

STRATEGIC PLANNING COMMITTEE – JANUARY 19, 2010

COUNCIL PRIORITIES PLAN E-NEWSLETTER

Recommendations

The Director of Corporate Communications and the Senior Manager of Strategic Planning in consultation with the City Manager recommend:

1. That Attachment 1 Council Priorities Plan E- Newsletter proposed prototype be approved;

Contribution to Sustainability

Any sustainability impacts if applicable are covered under each Council Priorities Plan initiative.

Economic Impact

Funds have been allocated in the 2010 budget.

Communications Plan

The communications approach is outlined in the report.

Purpose

To approve the Council Priorities Plan E-Newsletter proposed prototype.

Background - Analysis and Options

At the Strategic Planning Committee meeting on September 15, 2009 and approved by Council at its meeting on September 21, 2009 a Council Priorities Plan E-Newsletter would be created and sent through the Corporate list and distributed by each Councillor's e-newsletter.

Attachment 1 is a sample of the proposed template.

The template provides a short description of the initiative followed by a timeline graphic which outlines the major milestone steps for each Council Priority Plan initiative.

It is proposed that the timeline template be distributed through each councillor's e-newsletter and a brief overview and link be incorporated in the Corporate e-newsletter to the 6,000+ citizens who have signed up to receive information from the City using electronic distribution.

Relationship to Vaughan Vision 2020/Strategic Plan

The Council Priorities Plan includes strategic initiatives listed in the Vaughan Vision 2020 strategic plan.

Regional Implications

N/A

Conclusion

The Council Priorities Plan E-Newsletter is being presented for discussion and direction on the option to implement.

Attachments

1. Attachment 1 - Council Priorities Plan E-Newsletter proposed prototype

Report prepared by:

Thomas Plant, MBA, MPA
Senior Manager of Strategic Planning

Madeline Zito,
Director Corporate Communications

Respectfully submitted,

Madeline Zito,
Director Corporate Communications

Thomas Plant, MBA, MPA
Senior Manager of Strategic Planning



Council Priorities

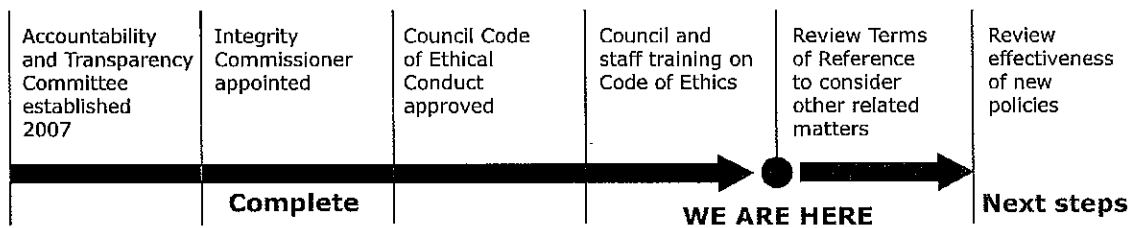
As Chair of the Accountability and Transparency Committee, I have the responsibility to move forward on all matters of integrity and transparency as a priority for the 2006-2010 term of Council. This has included putting in place a new Code of Ethical Conduct for Councillors and hiring a new Integrity Commissioner.

The City of Vaughan now has a Code of Ethical Conduct for Members of Council. The Code, which took effect November 2, is considered one of the most progressive and comprehensive municipal codes of its kind in the country.

Learn more about this important initiative by [clicking here](#).

PRIORITY: INTEGRITY AND TRANSPARENCY

Move forward on all matters of integrity and transparency including a Code of Ethical Conduct for Councillors.





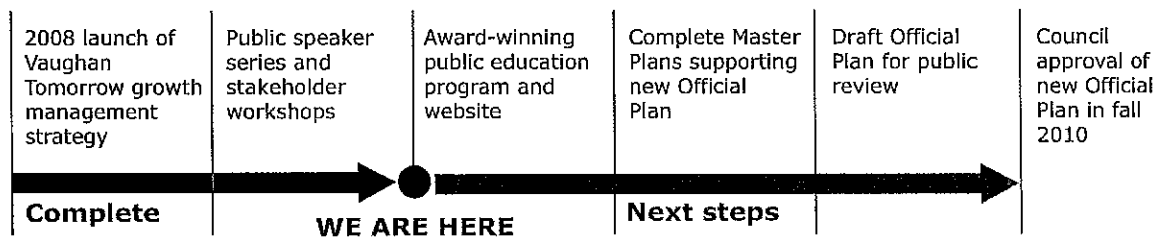
As Chair of the Official Plan Review Committee, I have the responsibility to oversee the development of Vaughan’s New Official Plan which will address all elements of effective, sustainable and successful city-building, while managing projected growth to 2031.

The OPR is part of Vaughan’s integrated Growth Management Strategy, known as Vaughan Tomorrow.

Learn more about this important initiative by [clicking here](#).

PRIORITY: OFFICIAL PLAN REVIEW

Create a new official plan to build a more liveable, sustainable and economically prosperous city.





Council Priorities

As Chair of the Strategic Planning Committee, my primary goal has been to promote the adoption of guiding principles and a dynamic process that would produce a shared and common vision of our great city.

With our Vaughan Vision 2020 strategic plan now in place, we can now move forward on our commitment to service, staff and management excellence, and the ongoing efforts to design and build Vaughan as a city of choice for people and businesses.

Learn more about this important initiative by [clicking here](#).

PRIORITY: STRATEGIC PLAN

Drive the management of the City according to the Vaughan Vision 2020 strategic plan.

