

2011-2031

Town of Aurora  
**strategicplan**  
Today, tomorrow, our future together.

# Report Card

May 2015

THIS PLAN IS AVAILABLE IN ALTERNATE FORMAT BY REQUEST



# Aurora Strategic Plan Overview

**Vision:** *An innovative and sustainable community where neighbours care and businesses thrive.*

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**Goal:** *Community: Supporting an Exceptional Quality of Life for All*

**Objective 1:** *Improve Transportation, Mobility and Connectivity*

**Objective 2:** *Invest in Sustainable Infrastructure*

**Objective 3:** *Celebrating and Promoting our Culture*

**Objective 4:** *Encouraging an Active and Healthy Lifestyle*

**Objective 5:** *Strengthening the Fabric of our Community*

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**Goal:** *Economy: Enabling a Diverse, Creative and Resilient Economy*

**Objective 1:** *Promoting economic opportunities that facilitate the growth of Aurora as a desirable place to do business*

**Objective 2:** *Supporting small business and encouraging a more sustainable business environment*

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**Goal:** *Natural Environment: Supporting Environmental Stewardship and Sustainability*

**Objective 1:** *Encouraging the stewardship of Aurora's natural resources*

**Objective 2:** *Promoting and Advancing Green Initiatives*

# Annual Aurora Strategic Plan Report Card - 2014



*Just over two years into the Aurora Strategic Plan, we have made significant advancements toward all actions identified within all three Pillars of the Plan. Driven by and in alignment with the strategic priorities of Council, this report provides an overview of the progress achieved in all areas of the Plan.*

The Strategic Plan includes Outcomes/Measures of Success for each action item identified within the Plan. This measurement framework provides the context to ensure that the Town makes the needed progress within the three Pillars of the Plan to bring the Town closer to its 2031 vision.

Through annual reports and regular updates, we aim to keep stakeholders, internal and external, informed of our progress. This report summarizes the 2014 achievements, including the supporting data and analysis associated with each of the plan's strategic actions.

# Timeframe:

## *Short Term & Ongoing (1-2 years to initiate, and ongoing)*

*The following tables provide an update on the status of activities completed in support of the Strategic Plan:*

| Action(s)   | Strategic Plan Reference   | Outcome(s) / Measure(s) of Success   | Measure of Success Response for Report Card  | Status/ Comments   |
|---|----------------------------|--|--|--|
| Advocate for improved accessible transit service.   | Community Goal Objective 1 | <ul style="list-style-type: none"> <li>Dissemination of a report to the transit authority, endorsed by Accessibility Advisory Committee, outlining opportunities to enhance transit service in Aurora.</li> </ul>                        | Accessibility Advisory Committee report completed related to a 360-degree analysis of the taxi industry. Committee has also initiated discussions with York Region Transit on the accessibility of bus shelters. | Complete. Incorporated into ongoing operations.  |
| Establish east-west linkages to facilitate movement across the community for all modes of transportation.                   | Community Goal Objective 1 | <ul style="list-style-type: none"> <li>Percentage of planned east-west collectors/connectors established since 2012.</li> </ul>  | 100% of planned east-west collectors in 2C Subdivision implemented.  | Complete. Incorporated into ongoing operations.  |
| Examine merits of developing Transportation Master Plan that considers competitive and sustainable alternatives to driving. | Community Goal Objective 1 | <ul style="list-style-type: none"> <li>Preparation of a Transportation Master Plan for Council consideration.</li> </ul>   | Transportation Master Plan approved by Council.  | Complete   |
| Monitor and update the Accessibility Plan to ensure compliance with AODA.   | Community Goal Objective 1 | <ul style="list-style-type: none"> <li>Percentage of action items within Accessibility Plan completed within the prescribed timelines.</li> <li>Review and update the Accessibility Plan completed at least every five years.</li> </ul> | 75% of action items within the Accessibility Plan completed within the prescribed timelines.   | Multi-year plan completed. Annual review of Plan to ensure targets are being met and Plan is relevant. |

