

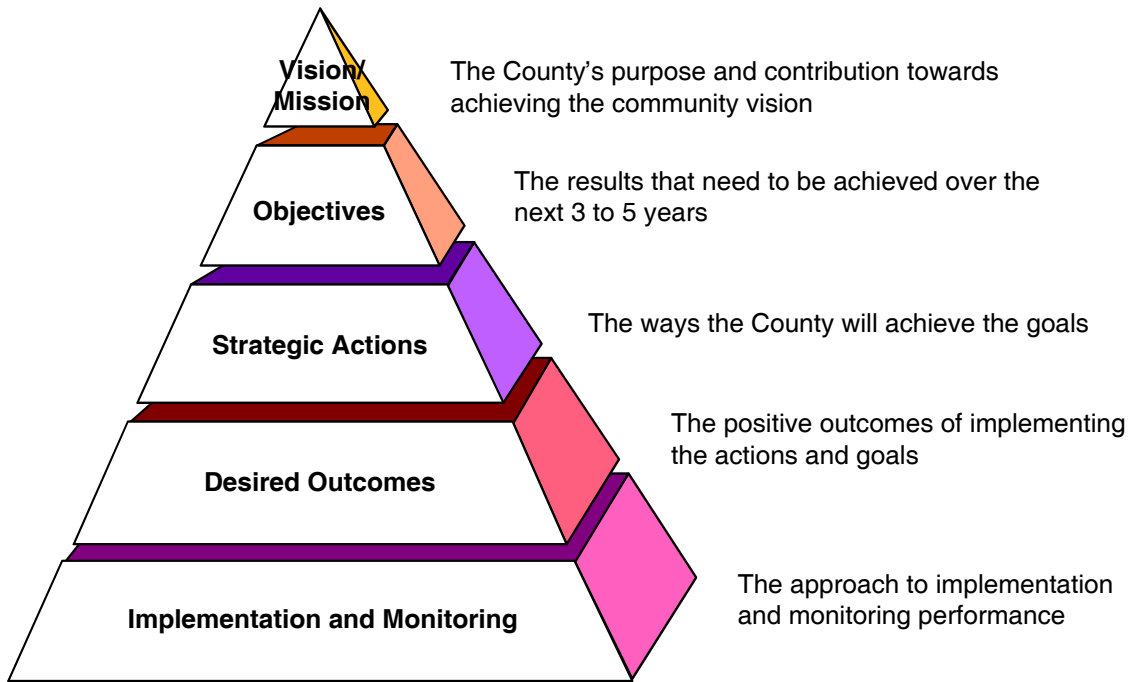


**THE CORPORATION OF
THE COUNTY OF PRINCE EDWARD**

STRATEGIC PLAN

NOVEMBER 2007

Strategic Plan Elements



Mission

The Corporation of the County of Prince Edward will increase opportunities for individuals and community enhancement/ fulfillment in an atmosphere of health, safety and prosperity.

Key Strategic Issues

1. **The environment.** Promoting/improving land, water and air quality; increasing environmental awareness, protection, innovation and efficiency; greening the County/conserving and creating energy; managing waste (diverting from landfill)
2. **Recreation.** Facilitating quality recreational opportunities for people of all ages & physical capabilities; improve recreational/health needs; providing facilities/ environment to promote health and active living
3. **Employment.** Creating employment that is stable, year round and well paying; reasonable jobs and skilled labour
4. **County infrastructure.** Infrastructure renewal; aging infrastructure above and below the ground
5. **County Council and administration.** Providing a professional and efficient interface with the community; enhancing our consultative and communication processes with the residents of the County (includes the following relationships: Council/Council, Council/staff, Council/community, staff/community and staff/staff)
6. **Quality of life.** Ensure opportunity for all income earners to live in PEC; aging and special needs population (affordable housing)
7. **Growth.** Managing growth and its impacts (e.g. housing, demands for servicing and roads and services, shifting tax burden); develop/establish service level standards
8. **Finances.** Practice strong, long term financial planning; paying for the growing gap in downloaded services
9. **Volunteerism.** Diminishing volunteer base
10. **Heritage.** Protecting the County's culture, identity and quality of life

Supporting Objectives

Objectives

The County's mission will be achieved through the following objectives:

- Encourage stable, year round employment opportunities
- Improve land, water and air quality
- Manage growth and its impacts
- Preserve and promote the County's culture, identity and quality of life
- Facilitate quality recreational opportunities for people of all ages and physical abilities
- Provide an efficient, effective and responsive municipal government

OBJECTIVE	Encourage stable, year round employment opportunities
DESIRED OUTCOMES	
<ul style="list-style-type: none"> • Young people able to fulfill career expectations while living in the County • Welcoming environment for industrial and commercial investment • Opportunities for full employment • Meaningful, well paid work • Post secondary facilities/programs and services available in the County • Well trained and skilled workforce • Infrastructure in place to support business (e.g. transportation, telecommunications, etc.) • Shift in demographics towards more families 	
STRATEGIC ACTIONS	
<ol style="list-style-type: none"> 1. Streamline the development approvals process 2. Update the County's economic development strategy 3. Review the feasibility of serviced County-owned industrial lands 3. Explore and promote training programs to meet employer needs 5. Develop a public education program to communicate the importance of economic development 	

OBJECTIVE	Improve land, water and air quality
DESIRED OUTCOMES	
<ul style="list-style-type: none"> • Using waste to create energy • Clean air • Full recycling • Healthy environment • Energy efficient municipal buildings and equipment (e.g. fleet) • Energy plans for all municipal buildings • People swimming in the harbour 	
STRATEGIC ACTIONS	
<ol style="list-style-type: none"> 1. Include environment implications in all staff reports 2. Encourage the development of a long-term plan for septic systems to be brought up to meet current standards for shore lands and concentrated rural areas 3. Promote planting of native trees, i.e. tree replacement policy for all municipal departments; encourage developers to include tree planting in the site plans; promote the conservation seedling program, etc. 4. Investigate technology to divert landfill waste, i.e. composting, gasification, etc. 5. Develop building recommendations for affordable green energy, i.e.: lighting, low flush toilets, high efficiency appliances, etc. 	

