

Goal	Actions/ Target	Department Responsible	Status			Initiatives For Incomplete Goals	Comments
			Complete	Ongoing	Needs Improvement		
Goal 1 - Growth & Economic Development							
Perth East grows at a positive and responsible pace	Embrace and encourage diversity in attracting new residents	CAO/Planning/Building/PW		X			2.6% increase in population from 2016 to 2021 Perth County Housing Needs Assessment completed 2023 2,645 residents reported to have a native language that isn't English or French New Milverton Childcare Facility in development that will support young families
	Support and welcome newcomers to Perth East	Clerk	X				"Welcome Packages" of information sent out to new residents of Perth East, Staff prepared Housing Action Plan 2023
	Increase percentage of people living and working in Perth East	All		X			Stats Canada- PE Population 2016-12,277 2021-12,595 15-64 age make up 61.1% of PE population, 37.8 Average age of population living in Perth East
Quality, high-value agriculture lands are sustained	Support preservation and sustainment of productive agricultural lands	CAO/Planning/Building		X		Severance of farm dwellings limited on land size. Secondary dwelling ZBA limited to cluster of infrastructure	Pressure from the Province to address the Housing Crisis has further challenged sustaining agricultural lands. Completion of County Official Plan will create more certainty around where growth happens
	Promote development of on-farm incubators. Value-added processing, secondary farm occupations and farm gate sales	CAO/Planning/Building		X		Passing ZBA/SitePlans to promote secondary farm occupations. Working with applicants to bring them up to code. Ensure zoning compliance, collaborative work with owners	Secondary farm occupations can create neighbour issues and should not be approved without thorough consideration
	Encourage transition of on-farm incubators to appropriately zoned commercial and industrial properties as they succeed and grow	CAO/Planning/Building		X			Lack of serviced industrial lands and the costs associated with purchasing and transition are significant hurdles
Perth East has a diverse and thriving commercial and industrial sector	Promote the attraction and retention of diverse, progressive and value-added corporations	CAO/Planning/Building		X		New development coordinator position allows for more local focus on economic development moving forward	Approval and Development of PERCON lands continues
	Invest in and encourage utility development (and particularly internet connectivity) to support and facilitate growth	CAO/Planning/Building/PW		X			Natural Gas expansion to Brunner, franchise agreement, consultation with Enbridge regarding additional expansion projects, expansion of fibre internet network in the community
	Investigate opportunities for development of serviced industrial and commercial lands	CAO/EcDev/PW			X	Identify potential lands for Township purchasing to develop industrial/commercial lands	Approval and Development of PERCON lands continues
Perth East is a thriving centre for entrepreneurs	Establish an incubator and service hub to promote entrepreneurship and collaboration in the community	CAO/EcDev			X		Cross promote Milverton Business Association events, Business after Five promotions, County led business retention and expansion project
	Encourage and attract entrepreneurs to establish and develop businesses in Perth East	CAO/EcDev		X		Establish some level of local economic development within Perth East, work in conjunction with the County EcDev	New businesses like Karens Kitchen, Millbank Furniture, Tim Hortons expansion of Millbank Hardware etc. Perth East Business Spotlights

Goal 2 - Service Effectiveness

Service level expectations are clearly understood and communicated	Clarify and define services and service levels provided by the municipality	All Departments		X			Fees and Charges by-laws, level of service policies, information on website Asset Management Plan will include current and targeted levels of service in a 2025 update Community Risk Assessment to be completed in June 2024
	Proactively communicate committed services and service levels to new and existing residents	All Departments		X			Few roles which focus on communication, utilizing all avenues to present information to the public regarding services Ongoing proactive social media posts, media releases, as well as Welcome Kits being sent to new residents of Perth East
	Provide transparency in the costs and value of delivered services	Finance		X			Budget process, year to date budget reporting, public tender openings etc. With the new 2023/2024 budget process, information was provided with each promotion of the public Budget Survey The 2025 update Asset Management Plan will include financial impacts, costs of maintaining and obtaining the various levels of service
Services are delivered efficiently and cost effectively	Explore opportunities to optimize the delivery of committed services	All Departments		X			Planning Service Agreement with Perth County Online access to training materials, policies and procedures
	Develop and enhance the ability to access services online	All Departments	X				COVID pushed the Township towards more online interaction, pre authorized payments, promotion of online payments, services accessible via email, cloud permit, livestreams of council meetings etc.
	Identify and establish partnerships to ensure efficient and effective delivery of services	All Departments		X			Tenant Security-by-law enforcement service delivery agreement Perth Administrator's Collaborative Team participation Shared Services with surrounding Fire Departments Hazardous Waste with the City of Stratford Regular meetings with representatives from all Perth County Fire Departments to optimize training opportunities
	Collaboratively identify and pursue service delivery opportunities with other municipalities and leaders	All departments		X			Joint RFPs, joint projects Member of Canoe purchasing group for improved pricing options Group/ Bulk purchasing being explored for electricity and natural gas through LAS program Purchase vs. lease options are always evaluated as options when replacing assets

