

2017 Annual Report to the Community

Background

The Annual Report to the Community tells the story of the work the municipality has done in 2017, and provides a snapshot of the progress still to come. It highlights 2017 City accomplishments, projects and initiatives which align with the priorities outlined in the 2015-2018 City of Greater Sudbury Corporate Strategic Plan, *Greater Together*.

When residents are connected and informed on the vast array of services the municipality provides, their costs, and the value they contribute to everyday life in the community, a relationship of mutual trust is built. These services are a vital part of our community. In line with the Communications Strategic Plan *Connecting You, Connecting Us.*, the 2017 Annual Report to the Community aims to build community understanding of the municipality by providing a clear, simple visual yearly wrap-up of activities, services, programs and accomplishments. The design of the document has the flexibility to pull and highlight information across a variety of communications platforms.

While tools such as the annual budget document business plans and recently launched City Dashboard use comparative data to relay information, the look and feel of the Annual Report to the Community evolves based on community interest, communications trends and best practices. This type of annual reporting is a communications tool a number of municipalities use to give an overview of previous year accomplishments.

2017 Report to the Community

As outlined in detail in the Annual Report to the Community, City Council continues to take steps forward to improve and enhance services for residents. The details and information found in the Annual Report to the Community align with Council's strategic priorities of:

Growth and Economic Development: to grow the economy and attract investment

Quality of Life and Place: to strengthen the high quality of life we know and love

Responsive, Fiscally Prudent, Open Governance: to lead in public service excellence

Sustainable Infrastructure: to prioritize, build and rebuild our community's foundation

In 2017, an increase in capital funding and several major infrastructure projects to improve roads, bridges, culverts, water and sewer systems. Businesses were helped to grow and expand, new jobs were added, and a booming film industry was further supported. Investments into social programming and healthy living opportunities further strengthened the quality of life in our community.

Significant progress was made in moving forward on Council's four Large Projects in 2017, and our Transit system embarked on a major initiative to improve services for residents of this community. Furthermore, the City continued to evolve communications and engagement avenues to build trust with residents by enhancing use of multimedia, technology and social media.

Further details, including major projects and highlights, can be found in the attached 2017 Annual Report to the Community.

Communications

A communication strategy will promote the 2017 Annual Report to the Community by way of both traditional and non-traditional marketing and engagement, including a robust social media campaign, an online quiz and front page presence on the Greater Sudbury website. The communications strategy targets both internal and external audiences to highlight the City's accomplishments to residents, stakeholders and staff. Highlights and graphics will be pulled from the designed document and strategically used to promote key information at relevant times, across a variety of platforms.

Next Steps

The Annual Report to the Community returns to Council on a yearly basis in the first quarter of the year to create a regular way of highlighting the previous year's successes, and to provide an update on the achievements related to the priorities of Council, as outlined in the Corporate Strategic Plan.

Conclusion

The report aims to provide Council and residents with a snapshot of the City's actions in a clear, easy to understand format. The Report to the Community will also be incorporated into the annual financial report, which provides detailed financial and service information and is presented to Council separately mid-year.

Resources Cited

2015-2018 Corporate Strategic Plan: <https://www.greatersudbury.ca/inside-city-hall/open-government/strategic-plans1/>

City of Greater Sudbury Annual Financial Reports: <https://www.greatersudbury.ca/inside-city-hall/budgetfinancial-reports/financial-reports/>

City of Greater Sudbury Dashboard: <https://www.greatersudbury.ca/city-hall/reports-studies-policies-and-plans/dashboard/>

City of Greater Sudbury *Connecting You, Connecting Us*. Communications Strategic Plan: <https://www.greatersudbury.ca/city-hall/pdfs/communications-strategic-plan/>

2016 Annual Report to the Community: <https://www.greatersudbury.ca/city-hall/reports-studies-policies-and-plans/greater-together-in-2016/>