



2020-22 Business Plans

MOVING FORWARD TOGETHER

waterloo.ca



Community Services

We develop and promote programs, facilities, and spaces for recreation and community activities for all citizens. We ensure that heritage in our community is nurtured and celebrated and we take active measures to provide a safe and secure community by safeguarding the lives and property of residents and the public.











OUR DIVISIONS

- Community Programming and Outreach Services
- Recreation Services
- Environment & Parks Services
- Facility Design & Management
- Fire Rescue Services
- Municipal Enforcement Services



Community Programming and Outreach Services

KEY INITIATIVES FOR 2020-2022

- Older adult strategy implementation  
- Museum strategy implementation – museum collection storage    
- Museum strategy implementation – dedicated website    

[LINK TO OUR STRATEGIVE OBJECTIVES](#)



GUIDING PRINCIPLES



EQUITY, INCLUSION AND A SENSE OF BELONGING



SUSTAINABILITY & THE ENVIRONMENT



SAFE, SUSTAINABLE TRANSPORTATION



HEALTHY COMMUNITY & RESILIENT NEIGHBOURHOODS



INFRASTRUCTURE RENEWAL








ECONOMIC GROWTH & DEVELOPMENT



Community Programming and Outreach Services

KEY INITIATIVES FOR 2020-2022 *continued*

- Neighbourhood strategy implementation – build strong and connected neighbourhoods   
- Community-focused equity and inclusion strategy development  



MEASURING PROGRESS

- Participation in older adult programming
- City of Waterloo Museum metrics
- Community and neighbourhood services metrics
- Strategic and Corporate plan reporting



COMMUNITY IMPACT

- Neighbourhood Leaders Team
 - “More opportunities to build neighbourhood connections”
- Waterloo Museum
 - “Excellent Spot to Learn Something New”



Recreation Services

KEY INITIATIVES FOR 2020-2022

- Implement recommendations of the WMRC project operating and program reviews  
- Review, replace and/or upgrade aging recreational facility program equipment and space 

[LINK TO OUR STRATEGIVE OBJECTIVES](#)



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Recreation Services

KEY INITIATIVES FOR 2020-2022 *continued*

- Support sport tourism and the Waterloo Region sport hosting office strategies 
- Investigate the feasibility of offering expanded warming and cooling centre hours 

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MEASURING PROGRESS

- On-line vs. in-person registrations
- Total number of program registrations
- Prime-time ice
- PickUpHub registration
- On-line conversions







COMMUNITY IMPACT

- Ontario Volleyball Championships
 - “900 teams and 35,000 spectators from across the province”
- Facility Attendant’s Community Connection
 - “For all the kids and parents this made our day”



Environment & Parks

KEY INITIATIVES FOR 2020-2022

- Parkland strategy implementation 
- Park development – Northdale and Uptown 
- Park infrastructure renewal  

[LINK TO OUR STRATEGIVE OBJECTIVES](#)



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MEASURING PROGRESS

- Customer service
 - Customer satisfaction survey
 - Wait times for tree pruning, removal and replacement
- Environmental sustainability/leadership
 - Waste diversion
 - Urban tree canopy



COMMUNITY IMPACT

- Environmental Events

“1,180 native trees, shrubs and wildflowers planted by the community”

“88 short term stewardship activities and long term community projects”



Facility Design & Management

KEY INITIATIVES FOR 2020-2022

- City hall renovation 
- Green building – develop site specific assessment and begin implementation to meet targets 





[LINK TO OUR STRATEGIVE OBJECTIVES](#)





Facility Design & Management

KEY INITIATIVES FOR 2020-2022 *continued*

- Construction of Waterloo Memorial Recreation Complex and East Side Branch library   
- Installation of elevator at Community Arts Centre 

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MEASURING PROGRESS

- Environmental sustainability metrics and measures
- Reduction in corporate greenhouse gas emissions
- Service levels – response time






COMMUNITY IMPACT

- Community Consultation for Facility Expansion
“Design input to meet the needs of our Community”



Fire Rescue Services

KEY INITIATIVES FOR 2020-2022

- Advance and integrate software and technology 
- Fire master plan and fire station optimization 
- Business continuity education and planning 

[LINK TO OUR STRATEGIVE OBJECTIVES](#)



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MEASURING PROGRESS

- Emergency response time to fire, medical and other emergencies (first arriving unit)
- Advanced medical intervention report auditing and compliance
- Public education program: community outreach and engagement
- Annual fire code inspections, orders and fire safety plans
- Current and projected condition of assets



COMMUNITY IMPACT

- Advanced Medical Oversight

“This new training and medication for overdoses and allergic reactions means that treatment can start earlier, potentially saving lives.”




- Alert Waterloo

"It's really important for public safety that we can notify our citizens and businesses that there is an emergency in the area."



Municipal Enforcement Services

KEY INITIATIVES FOR 2020-2022

- Community safety initiatives 
- Public education and awareness 
- Customer service and technology enhancements 

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MEASURING PROGRESS

- Track and analyze the number and resolution rates of responses to community concerns such as vacant and unsafe buildings and transient sites in parkland areas
- The number of public outreach events



MEASURING PROGRESS

- Public feedback in terms of the usefulness and relevance of the information provided
- Track progress of public messaging as aligned with the city's Neighbourhood Strategy
- Track the adoption rate of on-line services
- Development of a service to respond to public inquiries after normal business hours



COMMUNITY IMPACT

- Participation in MACA Community BBQ
 - “Community partners and neighbourhood coming together to help build relationships between short-term and long-term residents”
- Customer Service and Process Improvements
 - “AMPS process allows for staff resolution of parking tickets at front counter – providing for 90% reduction in formal action in first 6 months”

Questions?