



**Town of Eston Strategic Priorities**  
**Top 17 for 2017**  
**REPORT CARD**  
*December 2017*

*Note that while many initiatives are ongoing or require additional phases, 'COMPLETE' indicates the completion of the tasks related to that initiative in the year, not necessarily completion of the initiative as a whole.*

Area of Focus	Action	Details	Status Update
1	<b>Capital and Infrastructure</b>	Paving & Sewer Main Replacement	<b>COMPLETE</b> Council completed their review of the scope and timing of the paving project and determined the project would be tackled in 2018.
			<b>COMPLETE</b> Scheduled camera work on sewer lines was completed on all selected areas including those of concern and those being considered for 2018 paving.
2	Landfill Construction	Complete site construction and obtain a permit to operate.	<b>COMPLETE</b> All scheduled construction was completed including a cell, berm, runoff ponds, and fencing. A 2 year permit to operate was obtained.
3	Sidewalks	Complete a community sidewalk plan that identifies where sidewalks will be maintained and where they will be eliminated.	<b>COMPLETE</b> Council gathered public input and passed a policy for the future of sidewalk maintenance and elimination throughout the community.
4	Complex Upgrades and Facility Planning	Complete additional long term facility planning to maximize facility functionality and use of space.	<b>COMPLETE</b> An expanded recreation capital plan was completed with next steps to include investigation of various options.
		Use recreation reserves to complete substantial complex facility upgrade projects.	<b>COMPLETE</b> New lobby seating and a new chiller system were installed in the facility.

5		Water & Sewer Future Upgrade	Complete a 5 to 10 year plan for water & sewer system maintenance and upgrades.	<b>COMPLETE</b> A plan was developed by the Public Works committee and approved by Council.
6		Fire Hall Expansion	Complete costing and investigation of future fire hall expansion.	<b>COMPLETE</b> Quotes to assist with future planning were obtained.
7	<b>Programming and Events</b>	Special Event Development	Grow and enhance recreation and other special events.	<b>COMPLETE</b> A variety of activities were offered to the community throughout the year including a community complex 25 <sup>th</sup> anniversary celebration, a tradeshow, a Gallery of Glory banquet and a KidSport Golf Tournament.
			Establish Eston's Canada Day as an annual event and attraction.	<b>COMPLETE</b> An event was delivered with evaluation for future years to occur.
8		Recreation Programming Growth	Expand and further develop existing recreation programming and opportunities.	<b>COMPLETE</b> A variety of new programs and training opportunities were offered to the community throughout the year including lacrosse, lifeguard training, and coaching clinics.
9	<b>Marketing</b>	Website	Launch a new and enhanced website.	<b>COMPLETE</b> A new website was successfully launched.
10		Business and Resident Attraction	Implement, continue and refine the Business Attraction Strategy.	<b>COMPLETE</b> The targeted enhancements for the year were completed including the creation of a newcomer welcome package.
			Enhance Town promotional, lot and directional signage.	<b>COMPLETE</b> The targeted enhancements for the year were completed with some installation to occur in spring 2018.
11	Recreation Sponsorship	Execute a recreation sponsorship program.	<b>COMPLETE</b> The facility branding program was implemented with over \$40,000 in annual sponsorship revenue secured.	
12	Library Marketing	Promote existing library services for adults and attract new patrons.	<b>COMPLETE</b> Additional promotional activities occurred including website, social media and newspaper promotions. The library also hosted several special events.	
		Enhance library marketing via social media and new signage.	<b>COMPLETE</b> A new sign was purchased and a Facebook page was created.	
		Increase overall community awareness of and engagement with the library.	<b>COMPLETE</b> Partially due to the provincial budget and related media coverage, overall awareness of the library and its services	

				was achieved.
13	<b>Staff Training and Succession Planning</b>	Training and Certifications	Offer recreation specialty training opportunities to coaches, parents and staff.	<b>COMPLETE</b> A variety of new training opportunities were offered to the community.
			Offer specialty training to fire department members and fire leadership team development.	<b>COMPLETE</b> Additional training opportunities were offered to senior fire department members.
			Ensure landfill staff members gain industry training.	<b>DEFERRED</b> This item was deferred due to changes in department structure.
			Complete additional certification in areas of first aid and safety training across the organization.	<b>COMPLETE</b> Additional training courses were completed including some first aid, CPR, OH&S and boiler training. The OH&S committee held regular meetings.
14	Hiring and Succession Planning	Continue fire department succession planning.	<b>COMPLETE</b> Additional position appointments were made and training opportunities offered in order continue the succession planning process.	
		Stabilize library staffing and hours via securing of a long term assistant.	<b>COMPLETE</b> An assistant librarian and casual librarian were secured with operating hours updated accordingly.	
		Prepare for office staff retirement via task reviews and training.	<b>COMPLETE</b> The retirement of a long time staff member occurred smoothly in the spring of 2017.	
15	Human Resources Policy Updates	Complete updated job descriptions for all positions across the organization, including volunteer firefighters.	<b>IN PROGRESS</b> Some job descriptions have been updated while others remain outstanding.	
		Update operational practices to reflect modern governance practices.	<b>IN PROGRESS</b> Some initiatives and conversations have occurred with further development of this initiative still to occur.	
16	<b>Service Efficiency and Compliance</b>	Bylaw and Policy Updates	Complete substantial updates of Town bylaws and policies.	<b>COMPLETE</b> Some key bylaws and policies have been updated but the process remains ongoing.
			Update fire operating procedures and guidelines.	<b>COMPLETE</b> Updated operating procedures and guidelines were adopted.
			Ensure that effective public education occurs for relevant changes to bylaws and	<b>COMPLETE</b> Additional public consultation and education initiatives

			policies.	were put in place.
17	Accounting and Banking Systems		Complete implementation of the new accounting system and online banking services.	<b>COMPLETE</b> The implementation of the tax module was deferred due to issues with the software. Other enhancements were completed.
			Maximize efficiencies and customer service opportunities that the new systems offer.	<b>COMPLETE</b> Some new initiatives including online banking payment downloads and automatic Town bill payments were implemented with further enhancements ongoing.