OBJECTIVE	Manage growth and its impacts
DESIRED OUTCOMES	
<ul style="list-style-type: none"> • Development located where everybody wants it to be • Clear directions for those wishing to invest in the County • Unique, environmentally sensitive areas are respected • Thriving urban and rural communities • Housing for all ages and incomes 	
STRATEGIC ACTIONS	
<ol style="list-style-type: none"> 1. Proceed with update of the County Official Plan and secondary plans for Picton-Hallowell, Rossmore and Wellington, and prepare a new secondary plan for Bloomfield 2. Develop a demographic profile of the municipality to more thoroughly establish the types of recreation, health and other service investments necessary 3. Assess current state of affordable housing availability 4. Develop framework to respond to housing needs in community 5. Encourage support services in residential growth areas 	

OBJECTIVE	Preserve and promote the County’s culture, identity and quality of life
DESIRED OUTCOMES	
<ul style="list-style-type: none"> • Everyone will feel welcome and comfortable in Prince Edward County • Residents will be aware of and support local heritage • Strong community pride • Prince Edward County will be recognized as a municipal leader • County’s heritage will be visible throughout the community • Strong and thriving community groups and service clubs 	
STRATEGIC ACTIONS	
<ol style="list-style-type: none"> 1. Implement the existing cultural plan, and develop and promote cultural events 2. Make a commitment to preserve and support heritage buildings (museums), cemeteries and heritage sites owned by the County 3. Develop criteria to provide for the designation of heritage buildings, i.e. PEHAC 4. Finalize and implement the recommendations of the Heritage Road Name Committee 5. Develop a policy to provide direction for building design to reflect Loyalist Heritage (i.e. Picton Main Street design guidelines) 6. Promote understanding of our heritage and cultural lifestyle through our museums and school systems (i.e. place “County” books on curriculum, “Reach the Top - County Style” challenges, etc.) 	

OBJECTIVE	Facilitate quality recreational opportunities for people of all ages and physical abilities
DESIRED OUTCOMES	
<ul style="list-style-type: none"> • Healthy and active residents • Recreation facilities are accessible and affordable to all age groups • Municipal recreation facilities are energy efficient and cost effective • Prince Edward County is a recreational/special events destination • High participation rates for people involved in recreational programs and events • Youth involved and engaged in a broad range of community activities • County and community come together and speak with one voice 	
STRATEGIC ACTIONS	
<ol style="list-style-type: none"> 1. Develop a strategy that will promote and encourage new low energy recreation infrastructure with community groups, partners and volunteers to serve all ages and physical abilities with an emphasis on minimizing costs and environmental impacts 2. Develop an energy management and maintenance strategy for existing facilities 3. Implement community partnerships with service clubs, businesses and others to provide ongoing financial stability 4. Complete the study for “physical needs for active living” and develop an implementation plan 5. Create recreational reserves for ongoing development and maintenance of recreational infrastructure 	

OBJECTIVE	Provide an efficient, effective and responsive municipal government
DESIRED OUTCOMES	
<ul style="list-style-type: none"> • Strong financial municipal position • Positive press articles on what the County is doing • Ratepayers will be informed and support the work of Council • County staff and members of the public will be pleased to be part of the County of Prince Edward and the services it provides • Municipal staff will be recognized for their good attitudes and their good work • Prince Edward County will be seen as a model for good local government 	
STRATEGIC ACTIONS	
<ol style="list-style-type: none"> 1. Complete the assessment of options for housing the County's administration 2. Develop a long-term financial plan 3. Develop a communications strategy 4. Review the County's governance structure 5. Establish policies and procedures for service excellence 	

Top Priority Actions

1. Complete the assessment of options for housing the County's administration.
2. Develop a strategy that will promote and encourage new low energy recreation infrastructure with community groups, partners and volunteers, that will serve all ages and physical abilities with an emphasis on minimizing costs and environmental impacts.
3. Develop a long-term financial plan
4. Proceed with the update of the County Official Plan and secondary plans for Picton-Hallowell, Rossmore and Wellington, and prepare a new secondary plan for Bloomfield.
5. Include environmental implications in all staff reports.
6. Develop a demographic profile of the municipality to more thoroughly establish the types of recreation, health and other service investments necessary.
7. Streamline the development approvals process.
8. Implement the existing cultural plan, and develop and promote cultural events.
9. Make a commitment to preserve and support heritage buildings (museums), cemeteries and heritage sites owned by the County.
10. Encourage the development of a long-term plan for septic systems to be brought up to meet current standards for shore lands and concentrated rural areas.
11. Develop an energy management and maintenance strategy for existing facilities.
12. Develop a communications strategy.
13. Review the County's governance structure.