



---

# **2019-2022 STRATEGIC PLAN: 2022 PROGRESS REPORT**

*A final update on the  
progress and summary of  
our citizens survey.*

A MESSAGE FROM THE

---

# MAYOR

---

PAULINE ROCHEFORT

The 2019-2022 Strategic Plan has continued to inspire and guide the operations of the Municipality over the past year. Citizen input has been invaluable in monitoring the progress of the Plan, as well as holding the Municipality accountable to its contributors and allowing it to recognize its successes. It has led to discussions and opportunities to take corrective action and modify the Plan to reflect changing conditions.

Overall, the Municipality is pleased with the 2019-2022 strategic planning process. Thinking about the future as a community has helped us survive and even thrive when the unexpected happens. It helped us navigate through the uncertainties created by the COVID pandemic. As we are now in the penultimate year of the Plan, it is a good time to start thinking about what are the right strategies and actions needed to serve East Ferris notre chez-nous / our home over the next four years.

**Pauline Rochefort**

Mayor, East Ferris

---

# CONTENT

.....	
INTRODUCTION	3
.....	
VISION, MISSION & GUIDING PRINCIPLES	4
.....	
PRIORITIES	5
.....	
GROWING OUR LOCAL ECONOMY	6
.....	
BUILDING OUR COMMUNITY	8
.....	
PROVIDING GOOD GOVERNANCE	10
.....	
PROTECTING OUR ENVIRONMENT	12
.....	
QUICK Q & A	14
.....	
MUNICIPAL ACCOMPLISHMENTS 2018-2022	15





## STRATEGIC PLAN

---

# INTRODUCTION

Our Strategic Plan was developed in 2019 as a guiding document to identify priorities for the Municipality for the 2019-2022 term of Council. In order to achieve our priorities, we established objectives and corresponding action items with outcome indicators. These indicators were measured by a variety of data sources, including internal databases and our annual citizen survey. This report will provide an update on the progress of our action items and a summary of our final citizen survey for this Council term.

---

# OUR STORY

... 2019-2022

The Plan identifies Council's vision, mission, and guiding principles as well as the priorities that will be achieved by performing several action items. This Plan is the main document in defining the strategic goals and objectives that Council and Administration have delivered on throughout the 2019-2022 term.



## VISION

---

**Our home/notre chez-nous:**  
residents and government  
working together to build a  
vibrant and healthy community.



## MISSION

---

**We provide high quality public  
services, through collaboration and  
partnerships, to promote community  
health and well-being for all.**



## GUIDING PRINCIPLES

---

### Transparency:

Openness of government  
decision making and  
operations.

### Sustainability:

Good stewardship of  
community assets & natural  
resources.

### Responsiveness:

Resources & ability to adapt to  
changing community priorities.

## IT'S ALL ABOUT PRIORITIES

### IT'S WHAT WE ARE HERE FOR

Input and feedback from the public is important to the success of the Strategic Plan. The Plan prioritizes items based on necessity, cost, staff resources and other factors. You can find prior years' Progress Reports on our website.



#### GROW LOCAL ECONOMY



#### BUILD OUR COMMUNITY



#### PROVIDE GOOD GOVERNANCE



#### PROTECT THE ENVIRONMENT



## GROWING OUR LOCAL ECONOMY

And we can do more!

**A strong local economy  
to support youth,  
families and seniors.**

*An area of improvement...*

In 2021, only 33% of business owners felt that the Municipality's by-laws and policies offered a business friendly environment. This year we are happy to report that we have improved that number to 56%.



**RETAIN AND  
SUPPORT LOCAL  
BUSINESS**



**PURSUE ECONOMIC  
DEVELOPMENT**



**ATTRACT  
NEW, DIVERSE  
BUSINESS AND  
INDUSTRY**



**DEVELOP, PROMOTE  
AND FILL VACANT  
COMMERCIAL  
PROPERTIES**



*"I feel like the Municipality is doing their best considering  
how rural our community is..."*

