



## Town of Eston 2017 Strategic Priorities

### 'Top 17 for 17'

As of December 2016

#### Overarching Principles

Decisions and projects will be approached with the following themes in mind:

Continuous Improvement	Customer Service	Planning	Communication
Activities will be approached with a goal of being better at what we do and how we do it every day, to the benefit of the community.	We will approach changes with improvement to and enhancement of the end user experience in mind.	We will undergo sound planning processes that will assist in preparing us for the future.	We will strive to enhance internal and external communication and connectedness.

#### Overarching Areas of Focus

Key projects and activities will be based on the following four areas of focus or 'pillars':

Capital and Infrastructure Planning	Programming and Event Development	Marketing Growth and Enhancement	Staff Training and Succession Planning	Service Efficiency and Compliance
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#### Capital and Infrastructure

- 1) Paving & Sewer Main Replacement
  - Investigate a 2017 paving project using information to determine scope and timing.
  - Have camera work of key sewer lines completed to identify problem areas and potential solutions.
- 2) Landfill Construction
  - Complete site construction and obtain a permit to operate.
- 3) Sidewalks
  - Complete a community sidewalk plan that identifies where sidewalks will be maintained and where they will be eliminated.
- 4) Complex Upgrades and Facility Planning
  - Complete additional long term facility planning to maximize facility functionality and use of space.
  - Use recreation reserves to complete substantial complex facility upgrade projects.
- 5) Water & Sewer Future Upgrade
  - Complete a 5 to 10 year plan for water & sewer system maintenance and upgrades.
- 6) Fire Hall Expansion
  - Complete costing and investigation of future fire hall expansion.

#### Programming and Events

- 7) Special Event Development
  - Grow and enhance recreation and other special events.

- Establish Eston's Canada Day as an annual event and attraction.

#### 8) Recreation Programming Growth

- Expand and further develop existing recreation programming and opportunities.

### **Marketing**

#### 9) Website

- Launch a new and enhanced website.

#### 10) Business and Resident Attraction

- Implement, continue and refine the Business Attraction Strategy.
- Enhance Town promotional, lot and directional signage.

#### 11) Recreation Sponsorship

- Execute a recreation sponsorship program.

#### 12) Library Marketing

- Promote existing library services for adults and attract new patrons.
- Enhance library marketing via social media and new signage.
- Increase overall community awareness of and engagement with the library.

### **Staff Training and Succession Planning**

#### 13) Training and Certifications

- Offer recreation specialty training opportunities to coaches, parents and staff.
- Offer specialty training to fire department members and fire leadership team development.
- Ensure landfill staff members gain industry training.
- Complete additional certification in areas of first aid and safety training across the organization.

#### 14) Hiring and Succession Planning

- Continue fire department succession planning.
- Stabilize library staffing and hours via securing of a long term assistant.
- Prepare for office staff retirement via task reviews and training.

#### 15) Human Resources Policy Updates

- Complete updated job descriptions for all positions across the organization, including volunteer firefighters.
- Update operational practices to reflect modern governance practices.

### **Service Efficiency and Compliance**

#### 16) Bylaw and Policy Updates

- Complete substantial updates of Town bylaws and policies.
- Update fire operating procedures and guidelines.
- Ensure that effective public education occurs for relevant changes to bylaws and policies.

#### 17) Accounting and Banking Systems

- Complete implementation of the new accounting system and online banking services.
- Maximize efficiencies and customer service opportunities that the new systems offer.

*Note that operations for the Health Care and Cemetery departments are overseen by the RM of Snipe Lake No. 259. For information on priorities for those departments, please contact the RM directly.*