



## Media Release

July 19, 2019

**FOR IMMEDIATE RELEASE**

### **TOWN'S 2019-2022 STRATEGIC PLAN APPROVED BY COUNCIL**

**WHITCHURCH-STOUFFVILLE, ON** – On July 16, the Town of Whitchurch-Stouffville's Council approved the 2019 -2022 Strategic Plan, after a thorough process that took six months and included an in-depth resident and stakeholder consultation through online surveys, public information sessions, Facebook Live with Mayor Iain Lovatt and significant social media content.

This comprehensive Strategic Plan process was used to determine the Town's vision and goals for this term of Council. The strategy identifies pillars and priorities to guide the Town's action plan, ensuring Council and Staff are working together to continue to meet the needs of our growing community.

The Town selected MDB Insight as a consultant during this process. Council identified four priority pillars that will guide the Town for the next four years. These pillars are:

- **Fiscal Sustainability:** Working toward a sustainable budget that ensures the protection and maintenance of core services now and into the future.
- **Expanding the tax base through a growing, diversified economy:** Building and maintaining a tax base that supports the highest quality program and service delivery.
- **Service Excellence:** Supporting a collaborative, timely, customer-focused approach to operations that enhances efficiency, effectiveness, and customer satisfaction.
- **Asset planning, maintenance and development:** Successful stewardship of the infrastructure and facilities required to support a growing community and vibrant economy.

The Town's Strategic Plan also prompted a revision of the Town's Mission and Vision. The new mission statement for the Town is *"To enhance our community by delivering service excellence that is friendly, efficient and financially responsible."* The vision statement is *"To be an inclusive, caring community with a unique rural-urban identity that provides an exceptional quality of life."*

The Strategic Plan will be implemented through corporate business plans. Progress will be monitored and reviewed by Staff and Council to ensure the Town is on the trajectory to reach their goals.

For more information and to view the Strategic Plan visit [townofws.ca/stratplan](http://townofws.ca/stratplan)

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