

3

2003 ONTARIO PROFESSIONAL PLANNING INSTITUTE AWARDS FOR PLANNING EXCELLENCE FOR VISION 2026 AND THE PERFORMANCE MEASURES WORKBOOK

The Planning and Economic Development Committee recommends the adoption of the recommendation contained in the following report, September 16, 2003, from the Commissioner of Planning and Development Services and requested staff to make a presentation to Council at its meeting on October 16, 2003:

1. RECOMMENDATION

It is recommended that:

1. This report be received for information.

2. PURPOSE

The purpose of this report is to inform Regional Council that York Region was presented with the 2003 Excellence in Planning Award that the Ontario Professional Planners Institute (OPPI) for Vision 2026: Creating Strong Caring Safe Communities and Vision's Performance Measures Workbook.

3. BACKGROUND

The Ontario Professional Planners Institute (OPPI) Excellence in Planning Awards recognize innovation, creativity, professionalism, problem solving and communications in four categories.

On September 19, 2003, York Region was awarded a 2003 Excellence in Planning Award in the category of communications and public education for Vision 2026 and the Performance Measures Workbook.

Vision 2026 and the Performance Measures Workbook were praised by the judges as being documents "which effectively communicates the key elements of Vision 2026 through a combination of images, graphics and easy to read text, and the Performance Measures Workbook, which links potential performance measures with Action Areas, Council initiatives and examples of successes and innovations."

4. ANALYSIS AND OPTIONS

The development of Vision 2026 as York Region's long term strategic plan together with the proposed development of performance measures and an annual report is an initiative that represents York Region's ongoing efforts to ensure continued quality of life for our residents and actively engage them in the decisions that will effect them over the next 25 years.

Vision 2026 sets the stage for Council, regional staff and the public to work together toward achieving the Vision through better communication on the services and programs we provide, and seeking feedback on how we can improve.

“Help Us Shape York Region’s Future” was a successful consultation motto for the extensive consultation that took place over a two year period and involved staff, the public and Regional Council in fourteen public meetings, four regional staff workshops, two Regional Council workshops, focus groups with key stakeholders and two youth workshops.

Consultation was undertaken in a variety of ways. The most successful communication tool of the exercise proved to be the Internet. A Vision 2026 page on the York Region Web site served as a convenient, multilingual means of distributing and receiving written material and kept visitors up to date on Vision 2026 activities. All brochures, reports and meeting announcements were available on-line. Some of the most widely distributed material was translated into Chinese, Farsi, French, Italian, Punjabi and Russian. Visitors to the page were invited to submit written comments.

The input received during consultation was essential in shaping the Vision, informing its principles and devising its goals and action areas.

The York Region Vision exercise received extensive media coverage through general reporting as well as through partnerships with print and television companies. During Phase I an eight-part series in all York Region editions of Metroland Community Newspapers featured subjects already identified by citizens as areas of concern, such as the environment and human services. Three television vignettes were broadcast by Rogers Cable 10 Television.

Consultation on the Performance Measures Workbook took place over a three-month period from November 2002 through to February 2003. During that time, *Vision 2026* staff held a total of 35 meetings with the public, special interest groups, with Regional staff, and area municipalities. During this period of time, the Performance Measures Workbook was also posted on the Region’s website in an interactive format that allowed interested individuals to fill out a survey on-line or print it out and mail it in. The on-line Workbook was also translated into 6 languages including French, Italian, Russian, Farsi Chinese and Punjabi. Between December and early February, over 400 individual hits were received on the workbook’s site. The *Vision 2026* toll-free information line and e-mail address also allowed the public and staff to obtain information as well as provide feedback on the workbook.

5. FINANCIAL IMPLICATIONS

Vision 2026 and the Performance Measures Workbook were both undertaken within approved budget allocations and staff complements.

6. LOCAL MUNICIPAL IMPACT

Throughout the Vision 2026 process, it has been recognized that the area municipalities are key stakeholders in contributing to a collective Vision for York Region's future. Staff of the area municipalities were consulted on the Vision 2026 Performance Measures Workbook and consultation process. We will continue to dialogue with the area municipalities and share information with interested municipal staff.

The impact of implementing Vision 2026 will also be efficient, accountable service delivery to the residents of York Region.

7. CONCLUSION

The 2003 Excellence in Planning Award that the Ontario Professional Planners Institute (OPPI) for both Vision 2026 and the Performance Measures Workbook is a special recognition of the hard work and dedication of Regional Council, staff, the public and stakeholders to ensure the continued quality of life for York Region's residents now and in the future.

The Senior Management Group has reviewed this report.