



TOWNSHIP OF SEVERN

2020 to 2022 Strategic Plan



Mission

The Township of Severn is a people-friendly municipality committed to providing public services that enhance our valued quality of life. We respond to community needs through fiscal responsibility, citizen engagement, effective management of our resources and infrastructure, the equitable delivery of services across all our communities, and effective stewardship of our unique physical environment.



Vision

The Township of Severn is a healthy and vibrant community of communities ensuring a high quality of life for all residents, promoting measured development, agriculture, tourism, and responsive service delivery. We will preserve and enhance heritage and the natural environment while delivering a connected and active community that retains its rural traditions.



Core Values

- Integrity, Ethics & Respect
- Responsibility & Commitment
- Financial Stability & Efficiency
- Future Generations & Shared Vision
- Community Service

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Level of Service

Goal

Maintain or enhance Township levels of service to ensure resident expectations are met, ensuring the Township is appropriately resourced to provide the desired service levels.

Actions

- 1.1.** Follow the capital plan in place to address backlog of roads maintenance with a goal of demonstrating improvement to roads infrastructure as measured by the pavement condition index.
- 1.2.** Complete the Recreation Master Plan to enhance and promote the mental and physical well-being of our residents.
- 1.3.** Implement tools to simplify the Planning and Building applications processes including providing more online services.
- 1.4.** Develop and implement a septic reinspection program.

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Community Safety & Well-Being

Goal

To enhance quality of life for residents.

Actions

- 2.1.a.** Complete Community Safety and Well-Being Plan required under Bill 175, Safer Ontario Act, 2018, by January 1, 2021, in conjunction with the City of Orillia and the Townships of Oro-Medonte and Ramara.
- 2.1.b.** Implement recommendations where financially feasible.
- 2.2.a.** Create Police Coordination Group with Township partners policed by the Orillia OPP detachment to look at issues such as areas of concerns due to excess speed, collision history or resident complaints.
- 2.2.b.** Ensure frequent communication from the Detachment Commander.

Strategic Directions

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Communications

Goal

To enhance both internal and external communications to ensure Township residents have the right information about municipal services.

Actions

- 3.1.** Hire a Communications Officer to improve both the quantity and quality of Township Communications.
 - a.** Improve use of social media.
 - b.** Highlight and promote community events and highlights.
 - c.** Enhance public notices and newsletters.
 - d.** Engage in promotion of the Township.
- 3.2.** Develop an updated website and ensure continual updating.
- 3.3.** Provide regular highlights of Council meetings on website.
- 3.4.** Develop plain language publications (web and print) to convey technical messages such as Planning application requirements.
- 3.5.** Improve public access to Township Council Agendas, Minutes and By-Laws.
- 3.6.** Install an Electronic Sign Board outside the Township Administrative Building to advertise Public Meetings, Road Closures, and other Township or community information.

Asset Management

Goal

To ensure the Township is funding replacement, rehabilitation and renewal of assets using an evidenced-based approach to ensure limited Township funds are allocated in the most efficient manner.

Actions

- 4.1.** Ensure adequate contributions to reserves on an annual basis to ensure appropriate funding is available to replace infrastructure when required.
- 4.2.** Prepare a full inventory (including GIS location where appropriate) and detailed Asset Management Plan.
- 4.3.** Complete a long-term capital plan.
- 4.4.** Integrate the Asset Management Plan and capital plan into the annual budget process.

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