



City of Stratford

Strategic Priorities

For the 2018 to 2022 term
of Stratford Council



Mission Statement

To provide services to support a sustainable, caring community with exceptional quality of life.

Vision Statement

A vibrant city, leading the way in community-driven excellence.

The City of Stratford Values

Integrity

To be fair, transparent, and hold the public's best interests in all decision making

Respect

To recognize and consider all perspectives and recognize the value of all input

Caring

To show genuine interest in the well-being of everyone in the community and to demonstrate compassion in our work

Progress

To be innovative and proactive by thinking and acting beyond our current state and embracing new ideas

Collaboration

To seek community partnership and work together toward a common goal



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 further 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

- Developing partnerships
- Marketing to build ridership
- Launching the pilot service (county and regional)

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 variety of events and general use
- A decrease in vacant storefronts

More fulsome communication

- Community engagement to develop a Corporate Communication Plan
- Targeted community outreach
- Determining engagement platforms and tools
- A finished external and internal website refresh

A Sports Tourism Strategy

- Cataloguing current events and tournaments
- Maximizing technology
- Generating spillover impact on our local economy
- Optimizing the availability and capacity of facilities
- Increasing the 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 and opportunities for improvement



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
- Establishing a green bin/organics program
- Updating climate action and waste reduction plans (with pressure on manufacturers to change packaging)
- Introducing electric city vehicles
- More greening of the city

Increasing affordable housing

- Including affordable housing incentives in new developments
- Increasing mobile rent supplement
- Beginning Phase 2 of Britannia Street Housing development
- Repurposing surplus city-owned properties where appropriate
- Securing more funding to build new housing

Starting the Grand Trunk Community Hub

- Gathering final community and partner input (including our active seniors partners)
- Formal financial partnerships (YMCA, University of Waterloo)
- Securing funding from Provincial and Federal governments
- Final decision-making on facility details
- Formal Council approval to proceed



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
- A servicing strategy
- Infrastructure installation
- A marketing plan
- Starting new developments

Increasing residential development at all levels of affordability

- Working with local developers
- Including a focus on mid-level affordability

Balancing supply and demand of the available labour force

- A decrease in unfilled jobs
- Supporting skills development
- Increasing partnerships with senior government levels



**These Strategic Priorities have been developed collaboratively
with the City of Stratford and Overlap Associates**

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**Better is
absolutely
possible.**



www.stratfordcanada.ca