

Strategic Priorities

Over its 2018-2022 term, Stratford City Council will prioritize:

- Mobility, Accessibility, and Design Excellence
- Strengthening our Plans, Strategies, and Partnerships
- Developing our Resources
- Widening Our Economic Opportunities

Mobility, Accessibility, and Design Excellence

Improving ways to get around, to, and from Stratford by public transit, active transportation, and private vehicle. Designing options that are accessible to people of all levels of ability.

Success by the end of this term can look like:

- Improved Pavement Management Index (PMI)
 - Completing an Asset Management Plan and assessing road deficit
 - Budget investment to close the road deficit
- More sufficient year-round parking
 - A downtown land use assessment
 - Horizontal vs. vertical growth opportunities in parking
- A sustainable inter- and intra-city transit program
 - Launching the pilot service (county and regional)
 - Marketing to build ridership
 - Developing partnerships
- A safe, connected active transportation network
 - A Bike and Pedestrian Master Plan
 - Consistent capital budget investment in active transportation

Strengthening our Plans, Strategies, and Partnerships

Partnering with the community to make plans for our collective priorities in arts, culture, heritage, and more. Communicating clearly with the public around our plans and activities.

Success by the end of this term can look like:

- Further activating Market Square
 - Determining the impact on surrounding businesses and BIA involvement
 - An increase in attendance and number of events booked
 - An increase in number and variety of events and general use
 - A decrease in vacant storefronts
- More fulsome communication
 - Targeted community outreach
 - Community engagement to develop a corporate communication plan
 - Determining an engagement platform and tools
 - A finished external and internal website refresh
- A Sports Tourism Strategy
 - Cataloguing current events and tournaments
 - Maximizing technology
 - Generating spillover impact on other economic development
 - Determining the availability and capacity of facilities
 - An increase in flexibility of uses within/at facilities
- Building community well-being through partnerships
 - Developing city statistics by drawing from and sharing information with other agencies
 - Further research into quality of life in Stratford

Developing Our Resources

Optimizing Stratford's physical assets and digital resources. Planning a sustainable future for Stratford's resources and environment.

Success by the end of this term can look like:

- Progress towards zero waste
 - Building a biodigester
 - A green bin/organics program
 - Climate action and waste reduction plans (with pressure on manufacturers to change packaging)

- Introducing an electric fleet of city vehicles
- More greening of the city
- Increasing affordable housing in other ways
 - Including affordable housing incentives in new developments
 - An increase in mobile rent supplement
 - Beginning Phase 2 of Britannia Street Housing Project
 - Repurposing surplus city-owned properties
 - Securing more funding to build new housing
- Starting the Grand Trunk Community Hub
 - Final decision-making on facility details
 - Gathering final community and partner input (including our active seniors partners)
 - Formal Council approval to proceed
 - Securing funding from Provincial and Federal governments
 - Formal financial partnerships (YMCA, University of Waterloo)

Widening Our Economic Opportunities

Strengthening Stratford's economy by developing, attracting, and retaining a diversity of businesses and talent.

Success by the end of this term can look like:

- Bringing new industrial land to market
 - Purchasing land
 - Partnerships with developers and municipalities
 - A servicing strategy
 - Infrastructure installation
 - A marketing plan
 - Starting new developments
- Increasing residential development at all levels of affordability
 - Working with local developers
 - Ensure focus on mid-level affordability
- Balancing supply and demand of the available labour force
 - A decrease in unfilled jobs
 - Supporting skills development