## GROWING OUR LOCAL ECONOMY

## PROGRESS CHECK

OUR PRIORITIES	2019	2020	2021	2022	STATUS
Complete an inventory of municipal properties and recommend sale of surplus	●				●
Utilize the CIP to promote the development of vacant commercial properties	●				●
Advocate for the delivery of adequate and modern high-speed internet throughout the community		●			●
Update the business registry on our website	●				●
Facilitate discussions for medical and well-being services		●			●
Create an e-blast business contact list in order to circulate relevant information to businesses		●			●
Develop a “new business” welcome package	-	●	-	-	-
Update the Economic Development Strategy		●			●
Review policies and by-laws to ensure we are providing a business-friendly environment		●			●
Examine the need/demand for a farmer’s market		●			●
Pursue expansion of Natural Gas service to our community		●			●
Investigate the feasibility of establishing an industrial park on municipal lands			●		●

 Complete
  In Progress
  Ahead of Schedule
  Future Initiative
  Delayed

Would you like to volunteer in the Municipality? There are many great options. Visit <https://eastferris.ca/en/our-community/community-groups> for a list of community groups that would be happy to welcome volunteers!

## BUILDING OUR COMMUNITY

*"It seems the community has more voice than ever before!"*

We are driven to create a positive and inclusive sense of place, belonging and community.



### STRENGTHEN COMMUNITY PARTNERSHIPS

Over **59%** of respondents noted that they have an adequate or strong sense of belonging to the community. While the pandemic certainly played a role, we will continue to work on strengthening our sense of community. This is an improvement from 2021.

### UTILIZE AND SAFEGUARD COMMUNITY ASSETS

Over the last 4 years, the Municipality has worked hard to utilize and safeguard community assets. We have updated master plans and policies, increased sport and recreation areas and built community hubs.

### PRESERVE AND PROMOTE OUR HERITAGE

Only **12%** of respondents felt that the Municipality could do more to promote and preserve our natural heritage. Respondents were pleased with Centennial Celebrations. We also received positive comments about the Astorville/Corbeil books published to preserve and promote our heritage.

### RESPOND TO COMMUNITY NEEDS

We asked "Do you feel that the Municipality of East Ferris has increased its efforts to respond to community needs?"

**54%** of respondents agreed that we have increased our efforts. 14% were unsure.

*We noted that there was an increased interest to focus on youth activities.*

## OUR OBJECTIVES

Progress checks keep us on task and ensure that our priorities are being met. Throughout this report, you will see our priorities charted with the anticipated completion date. White dots indicate the year each item was projected for.

# PROGRESS CHECK

OUR PRIORITIES	2019	2020	2021	2022	STATUS
Develop a volunteer recognition program	●				▲
Revamp the annual volunteer recognition event	●				▲
Plan and implement annual Canada Day event	●				●
Update Community Facilities Master Plan		●			●
Develop a Community Safety and Well-Being Plan		●			●
Move forward with the building of a new municipal office		●			●
Investigate opportunities for shared use of municipal and school facilities		●			▲
Plan and implement a Centennial Celebration			●		●
Preserve and promote our heritage and sense of community		●			▲
Develop an annual information booklet for recreation programs/events		●			-
Create a strategy on how to improve our village cores as community hubs			●		▲
Develop an Active Transportation Plan				●	●
Promote affordable housing and seniors services				●	▲
Develop a Community Cultural Master Plan				●	▲

 Complete
  In Progress
  Ahead of Schedule
  Future Initiative
  Delayed

# PROVIDING GOOD GOVERNANCE



## SHARING IDEAS TO STRENGTHEN OUR COMMUNITY

By participating in this survey, attending public meetings and voicing your opinion, you help shape and strengthen our community.



## WHEN WE WORK TOGETHER WE CAN ACCOMPLISH SO MUCH.

There are many opportunities to volunteer in our community. Visit our website for more information!



## THANK YOU FOR YOUR TRUST!

Council is dedicated to working for its constituents to create and maintain a healthy, vibrant community.

