



# Burlington's Strategic Plan 2015 – 2018

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A Workbook for Planning  
the Future of Burlington

[www.burlington.ca/strategicplan](http://www.burlington.ca/strategicplan)



**The City of Burlington is committed to hearing from you. We can't be everywhere, so we want you to share your ideas with us when and where it is convenient for you. Your input will be used by council to help update its strategic plan.**

## Things You Need to Know

### **What is a Strategic Plan?**

To help set priorities for the future of the City of Burlington, each City Council creates a strategic plan to match with the four-year term of council and beyond.

The Strategic Plan will:

- Map out our future
- Help us work together toward a vision we all share
- Guide the development of future city budgets, and
- Influence the decisions and actions of City Council.

In 2011, the city undertook a comprehensive engagement with the community. We learned what was important to the people of Burlington today and into the future. We heard what you like about Burlington, what you want to protect and what you want to change.

Together, we created a vision statement that said we want to be a place “where people, nature and business thrive.” It’s about vibrant neighbourhoods, prosperity and excellence in government.

With the new term of council, the city is updating its strategic plan, keeping the major elements while making adjustments based on new and emerging realities, demands and challenges. We are taking a close look at what strategic priorities have been finished, which need to be started and what we should add or change.

To be successful, updating the strategic plan will involve many community members and their ideas. This Workbook for Planning the Future of Burlington is just one part of the involvement process. There will be other opportunities for your input to shape the plan and bring it to life.

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### **What is a Workbook for Planning the Future of Burlington?**

This workbook is a tool to support individual or group discussion on Burlington’s future.

- To complete the questions individually, please read this workbook and follow the steps outlined on page three.
- To complete the questions as a group, gather members of your community groups (such as your book club, Rotary club or music group), associations you belong to, your co-workers, your class, your family or friends, or your neighbours for a casual discussion. Use the Five Simple Steps on page four of this workbook to help with your group discussion exercise.

# City of Burlington

We recognize that a wide range of services are important to you. It is important that your discussions about the city's strategic plan focus on what the city does and the services we provide.

This list outlines what the city does and doesn't do.

## **We do this...**

- Fire Protection
- Snow Removal
- Roads and Sidewalks (build and maintain)
- Leisure Programs
- Community Planning and Development
- Licensing (marriage, pets, businesses)
- Building Permits
- Storm Sewers and Drainage
- Tax Collection
- City Buses
- Libraries
- Park and Community Centre Maintenance

