

FOR IMMEDIATE RELEASE
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CALEDON'S FIRST COMMUNITY-BASED STRATEGIC PLAN SETS TOWN'S DIRECTION FOR NEXT TEN YEARS

Geographically, Caledon is a large municipality that blends rural and urban lifestyle, heritage and industry, culture and commerce. Caledon was awarded Ontario's Greenest Town and, for three years in a row, named Canada's Safest Community. In developing the Town's Strategic Plan, residents not only identified the importance of these unique qualities of Caledon, but also designed a Plan that serves as the roadmap to preserve and build on these strengths.

"From creating the vision for Caledon, to setting goals and establishing the implementation plan, the Town of Caledon's first strategic plan relied on public input and consultation every step of the way," said Mayor Marolyn Morrison.

"Council and staff are confident that following this Community-Based Strategic Plan will ensure we build the community that Caledon wants."

Extensive consultation, workshops, meetings, contests, surveys and 'places and spaces' conversations engaged a wide demographic of the community and helped to build the framework of the Community-Based Strategic Plan (CBSP).

In addition to the six goals and strategic objectives in the CBSP, an implementation plan provides the framework to help meet the goals and measure the Town's success over the next 10 years.

"The CBSP is the Town's guiding document that will act as our blueprint for managing change over the next decade," explained Ron Kaufman, Caledon's Deputy C.A.O. and Director of Corporate Services. "I encourage all residents and interested citizens to visit our website, or drop into Town Hall, any Caledon library, or the Caledon Centre for Recreation and Wellness, to receive a copy of the CBSP and learn more about the goals and strategies for the community."

Six goals and objectives were identified to carry the Town through 2020.

GOAL 1: PARTNER WITH LAND OWNERS AND COMMUNITY TO PRESERVE, PROTECT AND ENHANCE OUR ENVIRONMENT AND AGRICULTURAL RESOURCES AND NATURAL CAPITAL
Continue to live green and be responsible stewards of the environment and promote Caledon as a leader in sustainability.

GOAL 2: COMPLETE OUR COMMUNITY OF COMMUNITIES
Facilitate development of a safe, beautiful, connected and vibrant community of communities based on sound planning principles.

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The Vision for Caledon:
Caledon – a safe, green community of communities, desiring a sustainable future by managing and fostering community progress while respecting its heritage.



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GOAL 3: LIVE HEALTHY

Promote active, healthy living for people of all ages and abilities by providing the necessary programs and facilities that foster wellness and leisure.

GOAL 4: VALUE AND PROMOTE CULTURE, HERITAGE AND THE ARTS

Honour and preserve the rich natural, agricultural and built heritage of Caledon and foster a dynamic cultural community by encouraging residents to engage in the arts.

GOAL 5: CULTIVATE A DIVERSE AND PROSPEROUS ECONOMY

Foster a diverse, prosperous economy by attracting and retaining employment and providing the required environment for businesses to thrive.

GOAL 6: PROVIDE STRONG GOVERNANCE AND COMMUNITY ENGAGEMENT

Commitment to sound, transparent municipal governance and open communication

Next Steps

- Develop an Action Plan and Monitoring Framework
- Celebrate the CBSP and share with the community, regional and provincial governments to ensure there is a shared understanding of Caledon's strategic direction.
- Engage the community.
- Establish a Stakeholder Advisory Team. Their role will be to review the success of implementation and actions.
- Regular progress monitoring and reporting.

The complete Strategic Plan is posted on the Town's website at www.caledon.ca. As well, a summary version can be found online or obtained by visiting Town Hall, Caledon libraries or the Caledon Centre for Recreation and Wellness in Bolton.

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