CITY OF VAUGHAN

REPORT NO. 3 OF THE

STRATEGIC PLANNING COMMITTEE

For consideration by the Council of the City of Vaughan on May 18, 2010

The Strategic Planning Committee met at 10:15 a.m. on May 10, 2010.

Present: Regional Councillor Mario F. Ferri, Chair

Regional Councillor Joyce Frustaglio (10:45 a.m.)

Councillor Tony Carella Councillor Alan Shefman

Also Present: Councillor Peter Meffe

The following items were dealt with:

1

MARCH 2010 CITIZEN SURVEY

The Strategic Planning Committee recommends:

- 1) That the recommendation contained in the following report of the Director of Corporate Communications and the Senior Manager of Strategic Planning, dated May 10, 2010, be approved;
- 2) That Corporate Communications prepare and report on a plan for collecting email addresses of residents of Vaughan in a manner consistent with relevant privacy legislation, and solely for purposes of sending information from the City of Vaughan and/or its elected officials; and
- 3) That the presentation material entitled, "City of Vaughan Citizen Survey", submitted by Mr. Robert Hutton, Pollara Strategic Insights, be received.

Recommendation

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

- 1. That the presentation from Robert Hutton, Pollara Strategic Insights be received; and
- 2. That Attachment 1, a strategy to communicate the results of the Citizen Survey and the use of focus groups to gather further specific information in key issues facing the City be approved.

REPORT NO. 3 OF THE STRATEGIC PLANNING COMMITTEE FOR CONSIDERATION BY COUNCIL, MAY 18, 2010

2 <u>SOCIAL MEDIA UPDATE</u>

The Strategic Planning Committee recommends approval of the recommendation contained in the following report of the Social Media Working Committee, dated May 10, 2010:

Recommendation

That the Social Media Working Committee, in consultation with the City Manager recommends:

1. That Council approve a phased-in approach to utilizing social media as described in this report

3 VAUGHAN VISION 2020 STRATEGIC INITIATIVES LIST AND MILESTONES

The Strategic Planning Committee recommends approval of the recommendation contained in the following report of the Senior Manager of Strategic Planning, dated May 10, 2010:

Recommendation

The Senior Manager of Strategic Planning in consultation with the City Manager and Senior Management Team recommends:

- 1. That Attachment 1 Vaughan Vision 2020 Strategic Initiatives List be received
- 2. That Attachment 2 Vaughan Vision 2020 Strategic Initiatives Milestones be received

4 2010 COUNCIL/SMT SYMPOSIUM/WORKSHOP HIGHLIGHTS

The Strategic Planning Committee recommends approval of the recommendation contained in the following report of the City Manager and the Senior Manager of Strategic Planning, dated May 10, 2010:

Recommendation

The City Manager and the Senior Manager of Strategic Planning recommends:
1) That the report be received for information.
The meeting adjourned at 11:25 a.m.
Respectfully submitted,
Regional Councillor Mario F. Ferri, Chair