Goal 3 - Community Development

Perth East is a recognized and attractive tourism destination	Promote and maintain Perth East as an agri-tourism destination	CAO/EcDev		X		Continue to work with Perth county economic development	Promotion of agri tourism businesses, secondary farm uses, Perth County Farms to Stratford tables project
	Establish a farm-gate sales network and tourism route	CAO/EcDev		X			Collaborative effort with Perth County Economic Development, Mystery Farm Hop tour
	Respectfully develop agri-tourism opportunities and partnerships with the Mennonite community	CAO/EcDev			X	Potential for improvement, working with Mennonite community groups to promote more agri tourism within mornington ward etc?	
There are a variety of transportation options within the community	Collaborate in the development of the County transportation network	CAO/Clerk	X			Continued support necessary regarding funding, public engagement, etc.	County transportation network up and running. PC Connect. Worked with County Ec Dev, review proposal, design bus stops etc. PC Connect recent funding announcement
	Explore partnerships and alternative models to support transportation between communities and out of hub destinations	CAO/EcDev/PW		X			Collaboratively helped Knollcrest Community Outreach with the procurement of their transportation vehicle. Council support for expanding GO/VIA operations to Stratford
Amenities in Perth East meet the needs of all residents	Sustain viability of recreational facilities and seniors residence	Rec		X			PERC & PEPL offers senior programming, collaborates with Knollcrest Community Outreach
	Encourage and promote amenities that attract and retain youth and young families	Rec		X		Work collaboratively with all wheels park association (morington optimist club).	Upgraded parks, trails, PERC continues to offer services for youth and young families, summer camp at PERC, swimming programs, sportball program for youth, youth shinny, Perth Youth Action Council

Goal 4 - Community Involvement and Participation

Perth East residents enjoy a strong quality of life	Design and provide services that support the needs of residents of all ages	Rec			X		Recreation services for all ages, continuously aiming to provide new programs
	Promote and support adoption of programs and services that enhance quality of life and well-being for residents	Rec			X		Work collaboratively with HPPH, lunch and learns for seniors. Offer fitness classes in Shakespeare, Sebringville and Milverton. Fire Department working on fire safety workshops for seniors for 2024.
Skills development opportunities are available to all residents	Provide local opportunities for learning and trade development for youth	CAO/EcDev				X	Could work collaboratively with Conestoga college, other post secondary institutions. Host information session regarding post secondary education/continuing education programs
	Encourage and support availability of quality elementary and secondary education	CAO/EcDev			X		Work collaboratively with school board etc.
	Promote availability of on-going skills development programs and opportunities	CAO/EcDev/Rec				X	Could look to offer more skill development workshops at township facilities
Volunteerism is actively embraced	Develop a strategy for on-going volunteerism and community involvement	Rec			X		Develop a volunteer strategy Annual Volunteer Appreciation Night, Recreation and Community Coordinator provides direct linkage between volunteer groups and Township
	Support community and service groups in maintaining volunteer participation and identifying and responding to grant opportunities	Rec			X		Work collaboratively with volunteer groups to secure grant funding, volunteer appreciation night
Perth East actively promotes community engagement and involvement	Establish a network of welcome ambassadors to support and assimilate newcomers	Rec				X	
	Encourage and promote active participation and contribution to the community	Rec			X		Various boards, committees, organizations for people to get involved with

Goal 5 - Corporate Sustainability

Perth East staff are engaged and successful	Develop and implement an HR strategy and staffing plan to sustain service levels	HR Manager		X		Develop the strategy/staffing plan	Completion of Organization, Service Delivery Review confirms staff is right sized and market competitive
	Establish a succession plan and collaborate with municipal partners to provide staff development	HR Manager		X		Continue to develop a formal succession plan	New training and development policy making it easier for employees to access training
Deliver robust and effective customer service to the community	Establish processes that make it easy and efficient to access municipal services	Clerk		X		Continue to look for efficiencies/conveniences to help provide services to the public	Transitioned to more online interaction
	Update and enhance processes to ensure a consistent experience for all service delivery opportunities	All departments		X			Updated notice by-law, procedural by-law, site plan by-law Finance Procedures have been or are currently being reviewed and updated Fire Department procedures and policies are being reviewed and updated
Municipal infrastructure is robust and sustainable	Develop and implement a comprehensive asset management plan and relevant systems	Finance/Rec/PW		X		Continue training and expanding asset management plan	updating Master Servicing Plans - 2024 Capital Budget \$10.5 million
	Conduct review and assessment of all municipal and service group facilities	Finance/Rec/PW					ASBI Building Assessment was completed in 2020/21
Technology solutions support efficient and effective service delivery	Develop and implement an information technology master plan	Finance			X	Clarify what should be identified in the master plan, prepare and implement a plan	Streamlining and updating the IT mapping/ configuration Disaster recovery planning being established and tested to ensure operation can be done at an emergency location if something happens to Municipal Office Obtaining separate internet access for designated emergency location to mitigate risk Security/ penetration audits are conducted regularly to ensure the safety and security of the Township's Network
	Investigate and invest in technology solutions to more effectively and efficiently support service delivery within the municipality	Finance		X			Purchase of laserfiche Implemented Sso with 2FA and integrations with existing products where possible to streamline login and utilize full capacity of the purchase software Investigating in new communication technology Evaluating the website and looking into other possible options Implementing central management for servers, workstations and cell phones to ensure systems meet security requirements while also allowing for remote assistance Implementing a password keeper for secure storage of passwords Implementing new building security to provide better access to locations and user management