



Region of Waterloo

REGION OF WATERLOO
Strategic
Focus 2019–2023

What is the Region of Waterloo's Strategic Plan?

The Region of Waterloo engages in a strategic planning process for each term of Council. The Strategic Plan describes a future view of what the Region of Waterloo is working to achieve. It provides a common focus for Council and staff over the next

several years. It helps to guide priority setting and ensures that our programs and services address the changing needs of our community. Supporting the Strategic Plan are Department and service plans for the many services and programs the Region provides.



Our vision (What we aspire to)

Waterloo region: an inclusive, thriving and sustainable region of connected rural and urban communities with global reach, fostering opportunities for current and future generations.

Our mission

We serve with caring and responsible public service.

We engage by listening and responding to community needs.

We inspire by conducting ourselves with openness to enhance public trust and confidence.

Our values (How we work)

Service: Satisfy and build confidence

Integrity: Instill trust

Respect: Value and recognize

Innovation: Make ideas happen

Collaboration: Involve and engage others





Strategic imperatives

(considerations when implementing the actions)

Strategic Imperatives are high leverage and systemic considerations to apply to all the work that we do over the strategic plan cycle. The imperatives have been informed by public input and are cross-functional in nature. As we work on actions we will consider the following imperatives:

- **Climate action** – build corporate and community understanding of the climate crisis with a focus on individual and collective responsibility and action. Include reducing greenhouse gas emissions and increasing climate resiliency as key considerations in Regional decision making.
- **Equity** – pay attention to equity and deliver services that achieve equitable outcomes for marginalized groups in order to produce transformational results.
- **Partnerships** – foster trusting relationships with people and groups to provide effective and excellent responses to community priorities.
- **Balance of rural and urban communities** – recognize the uniqueness, opportunities and needs of our rural and urban communities.
- **Efficiency, effectiveness and value for money** – provide the most financially sustainable decisions and solutions that provide value for tax payer's dollars.

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To view the detailed 2019–2023 Strategic Plan or request alternate formats, visit www.regionofwaterloo.ca

 RegionWaterloo

 @RegionWaterloo

Call: 519-575-4400

For deaf and heard of hearing (TTY): 519-575-4608



Thriving economy

- 1.1. Create a competitive business-supportive community to help attract, retain and grow employers, talent and investments in Waterloo Region.
- 1.2. Ensure an adequate and strategic supply of employment lands in the Region.
- 1.3. Support the arts, culture and heritage sectors to enrich the lives of residents and attract visitors to Waterloo Region.
- 1.4. Grow passenger air service and aviation related activities at the Region of Waterloo International Airport.



Sustainable transportation

- 2.1 Enhance the transit system to increase ridership and ensure it is accessible and appealing to the public.
- 2.2 Improve and better integrate roads and rail transportation services to and from Waterloo Region.
- 2.3 Increase participation in active forms of transportation (cycling and walking).
- 2.4 Improve road safety for all users – drivers, cyclists, pedestrians, horse and buggies.



Environment and climate action

- 3.1 Reduce greenhouse gas emissions.
- 3.2 Improve resilience to climate change and/or severe weather.
- 3.3 Direct more waste away from the landfill, improve recycling and better manage organic waste.
- 3.4 Protect our water resources (drinking water and wastewater treatment).
- 3.5 Promote the efficient use of urban land, and protect and enhance agricultural and natural areas.



Healthy, safe and inclusive communities

- 4.1 Improve child and youth wellbeing in Waterloo Region.
- 4.2 Make affordable housing more available to individuals and families.
- 4.3 Promote and enhance equity in policies, planning, services, and decision-making in order to positively impact community wellbeing.
- 4.4 Prevent and reduce problematic substance use and its consequences.
- 4.5 Enhance community safety and wellbeing in Waterloo Region.



Responsive and engaging public service

- 5.1 Enhance opportunities for public engagement, input and involvement in Region of Waterloo initiatives.
- 5.2 Provide excellent citizen centered services that enhance service satisfaction.
- 5.3 Attract, support and retain skilled, engaged and diverse employees.
- 5.4 Ensure the Region provides value for money and long term financial sustainability.



Our people

- 6.1 Let the Regional Values of Respect, Integrity, Collaboration, Innovation and Service guide our behaviour.
- 6.2 Foster opportunities for employees to be engaged, recognized and valued for their work.
- 6.3 Provide opportunities for learning and development that support all employees abilities to build and grow their career at the Region.
- 6.4 Create an environment that supports and promotes an inclusive and diverse workforce that is representative of the communities we serve.
- 6.5 Build a healthy and safe work environment that supports individual wellness and creates the capacity for all employees to be and do their best.

Strategic measures

(what we hope to impact)

Strategic measures have been developed for each of the objectives and tell us how we are progressing on our strategic objectives. They are indicators of performance and provide evidence of the intended results.

Action (how we will achieve the strategic objectives/measures)

The actions identify “how” the Region will achieve the strategic objectives. To see the specific actions visit the Region of Waterloo website.

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