

Mayor and Council 2022-2026



Mission

To demonstrate leadership in protecting our natural environment while providing sustainable services in an efficient and equitable manner.



Vision

The Township of Georgian Bay is at the forefront of providing a safe, healthy, sustainable and welcoming community showcasing and preserving our historic natural beauty.



Township of
Georgian Bay

Strategic Plan
2022-2026



ENVIRONMENTAL PROTECTION

Protect and preserve our natural environment



1.1. Awareness of Septic Systems: Community involvement in septic waste and the environment.

- Ensure special event permits do not exceed septic limitations of the property
- Promote more in-depth septic re-inspection measures.
- Implement and monitor Short Term Rental septic occupancy (Complaint Driven)



1.2. Water Quality: Township wide environmental education strategy as it pertains to water.

- Create education and awareness documentation on biodegradable soaps and grey water.
- Ongoing minimal use of pesticides
- Water quality awareness campaign
- Streamline water quality testing - issue multi year RFP



1.3. General Education: Communicate that our goal of protecting and preserving the natural environment is critical .

- Create Pamphlets-Restoring your shoreline
- Access already existing resources from GBB, GBF, GBLT, FOCA.
- Create pamphlets for Building/Planning Department, r.e. shoreline protection and footprint information for building size and partner with organizations to distribute.
- Partner with organizations to distribute environmental information.
- Include the impact on the Environment and GHG reduction in the updated Council report templates.



1.4. Invest in a strong communication and evaluation tools.

- Fleet electrification in a fiscally responsible manner
- Obtain accurate carbon footprint for Township.
- Include a carbon calculator in the short term rental registration.
- Create a tree planting policy
- Have a stronger presence -ICECAP, Green Leaf LCCAP
- Create Annual report cards



1.5. Allow flexibility to meet intent instead of strict rules - streamline waterfront/non waterfront policies.

- Link 3.2 to Official Plan

FISCAL RESPONSIBILITIES AND TECHNOLOGY EFFICIENCIES

Enhance financial viability and operational excellence.



2.1. Review the impacts of what services are being offered. Are they still relevant?

- Reporting from each department analyzing services and related costs, then perform a Service Delivery Review (paired with 4.5).
- Create a Master Fire Plan Service Review.



2.2. User Friendly Processes: Maximizing Environmental Resource Planning Services and Capabilities.

- Implement the following modules:
 - Building permits on line
 - Short Term Rentals
 - Facility Rentals
 - Liscense of Occupation
 - Entrance permits
 - Fire permits
 - Fire works permits
 - By-law complaints
 - 311 service requests



2.3. Optimize user fees.

- Review User fees for Cemetery, Marriage Licenses, Arena usage, STRs, Animal control and Special Events.
- Fee Recovery analysis, including Operations and Building, based on industry trends and comparables.



2.4. Optimize our reserve funds -> Minimize / eliminate use of reserve fund in annual budget.

- Council/Staff training on "Reserves" .
- Video creation regarding Reserves training topic.

STREAMLINE PLANNING PROCESS AND PROCEDURES

Make planning more user-friendly, effective and efficient for both staff and residents.



3.2. : Update / Tweak the Official Plan: allow flexibility to meet intent instead of strict rules - fewer versions.

- Overhaul the OP and User By-law to increase user friendliness for rate payers and staff alike.



3.1 Update / Tweak the Zoning By-Law: Update our policies and procedures materials (e.g. easy visual) for constituents to better understand the planning process.

- Overhaul the ZBA and User By-law to increase user friendliness for rate payers and staff alike.



3.3. Update Policy and Procedures: Delegate more authority to department (once policy set by Council) with the aim of expediting planning processes e.g. Shoreline applications holding bylaw removals uncontested consents.

- MNRF Comment form process.
- Delegate more authority to the Planning department heads.
- Update the delegation By-law.



3.4. Implement TownSuite for planning module (sites, business permits etc).

- 1. Enterprise Resource Planning (ERP) [Implement Townsutes for planning module].



3.5. Guidebook and Terms of Reference templates.

- Link 3.5 to Official Plan.
- Gross Floor Limitation clarity.
- Better clarity for the planning process and procedures matter.

CUSTOMER EXPERIENCE AND COMMUNITY ENGAGEMENT

Better serve our residents.



4.1. Stronger Internet: Continue to champion the provinces roll out for Broadband...Update the internet Connectivity Map.

- Continued advocacy for Township broadband needs.
- Develop Connectivity Map is complete.. report in 2023.



4.2. Quicker response times: Create a "red tape" reduction team who can escalate or walk through issues that are not "one size fits all" (six sigma) and are assigned through EPS.

- Upgrading Electronic Documents Records Management System (EDRMS), potential integration with forms on websites.
- Create a baseline of time tracking related to customer projects (re building department).
- Red tape reduction links to Council approving an enhanced Staff Delegation By-law.
- Customer service training for front-line staff, as well as enhanced technology training to maximise use of our software systems.



4.3. More Accountability: More accountability to our communication policy, responding to constituent inquiries quicker and with more detail rather than being ambiguous.

- Council Connect and Monthly Georgian Bay Times and Tax Bill Insert.
- Voyent Alert.
- ERP service request will have timeline notifications for residents.
- After hours calling service analysis.
- Review staffing resources to effectively provide customer service to Council's standards.