## WHAT YOU HAD TO SAY...

*“Communication improves every year, even with Covid-19”*

## GOOD GOVERNANCE PRIORITIES

OPEN AND  
TRANSPARENT  
COMMUNICATION

MEANINGFUL  
COMMUNITY  
ENGAGEMENT

FISCAL  
SUSTAINABILITY

EFFICIENT AND  
EFFECTIVE  
SERVICE

**5% of respondents are not satisfied with the services provided by the Municipality.**

# PROVIDING GOOD GOVERNANCE

## PROGRESS CHECK

### OUR PRIORITIES

	2019	2020	2021	2022	STATUS
Develop a Complaint and Service Request Policy	•				●
Draft a new Zoning By-law		•			●
Update municipal website	•				●
Establish Regulating By-law for Fire Services	•				●
Update the Open-Air Burning By-law	•				●
Report annually on Strategic Plan implementation progress		•			●
Review Provincial Mutual Participation Aid By-law	•				●
<del>Obtain Superior Tanker Shuttle Certification</del>			•		-
Update Smoking By-law regarding vaping and cannabis use	•				▲
Update Financial Policies		•			▲
Develop a Communication Policy to improve public communications		•			●
Develop a Parks Use By-law		•			●
Review Emergency Management Control Group structure		•			●
Increase Automatic Aid Agreements		•			▲
Update Asset Management Plan		•			▲
Develop a Community Engagement Policy		•			●
Update Procurement By-law			•		▲
Update Property Standards By-law			•		▲
Investigate opportunities for a public GIS system				•	●
Provide customer service training for staff				•	●



Complete



In Progress



Ahead of Schedule



Future Initiative



Delayed

## PROTECTING OUR ENVIRONMENT

### *A leader in local environmental stewardship.*

The majority of respondents feel that the Municipality has done a good job of communicating recycling needs. Please be reminded that recycling information can be found on our website, as well as in the annual Municipal Calendar.

STEWARDSHIP  
OF NATURAL  
RESOURCES

SUPPORT  
ENVIRONMENTAL  
PARTNERSHIPS

MAXIMIZE  
LANDFILL  
LIFESPAN

PROMOTE  
ENVIRONMENTAL  
EDUCATION

***DID YOU KNOW...****In an effort to promote environmental education and safeguard our lakes, the Municipality has held a blue-green algae seminar, partnered with neighbouring municipalities to conduct Lake Nosbonsing and Trout Lake water quality/capacity studies, and initiated an annual community clean up day.*



## PROTECTING OUR ENVIRONMENT

### PROGRESS CHECK

OUR PRIORITIES
Facilitate discussions to protect our lakes from Blue Green Algae
Update water study related to Lake Nosbonsing
Update water study related to Trout Lake
Promote environmental programs delivered by NBMCA
Organize an annual Community Clean Up Day
Educate residents regarding the benefits of prolonging the life of the landfill
Recommend climate change reduction measures
Review, prioritize and implement recommendations from the Waste Recycling and the Waste Composition Strategies

2019	2020	2021	2022	STATUS
	●			●
	●			●
	●			▲
	●			●
	●			●
	●			●
	●			●
		●		▲

● Complete 
 ▲ In Progress 
 ▶▶ Ahead of Schedule 
 ■ Future Initiative 
 ● Delayed



## QUESTIONS AND ANSWERS

Q

**IF WE DON'T HAVE INTERNET, HOW CAN WE STAY UP TO DATE ON MUNICIPAL AFFAIRS?**

A:

We have had many requests to increase our presence on our website and social media accounts, as communication can be dispersed quickly and efficiently. We understand that not every resident has access to the internet. The East Ferris Public Library has computers and staff that would be more than happy to provide assistance navigating the internet. If you are unable to receive information digitally, please contact the Municipal Office at 705-752-2740. We will continue to strive for excellence in our communications.

.....

Q

**WHY DO I HAVE TO SORT MY RECYCLABLES?**

A:

Sorting your recyclable material is an important step! Many residents have noticed that bins are emptied into a single storage trailer upon pick up. The effort you put in to sorting your recyclable material ensures that the contractor can quickly and efficiently analyze the material for items not accepted. Sorting encourages residents to place accepted material into the bins, and ultimately saves the municipality from being charged for waste overages (non-recyclable material that has to be removed and disposed of by our contractors). The contractor utilizes an automatic sorter for processing recyclables.

Thank you for your commitment to recycling! You are helping to keep our community (and our landfill) clean and green!

.....