# Timeframe:

## *Short Term & Ongoing (1-2 years to initiate, and ongoing)*

| Action(s)   | Strategic Plan Reference   | Outcome(s) / Measure(s) of Success   | Measure of Success Response for Report Card   | Status/ Comments                 |
|---|----------------------------|--|---|----------------------------------|
| Maintain and expand infrastructure to support forecasted population growth through technology.                                    | Community Goal Objective 2 | <ul style="list-style-type: none"> <li>Complete a review of available broadband service levels for residents and businesses.</li> </ul>  | Broadband Study completed in partnership with York Region. York Region leading Broadband Strategy with Aurora staff involvement.                                  | Complete                         |
| Establish policies and programs that enhance the accessibility and safety of new and existing facilities and infrastructure.      | Community Goal Objective 2 | <ul style="list-style-type: none"> <li>Preparation of corporate accessibility and safety policies and programs for Council consideration.</li> </ul>   | Policies approved by Council as part of the Accessibility Plan.   | Complete. Annual review of Plan. |
| Investigate the merits of a program that promotes and actively supports innovative green building and infrastructure in Aurora.   | Community Goal Objective 2 | <ul style="list-style-type: none"> <li>Preparation of a feasibility study that examines various methods to actively support green buildings and infrastructure for Council consideration.</li> </ul> | Green Development Standards have been endorsed by Council for the 2C Area. Municipal Green Development Standards to be prepared and presented to Council in 2015. | On Target                        |
| Develop and implement a Technology Plan to improve the Town's efficiency in providing services.                                   | Community Goal Objective 2 | <ul style="list-style-type: none"> <li>Development of a corporate Technology Plan for Council consideration.</li> </ul>  | IT Strategic Plan approved in 2014 Capital Budget, to collaborate with Newmarket for shared opportunities between the two municipalities. Project underway.       | On Target                        |
| Develop a Cultural Master Plan that includes heritage, music and art to promote more cohesive and co-ordinated cultural services. | Community Goal Objective 3 | <ul style="list-style-type: none"> <li>Development of a Cultural Master Plan for Council consideration.</li> </ul>   | Cultural Master Plan approved by Council in 2014.   | Complete                         |

# Timeframe:

## *Short Term & Ongoing (1-2 years to initiate, and ongoing)*

| Action(s)  | Strategic Plan Reference   | Outcome(s) / Measure(s) of Success   | Measure of Success Response for Report Card  | Status/ Comments                                |
|--|--|--|--|---|
| Actively promote and support a plan to revitalize the downtown.  | Community Goal Objective 3<br><br>Community Goal Objective 5<br><br>Economy Goal Objective 1 | <ul style="list-style-type: none"> <li>Percentage of action items within Aurora Promenade Plan completed within the prescribed timelines.</li> <li>Review and update the Aurora Promenade Plan at least every five years.</li> <li>Implement a Community Improvement Plan for the Aurora Promenade.</li> </ul> | <ul style="list-style-type: none"> <li>74% of actions (Implementation Strategies) identified within the Aurora Promenade Concept Plan have been initiated.</li> <li>Official Plan review planned for 2016.</li> <li>Aurora Promenade Community Improvement Plan approved by Council in February 2014.</li> </ul> | On Target                                       |
| Continue to encourage and support the efforts of businesses and volunteers by recognizing outstanding community contributions. | Community Goal Objective 4   | <ul style="list-style-type: none"> <li>Percentage of planned award recipients attending awards ceremony.</li> </ul>  | The Town has historically partnered with the Aurora Chamber of Commerce to recognize business longevity.   | Complete. Incorporated into ongoing operations. |
| Continue to develop awareness programs that promote the benefits of recreation in supporting a healthy lifestyle.              | Community Goal Objective 4   | <ul style="list-style-type: none"> <li>Development of healthy living awareness program for Council consideration.</li> <li>Number of stakeholders engaged through healthy living awareness campaign.</li> </ul>  | Promotion of physical literacy for youth and establishment of a play day for 2015.   | On Target                                       |