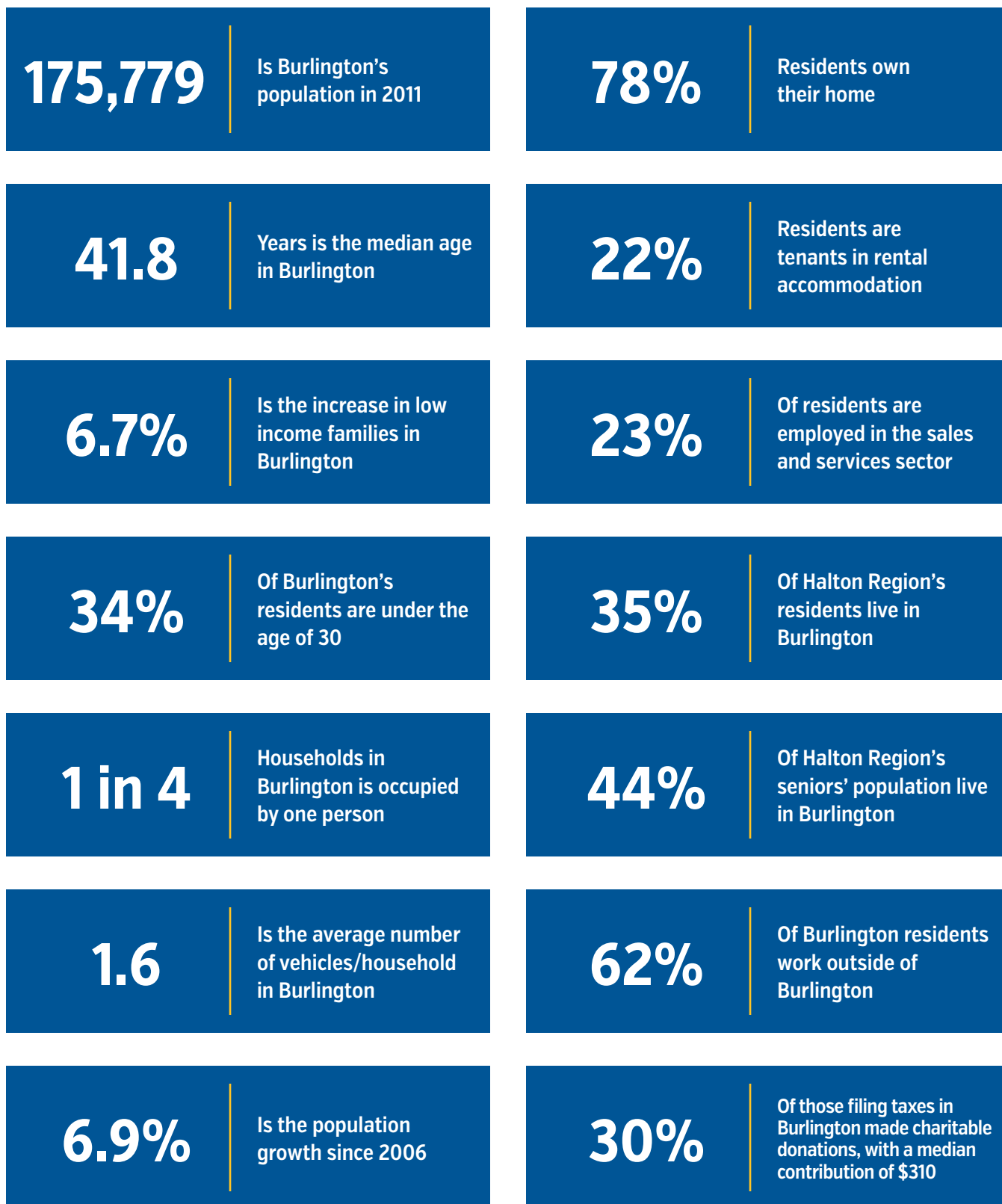
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## **We don't do this...**

- Education
- Health Care
- Garbage Collection and Recycling
- Wastewater/Sewage
- Water Purification
- Emergency Medical Services (EMS)
- Police
- Affordable Housing
- Ontario Works Halton
- Public Health
- Social Services

# Burlington by the Numbers\*

The challenges that Burlington is facing are diverse. By working together, there are many opportunities to be explored.



\*All figures obtained from Community Development Halton's Social Profile of Burlington 2014.

# How do I complete the questions if I'm not part of a group?

Completing the strategic planning questions is simple and rewarding. It's as easy as 1-2-3.

1.

**Read**

Begin by reading this workbook.

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2.

**Answer**

Complete the questions in writing using a hard copy of this workbook or use the online version at [www.burlington.ca/strategicplan](http://www.burlington.ca/strategicplan)

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3.

**Submit**

Submit your answers before 4:30 p.m. on May 4, 2015.

- If you completed the [workbook online](#), you have successfully completed this exercise.
  - If you are not able to access the internet to complete the online survey, hard copies of this workbook can be submitted:
  - **By Mail** to Strategic Plan, City of Burlington, 426 Brant St., P.O. Box 5013, L7R 3Z6  
**By Fax** to 905-335-7820 to the attention of Burlington's Strategic Plan  
**In person** at the reception counter, City Hall, 426 Brant St., L7R 3Z6
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## How do I set up a Group Discussion Exercise?

When getting ready to facilitate a Group Discussion Exercise, invite the participants to a meeting location, provide copies of this workbook (optional), and follow the Five Simple Steps to lead discussions about the city's strategic plan.

