

# TOWN OF INNISFIL

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STRATEGIC PLAN 2030







# A MESSAGE FROM THE MAYOR

On behalf of the Council of the Town of Innisfil, I'm very pleased to share our refreshed Strategic Plan with you. This plan will guide us in our efforts to preserve our past, build for the future, and serve the residents and businesses of Innisfil as effectively as we can. As a growing community, this plan will help us to meet the challenges that growth presents, and take advantage of its opportunities.

A lot has changed since we prepared our last Strategic Plan. We've made it through a global pandemic. We have new members of council around the table. That's why it made sense in 2023 to take stock and confirm the direction we wanted to take in the future. We gathered the input of council members, staff and the community and have agreed upon the bold vision that you see here. The plan is organized around four pillars – Grow, Sustain, Connect, and Serve.

I know I can speak for all members of council in saying that we are excited about this plan and are committed to making it happen. We will always be open to hearing your ideas and opinions about our community's future.

Let's keep working together to make Innisfil the very best place to call home.



**LYNN DOLLIN**  
Mayor of Innisfil





# VISION AND MISSION



## VISION

Community First.  
Future Ready.  
Balance Always.

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## MISSION

Together, we are a unique and innovative community, strengthened by an inclusive population, and unified by the belief that there is no greater place to call home.





# GUIDING VALUES



## COMMUNITY FIRST

Locally minded and priding ourselves on fostering ways to support one another, we value the insights and contributions of those who live and work here. At the same time, we recognize our roles as members of a global community, welcoming all and recognizing we are stronger together. We are committed to upholding the principles of diversity, equity, inclusion, and accessibility in all we do.

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## FUTURE READY

Innisfil is fertile ground for inventive minds and those with an entrepreneurial spirit. Proactive decisions today, coupled with our ability to adapt and implement, enable us to stay on the leading edge of innovation. We forge boldly ahead, optimistically focused on the future.

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## BALANCE ALWAYS

Recognizing that in order to sustain the joy and prosperity our natural heritage brings, we must be guided by a commitment to responsible development. We believe it's possible to find harmony between growth and conservation. While we embrace elements of urban life, we are honoured stewards of our rural roots and the land upon which we live.





STRATEGIC PLAN  
**AT A GLANCE**

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Town of Innisfil | Strategic Plan 2030



## **GROW**

Proactively plan and manage growth  
Promote a diversity of housing types  
Build and diversify the local economy

## **SUSTAIN**

Protect and preserve Innisfil's natural heritage and Lake Simcoe  
Advance climate change mitigation and adaptation initiatives  
Ensure continued financial sustainability

## **CONNECT**

Enhance communication and civic engagement  
Ensure a safe and reliable transportation network  
Support a healthy, active and safe community  
Continue to engage in advocacy and partnerships to deliver on  
community priorities

## **SERVE**

Focus on continuous improvement in service delivery  
Build organizational resilience  
Establish the Town as a leader in Diversity, Equity and Inclusion



## PRIORITY #1

# GROW

We are a growing community. Through proactive and smart planning, we work towards the strategic balance of enabling Innisfil to grow and thrive while also celebrating and respecting the unique mix of urban, rural, and agricultural spaces that make it special.



## **1. Proactively plan and manage growth**

- 1.1. Demonstrate an ongoing commitment to working collaboratively with our public and private-sector partners to grow into a complete community, being agile and responsible as we ensure growth occurs in the right places.
- 1.2. Facilitate the development of the Orbit and the new GO station to create a sustainable, compact, and complete new community in the heart of Innisfil.
- 1.3. Identify opportunities to streamline the development approvals process to keep up with growth and make it easy to do business in Innisfil.
- 1.4. Develop and implement a land acquisition strategy, including for the waterfront, to ensure the Town has the space to provide new facilities and meet the goals of our master plans in a financially sustainable way.

## **2. Promote a diversity of housing types**

- 2.1. Develop and implement a sustainable housing strategy to build more homes and create a wider range of housing types that people in our community can afford, consistent with our housing targets, and in a manner that preserves our urban/rural balance.
- 2.2. Consider opportunities and incentives to support more affordable and attainable housing projects and ensure everyone can afford a home in Innisfil.

## **3. Build and diversify the local economy**

- 3.1. Develop Official Plan policies to promote employment uses and create a wide range of jobs in more places around Innisfil.
- 3.2. Implement a Community Improvement Plan program for Innisfil Heights to ensure lands in Innisfil are put to their best use and that our local economy is thriving.
- 3.3. Develop and implement an Economic Development Strategy to attract investment, grow local businesses, and build a more diverse economy, including thriving main streets.
- 3.4. Continue to pursue strategies to support the future of gaming in Innisfil, in consultation with the Ontario Lottery and Gaming Corporation.



PRIORITY #2

# SUSTAIN

We embrace the principles of sustainability as we actively protect, maintain, and enhance the environment, assets and amenities that our residents depend on.