# Timeframe:

## *Short Term & Ongoing (1-2 years to initiate, and ongoing)*

| Action(s)   | Strategic Plan Reference  | Outcome(s) / Measure(s) of Success   | Measure of Success Response for Report Card  | Status/ Comments                                |
|---|---|--|--|---|
| Develop programs and policies that nurture and contribute to the development of our youth.                              | Community Goal Objective 4  | <ul style="list-style-type: none"> <li>Number of youth program attendees per year.</li> </ul>  | <p>1942 attendees in 2013 (867 registered, 1075 drop-in). 2014 update in progress.</p> <p>Dedicated space for youth now open.</p>                    | Complete. Incorporated into ongoing operations. |
| Continue to support and enhance community planting programs in appropriate locations.                                   | <p>Community Goal Objective 4</p> <p>Environmental Goal Objective 2</p> | <ul style="list-style-type: none"> <li>Number of participants in community planting programs per year.</li> <li>Number of plantings per year and/or land area re-naturalized.</li> </ul> | <p>295 participants in community planting programs in 2013. 2014 update in progress.</p> <p>Thousands of trees/shrubs planted on a yearly basis.</p> | Complete. Incorporated into ongoing operations. |
| Collaborate with the development community to ensure future growth includes housing opportunities for everyone.         | Community Goal Objective 5  | <ul style="list-style-type: none"> <li>Preparation of report examining the establishment of various housing opportunity targets.</li> </ul>  | <p>Official Plan Performance Measures Report presented to Council in Q2 2014.</p> <p>Housing and Economy Report presented in May 2015.</p>           | Complete. Incorporated into ongoing operations. |
| Work with the development community to meet intensification targets to 2031 as identified in Town's Official Plan (OP). | Community Goal Objective 5  | <ul style="list-style-type: none"> <li>Availability of sufficient OP-designated and zoned lands to accommodate the residential intensification target.</li> </ul>                        | Aurora Promenade has sufficient capacity to more than double the current 2031 intensification target.  | Complete. Incorporated into ongoing operations. |

# Timeframe:

## *Short Term & Ongoing (1-2 years to initiate, and ongoing)*

| Action(s)  | Strategic Plan Reference   | Outcome(s) / Measure(s) of Success   | Measure of Success Response for Report Card   | Status/ Comments                                |
|--|----------------------------|--|---|---|
| Identify new formats, methods and technologies to effectively and regularly engage the community.            | Community Goal Objective 5 | <ul style="list-style-type: none"> <li>Percentage of residents who are satisfied with the Town's consultation and communication activities.</li> </ul>                   | The Town launched its new website in May 2014. Launched Pingstreet suite of Apps. Launched Citizen Budget online App. Launched new Winter Maintenance web page featuring 'Where's My Snow Plow' web App. Created and launched an innovative 'white board' style budget video. Created new live stream for Joint Operations Centre site. Created a new power outage web page which dynamically incorporates Power Stream updates. Town formed a partnership with York University Schulich School of Business to conduct a communications survey with residents following cancellation of 2014 Resident Survey. | Complete. Incorporated into ongoing operations. |
| Investigate opportunities to support a year round farmer's market/artisan fair.                              | Community Goal Objective 5 | <ul style="list-style-type: none"> <li>Preparation of a report evaluating the feasibility of a year round farmer's market/artisan fair.</li> </ul>                       | Indoor Farmers market operating at the Aurora Cultural Centre/Aurora Armoury over winter months.  | Complete  |
| Undertake a review of surplus lands and structures to facilitate growth and revitalization in the community. | Community Goal Objective 5 | <ul style="list-style-type: none"> <li>Preparation of a report that reviews surplus municipal lands and related opportunities to facilitate growth in Aurora.</li> </ul> | Surplus land report to be presented to Council in 2015.   | On Target                                       |