### Five Simple Steps

1. Review the question to be discussed to be sure that everyone understands what is being asked.
2. Write down your thoughts individually.
3. Discuss individual responses. Make connections between existing themes. Form group consensus on priorities.
4. Summarize your group's answers.
5. [Submit your group's responses](#) before 4:30 p.m. on May 4, 2015.

You have a number of options to submit your group's responses:

**Online:** Using the [online version](http://www.burlington.ca/strategicplan) available at [www.burlington.ca/strategicplan](http://www.burlington.ca/strategicplan)

**By Mail** to Strategic Plan, City of Burlington, 426 Brant St., P.O. Box 5013, L7R 3Z6

**By Fax** to 905-335-7820 to the attention of Burlington's Strategic Plan

**In person** at the reception counter, City Hall, 426 Brant St., L7R 3Z6

# Let's get started

**First, tell us what is the best thing about living/doing business in Burlington?**

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**Now, describe the one thing City Council should do to make Burlington a better place to live or do business.**

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**Thinking about the quality of life in Burlington over the past four years, would you say it has:**

- Improved
- Stayed the same
- Worsened
- I have not lived in Burlington for four years
- No opinion/Don't know

**If you feel your quality of life has improved or worsened, please tell us why.**

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# Strategic Priorities

Strategic Priorities set the overall focus of the vision and strategic direction for Burlington for the next four years and beyond.

Most municipalities have strategic priorities of focus. For your reference, our current priorities are: **Vibrant Neighbourhoods, Prosperity and Excellence in Government**. Should City Council focus on something else? We have provided a list of some additional strategic priorities for you to consider. But don't feel limited by the options that follow. There is space to add your own strategic priorities.

## What additional priorities should Burlington City Council focus on during the 2015-2018 term?

Please select **three priorities** from the options listed below.

- Well managed and sustainable growth
- Economic development, prosperity and opportunity (bringing more businesses and jobs to Burlington)
- Arts and culture
- Public transportation (buses both regular and specialized, specifically Burlington Transit not GO)
- Traffic specifically congestion, ease of getting into, out of and around town
- Diverse housing options - rentals, affordable housing, smaller single family units
- Partnership and collaboration (between the city, residents, businesses, and other levels of government)
- Sound financial practices
- Commitment to infrastructure (renewal, maintenance and repair of assets such as roads, buildings, storm sewers and parks)
- Environmental stewardship/sustainability
- Healthy community - health and well-being of residents
- Civic engagement and public feedback/involvement
- Community safety
- Transparent decision-making
- Active transportation - cycling and walking
- Aging population
- City recreation and sports facilities (arenas, pools, community centres)
- Parks and community open/green spaces
- Other, please specify: .....
- .....
- .....







# About Your Exercise

1. How many people participated in your discussion? .....

- 1 person
- 2 to 4 people
- 5 to 7 people
- More than 7 people

2. Was your discussion hosted by a particular group?

- Yes
- No

If yes, please provide the name of the group:

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This information is collected by The Corporation of the City of Burlington under the Municipal Act, 2001, Ch.25 for the purposes of gaining feedback for the Strategic Plan 2015-2018. Questions about the collection of this information can be addressed to the Michelle Dwyer, Coordinator, Strategic Initiatives, 905-335-7600, ext 7378, 426 Brant Street, P.O. Box 5013, Burlington, L7R 3Z6.

Our website, [www.burlington.ca/strategicplan](http://www.burlington.ca/strategicplan) will highlight comments made by citizens. Please let us know your preference:

- Do not post comments from my feedback
- Post comments from my feedback with group name
- Post comments from my feedback anonymously

Keep yourself up to date on Burlington's strategic plan by registering for e-mail updates on our website at [www.burlington.ca/strategicplan](http://www.burlington.ca/strategicplan).

**Thank you for taking the time to complete this workbook and share your thoughts about the future of Burlington. Your input is important and will be shared with Burlington City Council as they update the city's strategic plan.**



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