## **1. Protect and preserve Innisfil's natural heritage and Lake Simcoe**

- 1.1. Improve our stormwater infrastructure and monitoring programs to continue to protect Innisfil's precious water supply and environment, especially Lake Simcoe.
- 1.2. Develop and implement an urban biodiversity strategy to protect and enhance this unique resource, especially as we continue to grow as a community.
- 1.3. Recognize and protect our natural heritage features, including through seeking opportunities to partner with other landowners and agencies.

## **2. Advance climate change mitigation and adaptation initiatives**

- 2.1. Develop and implement an Integrated Sustainability Master Plan to make sure we're doing our part to protect the environment and contribute to a globally sustainable future.
- 2.2. Develop and implement green strategies for our facilities and fleet to help reduce the Town's carbon emissions.
- 2.3. Develop a community-based strategy, in partnership with relevant stakeholders, to encourage residents to adopt more sustainable ways of living and reduce their carbon footprints.
- 2.4. Adopt new green urban design standards to ensure new developments are as sustainable as they can be and help us to adapt to climate change.

## **3. Ensure continued financial sustainability**

- 3.1. Develop a long-term financial plan to guide future policy and budget decisions so that we maintain the Town's financial health and stability.
- 3.2. Focus on the implementation of our approved master plans, in alignment with Simcoe County and our utility companies, so that we can deliver on the priorities and opportunities that those plans have identified for our community.
- 3.3. Implement a comprehensive asset management program so that we know the condition of our infrastructure assets and can prioritize investments to meet the needs of tomorrow.
- 3.4. Ensure capacity to be able to pursue available grant opportunities to help us realize our priorities.



PRIORITY #3

# CONNECT

We build connections at all levels – physically, socially, and culturally – to support the overall well-being and vitality of our community.



## **1. Enhance communication and civic engagement**

- 1.1. Streamline and enhance the Town's online presence to improve more direct communication and information-sharing with community members.
- 1.2. Develop and implement an Indigenous Relationship Strategy to promote mutual understanding and to meaningfully advance reconciliation.
- 1.3. Explore opportunities, including partnerships and programs, to increase youth engagement in local government.

## **2. Ensure a safe and reliable transportation network**

- 2.1. Expand our road rehabilitation program to make sure more of Innisfil's roads are in a state-of-good repair and can meet the demands of growth.
- 2.2. Implement the Transportation Master Plan to support the future mobility needs of the Innisfil community, including roads and active transportation, and take advantage of opportunities to coordinate and leverage planned capital work.
- 2.3. Implement a traffic calming strategy to improve safety for all road users.
- 2.4. Evaluate opportunities to expand local transit in Innisfil, including options such as expansion of the existing Uber partnership and Simcoe County's LINX program.

## **3. Support a healthy, active and safe community**

- 3.1. Ensure the community knows about and can access local programs and services that promote physical, social, and mental health and wellness and food security.
- 3.2. Investigate options to attract more healthcare professionals, including family physicians and nurse practitioners, to make sure residents have the healthcare supports they need when they need them.
- 3.3. Continue to engage with Royal Victoria Regional Health Centre on its ongoing master planning and advocacy for the South Campus project.
- 3.4. Implement the Land & Lake Master plan so that our parks, waterfront, and Town facilities and programs can meet changing community needs as Innisfil grows and changes.
- 3.5. Deliver more year-round activities and events to encourage community togetherness, belonging and well-being.

## **4. Continue to engage in advocacy and partnerships to deliver on community priorities**

- 4.1. Develop and implement a government relations and advocacy strategy to champion community priorities with other levels of government.
- 4.2. Engage in more technology partnerships to deliver better services and demonstrate that Innisfil is an innovative and forward-looking municipality.
- 4.3. Do more work with Simcoe County, community groups, and other agencies to ensure that people of all ages and abilities, including youth and seniors, can thrive in Innisfil.



PRIORITY #4

# SERVE

We work together to deliver high quality programs and services, with a focus on accountability, value-for-money, and innovation.



## **1. Focus on continuous improvement in service delivery**

- 1.1. Expand the Town's digital service delivery options, including the residential portal, to provide better and faster service to our local residents and businesses.
- 1.2. Measure our service levels, and always look for opportunities to streamline how we work so that we deliver services more efficiently and make the most of our organizational capacity.
- 1.3. Develop key performance indicators to set targets and track progress for the Town's priorities, as defined in this Strategic Plan.

## **2. Build organizational resilience**

- 2.1. Create a corporate culture that recognizes the amazing contributions of our staff and ensures all employees feel valued and respected for everything they contribute to our Town.
- 2.2. Commit to supporting our staff's physical and mental health and well-being through our policies, resources, and management practices.
- 2.3. Through learning and development, professional networking, and succession planning, work to ensure that all staff can reach their full potential and grow within our organization.
- 2.4. Attract and retain the best staff through our policies, total compensation framework, and an exceptional organizational culture.
- 2.5. Promote Council member involvement and leadership in the municipal sector.

## **3. Establish the Town as a leader in diversity, equity and inclusion**

- 3.1. Develop a diversity, equity and inclusion strategy to ensure that the Town welcomes and accommodates all people within our organization and across the programs and services we deliver.



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