# Timeframe:

## *Short Term & Ongoing (1-2 years to initiate, and ongoing)*

| Action(s)  | Strategic Plan Reference                               | Outcome(s) / Measure(s) of Success  | Measure of Success Response for Report Card   | Status/ Comments   |
|--|--|---|---|--|
| Investigate opportunities to enhance the Town's representation at York Regional Council.   | Community Goal Objective 5                             | <ul style="list-style-type: none"> <li>Council resolution and report requesting enhanced representation at York Region Council.</li> </ul>                | <p>Council resolution forwarded to Regional Council for consideration.</p> <p>Regional Council did not increase representation for Aurora.</p>  | Complete   |
| Explore opportunities to further strengthen partnerships with neighbouring municipalities.   | Community Goal Objective 5                             | <ul style="list-style-type: none"> <li>Annual report to Council on collaborative initiatives with neighbouring municipalities.</li> </ul>                 | N6 Shared Services Study presented to Council in March 2015. Now in the implementation phase.   | Complete. Incorporated into ongoing operations.  |
| Work with development community partners to establish a hotel and/or convention centre that meets the growing needs of our businesses and residents. | Community Goal Objective 5<br>Economy Goal Objective 2 | <ul style="list-style-type: none"> <li>Establishment of a new hotel/convention centre in Aurora.</li> </ul>   | New hotel site approved on Don Hillock Drive.   | Complete   |
| Assess opportunities to partner with a college or university to establish satellite facility in Aurora.  | Community Goal Objective 5<br>Economy Goal Objective 1 | <ul style="list-style-type: none"> <li>Preparation of a feasibility study and benefit/cost assessment for post-secondary facilities in Aurora.</li> </ul> | The town, in partnership with the Town of Newmarket, prepared a submission to partner with York University on their proposed York Region Campus. Campus was awarded to the City of Markham. | Complete   |
| Develop Customer Service Strategy and Implementation Plan.   | Community Goal Objective 5                             | <ul style="list-style-type: none"> <li>Percentage of action items within Customer Service Strategy completed within the prescribed timelines.</li> </ul>  | 86% of action items within the Customer Service Strategy completed within the prescribed timelines.   | Complete. Continuing to develop feedback tools, performance measures and services offered. |

# Timeframe:

## *Short Term & Ongoing (1-2 years to initiate, and ongoing)*

| Action(s)   | Strategic Plan Reference | Outcome(s) / Measure(s) of Success   | Measure of Success Response for Report Card  | Status/ Comments                                |
|---|--------------------------|--|--|---|
| Develop a 10-year Capital Investment Plan to assess and balance infrastructure affordability and renewal with anticipated revenues.           | Economy Goal Objective 1 | <ul style="list-style-type: none"> <li>Preparation of a 10-year Capital Plan for Council consideration.</li> </ul>   | The 10-year capital plan is a living document, with formal annual updates to Council. Now coupled with the Town's Asset Management Plan. | Complete. Incorporated into ongoing operations. |
| Undertake a 25-year fiscal analysis and five-year rolling plan that reviews revenue options within the context of planned growth patterns.    | Economy Goal Objective 1 | <ul style="list-style-type: none"> <li>Preparation of a 25-year fiscal analysis for Council consideration.</li> <li>Preparation of an annual five-year budget forecast for Council consideration.</li> </ul> | Implementation of multi-year budgeting for 2015 and 2016 budgets. Annual budget reviews all revenue options.                             | On Target                                       |
| Leverage partnerships with local boards, chambers and business organizations to promote Aurora as a preferred location for businesses.        | Economy Goal Objective 1 | <ul style="list-style-type: none"> <li>Average business satisfaction rating of business climate in Aurora.</li> </ul>  | 84% of businesses rated the business climate as "good" or "excellent".   | On Target                                       |
| Develop plans to attract businesses that provide employment opportunities for our residents.  | Economy Goal Objective 1 | <ul style="list-style-type: none"> <li>Preparation of annual report outlining number of new businesses and jobs created.</li> </ul>  | Employment Area Analysis report presented to Council in February 2014. Reporting planned annually.                                       | Complete. Incorporated into ongoing operations. |
| Assess the feasibility of a research and innovation centre to promote the commercialization of technology and business and employment growth. | Economy Goal Objective 1 | <ul style="list-style-type: none"> <li>Preparation of a feasibility study and benefit/cost assessment for a research and innovation centre in Aurora.</li> </ul>   | Aurora Innovation Centre Business Plan to be presented to Council in 2015.   | On Target                                       |

