



2011 - 2014

TOWN OF AJAX COMMUNITY ACTION PLAN



www.townofajax.com

RESIDENT QUOTES:

"The Community Action Plan helps people understand why things are being done and gives us the chance to be part of the process."

- Ajax resident Tim Evans

"I like Ajax because of its history. The streets are named after the crew of the destroyer, H.M.S. Ajax. The act of honouring those past heroes gives the town a special significance that other small towns in the Durham region lack. Ajax is a unique place to live. Filled with the daily happenings and human events that alter and illuminate our lives, and we should all be proud to be involved."

- Ajax resident Don Hightower

"I find Ajax feels warm and welcoming. Ajax has what I would describe as town spirit. There's a feeling that people care and are trying to make their communities warm and welcoming."

- Ajax resident Jennifer Brown



Ajax Town Council 2010-2014: Back Row - Marilyn Crawford (Ward 1), Renrick Ashby (Ward 2), Joanne Dies (Ward 3), Pat Brown (Ward 4)
Front Row: Colleen Jordan (Regional Councillor Wards 3 and 4), Mayor Steve Parish, Shaun Collier (Regional Councillor Wards 1 and 2)

A message from MAYOR STEVE PARISH AND CAO BRIAN J. SKINNER

On behalf of Ajax Council and Town staff, we are pleased to present the 2011-2014 Town of Ajax Community Action Plan.

Developed with input from members of the public, local businesses and community stakeholders, the Plan takes the goals and objectives identified by Council at the beginning of the new term and presents strategies for achieving them.

The result is a Plan that contains 21 strategies covering four priority areas designed to make Ajax the most livable, clean, fiscally responsible, safe and prosperous municipality in the Region.

The importance of a cohesive and comprehensive Plan cannot be overstated. We all – residents, business owners, elected officials, community groups, Town staff – are driven to see Ajax succeed. But without a detailed roadmap, it would be nearly impossible to get there. The Town of Ajax is committed to being a place that we are not only proud to call home but that welcomes others as a place to live and open a business. We also want to be a leader in environmentally friendly practices, in a clean and open waterfront, in affordable and competitive tax rates, and in top-notch municipal programs and services.

This Action Plan is the checklist that keeps us on track to achieving these goals.

But our commitment doesn't end here. In fact, this Plan is just the beginning. Now the work of implementing the Plan and ensuring we are following it begins.

As this term of council progresses, we will be keeping you informed on the progress of the Plan but we believe that our actions will speak louder than these words.

To all those who helped in crafting this document – who took the time to pass along their comments or attend a community session earlier this year – we offer our sincere gratitude and a continued commitment to meeting and exceeding our goals and your expectations for excellence.

Yours truly,



Steve Parish, Mayor



Brian J. Skinner, CAO



Strategic Objective:

STRATEGIC DEVELOPMENT AND ECONOMIC PROSPERITY

Definition: The Town is committed to fostering well planned growth and job creation. The Town will support the creation of places that attract interest and investment, welcome residents, businesses and visitors.

Strategic Objective: STRATEGIC DEVELOPMENT AND ECONOMIC PROSPERITY



STRATEGIES:

1. Enhance the conditions for job growth in key employment sectors by attracting and retaining businesses with supportive programs, strengthening relationships and protecting and promoting employment lands.
2. Facilitate the development of a more vibrant, pedestrian friendly and economically prosperous Downtown through development at priority sites including the south-west corner of Bayly/Harwood, Ajax Plaza and the Steam Plant.
3. Work with the residents and businesses in the Pickering Village community to preserve and enhance its heritage attributes and foster economic prosperity to support the development of a vibrant arts, culture and tourism destination.
4. Work with the Region and other authorities to address key infrastructure needs including roads, transit, bike lanes/trail connections, sanitary sewer constraints and programs to improve business development.
5. Identify housing needs and facilitate proposals that satisfy gaps in the Town's housing market.



Strategic Objective:

**EXCELLENCE IN
SERVICE DELIVERY
AND GOVERNANCE**

Definition: Town services will continue to be delivered with excellence and in an efficient manner. Residents and businesses will be engaged and well-informed through regular and consistent communication by Council and staff.

Strategic Objective: EXCELLENCE IN SERVICE DELIVERY AND GOVERNANCE



STRATEGIES:

1. Develop and implement improved response systems and processes that will enhance timely and effective resolution of customer inquiries.
2. Engage with members of the community and key stakeholder groups on issues of interest in an effort to enhance community participation, outreach and communication by Council and Town departments.
3. Utilize Town facilities as information hubs in the community.
4. Ensure tax rates remain reasonable and competitive.
5. Rebuild and further strengthen financial reserves.
6. Embracing the principles of the Town's Quality Management System, continue to explore options and opportunities in an effort to improve municipal service delivery.

Strategic Objective:

STRONG SENSE OF COMMUNITY

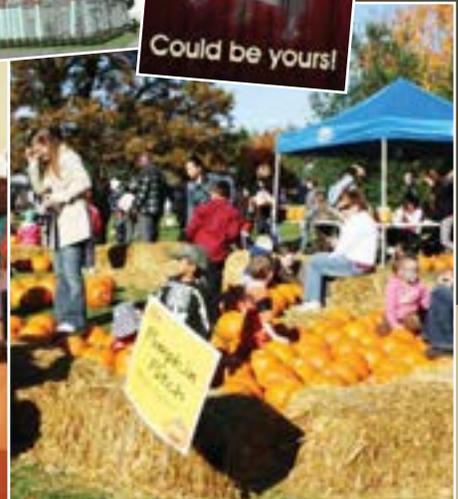
Definition: The heart of the Town of Ajax is its people. The unique qualities of the Town include its diverse and distinct neighbourhoods, landscapes, rich culture and heritage. The Town is committed to the continued nurturing of an engaged, inclusive, accessible and safe community.



