel
4. Enable safe, efficient traffic flow and active transportation
5. Promote residents’ engagement in our community
6. Enhance access to our unique natural environment

**View a full version of Clarington’s  
Strategic Plan online at  
[www.clarington.net/stratplan](http://www.clarington.net/stratplan)**



## 1. FACILITATE THE CREATION OF JOBS, ATTRACTION OF NEW BUSINESSES AND EXPANSION OF EXISTING BUSINESSES

### New Actions:

- 1.1 Work with the Clarington Board of Trade to update our economic development strategy to advance our considerable strength and competitive advantage in nuclear energy and in agriculture
- 1.2 Identify, in consultation with the business community, key projects such as the GO Train extension, improved fibre optic service and serviced land that will encourage business retention, expansion and attraction and then collaborate with other orders of government, businesses and community organizations to advance these projects
- 1.3 Continue with process improvements that streamline development approvals, including approvals by other government agencies and effectively communicate the improvements
- 1.4 Explore innovative approaches to Development Charges on industrial and commercial property that balances the cost of servicing with economic gains for the community
- 1.5 Review and implement the best option for the delivery of the tourism function
- 1.6 Collaborate with local organizations to enable arts and culture to make a strong contribution, directly and indirectly, to business expansion in the community.

## 2. DEMONSTRATE GOOD GOVERNANCE AND VALUE FOR THE TAX DOLLAR

### New Actions:

- 2.1 Communicate widely, frequently and through various channels how good governance and value for the Clarington tax dollar are being provided
- 2.2 Investigate putting in place an ongoing evaluation process in which specific services are identified and systematically reviewed to determine the most effective and efficient way to provide them
- 2.3 Review opportunities for joint capital and/or operations with School Boards, Regional Government and other public agencies.

## 3. MANAGE GROWTH TO MAINTAIN OUR "SMALL TOWN" FEEL

### New Actions:

- 3.1 Provide for walkable mixed-use neighbourhoods and encourage a "small town" feel in the Official Plan and neighbourhood plans
- 3.2 Support a variety of affordable mixed housing types and community design attributes that support our residents at every stage of life and across all abilities
- 3.3 Investigate, with the Clarington Board of Trade, the interest of each BIA in additional downtown revitalization programs
- 3.4 Reinforce our "small town" feel through tourism initiatives that showcase our agriculture and small town attributes
- 3.5 Educate and promote how growth needs to be managed to maintain and sustain our "small town" feel
- 3.6 Advocate to the Provincial and Regional governments the need to reflect the significance of this Clarington priority in updates to the Growth Plan for the Greater Golden Horseshoe, the Greenbelt Plan and the Oak Ridges Moraine Conservation Plan.

## 4. ENABLE SAFE, EFFICIENT TRAFFIC FLOW AND ACTIVE TRANSPORTATION

### New Actions:

- 4.1 Determine transportation projects, including active transportation projects, to be given priority through the completion of Clarington's Transportation Master Plan and implement the decisions
- 4.2 Refine and update the Asset Management plan to efficiently manage and prioritize maintenance of roads, bridges and sidewalks and expand to a comprehensive plan incorporating all municipal assets
- 4.3 Create a dedicated rural road levy to address our rural road infrastructure deficit
- 4.4 Work with and influence the Ministry of Transportation to address community concerns with their services, including but not limited to:
  - improvements to Hwy 401 interchanges
  - Hwy 407 extension
  - extension of GO Train service to Courtice and Bowmanville.

## 5. PROMOTE RESIDENT ENGAGEMENT IN OUR COMMUNITY

### New Actions:

- 5.1 Leverage technology to effectively communicate to residents the range of community organizations in Clarington and their events and activities
- 5.2 Actively promote volunteerism, including helping Clarington residents interested in volunteering to be matched with organizations needing volunteers through such services as United Way's volunteer registry
- 5.3 Assess the needs for training in leadership, governance, volunteer retention and recruitment for community organizations and jointly develop a means to address these needs
- 5.4 Support and enhance youth and older adult services
- 5.5 Pursue the "Youth Friendly" community designation and enable our community's youth to contribute to the community's zest and future
- 5.6 Enhance Council and corporate communications.

## 6. ENHANCE ACCESS TO OUR UNIQUE NATURAL ENVIRONMENT

### New Actions:

- 6.1 Adopt updated natural heritage preservation policies in the Official Plan
- 6.2 Collaborate with community organizations and other stakeholders and partners wishing to advance this priority through events
- 6.3 Integrate the promotion of our unique natural environment into tourism initiatives
- 6.4 Continue the development of parkland along the waterfront
- 6.5 Prioritize and build additional trails including trails to connect our community to the waterfront
- 6.6 Investigate putting in place a Trails Council or similar body as a means of community engagement on promotion, location and maintenance of trails.