# Timeframe:

## *Short Term & Ongoing (1-2 years to initiate, and ongoing)*

| Action(s)   | Strategic Plan Reference | Outcome(s) / Measure(s) of Success   | Measure of Success Response for Report Card  | Status/ Comments                                   |
|---|--------------------------|--|--|--|
| Create, implement and regularly update an Economic Development Strategy for Aurora.   | Economy Goal Objective 1 | <ul style="list-style-type: none"> <li>Percentage of action items within the Economic Development Strategy completed within the prescribed timelines.</li> <li>Review and update the Economic Development Strategy completed at least every five years.</li> </ul> | 100% of the actions items within the Economic Development Action Plan have been initiated within the prescribed timelines.   | Complete<br>Incorporated into ongoing operations.  |
| Work with regional, provincial and national partners to promote Aurora as a preferred location for international investment.                          | Economy Goal Objective 1 | <ul style="list-style-type: none"> <li>Participation in relevant investment attraction initiatives.</li> </ul>   | The Town of Aurora works with the Greater Toronto Marketing Alliance and "Invest in York" on investment attraction activities.   | Complete.<br>Incorporated into ongoing operations. |
| Explore opportunities to enhance the Town's business support services such as a business concierge service for non-residential development approvals. | Economy Goal Objective 2 | <ul style="list-style-type: none"> <li>Establishment of a Business Retention and Expansion program.</li> <li>Number of businesses engaged per year.</li> <li>Average business satisfaction rating of business climate in Aurora.</li> </ul>                        | <p>Business Retention and Expansion Program established in 2012.</p> <p>153 Businesses engaged. 84% of businesses rated the business climate as "good" or "excellent".</p> <p>Business Concierge Service launched in 2014.</p> | Complete<br>Incorporated into ongoing operations.  |
| Work with community partners to promote local employment practices/opportunities for local businesses and residents.                                  | Economy Goal Objective 2 | <ul style="list-style-type: none"> <li>Number of local employment events supported per year.</li> </ul>  | <p>Town promotes monthly RNC Employment Services events.</p> <p>Town partnered with RNC Employment Services to deliver a local job fair in fall 2014.</p>  | Complete<br>Incorporated into ongoing operations.  |

# Timeframe:

## *Short Term & Ongoing (1-2 years to initiate, and ongoing)*

| Action(s)  | Strategic Plan Reference | Outcome(s) / Measure(s) of Success  | Measure of Success Response for Report Card  | Status/ Comments                                |
|--|--------------------------|---|--|---|
| Continue to liaise with municipal, provincial and senior levels of government to investigate potential opportunities to attract economic investment.   | Economy Goal Objective 2 | <ul style="list-style-type: none"> <li>Participation in relevant investment attraction initiatives.</li> </ul>  | Town participated in various realtor events in partnership with the N6 municipalities, is a member of the Greater Toronto Marketing Alliance (GTMA) and responded to investment inquiries from York Region, GTMA and the province. | Complete. Incorporated into ongoing operations. |
| Establish regular communication with the Aurora Chamber of Commerce and the business community to better understand and address local business needs and promote business retention/expansion. | Economy Goal Objective 2 | <ul style="list-style-type: none"> <li>Establishment of a Business Retention and Expansion program.</li> <li>Number of businesses engaged per year.</li> <li>Average business satisfaction rating of business climate in Aurora.</li> </ul> | Business Retention and Expansion Program initiated in 2012.<br>153 Businesses engaged. 84% of businesses rated the business climate as "good" or "excellent".  | Complete. Incorporated into ongoing operations. |
| Attract new business that are green, clean and knowledge-based.  | Economy Goal Objective 2 | <ul style="list-style-type: none"> <li>Preparation of report outlining actions and incentives to attract green, clean and knowledge based industries.</li> </ul>  | Report planned for 2015.   | On Target                                       |
| Investigate opportunities to encourage the creation and mobilization of knowledge in the local economy.  | Economy Goal Objective 2 | <ul style="list-style-type: none"> <li>Preparation of a feasibility study and benefit/cost assessment for a research and innovation centre in Aurora.</li> </ul>  | Aurora Innovation Centre concept to be presented to Council in 2015.   | On Target                                       |