## OUR ACCOMPLISHMENTS

In addition to the 50+ action items found in the Strategic Plan, the Municipality has accomplished quite a bit over this current term of Council. The following is a high-level summary.

# Municipal Accomplishments: 2018-2022 Term of Council

1. Developed a Strategic Plan for 2019-2022 (50+ action items) and reported to residents annually.
2. Rebranded the municipality – developed a Brand Standards Manual and redesigned the municipal logo
3. Redeveloped the municipal website
4. Conducted a Lake Assessment Study for Lake Nosbonsing
5. Partnered with the City of North Bay on a Lake Assessment Study for Trout Lake (In progress)
6. Conducted an inventory of municipal properties – determined which properties should be declared surplus
7. Sold surplus lands for \$1,025,000 (Gross)
8. Developed several new policies and plans:
  - a. Boards & Committees Policy
  - b. Communications Policy
  - c. Community Engagement Policy
  - d. Community Safety & Well-Being Plan
  - e. Council-Staff Relations Policy
  - f. Media Relations Policy
  - g. Municipal Law Enforcement Policy
  - h. Municipal Travel Expense Policy
  - i. Social Media Policy (updated/revised)
  - j. Active Transportation Plan
  - k. Flag Raising Policy
9. Updated our Community Profile
10. Implemented more robust governance practices
  - a. Software for quick posting of agendas, minutes and documents
  - b. Video recording of Council meetings
11. Updated our Economic Development Strategy (In progress)
12. Developed a new Comprehensive Zoning By-Law
13. Developed a Short Term Rentals By-Law
14. Road Needs Study (2022)
15. Hired a dedicated By-Law Enforcement Officer
16. Major infrastructure projects:
  - a. Repairs to bowstring trusses at the Community Centre
  - b. Reconstructed Lake Nosbonsing Road
  - c. Resurfaced roads (or sections) – Big Moose, Guillemette, Groulx, Village, Derland (2022), Quae Quae (2022)
  - d. Shoulder Paving Lake Nosbonsing Road – Active Transp. (2022)

# Municipal Accomplishments: 2018-2022 Term of Council

- e. New Municipal Office (In progress)
  - f. East Ferris Medical Centre
  - g. Addition of 3 pickleball courts and 1 new tennis court
17. Major equipment purchases/replacements:
- a. Sander Tandem Plow Truck
  - b. Excavator
  - c. Dozer
  - d. Zamboni
  - e. Pick Up Truck with Dump Box (Public Works)
  - f. Edraulics Heavy Duty Tools & SCBAs for Fire Dept. (\$130,000)
  - g. Replacement of furnace in Corbeil Firehall, and Astorville Firehall (2022)
  - h. Replacement of 20 bunker suits (2019-2022)
  - i. Pick Up Truck (Parks) (2022)
  - j. Overhead Cover for Outdoor Rink (In progress for 2022)
  - k. New Playground Structure at Vrebosch Park (In progress for 2022)
18. Brought hydro service to the landfill site
19. Implemented a fuel cardlock system at the municipal garage
20. Implementation of Community Improvement Plan (CIP)
21. Maintained low tax increases:
- a. 2019 - 1.96%, 2020 – 2.46%, 2021 – 2.25%, 2022 – 2.0%
22. Budget oversight – Year end operating surpluses for 2019 to 2021
2. Major funding application approvals – Application Based:

Funding Agency/Fund	Project	Funding Dollars
Heritage Canada	Centennial Celebration	\$36,900
ICIP Covid-19 Stream	Arena Roof Repairs	\$100,000
ICIP CCR Stream	Corbeil Recreation Hub	\$1,065,525
NOHFC	Arena Roof Repairs	\$548,360
NOHFC	Medical Centre	\$1,384,578
Ontario Trillium Foundation	Space Improvements at Library	\$79,000
FedNor	Shoulder Paving on Lake	
	Nosbonsing Road	\$328,500
FedNor & NOHFC	Industrial Park Studies	\$28,800
OCIF	Various – Road work	\$250,000
Total		\$3,821,663



**East Ferris**  
MUNICIPALITY • MUNICIPALITÉ

*Our Home / Notre Chez Nous*