4.4. Collect Data through CRM or 311 tickets: Have a system.

- Environmental Resource Planning System will capture this as modules get deployed. See 4.3.



4.5. Identify the experiences the public wants or needs, depending on the service/interaction [conduct public surveys, various methods to share communications, public meetings, etc.]

- Review appetite for marriage licenses, special events permits, bulk waste pick up.
- 2026 election prep, awareness and campaign.
- Public populated survey of what residents want feedback tool at front counter, or similar.

DISTRICT AND TOWNSHIP RELATIONSHIPS

Better ROI & value for tax dollars.



5.1 Seek Clarity on Services: Seek clarity on legislated District services and flexibility [ex: waste management, water treatment].

- Provide process for Municipal run elections for District Councilors.
- Facilitate joint training opportunities to maximize value for money and increase efficiency.
- Review the Municipal Act, Upper Tier vs Lower Tier to better understand legislation.



5.2: Assess our subsidization of services [of services we don't have available in GBT], with the aim of decision on: subsidize [or not] services that we don't have available in GBT which are geographically closer to our hometown than in other locations in Muskoka.

- Explore Township contributions to services via the District related to Hospitals, Paramedics.
- Explore OPP billing that goes to the District.
- Re-evaluate agreements made between the Township and the District re services.
- Host an information session with Council on services provided by the District.



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- Review Hutchinson Waste Management Report.
- Monitor Council resolutions from C2023-2045.
- Begin Food Cycler Bulk purchases for residents and staff.



5.4. Addition: Trash pick-up: updates with awards for those who pick up the most [bags, weight, etc.].

- Deploy stronger campaigns for community clean ups for Earth Day and World Clean up Day.
- Stronger support for District of Muskoka messaging about curb side, leaf and yard waste and hazardous waste pick up information on socials media and in our publications.

ENGAGE WITH INDIGENOUS RELATIONS

Build stronger relations with, and support a safe environment for Indigenous residents & neighbours.



6.1: Offer Stronger Support: Ask Chiefs, Bands, Councils and Indigenous residents what is needed/wanted. Are there ways the Township can directly support their economy?

- Facilitate stronger support for Chiefs/Bands/Council with open dialogue related to grants, programs and supports that could include First Nation Communities.
- Shared services (Fire) - services that could be offered to First Nation Communities.



6.2: Be more engaged: Have dialogue with the Indigenous community for their involvement and/or partnerships and/or their history and culture and its view of the environment.

- Commission Indigenous Art Work for Council Chambers. T&R #79.
- Facilitate a stronger summer work program. T&R #92.
- Show stronger presence at Indigenous events such as Indigenous Day.



6.3: Leverage Indigenous Knowledge: Support Indigenous community within municipality e.g., events celebrating their heritage. Sharing community centre space for Indigenous gatherings and ritual meetings.

- Stronger supports to Land Use Planning in relation to providing comments for class Environmental Assessment work.
- Allocate funding for staff to engage in training regarding call to action T&R #57.



6.4: Commit to Truth and Reconciliation [at Municipal level]: Review and Implement as many of the 94 recommendations of the Truth and Reconciliation Report as possible

- Explore mandatory training for new hires with respect to Duty to Consult, Indigenous Treaties.
- Make use of aboriginal education.
- Continue to explore the return of shore road and road allowances around treaty jurisdictions.

Truth and Reconciliation (T&R)



In 2030

Our Township has been successful, and we realized our goals, when we have accomplished these concrete results?



Environment is a first priority

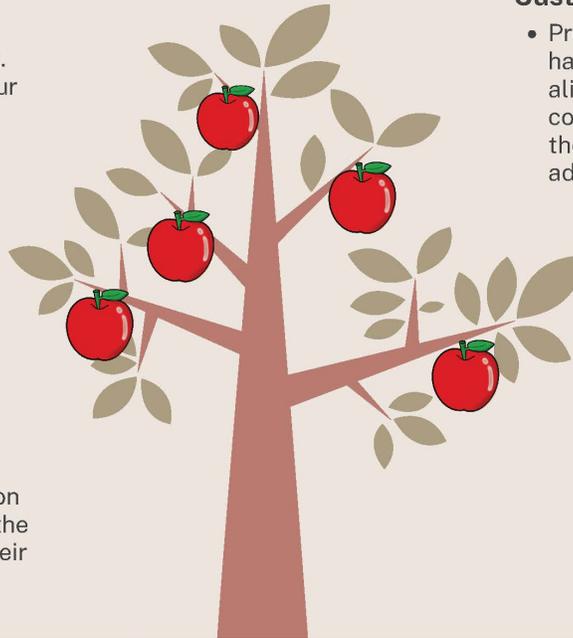
- Water quality is improving, and environmental areas are thriving.
- We have significantly reduced our carbon footprint.
- Harmony between residential growth/development and environmental sustainability.

Safe productive workplace

- Talented, engaged, and happy workforce.
- Retain workforce and stable knowledgeable workforce.

Truth and Reconciliation

- Indigenous relations have improved. We have representation from the native communities at the council table and we consider their input when using the land for development.



Customer Service

- Provide great public service. We have achieved far greater alignment between our constituent and their goals and the Township of Georgian Bay administration (Council and staff).

Planning Process

- We have up-dated our planning regime to something more effective.
- Development applications are aligned with the Official Plan and Zoning By-law and the Georgian Bay Township strategies.



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