# Timeframe:

## *Short Term & Ongoing (1-2 years to initiate, and ongoing)*

| Action(s)  | Strategic Plan Reference       | Outcome(s) / Measure(s) of Success   | Measure of Success Response for Report Card  | Status/ Comments  |
|--|--------------------------------|--|--|---|
| Implement and regularly update the Town's Corporate Environmental Action Plan.   | Environmental Goal Objective 1 | <ul style="list-style-type: none"> <li>Percentage of action items within the Corporate Environmental Action Plan completed within the prescribed timelines.</li> <li>Review and update the Corporate Environmental Action Plan completed at least every five years.</li> </ul> | <p>All short term items initiated within the prescribed timelines. More than 50% of action items within the Corporate Environmental Action Plan completed.</p> <p>Corporate Environmental Action Plan Update planned for 2016.</p>                 | Complete. Incorporated into ongoing operations.   |
| Continue to create and promote waste diversion education programs in partnership with York Region.                                 | Environmental Goal Objective 1 | <ul style="list-style-type: none"> <li>Percentage increase in waste diverted.</li> <li>Reduction in average kilogram of waste per household.</li> </ul>  | 67 percent of waste diverted at the curb from 2008-2014.   | Complete. Incorporated into ongoing operations. Implement back yard composting pilot project. |
| Assess the merits of measuring the Town's natural capital assets.  | Environmental Goal Objective 1 | <ul style="list-style-type: none"> <li>Preparation of feasibility assessment completed for Council consideration.</li> </ul>   | Natural Capital Assets report presented to Council in June 2013.   | Complete  |
| Continue to encourage and support the efforts of businesses and volunteers by recognizing outstanding environmental contributions. | Environmental Goal Objective 2 | <ul style="list-style-type: none"> <li>Preparation of report analyzing the feasibility of incorporating an outstanding Green Business award.</li> </ul>  | Memorandum seeking feedback and Council direction on the reinstatement of the Environmental Business Award presented to the Environmental Advisory Committee in fall 2013. Green Business Award not included in 2014 Community Recognition Awards. | Complete  |

# Timeframe:

## *Medium Term (2-5 years to initiate)*

| Action(s)  | Strategic Plan Reference   | Outcome(s) / Measure(s) of Success  | Measure of Success Response for Report Card  | Status/ Comments  |
|--|--|---|--|---|
| Examine traffic flow patterns and identify potential solutions to improve movement and safety at key intersections in the community.                                 | Community Goal Objective 1   | <ul style="list-style-type: none"> <li>Report prepared for Council consideration that recommends options to improve movement and safety at key intersections.</li> </ul>  | Recommendations made through the Transportation Master Plan have been implemented along Yonge Street.                | Complete. Incorporated into ongoing operations. Council request to investigate installation of speed cushions at Strategic locations. |
| Explore partnership options to support the transportation needs of the Town's changing demographics.   | Community Goal Objective 1   | <ul style="list-style-type: none"> <li>Report prepared that outlines and evaluates potential partnership options to support the transportation needs of the Town.</li> </ul>  |  | Not Started   |
| Implement and regularly update the Trails Master Plan to improve connectivity.   | Community Goal Objective 1<br>Community Goal Objective 4<br>Environmental Goal Objective 2 | <ul style="list-style-type: none"> <li>Percentage of actions items within Trails Master Plan completed within the prescribed timelines.</li> <li>Review and update the Trails Master Plan at least every five years.</li> </ul> | 91% of action items within the Trails Master Plan initiated or completed within the prescribed timelines.            | Complete. Incorporated into ongoing operations.   |
| Implement actions that ensure the long-term safety of the community such as CPTED (Crime Prevention Through Environmental Design) and other urban design principles. | Community Goal Objective 2   | <ul style="list-style-type: none"> <li>Percentage of residents satisfied with safety in Aurora.</li> </ul>  | CPTED design used in 2C Subdivision. Satisfaction measure not available due to cancellation of 2014 Resident Survey. | Complete. Incorporated into ongoing operations.   |

# Timeframe:

## *Medium Term (2-5 years to initiate)*

| Action(s)   | Strategic Plan Reference   | Outcome(s) / Measure(s) of Success  | Measure of Success Response for Report Card  | Status/ Comments |
|---|----------------------------|---|--|------------------|
| Promote the adaptability and flexibility of services to respond to demographic shifts.  | Community Goal Objective 2 | <ul style="list-style-type: none"> <li>Average resident satisfaction rating of services and programs offered.</li> </ul>  |  | Not Started      |
| Expand opportunities and partnerships that contribute to the celebration of culture in the community.   | Community Goal Objective 3 | <ul style="list-style-type: none"> <li>Report prepared that outlines and evaluates potential partnership opportunities to contribute to the celebration of culture in the community.</li> </ul> |  | Not Started      |
| Develop a long-term needs assessment for recreation programs, services and operations to match the evolving needs of the growing and changing population. | Community Goal Objective 4 | <ul style="list-style-type: none"> <li>Preparation of a Long-Term Needs Assessment for recreation services for Council consideration.</li> </ul>  | Parks and Recreation Master Plan Review scheduled for 2015.                              | On Target        |
| Support multi-generational programming in cultural and recreation activities to encourage every age cohort to interact and share experiences.             | Community Goal Objective 4 | <ul style="list-style-type: none"> <li>Number of multi-generational programs offered per year.</li> </ul>   | Programs are presently being offered, but no strategy developed to expand opportunities. | On Target        |