Strategic Objective: **STRONG SENSE OF COMMUNITY**

STRATEGIES:

1. Educate residents and businesses to develop and lead neighbourhood initiatives and engage them in participation.
2. Develop resources to further support community organizations, neighbourhoods and volunteerism.
3. Continue to develop and implement strategies and partnerships to support diversity, seniors and youth.
4. Utilize and market the St. Francis Centre and Pickering Village to foster increased arts and culture opportunities in Ajax.
5. Develop and implement services to ensure significant and active use of public and open spaces in the Town.



Strategic Objective:

LEADER IN ENVIRONMENTAL SUSTAINABILITY

Definition: As an innovative leader, Ajax is committed to environmentally responsible practices while working with residents and businesses to reduce the Town's environmental footprint in a cost effective manner.

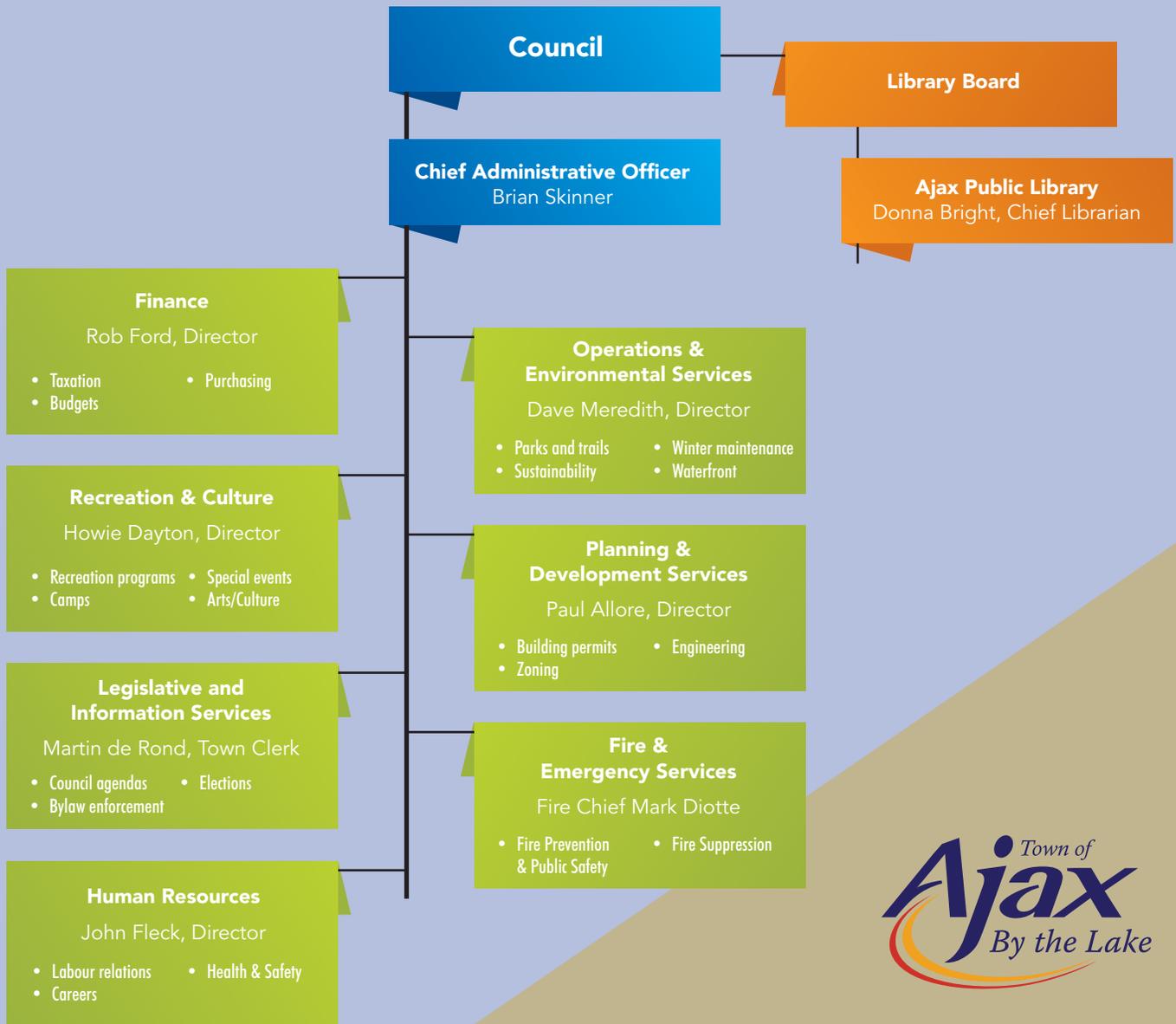


STRATEGIES:

1. Demonstrate leadership and engage stakeholders, including residents, in developing a community-based sustainability plan.
2. Assess the Town's current operations and explore opportunities to conserve water and energy, divert waste and improve air quality.
3. Develop actions to improve water quality along the Ajax shoreline of Lake Ontario and the Duffins and Carruthers watershed.
4. Evaluate and implement climate change adaptation measures that consider the risks associated with flooding and extreme weather events.
5. Continuing to foster a culture of environmental awareness amongst Ajax residents and businesses through the development of programs that motivate them to adopt environmentally responsible practices at home, in their neighbourhoods and place of work.



TOWN OF AJAX CORPORATE STRUCTURE



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