# Timeframe:

## *Medium Term (2-5 years to initiate)*

| Action(s)   | Strategic Plan Reference                               | Outcome(s) / Measure(s) of Success  | Measure of Success Response for Report Card   | Status/ Comments                                |
|---|--|---|---|---|
| Assess the feasibility of establishing an entertainment district in the downtown area, a community square/gathering area/piazza and a permanent or scheduled outdoor pedestrian mall on Yonge Street in the Aurora Promenade. | Community Goal Objective 5<br>Economy Goal Objective 1 | <ul style="list-style-type: none"> <li>Preparation of a report evaluating the feasibility of the establishment of an entertainment-related district in Aurora.</li> </ul>                                 | Project Deferred by Council as part of the Yonge Street North Tertiary Plan.  | Not Started                                     |
| Identify the roles that the Town can play to support small and home based business in Aurora.   | Economy Goal Objective 2                               | <ul style="list-style-type: none"> <li>Establishment of a targeted Business Retention and Expansion program.</li> </ul>   |   | Not Started                                     |
| Recognize corporate social responsibility in the Aurora business community.   | Economy Goal Objective 2                               | <ul style="list-style-type: none"> <li>Preparation of report analyzing the feasibility of incorporating a Corporate Social Responsibility award.</li> </ul>   |   | Not Started                                     |
| Investigate a program that promotes and actively supports innovative green buildings and infrastructure.  | Environmental Goal Objective 2                         | <ul style="list-style-type: none"> <li>Preparation of report for Council consideration examining the opportunities and costs related to promoting green building and infrastructure in Aurora.</li> </ul> | Corporate Energy Management Plan approved by Council in 2014. Plan outlines measures to promote municipal green buildings and infrastructure. | Complete. Incorporated into ongoing operations. |
| Promote community involvement in environmental initiatives.   | Environmental Goal Objective 2                         | <ul style="list-style-type: none"> <li>Number of participants per year attending environmental events.</li> </ul>   |   | Not Started                                     |

# Timeframe:

## *Long Term (5+ years to initiate)*

| Action(s)   | Strategic Plan Reference       | Outcome(s) / Measure(s) of Success  | Measure of Success Response for Report Card   | Status/ Comments  |
|---|--------------------------------|---|---|---|
| Maintain and expand infrastructure to support forecasted population growth through waste management, roads, emergency services and accessibility. | Community Goal Objective 2     | <ul style="list-style-type: none"> <li>Preparation of a service review of planned infrastructure levels to 2031 for Council consideration.</li> <li>Average resident satisfaction rating of Town-owned infrastructure.</li> </ul> | <p>Revised winter service levels adopted by Council in 2014.</p> <p>Satisfaction measure not available due to cancellation of 2014 Resident Survey.</p> | On Target. Initiated development of waste collection tender documents with N6. Tender to be issued in early 2016. |
| Prepare and regularly update the Town's Official Plan and Zoning By-law.  | Community Goal Objective 5     | <ul style="list-style-type: none"> <li>Review and update the Official Plan at least every five years.</li> <li>Review and update the Zoning By-law at least every 10 years.</li> </ul>  | <p>Official Plan review planned for 2016-2017.</p> <p>Zoning By-law Update planned for 2015.</p>  | On Target   |
| Investigate opportunities to establish an environmental interpretive centre.  | Environmental Goal Objective 1 | <ul style="list-style-type: none"> <li>Preparation of feasibility assessment related to the establishment of an environmental interpretive centre for Council consideration.</li> </ul>   | ORM Interpretive Centre proposed at Bayview Ave and Wellington St. Project proposed by the Stronach Family.   | On Target   |

# Contact Us

## Address

100 John West Way, Box 1000  
Aurora, Ontario  
L4G 6J1

## Hours of operation

Monday to Friday  
8:30 a.m. to 4:30 p.m.

## Phone

Local: 905-726-4742  
Toll-free: 1-800-269-3753 ext. 4742

## Fax

905-726-4738

## Email

[strategicplan@aurora.ca](mailto:strategicplan@aurora.ca)

## Website

[www.aurorastrategicplan.ca](http://www.aurorastrategicplan.ca)



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